

DIRECTOR'S REPORT

**Northern Lights Library Network
Governing Board Meeting
February 18, 2012
10 a.m. – 12 noon p.m.
119 Graystone Hotel Lower Level**

ADMINISTRATION AND GOVERNANCE

New Board Member Representing Kitchigami Regional Library System

NLLN welcomes a new board member representing the Kitchigami Regional Library System: Mr. Richard D. Anderson of Solway, Minnesota, who is a Beltrami County Commissioner.

Fund Balance Policy

See attachment for description of fund balances in NLLN's Fund Balance Policy.

Second Operating Grant Payment of the Fiscal Year

Northern Lights Library Network received the second payment of the fiscal year on January 19, 2012.

NLLN Budget Review

Expended budgeted \$500 from 5510 Supplies Miscellaneous. Total expenditures as of January 30, 2012, at \$835.71, or \$335.71 over budget (please see spreadsheet in board packet for detailed line items of expenditures. Need to reallocate funds to supplies from another line item.

Rename and 5535 Equipment Maintenance Contracts. 5535 now includes webpage maintenance.

NLLN Certificates of Deposit (CD's) and Money Market fund

Information in Board Notes document in board packet.

Pay Equity Report Minnesota Management & Budget

Job evaluation, job analysis, and pay analysis completed according to the *Minnesota State Job Match Evaluation System* State Point Rating for NLLN's 3 positions: Office Manager, Executive Director, and Consultant.
Due January 31, 2012; submitted January 12, 2012.

Office Manager Job Description

During the pay equity review process for the Minnesota Pay Equity Report, it became apparent that the office manager job description needs to be updated and the position may require upgrading. More on this at future meetings.

CrossCheck Consulting

CrossCheck Consulting is a Minnesota firm that performs sales tax refund reviews for non-profit organizations to recover paid sales tax. The CrossCheck Consulting firm has a strong background in sales tax laws that can ensure that NLLN take full advantage of all the sales tax exemptions applicable. The CrossCheck team can come to the NLLN office to review the past 3.5 years of paid invoices, credit card records, and utility bills and compile the needed documentation in order for NLLN to get a refund on any sales tax paid. Refunds range from \$500 to \$100,000. Fees are contingency-based so if NLLN does not get a refund, nothing is owed. If savings are found, CrossCheck keeps 33% of the savings.

Grants or Projects Cost of Administration

Increase from 7%-12% to 20%.

Performance Management Leadership Institute (PMLI), Minnesota Council of Nonprofits

From January 9-11, I had the opportunity to participate in *the Performance Management Leadership Institute* (PMLI) sponsored by the Minnesota Council of Nonprofits (MCN) at Grandview Lodge in Nisswa, Minnesota. I was selected to participate in the Institute through a competitive process and the cost of the Institute was covered through 10 funding agencies (Blandin, BCBS MN, Bush, Central Minnesota Community Foundation, among others). Participation will continue with monthly meetings throughout this calendar year. I am grateful for this opportunity.

The basis of the Institute is to choose one of the *Principles for Nonprofit Excellence* and design performance management measures around one principle of excellence, including goals, objectives, target clients, and projected outcomes (please see p. 4 of the enclosed *Principles & Practices for Nonprofit Excellence*). MCN designed the principles beginning in the early 1990's, and since that time, 13 states have adopted the principles to uniquely serve nonprofit agencies in their state. MCN has deliberately withheld copyright restrictions on the principles, so they may be shared broadly.

Minnesota State Statute 134.351 MULTI-COUNTY, MULTI-TYPE LIBRARY SYSTEMS, outlines five areas multitype libraries are responsible in Minnesota to fulfill: (a) sharing of resources among all participating libraries; (b) long-range planning for cooperative programs; (c) the development of a delivery system for services and programs; (d) the development of a bibliographic data base; and (e) a communications system among all cooperating libraries.

The continuing need to collaborate, coordinate, and share resources, has become clearly evident. **Strategic Alliances** are very important for fulfilling the intent of the law and the mission of Northern Lights Library Network (NLLN).

Northern Lights Library Network currently collaborates with member libraries to roll-out Spotlight on Books and to provide online catalog services through the Destiny (Follett) online system. In addition, NLLN is partnering with Minnesota Department of Education, Division of Library Services, to strengthen the data measures that support library media centers in the region; with MCN to “Get Out and Vote 2012”, a public service campaign to provide citizens in the region with information they need to know where to vote and how to register to vote; and with the Minnesota Talking Braille Library to strengthen access to library services for citizens with disabilities in the NLLN region -- several other state level projects are also in the works, but the greatest need for NLLN is to continue to strengthen its ties with its own membership: the public, school, academic, and special libraries in the Northwest region of Minnesota. As I have worked at NLLN this last fall, it has become apparent that forming **strategic alliances** is a primary component for the successful operation of NLLN.

Strategic Alliances is one of the 10 principles for nonprofit excellence discussed in the enclosed booklet (please see p. 18): “The effectiveness of nonprofit organizations depends on successful relationships with other community institutions. Regardless of form -- partnership, collaboration, cooperation or coordination -- these relationships, or **strategic alliances**, can serve a variety of purposes, including resource sharing, policy influence, and improved operational efficiency. They strengthen both the capacity of individual organizations and the sector as a whole. Nonprofits should initiate and promote cooperation and coordination between a variety of entities to avoid unnecessary duplication of services and to maximize the resources available to the communities they serve.”

Paul Masiarchin, program manager with MCN, will visit with us at the NLLN office (103 Graystone Plaze, Detroit Lakes) on----- to discuss NLLN’s work in continuing to strengthen **strategic alliances** in the region. The booklet has been given to you, courtesy of the Minnesota Council of Nonprofits. Lina Belar will attend the March 13th meeting and Ruth Holmgren will attend the June 19th meeting at the Initiative Foundation in Little Falls.

Directors and Officers and Employment Liability Insurance

According to Minnesota Statute 134.351, which governs Multi-county, Multi-type Systems, all property of NLLN, “is held in the name of the multi-county multi-type library system board” and “confirmed as the property of the board”. While state law prohibits suing board members of a 501.c3 of personal property, the board is responsible for the fiduciary and employment decisions made by the organization. If a lawsuit should occur, a legal defense would be necessary, which incur costs. In order to protect the assets of Northern Lights Library Network, it would be in the best interests of the agency to carry Officers & Director’s (D & O) coverage and employment liability coverage. According to the insurance carrier with the Minnesota Council of Nonprofits, half of the 501.c3

agencies he has worked with the size of NLLN carry D & O coverage (personal communication, January 18, 2012). The cost for D & O insurance is approximately \$600/yr.

Public Relations Plan, Strategic Plan, and Annual Meeting April 21, 2012

Kathy would like to lead, review, and redesign the Three-Year Strategic Plan, requested in the Application for the Multicounty Multitypelibrary Cooperation Systems Fiscal Year 2012 Operating Grant at the annual meeting on April 21. The State Operating Grant requests a new edition of NLLN's three-year strategic plan along with its July 1, 2012 grant application, including a narrative of the process followed for creating the plan, how stakeholders were consulted, and how the needs assessment process occurred.

In order to meet the mandates, it would be useful to employ the Group Decision Center (GDC) at North Dakota State University. The GDC has up to 40 computers that travel to any location with software capable of querying users about concerns anonymously. The system could be used successfully to create the three-year strategic plan, to consult stakeholders, and to conduct a needs assessment. The process could take place at the April 21, 2012 annual meeting.

The cost of using the GDC is \$300 per hour, with a \$200 set-up fee, along with mileage and meals for staff. The MCN is allocating up to \$1,200 for consulting and could be used in this manner. NLLN budget number 6105 CE Events/Workshops could be expended for the annual meeting, as well.

The annual meeting could take place at the Comstock Memorial Union at Minnesota State University, easing the moving of the GDC equipment. Kathy is awaiting a quote from MSUM for the use of a meeting room in the union.

NLLN Press Release

Dave Wahlberg designed the following press release for newspapers in the NLLN region.

DRAFT – NOT FOR RELEASE

(date)

“Detroit Lakes – The Northern Lights Library Network (NLLN) has named Kathy Enger, Ph.D., as Executive Director. She succeeds Ruth Solie who retired last year after 10 years of service. For 32 years, NLLN has been committed to building healthy communities and enhancing quality of life in the region by supporting access to information through resource sharing, collaborative programming, educational opportunities, library advocacy, and by strengthening cooperation among all types of libraries.

“Dr. Enger brings a wealth of experience to the Northern Lights Library Network and we are delighted that she is joining us in this critical leadership position,” said Paul Bursik, President of the NLLN Governing Board. “Our expectations are high because of the leadership standards set by Ruth Solie, but throughout a vigorous

search process, Kathy demonstrated how she is fully capable of assuming her new duties. Our organizational mission is simple: we believe in the freedom of access to information in all forms, for all persons, and we celebrate the process of life-long learning. These are matters where Kathy has demonstrated innovative leadership.”

Enger has served as a professor and librarian at North Dakota State University, Northcentral University, Minnesota State University, Moorhead, and The University of North Dakota School of Medicine. She earned a B.A. from the College of St. Catherine, St. Paul, M.A. from the University of Iowa, and a Ph.D. in Educational Leadership from the University of North Dakota.

“I grew up in Minnesota and the values of this state are very much my personal values,” said Enger. “In Minnesota, we believe in freedom and open access to information, we believe in discussing new ideas, and we believe in working hard and collaborating to achieve common success. These principles are very much the principles that guide the operation of the Northern Lights Library Network.”

The Northern Lights Library Network is geographically the largest of the 7 multi-county, multitype library cooperative systems in Minnesota. With headquarters in Detroit Lakes, MN, it serves all types of libraries in the 23 counties of Northwest and West Central Minnesota. Membership includes more than 300 libraries: academic libraries (private and public), school libraries, public libraries in 4 regional public library systems and a variety of special libraries.”

SHARING OF RESOURCES AMONG ALL PARTICIPATING LIBRARIES

The Minnesota Literacy Initiative (NLLN)

- **State and National School Library Data Reports and the National Center for Education Statistics (NCES)**
Along with Bruce Pomerantz, Library Development Specialist with State Library Services, Minnesota Department of Education, NLLN is represented on a two committees to design, collect, and disseminate school library media data for the State of Minnesota in the *Minnesota School Library Annual Report* and the U.S. in the *National School Library Annual Report*. Both committees met at on December 12, 2012, at separate times, via conference call.

State library school media specialists from the following states were represented at the National School Library Annual Report meeting: Minnesota, Montana, Missouri, South Dakota, Idaho, Colorado, Nevada, Alaska, Iowa, New York, Utah, West Virginia, North Carolina, Michigan, Texas, and Vermont. State media specialists discussed what they are doing to collect school library media data in their states and relate their surveys and data collection to national standards. Information between

states will be shared. The American Association of School Librarians formed a task force that has been charged with preparing a crosswalk from the AASL Standards for the 21st-Century Learner to the Common Core Standard. Kathy suggests using AASL's *A Planning Guide for Empowering Learners: Guidelines for School Library Programs* available through Encyclopedia Britannica Digital Learning (\$35/yr.) as the standards used to bridge to *The Common Core Standards* for designing state surveys and guide data collection, tying the AASL standards to the English language arts standards already established by each state nationally through the *Common Core State Standards*. On another note, NCES will conduct its quadrennial sample survey of school libraries *Schools and Staffing Survey* from the National Center for Education (NCES) this school year.

“Tiers Project”: Using data from the 2011-2012 Minnesota Annual Library Report committee is designing tiers (or specific ranges) to rate school library media centers based on six criteria: 1. Certified Librarian Full Time Equivalent; All Library Staff Full Time Equivalent; Open Library Hours Open during the School Day (excluding before and after school hours); Sciences Copyright Average; Geography and History Copyright Average; Materials Expenditures per Student. The 2010-11 school library data, with reading achievement scores and expenditures, will become available in the online database this spring.

- **Spotlight on Books**

NLLN is preparing for Spotlight on Books, March 30 and 31, 2012, “Books, Books and more Books” presenting authors Gary Schmidt, Margi Preus, Brian Lies, and Will Weaver. Advertising continues with brochures sent January 12th and ongoing email and listserv ads. Information on the program is in board packets. In his letter accepting NLLN's FY2011 Report of Results to the governing board dated December 2, 2011, Bruce Pomerantz suggests that the governing board, “may decide to review the purpose and goals of this annual event and evaluate its outcomes. During the 2012 conference, the Board may want to survey those who have attended recent past conferences to learn outcomes, such as adopting or adapting activities learned in the workshops, exchanging ideas with other participants, or purchasing and providing book talks on spotlighted authors.” Kathy is reviewing past reports and surveys to qualitatively and quantitatively assess the effectiveness of Spotlight.

- **Author John Coy to visit region**

As a part of the NLLN Literacy Initiative, NLLN will be sponsoring Minnesota author John Coy at Holy Rosary in Detroit Lakes on February 22nd and Fisher and Climax on February 24th. John Coy wrote the children's books: *Around the World*; *Night Driving*; *Two Old Potatoes and*

Me; Strong to the Hoop; and Vroomaloom Zoom. He has also written a young adult series called 4 for 4 and the popular *Eyes on the Goal*.

- **Destiny Training through AdobeConnect**
Once AdobeConnect is up and running, NLLN will conduct an online Destiny training for school library media specialists in the region.
- **E-book discussion through AdobeConnect**
Once AdobeConnect is up and running, NLLN will hold an online meeting in conjunction with WebJunction, to discuss the use of e-books in the region.
- **Minnesota Book Awards**
Based on evaluative criteria developed by The Friends of the Saint Paul Public Library, Kathy is judging the final round of books for the Minnesota Book Awards in the General Nonfiction category and will be meeting at Open Book Loft Literary Center on March 3 at 1 p.m. to select the final winner. The four titles in the final round are: *Fool Me Twice: Fighting the Assault on Science in America* by Shawn Lawrence Otto; *Punishing Race: A Continuing American Dilemma* by Michale Tonry; *Trout Caviar: Recipes from a Northern Forager* by Brett Laidlaw; *Vikings in the Attic: In Search of Nordic America* by Eric Dregni. Please let Kathy know if you would like to read any of the books.
- **Portable U Winter Event sponsored by Minnesota Educational Media Organization (MEMO) January 27, 2012**
NLLN co-sponsored (along with MEMO and TIES) access to the keynote and end note addresses through the Interactive Television Network (ITV) in Fergus Falls and Bagley on January 27th. The two presentations were also archived and available through MEMO for professional librarians in the NLLN region.

Friends of the Moorhead Library Board

Kathy is volunteering on the Friends of the Moorhead Library Board to help them attain 501.c3 status. She attended first meeting on February 2 in Moorhead.

Minnesota Multitype Directors Winter Meeting

The winter meeting was held in St. Paul on January 26.

LONG-RANGE PLANNING FOR COOPERATIVE PROGRAMS

Minnesota Library Association Public Library Division

Kathy elected Member-at-Large.

Library Strategies

Kathy is working with Toni Garvey, ALA's 2008 Librarian of the Year, to discuss strategic planning initiatives and met with Toni via phone on Thursday, September 9th. Toni is a consultant with Library Strategies at the St. Paul Public Library Friends. NLLN budgeted \$500 for planning purposes. Toni had many helpful suggestions and specifically suggested forming an advisory committee that reports to the Governing Board. It has been difficult to bring the regional public library directors together to support NLLN and it is hoped that Toni will assist in this area.

College & Research Libraries

Kathy is a reviewer for the journal, *College & Research Libraries*.

DEVELOPMENT OF A DELIVERY SYSTEM FOR SERVICES AND PROGRAMS

NLLN Scholarships and Professional Engagement

Currently approved \$10,642.19 in funding and paid \$7,180.51.

DEVELOPMENT OF A BIBLIOGRAPHIC DATABASE

Destiny Online Catalog

Continues to service the NLLN region and beyond.

COMMUNICATIONS SYSTEM AMONG ALL COOPERATING LIBRARIES

Adobe Connect

--Will be up and running, soon.

Annual Meeting, Strategic Plan, and SMART Public Relations Plan

NLLN will be possibly using the Group Decision Center to design the Three-year strategic plan.

LIBRARY ADVOCACY

Minnesota Council on Nonprofits Minnesota Participation Project "Get Out and Vote Minnesota, 2012"

NLLN is working with Jeff Narabrook of the Minnesota Council of Nonprofits to design a program to "Get Out and Vote in 2012" for citizens in the Northwest region of the state through NLLN member libraries to educate citizens on where they vote and how they register to vote.

(<http://www.minnesotanonprofits.org/nonprofit-resources/public-policy-advocacy>).

Get Out and Vote in Minnesota 2012: Program Components, Timeline, Outcomes, Impact, and Budget

Public Library Systems in the Northern Lights Library Network (NLLN) Region, including Kichigami Regional Library System, Lake Agassiz

Regional Library System, Northwest Regional Library, Viking Library System and the Minnesota Participation Project of the Minnesota Council of Nonprofits

As a valued and trusted civic resource, public libraries are in a key position to educate citizens on how to register to vote and on where to vote. Community engagement leads to optimism, individual well-being, and overall civic health. Public libraries bring people together in a nonpartisan way, and provide them with un-biased facts in an impartial environment. As a publically supported entity, libraries are uniquely positioned to address information needs of the people they serve through the use of physical space, technology, and skilled staff. Get Out and Vote in Minnesota 2012 seeks to engage people in the voting process through public libraries by providing information to patrons on how to register to vote and on where to vote in the November 2012 election.

Program Components

1. Internal Training and Capacity Building

- a. Goal: Engage library leaders and staff on the importance of voter engagement and provide tools and information to help them implement modest activities.
- b. Method: Training conducted via webinar with member libraries or at staff meetings.
- c. Outcome: Train librarians on how to register to vote and where to vote in the four public regional library systems in NLLN; Kitchigami Regional Library System, Lake Agassiz Regional Library System, Northwest Regional Library, Viking Library System.
- d. Impact: A 50% increase in voter participation in the November 2012 election in the 23 counties of the NLLN region: Becker, Beltrami, Cass, Clay, Clearwater, Crow Wing, Douglas, Grant, Hubbard, Kittson, Mahnommen, Marshall, Norman, Otter Tail, Pennington, Polk, Pope, Red Lake, Roseau, Stevens, Traverse, Wadena, Wilkin.

2. Voter Education

- a. Goal: Provide information on how to register to vote and where to vote and provide voter registration support.
- b. Method: Display posters and other public information materials informing patrons that library staff have access to voter poll place information and voter registration cards. Distribute information to patrons without charge.
- c. Outcome: All public information materials on how to register to vote and where to vote distributed.
- d. Impact: A 50% increase in voter participation in the November 2012 election in the 23 counties of the NLLN region.

3. Voting Reminders

- a. During the weeks leading up to election, ask patrons as they leave the library if they know where and how to vote and provide them with information.

Timeline

January: Finalize planning for 2012 voter engagement programming.

February and March: Work with members to build awareness and support; secure funding through grant applications and project commitment from NLLN Governing Board.

April: Create promotional materials.

May and June: Provide training to interested participants in the form of webinars and staff meetings with assistance from the Minnesota Participation Project. Distribute promotional materials.

July and August: Support libraries in conducting a modest voter registration and education effort.

August, September, October: Distribute promotional materials and actively provide information to library patrons on how to register to vote and where to vote.

October and November: Provide final voting reminders and information to community members.

Resources Required

- Promotional materials
 - Poster, postcards, handouts -- convey to the public voter education information.
- Voter registration cards
 - Should be available in bulk at county election offices and distributed to public libraries.

Budget

Promotional Materials:	\$7,000
Training:	\$2,000
Travel and Accommodations:	\$3,000
Administrative Costs:	\$3,000
Total Cost:	\$15,000

Respectfully Submitted,

Kathy B. Enger