Director’s Report

CMLE Governing Board Meeting

January 18, 2017

Welcome to the first meeting of 2017!

It has been a busy time for us at CMLE since the last meeting in September. We have accomplished a bunch of things, and we have several plans in motion.

Updates from my September report:

**First 90 day goals:**

* We have been visiting libraries and blogging about the great things happening in each one! These reports (with photos!) have been very popular with our member readers; and we have established a location on our website for the archives so people can browse through them to see what is going on in our member libraries. It has not only been great to meet people in person, but to see all the things our members are doing! I have been so impressed by all the things our members have in their libraries, and all the work they are doing. It is also good to find out the issues they are facing, and to work on strategies to share information they need or help them make contacts and connections across the system. We have provided a lot of information back to the people we have visited, and then have that information to share with other people. Their ideas have helped to guide our web development, and the work we have been creating here.
* We also visited St Kate’s library school, and made some preliminary steps toward partnerships there. This would potentially include members of the community contributing to our blog and our web content, partnering in IMLS grant applications, placing students in our office as interns, placing students in CMLE school libraries as part of their state-required certification work, and more. We have been invited to the school’s open house in April.
* Our social media presence is expanding! We spend time on Twitter and Facebook, and Angie has also established accounts for us at Instagram and on Pinterest. Reaching out to our community members where they already are is the best way to be sure we connect.
* We have had several Guest Bloggers appearing on our blog, both CMLE members and other people sharing library information. This includes our scholarship recipients, who each prepare a blog for us about their experiences. We want to expand this program, and have set up a page on our website with guidelines and a response for so people potentially interested can check in with us to talk about ideas.
* We offered three continuing education programs housed at CRDC (our headquarters). These were not well attended, so for now we are shelving this strategy. All the materials did go up on our website, and is available to any member. We continue to expand our Monthly Topics, and have set out a schedule for the entire year of 2017. Each month, regular blog entries are produced on our monthly topic; and material on that topic is collected into a page on our website. (Each month has a separate page.) Additionally, we have hugely expanded our topics of information covered on the website. Not all content is filled in yet (that will take a few more months to finish); but the outline of everything is available, along with contact forms for people to check in with us if they need any information on a topic we are not yet covering.
* I attended three conferences in September and October:
* Multitype Directors meeting Sept 27-28
* MLA Annual: Sept 29-30
* ITEM Annual: Oct 13-15
* I will be attending the Multitype Directors meeting January 24-25.

**First six month goals:**

* We created, sent out, analyzed, and published a blog entry about our needs assessment survey. This helped us to identify some things that members want, topics they are interested in getting information about, and other useful information to be sure we are serving our community as well as possible. The top ten topics identified as most important to them were incorporated into the 2017 Monthly Topics, to be sure we have them covered.
* We have collected all our Destiny/NorthStar catalog members and their contact information, and are in the process of assembling a survey to see what they think about the service.
* We presented a training session on Advocacy, and all the materials from that are on our website. Additionally, we have created an entire section on our site for Advocacy materials. Again, the content is coming to the site slowly; but we will have all the resources up in the next few months. We also link to the Minnesota Loves Libraries site (<http://cmle.org/minnesota-loves-libraries/>) which is filled with all kinds of good advocacy tools and information.
* Our Monthly Topic for January is Grants, so we are publishing blog entries on it, and posting information to the website. Additionally, this is another topic we have outlined on the website, with a lot of resources identified; and when the content is not yet available, there are contact forms on each page so members can check in with us to get any information not yet on the site.
* Library visits are continuing (I’ll be visiting Buffalo High School this Friday); and will continue to be an important part of each week for at least the next year. These visits have been so interesting and so useful in helping to guide our work here, that I anticipate them continuing without any end in sight. With 300+ current members, and an anticipated recruiting drive to sign up every single library in the counties CMLE covers, we will never get to the end of the libraries we can visit!

**First year goals:**

* We have done a massive overhaul of the website! This has been a much larger, more complicated, and rewarding project than anticipated in the beginning. It will be a while before this is finished, but we are on track to have a resource that is incredibly useful to our patrons! (See our handout of topics)
* We have acquired microphones and an email address for our upcoming podcast, and are currently working out outlines for shows. We anticipate each will run about 20 minutes, we will talk about a library topic in the news that week, check in on developments in CMLE members, and do a spotlight library (material, program, building) each week. We are also interested in having guests on to talk about their library experiences – good and bad! We are looking at host sites and have narrowed it down to lybsyn or podbean. There is a page on our website for linking to the shows, but they will be hosted on one of these sites to keep our bandwidth use down.
* We are moving slowly toward our YouTube video channel. We have established a page on the website for it; and are working out some issues with an old account that is blocking our access to the site right now. This should be wrapped up fairly soon, and we will start recruiting members to be in advocacy videos we can share with stakeholders, and that members can all use to advocate for libraries in Minnesota!

In addition to these updated plans, we have been taking on a few other projects!

* Amazon Affiliates program
* Your Personal Library subscription box program
* IMLS grant (more information later in the agenda)
* Library Legislative Day: Feb
* Database created by intern
* Recruiting other interns
* Bike desks