

Mideastern Michigan Library Cooperative Work Plan 2017-18 Final Report

Submitted by Denise Hooks, Director

Vision Statement: Continue our commitment to the advancement of library service by assisting all members in providing and delivering valuable, cost effective services to their library communities.

Preface: This was another very good year for MMLC with funding through State Aid and an expected clean audit. We were able to provide services and grant funds to libraries at an even higher rate than in the previous year. In addition, we expanded our statewide role in programming for libraries.

Goal 1: Move the Cooperative forward by maintaining an effective structure.

[...calls for the Cooperative to maintain an effective organizational structure and program of services through regular evaluation and validation of services. Providing core and unit cost services are the focus of this effort.]

- Hold business meetings of both the Advisory Council and MMLC Board according to the schedule adopted at the annual meeting. **All meetings were held in accordance with published schedules. We also provided orientations for new Board members and member directors.**
- Follow goals of Strategic Plan document to further organizational objectives; continue to audit plan goals against Work Plan objectives for efficacy and completion. **Throughout the year, we reviewed the Work Plan to be certain that we were on track to accomplish our objectives as approved by the Board.**
- Conduct regular assessment of services and adapt to changing needs of members; survey members throughout year for new ideas and seek opportunities to introduce members to innovation. **Members were asked to give input on services, meeting topics, and to provide ideas for future initiatives.**
- Continue to review/revise cooperative policies as required. **The Bylaws were reviewed and edited by the Document Review Committee; Board approval followed. We also completed our last year of E-rate collection; the amount of filing time did not warrant the significantly reduced amount that we received due to FCC revision of the eligible services list.**
- Introduce new services and streamline cooperative processes through the use of technology; review/revise Technology Plan annually. **The website was redesigned and new features were introduced including a registration module with a credit card payment option. The Technology Plan was reviewed and adjusted based on a delayed office upgrade schedule.**

Goal 2: Move the Cooperative forward by exploring and promoting alliances.

[...puts a high priority on cooperation and collaboration with other organizations, both within and outside of the Cooperative area. The search for partnerships is intended to encourage growth and development of services as well as to identify opportunities to increase funding.]

- Work with other cooperatives to provide workshops and opportunities for networking among members. **The Cooperative Directors Association sponsored a series of webinars that provided training and information for all types of libraries statewide. The Collaborating Partners offered a multi-day workshop opportunity on library security. MMLC has taken a leadership role in the planning and execution of this event.**
- Find ways to partner with other groups and organizations to further cooperative goals; develop plans with cooperatives in geographic proximity to MMLC. **We continue to work with statewide agencies and other cooperatives to offer services. Partnerships have been highly**

successful including the recent ALA Boot Camp co-sponsored by the CDA and MLA; the effort to bring additional advocacy training to individuals in the state directly involved MMLC.

- Encourage and foster collaboration among member libraries, including initiatives between different types of libraries; continue to monitor and enhance existing collaborations. **Members work together on initiatives such as OverDrive and shared programming. MMLC is working with two member libraries on workshops that will be held during the next fiscal year.**
- Support libraries by providing year round programming opportunities for their communities; widen the scale of programming by offering service to libraries outside of the cooperative service area; ensure that all libraries booking through the cooperative are receiving same quality of service. **The number of programs offered during the year have increased by over 19%. We are committed to offering a Performers Showcase in September; scheduling a full range of programs for our members and those in other cooperatives; and monitoring quality performances throughout the year.**

Goal 3: Move the Cooperative forward by the promotion of libraries.

[...makes the promotion of library services to the general public a priority for the Cooperative. The purpose is to increase public awareness of libraries and public use of library services.]

- Work with other organizations, including Cooperative Director's Association, Library of Michigan, Midwest Collaborative for Library Services, MLA, and MiALA to promote member libraries; serve on statewide continuing education committees and remain active in the conversation for the purpose of shaping the agenda. **We were very active at the state level and have committed countless hours toward statewide collaboration on behalf of MMLC libraries. We continued as fiscal agent for the Friends of Michigan Libraries organization and have also been active in helping the group stay on task and with strategic planning.**
- Alert members to ways of enhancing public awareness; provide ideas for marketing through new avenues. **Marketing and new ways to share information with the public was provided through direct emails.**
- Support the adoption of new services with opportunities to experiment through "pilot" activities; introduce a revised and enhanced grant program for public library members. **Libraries have shown a remarkably innovative spirit in their initiatives this year; the October Advisory Council meeting will provide an opportunity for them to share their experiences and encourage similar endeavors in other libraries.**
- Make certain that MMLC libraries are included in statewide initiatives. **We frequently volunteer for committees and take responsibility for portions of meetings and conferences; the Loleta Fyan Small and Rural Libraries Conference is an example of that involvement including management of the registration function at the conference.**

Goal 4: Move the Cooperative forward by strengthening member libraries.

[...reaffirms the role of the Cooperative in furthering its mission of strengthening the member libraries through communication, consulting services, assistance with fiscal management, Board development, and through all forms of resource sharing.]

- Maintain regular contact with members through targeted emails, listserv postings, and direct telephone calls. **Our goal was to send information to members that is not duplicated by other statewide resources. Scanning the most vital information sources for news and advocacy issues was a daily activity. We attended meetings of our member library groups and appreciated that opportunity for the direct involvement.**

- Encourage dialog among members to maximize knowledge of existing programs and to enhance individual library opportunities; conduct conference calls to provide access to other members for new ideas and the exchange of information. **Whenever there is an issue that requires discussion among members, we facilitate the conversation and schedule conference calls. The OverDrive consortia had two meetings this year with an Information Day in the Fall and the annual member conference call in the Summer.**
- Continue to be available to members for advisement and consulting needs. **We take pride in being available to help our members discuss topics in our areas of expertise and do research for members on those that are new or may need additional exploration.**
- Keep members informed of what is happening legislatively in the state and at the national level; devote a section of the Director’s Report to current legislative action. **During election years, we conduct Meet the Candidate sessions in coordination with other cooperatives. Regularly, we communicate Action Alerts and legislative developments both in Michigan and nationally.**
- When possible, offer “value-added” options such as Director Search opportunities; continue to assist with the transition to QuickBooks for member libraries and act as a consultant for libraries in other cooperatives. **We worked with member libraries to set-up accounts and trained them in the use of the software to ensure that required accounting practices were in place. We were very pleased that libraries outside of MMLC also contacted us about QuickBooks assistance.**

Goal 5: Move the Cooperative forward through leadership and innovation.

[...is a commitment by the Cooperative in support of leadership and innovation for the continual development of new services. The Cooperative will foster innovation through pilot projects that introduce new service methods, ideas and emerging technologies.]

- Explore new initiatives for shared services among members of MMLC; continue the practice of offering shared consortia level services and support TLN efforts to offer statewide library discounts. **Cooperative member libraries determined that there were a wide variety of technology needs and innovative ideas that they were interested in purchasing and exploring. The Technology Support and Innovation Grants have been used for those purchases and members will report on this year’s uses at the October Advisory Council meetings. MMLC continued to provide programming services for libraries statewide and expanded to new libraries including Jackson District Library. New initiatives at the CDA level: Woodlands Library Cooperative has taken leadership on a study of Penal Fines; Lakeland Library Cooperative is participating in conversations with MCLS and OverDrive on interloan among OverDrive customers; and Mid-Michigan coordinated a series of free webinars for libraries.**
- Continually look for cost effective ways to promote innovation. **We shared information on library innovation with members throughout the year. Exploration of possible shared services will continue every year.**
- Negotiate agreements with vendors for improved pricing on services to libraries; investigate consortium pricing if neither TLN nor MCLS offers that vendor’s product. **The cooperative extended the hoopla, Movie Licensing USA, and OverDrive contracts this year. We were open to investigating any additional service contracts that members requested.**
- Provide funding to support member led initiatives; survey members for new technologies to explore. **The next survey of members will be conducted at the October Advisory Council meeting during the technology ideas and experiences showcase.**

Goal 6: Move the Cooperative forward by encouraging and facilitating professional development.

[...is a broad effort to build the skills and knowledge base of the Cooperative by investing in its human resources through education of library staff and trustees.]

- Use knowledge of trends and new developments in library field to offer timely, effective programs and workshops; continue to provide workshops on relevant topics in conjunction with Advisory Council meeting; focus attention during this fiscal year on human resources training. **The Millage Workshop was offered for the fifth time and attendance was excellent. Evaluations for the topical content and speakers were extremely positive. We provided Human Resources training at the October Advisory Council meeting and Design Thinking at the February Advisory Council Meeting.**
- Offer grant opportunities for members to encourage professional development attendance at workshops and conferences. **This year, we introduced a newly revised grant process and libraries have taken advantage of the additional funding. It will be continued next year as well.**
- Attend workshops and conferences to learn about new trends and developments that would benefit members; attend MLA, PLA, Rural Libraries Conference, and ALA as offered. **This was a busy conference year that included attendance at all of the named opportunities above. We were especially proud to be able to moderate a program at the MLA conference in the Fall. Librarians from four member libraries participated in a panel presentation on the MMLC 3D Printer Project; the presentation was very well received.**
- Provide follow-up reports, share information, and post ideas on MMLC website. **Information gained at those conferences was shared with members via email. We began using the registration module for workshop and meeting attendance. The new system included the ability to pay via PayPal for the first time.**

Goal 7: Move the Cooperative forward by supporting advocacy and advocating for all types of libraries in the membership.

[...is a recognition of the Cooperative's advocacy role and the increasing importance of library advocacy in the 21st century as libraries face legal, financial, and legislative issues.]

- Attend Legislative Day activities coordinated by the Library of Michigan; provide funding opportunities for others in cooperative to attend; conduct training sessions prior to the Washington D.C. NLLD event and collect evaluations post-trip in order to report to Board. **The NLLD group consisted of three Board members, three library members, and the director. We had a day of orientation followed by a day of meetings and opportunities to meet legislators.**
- Sponsor meetings to assist members in learning about candidate positions on library issues; hold Meet the Candidate meetings during election years. **It was not an election year and Meet the Candidate sessions were not conducted. They will be scheduled for the Fall of 2018.**
- Alert members to efforts to lobby directly with legislators on behalf of libraries; regularly provide updates on MLA and ALA strategic plans for advocacy and scan MIRS and District Dispatch for information to share; send specific Call to Action emails when needed. **This occurs on a regular basis throughout the year. This year in Michigan, there were challenges to Penal Fine revenue and PPT 'extra' funding that was going to libraries. Advocacy for the library's right to legally stock and administer Narcan (overdose medication) became law. At the federal level, it was a fairly chaotic year with threats of elimination for the Institute for Museum and Library Services (IMLS) and Library Services and Technology Act (LSTA) funding. Fortunately, neither of those actions took place, but our short-lived**

victories related to Net Neutrality were reversed when the FCC board took measures to roll-back rules which protected a free and open internet. The other advocacy support that we have given this year is to school libraries.

- **Work with MLA to provide an avenue for libraries to understand the process of legislative lobbying and ways to educate new legislators; partner with MLA to offer the American Library Association Advocacy Boot Camp for Michigan library administrators and staff. The workshop was held in April and was very well attended. Discussions are planned for follow-up advocacy training.**