

**FREDERICK COUNTY PUBLIC LIBRARIES BOARD OF TRUSTEES  
MINUTES OF MEETING  
APRIL 4, 2012**

The Frederick County Public Libraries Board Meeting convened at 7:00 p.m. on April 4, 2012, at the C. Burr Artz Library, Frederick, Maryland.

**BOARD MEMBERS PRESENT:** C. Greenway, M. Kurtianyk, G. Laugelli, T. Kutz, B. Poteat, T. Prensky, C. Smith, and Commissioner Liaison, D Gray.

**BOARD MEMBERS ABSENT:** None.

**STAFF PRESENT:** D. Batson, Director; B. Pelle, Associate Director; D. Maminski, Associate Director; K. Lewns, Financial Business Office Manager; E. Cromwell, Community Partnership Manager; S. McCoy, Branch Administrator – C. Burr Artz Library; Sharon Lauchner, Branch Administrator – Middletown/Walkersville Libraries; A. Whitney, Branch Administrator – Urbana Regional Library; J. Vogel, Children’s Supervisor – C. Burr Artz Library; R. Goetz, Children’s Supervisor – Brunswick Library; Lynette Parish, Librarian – Cataloging; E. Gamertsfelder, Library Associate, C. Burr Artz Library; T. Panagos, Library Associate – Learning Coordinator; and L. Tibbs, Recording Secretary.

**CITIZEN REMARKS:** None.

**APPROVAL OF MINUTES:** T. Prensky made a motion to approve the minutes of the March 7, 2012 meeting; seconded by G. Laugelli. VOTE: Unanimous.

**PRESIDENT’S REPORT:** Mr. Kurtianyk stated that “sometimes things should just be and not have meaning”. He said he thought of these words when he realized that April is National Poetry Month and with it brings the annual return of readers to the joys of poetry, much like the swallows returning to Capistrano. Instituted in 1996 by the Academy of American Poets, National Poetry Month occurs when publishers, libraries, schools and poets around the country band together to celebrate poetry.

What is poetry’s place in our culture? It’s hard to tell these days, if one only gets the news from the scrolls at the bottom of a television screen, or 140-character twitter feeds. It used to be that poets were an elevated class in our society, like librarians used to be, and teachers.

Today poetry can be found only in either small pockets of our high schools, which is where I found poetry thanks to a great high school teacher, or on college campuses, where fringe high schoolers can reinvest themselves. I urge everyone to take a moment this month to read a few poems. Stop by your local branch library, or support your local teachers in their efforts to introduce poetry in our classrooms. Introduce a book of poetry to your book club. Above all else, remember the words of Archibald MacLeish who, in his poem "Ars Poetica", wrote the following:

A poem should be wordless  
As the flight of birds....

A poem should be motionless in time  
As the moon climbs....

A poem should be equal to:  
Not true.

A poem should not mean  
But be.

## **DIRECTOR'S REPORT**

**a. FCPL – Update:** Mr. Batson pointed out that the statistics have been doing much better over the last few months. It has been decided that a visit to the library is a visit to the library. It doesn't matter whether a person walks into the library, or visits the library on-line, etc. If a person is using library resources, it counts either way. Since July, 2011 to date there have been 2,135,882 visits to your local library. That is a lot of folks using this resource. Many times we get a lot of questions as to whether libraries are worth the time, the money, the space, etc., but when 2,000,000 people visit a library in a County of 235,000 residents, you are getting your money's worth. Circulation is up. Audio and e-books are up 127% for this year. In all aspects of our usage, FCPL is seeing increases. For the year so far, children's programs have increased by 13% and attendance has increased by 14%. FCPL leads the State in the number of children's programs by a public library. FCPL's children's staff is exceptional.

J. Vogel and R. Goetz provided a brief report on this year's Summer Reading Club. Ms. Vogel stated that this year's theme is Dream Big READ for the younger children and the teen program is Own The Night which is for 6<sup>th</sup> graders through high schoolers. She added that it is a known fact that children who read over the summer are more likely to be on track when they go back to school in the Fall and children who participate in the Summer Reading Club are more likely to score higher on achievement tests than those children who do not participate in the Summer Reading Club. We want the children to have fun reading, provide them with free activities, and encourage them to become life-long readers.

R. Goetz advised that 9,449 children participated in last year's Summer Reading Club and our goal this year is to actually reach 10,000. Over 1,000,000 minutes of reading were logged through our Summer Reading website. There were over 9,364 book reviews posted on the

website as well. Last year was the first year FCPL had the passport activity and 215 children completed the passport activity last year and we are hoping for more this year. She noted that the Summer Reading Program runs from May 1 – August 11, 2012. Once again this year, librarians and teachers collaborated to create summer reading book lists that will be distributed in the libraries and the schools and the list will also be available on the website. FCPL was able to create their own game boards this year and they are all literacy-activity based. There will be kick-off and finale parties at all of the branches. The passport activity is part of the game boards this year rather than being a separate component as it was last year.

Thereafter, R. Goetz thanked the sponsors for this year's Summer Reading Club: PNC Bank and Friends of Frederick County Public Libraries. T-shirts will also be available once again this year.

**b. Budget/CIP – Update:** The State Legislature is still in session at this time. While the budget has been approved by the Senate and the House, it is in committee right now to hammer out the differences. There are a lot of bills that just haven't been dealt with and they impact the counties as well as the state so we, as well as other governmental entities, are just not going to know the final outcome until the legislature gets out. The county has released their budget, however, the Board of County Commissioners will need to make adjustment to the budget once they receive the final decision from Annapolis. As of right now, the BOCC has recommended that employees receive a step increase and a 1% COLA, which would be the first raise for employees in three years but this is still in limbo pending the outcome in Annapolis.

### **NEW BUSINESS:**

**a. FCPS/FCPL Agreement:** Dr. Alban thanked Mr. Kurtianyk for the reminder about poetry and added that teachers are very important in bringing poetry to students in so many ways. She further stated that she is very honored to be here this evening because we are celebrating a wonderful new partnership endeavor that Frederick County Public Schools and Frederick County Public Libraries have entered into. She added that this idea was born during her first tour of the C. Burr Artz Library when Mr. Batson advised that FCPS has not been advocating FCPL's Summer Reading Club because it is against policy to distribute materials, if you don't have a formal partnership. She stated that she returned to her office and advised staff that a formal partnership needed to be established with FCPL because of the wonderful opportunities it will provide for FCPS students and staff.

Mr. Batson stated that libraries and schools have always gone together and we have felt strongly for a long time that if FCPL could work closer with our public school system, then we could do more for our youth and our community. FCPL runs a great Summer Reading Program. Last year almost 10,000 children enrolled in FCPL's Summer Reading Program. However, there are 40,000 children in the public school system, not counting the pre-schoolers and we need to go out and reach all of these children; not only for the joy of reading and learning themselves but for those that are already in the school system, we need them to retain what they learned so the teachers have a better time in moving into the next year's curriculum.

Mr. Batson advised that he just read an article in the Howard County Library News wherein they

mentioned their wonderful spelling bee and how their winner was going on to the Nationals. FCPL has had a spelling bee for years, however, since we were not associated with the public school system, the winners would get a nice award but could not go any further. Now, we can set it up so that the spelling bee winners can go on to the Nationals and get the recognition for themselves and for the school system. There are many reasons for this agreement and one of those is that we will be able to get more library cards to the students and more students will come into the library.

Dr. Alban stated that in addition to the opportunities that Mr. Batson has already shared, she stated that FCPS is looking at using this as an opportunity for some of our high school students to have internship experiences. This will be a wonderful opportunity for our students to learn about public relations and support the library initiatives. She added that once the two staffs start working together, we will also see a lot of exciting ideas generated for ways that we can partner. The mission of FCPL and FCPS is very similar and what we want to achieve is the same. She noted that with tough economic times, being able to share resources will be of great benefit to the students.

A photo was taken of Mr. Batson, Dr. Alban and President of the FCPL Board of Trustees, M. Kurtianyk.

**b. Discussion of BOCC Proposal to Combine Walkersville Public Library and Walkersville**

**Middle School:** Mr. Batson stated that while we have had some preliminary discussions concerning this matter previously, since that time there have been many an article and Letters to the Editor and much discussion concerning this issue. After the last meeting of the BOCC and FCPS and in talking with staff that were in attendance, we got the feeling that the Board of Education is not necessarily receptive to the concept of a public library within their actual facility. They have no difficulty with the library being adjacent or even on the same property as the school but as far as being part of the school, they have some concerns. Mr. Batson noted that members of the FCPL Board of Trustees received a packet of information from 1999 and some current information regarding this matter which basically notes some of the same concerns put forth by FCPS. This is an old issue that has been dealt with previously. Mr. Batson noted that when he recently went to the bi-annual Public Library Association Conference in Philadelphia, PA about a month ago, there was actually a program offered dealing with this subject and he attended the program. In speaking with the other participants that attended the program, it was noted that there were some very strong trends which included they were all smaller communities, mostly rural, with severe economic issues. It was basically a combination school/library system or nothing at all; there really wasn't an option. There are a couple of school/library combinations in the State of Maryland. Smith Island has a combination school/library. There are only about 200 people on Smith Island. There is also a combination school/library system in Allegany County which is part of an elementary school but we just received word that the school system is voting to close down the elementary school. We are just not seeing it being effective and cost efficient. One of the legitimate concerns by the BOCC was the cost factor. In that the BOE is leaning towards a building being built adjacent to the Walkersville Middle School, there is no cost savings at that point. There are always a lot of operational issues (checking out books, computer usage, etc.) when a school is combined with a public library. Discussion followed.

Mr. Kurtianyk commented that after listening to tonight's discussion, it is obvious that we have taken this issue very seriously. FCPL staff and FCPL Board of Trustees have done their due diligence with the research, discussions in preceding weeks and discussions tonight. He added that it is his belief that the FCPL Board of Trustees are ready to provide Mr. Batson with some direction and that direction is to not support the suggestion by the BOCC to combine the Walkersville Middle School and Walkersville Public Library. Further discussion followed.

Mr. Kurtianyk made a motion that the FCPL Board of Trustees directs Mr. Batson to communicate to the BOCC and the BOE to no longer pursue the combination of the Walkersville Public Library and the Walkersville Middle School as it fails the test of economic savings to our taxpayers; seconded by C. Greenway. VOTE: Unanimous.

**c. Financial Report:** K. Lewns noted that there has been an increase in the travel/training expenditures. This is due to the fact that staff has started attending a lot of conferences. FCPL was approved for a \$25,000 continuing education grant but at this time it is being held up at the State level. It has been approved by the BOCC so we are running the expenditures through FCPL's regular operating account. Once the grant is received, the expenditures will be transferred. There is also an increase in the non-capital expenditures account. We had equipment costs associated with the wireless system that we are working on and we have also purchased a new storage drive for \$22,900. In computer software, there has also been an increase. We paid for the Value Line Investment Survey database so that hit this past month. One other thing she highlighted is that FCPL recently rolled out Smart Pay. Patrons can now pay their accounts online. Money can be added to a patron's SAM account or a patron can now pay fines online. Patrons can also make donations online as well. So far, FCPL has collected \$1,200.20 (\$68.60 was added to the SAM account and \$1,130.60 was collected for fines). Smart Pay just started on March 13<sup>th</sup> and so far everything is doing pretty good. She also noted that 1,261 songs were downloaded in March through the Fregal program.

**d. Continuing Education for FCPL Staff:** T. Panagos is the Staff Development Coordinator for FCPL. She started off with a quote from a fellow trainer and management consultant, Pat Wagner. She said that one of the most deadly sentences in the English language is "I am so glad I am done with school." As you know, ongoing professional and personal development is extremely important in today's data rich/information rich world. As a library, we need to stay at least one-half step ahead of that in order to best serve our patrons. As librarians, we must maintain certification of our continuing education. In order to maintain certification, a librarian must have 90 contact hours every 5 years. Library Associates, because they do not have a Master's degree, must first complete a 60 contact hour training program called the Library Associate Training Institute. FCPL provides continuing education for all staff in all positions, front and back-of-house, and when we are announcing or creating training, we also try to foster opportunities within the library from back-of-house where materials are processed to our Director. Some basic resources that we turn to on a regular basis are, of course, many of our associations within the State. The Maryland Library Association has an annual conference and they also supply many face-to-face and online training courses. The State Library Resource Center, which is housed at the Enoch Pratt Free Library in Baltimore, provides a semi-annual tour of their facility each year. In addition, they also provide a circulation conference each year and they have several subject specialists who provide trainings online or at their/other facilities.

The Division of Library Development Services also provides numerous opportunities for training. A tool they also provide is called WIMBA, which is an online meeting and training software that any library system within the State of Maryland can use for official library training/business. This enables us to reach out to all of our branches. It is a wonderful product. WIMBA also provides the ability to share trainings through the state-wide training and events calendar so all of the various library systems use WIMBA to provide online trainings and announce their online and face-to-face trainings through this calendar. We then internally take what is specific to us and what our specific needs are and our staff is then provided with training here at FCPL on a local level. She noted that all of these sources provide a great mix of learning opportunities which brings her to her thoughts on blended learning. Blended learning can most basically be defined as the combination of multiple approaches to learning; basically the correct blend of delivery methods for the three "biggies": 1) Your content; 2) Your audience and 3) Your environment. We simplified our approach at FCPL and we are trying to combine the convenience and cost savings of the online world with the face-to-face sessions that are always needed and then some experiential learning. We are trying to hit the spot in the middle through those three areas. She thereafter reviewed some of the trainings/methods that are currently in use at FCPL. WIMBA, the online meeting and training software, is provided to FCPL for free from DLDS. Staff is increasingly turning to this because we are removing the element of travel, it fits into staff schedules more easily and it is great for FCPL because it eliminates mileage reimbursements. The next software she reviewed was Moodle which is a learning management software that is an open source software and it is free. Moodle has been downloaded to FCPL servers and we have started building our own customized content. It is a slow process but we are continuing to work on it. It can be used to support a face-to-face training by hosting the training materials and hand-outs. It can also be used to do a self-study course. FCPL's leadership program is hosted through Moodle as well. She further noted that online learning is great but sometimes you really need the hands on experience so a learning gadgets collection was started for staff by a grant from Carroll County and DLDS. Many devices were purchased for library systems throughout the state so we have quite a few devices that we can use for training to show staff the current library apps and how to download books. Staff can also check out gadgets for a week at a time and take them home so they can really learn the devices so they can better assist our patrons. FCPL has five apps: 1) Library Anywhere, 2) Access My Library, 3) EBSCO, 4) Overdrive and 5) Mango. She added that there are still face-to-face trainings offered. She displayed a few pictures of the training lab at the C. Burr Artz Library. In addition to the training lab, meeting rooms are also used for training. Although the meeting rooms are not equipped for electronic training, she advised that the laptops from the training lab are now able to be packed up and taken to any branch library in order to do a customized training at the branch library. This eliminates a number of staff having to come to the C. Burr Artz Library for training. She also noted that a more traditional way for training is the FCPL professional collection, which is a collection of library related topics and books for managing programs and services. Staff can check these items out at any time as well.

Ms. Panagos thereafter passed out a copy of her business card to each member of the FCPL Board of Trustees and let them know to feel free to contact her at any time.

**e. Connecting Patrons and Books – Cataloging at Work:** L. Parish, Lead Cataloger at FCPL, provided an overview of cataloging. She stated that cataloging is the network of information that

links patrons to books. One hundred nineteen years before the Internet, librarians were organizing information into a card catalog and guiding patrons to their desired research among the stacks. Means have changed since 1876 but the need to quickly and accurately insure that patrons find what they are looking for, such as a book on the shelf or The Hunger Games for e-Reader download has not. The library is working to meet that changing need. Demand for e-books is growing rapidly in the County. In 2010, FCPL e-books circulated 4,041 times through the Maryland Digital E-Library Consortium, also called Overdrive. In 2011, that number quadrupled to 16,568 circulations. In the month of January, 2011, the library circulated 777 e-books and one year later in 2012, 3364 e-books circulated over the course of a month, an increase of 433%. Overdrive currently offers 30,888 copies and 15,978 e-audio book copies. In addition, the library purchases extra copies for exclusive use to patrons further meeting the growing need for digital content. Besides expanding selection to patrons, FCPL is also making it easier to access e-books and audio books in the catalog. As of February, FCPL introduced Get Book, an icon within the catalog that connects the patrons to Overdrive and the e-book they are searching for. This new icon lets patrons know through a clearly defined link that the book is available for their e-reader. The Get Book project was largely accomplished by information and technology from Materials Manager, Teresa Vorce, and User Support Specialist, Bill Kirk. E-books also have the potential to share our archives throughout the State and bring our unique material to patrons' homes. Recently we were able to catalog and digitize Margaret Thomas Artz's Daybook. Mrs. Artz donated the gift which made possible the C. Burr Artz Library. Her Daybook offers a handwritten glimpse into her world and the culture and daily life of Marylanders in the mid-19<sup>th</sup> century. This item was digitized for free by the Crowley Company of Frederick through a gift received by the Maryland Room Manager, Mary Mannix. It was cataloged in-house and uploaded to FCPL's catalog and Overdrive. By searching the catalog, a patron can see the original Daybook, which is housed in the Maryland Room archives and the digital copy is available for download. Clicking Get Book links patrons directly to the Overdrive page to download the Daybook. Patrons from other counties can access this by searching the Consortium. This is just one example of how catalogers are collaborating with other departments to bring books, both old and new, to library patrons.

**f. Tracking Library Usage – Statistics, Patterns & Interpretation:** E. Gamertsfelder stated that about 2 years ago when a discussion was held about shortening the hours of FCPL, she became interested in finding the data (numbers) to back up what we, as staff members, feel are the trends and how the library is used. Every month, members of the FCPL Board of Trustees receive statistics on check-outs, library cards, visits, programs, etc. and we are able to determine whether the statistics are going up or down but she wanted to interpret them in the realm of how does it affect what we do and what can be changed. She stated that she has developed some interesting ways to use the statistics. She displayed line graphs reflecting how many patrons have visited FCPL for the past two years. Although the numbers are different, there is a pattern that follows in all of the branches throughout the course of both years. In March there is a spike and then there is another spike in June and July at all branches. She thereafter displayed a chart reflecting computer time usage in an average week. From this chart, she stated that she was able to pull data on how long people spend on the computer and compare that against how many computers are actually available to see what percentage of computers are in use at any given time. Over time it will give us a way to compare what the busiest times are and how well our resources are being used to see if we need to make changes to how many computers we have or

how long the sessions are that we provide to our patrons. She displayed another chart which reflected check-outs per hour of physical items – not downloads. As can be seen from the chart, Saturdays from 4:00 – 5:00 p.m. is the busiest hour. During that time frame, FCPL averaged 957 items checked out. It can also be seen from this chart that on Sundays, even though only the three larger library branches are open, FCPL is busier than almost any other day. She also noted that the 11:00 a.m. – Noon hour during the week is generally very busy and this is a direct result of storytime programs. Storytime programs generally start in the 10:00 a.m. hour and then the patrons check out materials following storytimes. This chart also helps us determine how to adjust staffing.

Ms. Gamertsfelder thereafter displayed a pie chart comparing print vs. electronic items. For the year, 2011, the pie chart is split just about in thirds: 33% is adult and teen print items, 34% is children's items in print and 31% is all of our audio-visual equipment such as CDs, DVDs, etc. and the remaining 2% is electronic E-books and E-audio books. The next two charts she displayed were specific to the Walkersville Library. For 2011, the first chart compared adult fiction genres and what percentage of the check-outs they make up: General Fiction makes up 75%, Mystery makes up 17%, and Science Fiction, Romance and Westerns make up the rest. The second chart outlined non-fiction and breaks it down by the Dewey Decimal system. She summarized by stating that the numbers/statistics can be used for staffing decisions, purchasing materials, and arrangement of physical spaces. Discussion followed.

Mr. Kutz requested that an electronic copy of the presentation be sent to members of the FCPL Board of Trustees. Mr. Kurtianyk asked that the copy of the presentation be sent to members of the FCPL Board of Trustees along with agenda package for the next meeting.

**g. PLA Conference:** Mr. Batson stated that it was fortunate this year that the PLA Conference was held in Philadelphia, PA so we were able to send a group of people to the conference for the entire program but we were also able to send van-loads of people up just to see the exhibits and talk to the various vendors. PLA is unique in that it deals just with public libraries. The vendors that are at this conference have a strong vested interest in the work done by libraries. The contacts you make professionally are with public librarians. This conference is held every two years. The next conference will be held in two years in Indianapolis, Indiana. Since the PLA Conference, we have had two meetings where we brought in all the staff that went and did a debriefing and asked them what programs they attended, what vendors did they talk to, what new software did they see, what new hardware did they see and, in general, what made them jump up and down and want to buy something immediately. The PLA conference is definitely a worthwhile conference to attend. The return from it is extremely beneficial to the organization.

T. Prenskey commented that she has previously attended a PLA Conference and a colleague e-mailed her after this year's PLA Conference and stated she had attended a presentation by Mary Mannix and she was just overwhelmed by the presentation.

**BOARD QUESTIONS AND COMMENTS:** None.

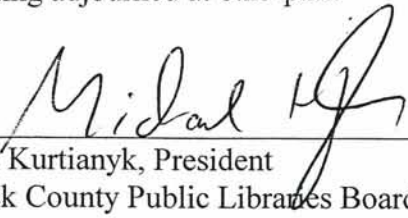
**OTHER CITIZEN REMARKS:** None.



The next meeting will be held on Wednesday, May 2, 2012 at 7:00 p.m. at the C. Burr Artz Library – 110 E. Patrick Street, Frederick, MD.

G. Laugelli made a motion to adjourn the meeting; seconded by T. Prensky. VOTE: Unanimous.

The meeting adjourned at 8:25 p.m.

  
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Michael Kurtianyk, President  
Frederick County Public Libraries Board of Trustees