

SWING

Spring Meeting

April 11, 2003

Roanoke Higher Education Center

Present: Janis Augustine (Salem PL), Carol Glosch (Salem PL), Augusta Freeman (Salem Public Schools), Sandy Smith (New River CC), Naydene Shenk (New River CC), Ruth Johnson (Roanoke County PL), Sandra Shell (Blue Ridge Regional Lib.), Nelson Worley (Library of Virginia), Jo Brown (Montgomery-Floyd Reg. Lib.), Laura Byler (Montgomery-Floyd Reg. Lib.), Marsha Hertel (Montgomery-Floyd Reg. Lib.), Anne Greene (Montgomery-Floyd Reg. Lib.), Ann Fisher (Radford PL), Dianne Phillips (SW VA CC), Kelly McBride (Russell Co. PL), Julie DeLong (Montgomery-Floyd Reg. Lib.), Carol Jones (Rockbridge Reg. Lib.), Ted Zarczny (Roanoke), Wlodek Zarczny (Roanoke City PL), Josephine Collins (Roanoke Co. PL), Michael Muse (Roanoke Co. PL), Laura Bryant (Galax-Carroll Reg. Lib.), Dot Ogburn (Pulaski Co. PL), Rachael DeHaven (Pulaski Co. PL), Angela Cooper (Buchanan Co. PL), Carol Smith (Pulaski Co. PL), Sally Warburton (Pulaski Co. PL), Jay Stephens (Danville PL), Beth Horn (Bridgewater College), Diane Atkins (Pittsylvania Co. PL), Stephen Vest (Botetourt Co. PL), Barbara Stepp (Montgomery Co. Schools), Maria Spencer (Roanoke City PL), Matt Peltier (King College), Lorraine Abraham (Emory & Henry College Lib.), Janet Kirby (Emory & Henry College Lib.), Karen Dillon (Carilion Medical Center)

President Janis Augustine called the members of SWING to order for their spring meeting at 10:10 AM at the Roanoke Higher Education Center on Friday, April 11, 2003.

As the presenter for the morning's program was delayed, President Augustine asked Nelson Worley of the Library of Virginia to present an update from the State Library.

Nelson Worley of Library Development and Network Division talked about multi-type library services. He reviewed the Find-It Virginia databases that the State Library funds (12 of them such as SIRS, for K-12, Community Colleges and Public Libraries and BigChalk for Public Libraries). These databases can be offered through each library's own web site or through Find-It Virginia. These databases are funded currently with LSTA funds, as there are no Infopowering funds.

Worley has met with the Secretary of Education for the Commonwealth and discussed the databases and multi-type library services. He shared with her the recent award for multi-type library cooperation from SOLINET that went to the Pulaski County Library System. He stated this is similar to the Governor's vision of "One Virginia". This has stirred problems with vendors—probably more with the sales reps for school libraries.

For the Biennial Budget 04/06, the databases have been included in the Governor's budget in order to help all libraries and not each library having to do their own thing. Library of Virginia is trying to wean the databases from LSTA funds, as there may be issues with federal funding supporting databases completely. The databases have been a good bargain and more folks seem to be using them in their library or connecting outside from their homes or schools. For now, the Secretary of Education is open to LOV's proposals. The value of the databases is approximately \$12 million if each library did their own contract for the same databases. All libraries—public, school, academic—will need to approach this issue together. School and Academic libraries will need to stay in touch with Public Libraries regarding the situation.

Worley stated as the library of Virginia goes into budget planning they do become restrictive as to budget in asking for additional dollars for databases and there may be other priorities for the federal dollars. LOV may need to do some grass roots work with all libraries.

Worley also reported that the feedback from Public Libraries received thus far on the live reference component is to link it to the Find-It Virginia project or have a local site for live reference chat. If this occurs, will public libraries be able to participate in a mutually staffed chat reference? He suggested everyone go to Central Rappahannock Regional Library's web site as they are using a chat reference similar to what is being recommended for the statewide chat reference. The web site is www.crrl.org. There may be some unused LSTA funds that can be used for this project.

Worley stated that everyone is aware of the terrific budget cuts that LOV has had. The LOV staff realizes the mourning period is over and it is time to move on and begin planning and moving forward. He also mentioned that LOV Foundation is sending out a survey to find out everyone's thinking on what LOV stands for. Some libraries may have already received the survey.

Worley reminded everyone that the Gates Foundation support for public libraries ends on August 17, 2003. Transition workshops were held on May 15th at the Hollins Branch in Roanoke and on May 16 in Richmond. He discussed the possible matching grant for 2004 from the Gates Foundation.

Certification issues were discussed as well. Worley stated that the two models—the State Library Board's charge model and the secondary model from the Taskforce will be reviewed this summer and it will probably be 2004 before anything is implemented. There will be more information at the Fall VPLDA meeting.

Professor Duncan Harrington of Radford University arrived to present the morning program. President Augustine introduced Professor Harrington as the Director of Radford University's MBA program and academic research and as Professor of Marketing. He presented the program on "Marketing in Libraries".

Dr. Harrington walked the SWING members present through the basic steps of marketing activities. They are 1) Form a task force by determining composition of group and identifying the charge; 2) Conduct a market audit to identify needs and to design strategies to fulfill identified needs; 3) Develop the promotional plan by looking at the information segments (news, education, entertainment), the access to information, matching services with need segments and prioritize them. Desired marketing outcomes need to be determined and marketing objective specified; 4) Explore and use available media for advertising (paid and non-paid); 5) Determine a budget; 6) Create the message; 7) Design promotions; 8) Print materials; 9) Do press releases, and 10) Review/Evaluate.

Tools that a non-profit can use are community events, newsletters, special events exhibits, sponsorships and speeches in the community and at civic clubs. One begins marketing by collecting a media inventory of their area by getting contact names and means of delivery to them.

For marketing, it is most important for groups to determine what they want to communicate to the people and with whom they are communicating. Marketing needs to be relevant to the audience. It needs to be original to stand out from the other messages bombarding the audience with thought of the impact on the audience. In designing the promotions, the image used in getting the audience's attention has a vital role. For press releases, they need to be newsworthy and tell the accomplishment.

Professor Harrington closed with questions from the membership. He ended by saying the most satisfied customer is the most effective marketer.

The SWING membership broke for lunch at 12:05 PM with the Business Meeting starting at 1:15 PM.

- I. **Call to Order:** President Janis Augustine called the SWING members to order for the spring meeting at 1:25 PM at the Roanoke Higher Education Center on Friday, April 11, 2003.
- II. **Minutes:** President Augustine entertained the motion to accept the minutes of the Fall 2002

meeting. Laura Bryant made the motion to accept the minutes as presented. Lorraine Abraham seconded the motion. The minutes were approved unanimously.

- III. Treasurer's Report:** Acting Treasurer Janet Kirby presented the financial report on behalf of Treasurer Pat Hatfield. She stated as of February 11, 2003, the balance was \$10,697.60. Checks have been written for postage, training expenses and a membership. The current balance is \$10,547.65.

Kelly McBride made the motion to accept the Treasurer's report as presented. Lorraine Abraham seconded it. The Treasurer's report was accepted unanimously.

IV. Committee Reports:

- A. Programs:** As the Program Chair was absent, President Augustine mentioned the upcoming workshops: "Cataloging with Dewey", "Time Management" and "Project Management" that will be held May 6, 7, and 14. More information is on the website and flyers have been mailed.

There is to be a book repair workshop in July at Emory and Henry College. More information is to be sent later.

A question was raised as to the possibility of a grant-writing workshop later in the year. The consensus was that such a workshop is needed.

- B. Legislative:** President Augustine reviewed the summary of legislative events from Ann Friedman, the VLA Legislative co-chair that appeared in the VLA newsletter. There were no budget amendments this year. There appear to be no more cuts for public libraries. House Bill #2767 by Delegate Brink recommended that public libraries assist the Department of Motor Vehicles on their web sites by promoting DMV online services. This mandate passed but with no funding. Funding requested for the Department of the Blind as adaptive technology dollars are now gone. If any further questions, call John Moorman (Williamsburg) or Ann Friedman (Arlington), the co-chairs of the VLA Legislative Committee.
- C. Children's/Young Adults:** Chair Kathy McNally was not able to attend, but sent a written report stating quarterly meetings were held in April in Salem, August in Dublin, SRP Workshop in Roanoke in November and in Radford in January. The group will be meeting at the end of April in Bland County. The August meeting will be in Wytheville with SRP 04 workshop to be held in December. The Youth Services librarians have organized a directory of performers in the SW Virginia Area.

Kelly McBride requested that more information be posted on the Youth Services meetings as to when and where so all children's and young adult librarians will have information.

- D. Scholarship:** Chair Stephen Vest announced that SWING awarded two scholarships of \$500.00 each for Spring 2003. They were awarded to Toni Cox of Radford Public Library and to Shannon Steffey of UVA at Wise Library. They are enrolled in the University of South Carolina program.

Applications for the Fall scholarships are available online on the SWING web page or from Stephen Vest. The deadline is July 1.

- E. Library of Virginia:** Nelson Worley of LOV gave his report earlier prior to the beginning of the SWING program. He did remind that Libraries need to touch base with each other about the Gale databases so these can be extended to libraries not currently having them. School support is needed to get the databases expanded to these libraries. If schools want them and if they have them, it will be hard to get rid of the databases.
- F. SWING Web Site:** Matt Peltier, the new de facto SWING webmaster reported that visual changes are being made to the site. SWING officers will be able to edit information without going through the Webmaster; King College is currently hosting the web page for SWING.

By the end of summer, the new site should be up and running. It will still be the same address (swing-lib.org) but at a new site.

- G. Contracts:** Contract Administrator Karen Dillon reported evaluations of existing vendors have been sent to the SWING list-serv as part of the annual process. If a member did not get a copy, please call Karen Dillon. Karen is resigning as contracts administrator in May, and she introduced Beth Horn who will be the new administrator. Beth will be issuing the RFPs for this year's contracts; they will be reviewed this summer and the contracts will be voted on in the fall to be effective for January 2004.

K. Dillon reported that the Faxon-RoweDivine issue did not affect too many members. The serials contract will be renegotiated next winter to be effective July 2004. If anyone has suggestions for new vendors, please email Karen at Carilion Medical Center or Beth at ehorn@bridgewater.edu.

K. Dillon mentioned an issue on EVA—the state's online procurement system. It is used by state agencies and now the Community Colleges are being asked to use it. As vendors are being asked to pay a fee and a 1% surcharge upon registering, this may have a potential effect on SWING contracts.

A question was raised as to whether one contract for EVA and one contract for SWING be pursued as many libraries are already ordering online. There is a committee chaired by Sandy Benson looking at this issue.

President Augustine presented Karen Dillon a gift as token of appreciation for the six years of service as the Contract Administrator for SWING.

- H. Executive Committee:** President Augustine reviewed the activities and accomplishment of this past year for SWING. She felt it was a time of "treading water" but yet making new progress. Accomplishments have been moving and redesigning the web site to King College thus a savings of money; paid off SWING's portion of the VLA Server; revised/redesigned the SWING scholarship process; ads placed in VIRGINIA LIBRARIES for 1 year promoting SWING membership; three Executive Committee meetings; new contracts administrator hired with the charge to do RFPs for electronic resources; four spring continuing education workshops; simplification of the collection of membership dues and a new dues structure that resulted in more funds in the SWING Treasury. The outgoing SWING president will chair the Nominating Committee for the following year.

Suggestions for the future: the new Executive Committee to explore having the Webmaster attend the Executive Committee meetings; provide transportation to the Paraprofessional Conferences such as being done this May by Emory & Henry College Library with SWING paying mileage costs. Encourage sharing rides to VLA and other regional and state meetings. If funds permit, offer textbook stipends of \$50.00 each to students from member libraries enrolled in a graduate program. Simplify the membership structure for libraries outside of the SWING area. Move the list-serv to the Emory & Henry College Library server and have possible involvement with EVA for the procurement process.

- I. Nominating Committee:** Chair Ann Fisher presented the following slate for nominations as officers and new Executive Committee Members: Vice-President/President-Elect: Wlodek Zarczny (Roanoke City PL); Secretary: Laurie Roberts (Tazewell Co. PL); Treasurer: Pat Hatfield (Smyth-Bland Reg. Lib.). Nominees for library representatives up for election are: Community College: Dianne Phillips (SW VA CC); Four-year College: Jon Tallman (VA Intermont College); and member-at-large: Marsha Hertel (Montgomery-Floyd Reg. Lib.).

Barbara Stepp and Gail Gilland are School Library representatives with Kelly McBride as Public Library representative who have another year on their terms of office.

Diane Atkins made the motion to accept by acclamation the proposed slate of officers for 2003/2004 as presented by the Nominating Committee Chair. Kelly McBride seconded the motion. The slate of officers and library representatives were accepted.

President Augustine stated appreciation to those who agreed to serve in the new year and to those completing their terms of office.

V. Old Business: None

VI. New Business:

A. Grant Writing Workshop: It was requested as one of the SWING workshops for the coming year to have a grant writing workshop similar to the one done for Youth Services librarians by the YS Consultant at the State Library in Richmond earlier this year as many in the SW area were not able to attend.

Discussion was held on what was needed by libraries, when to have it (first of August or September) and when to do publicity. Janis Augustine will begin work on this.

VII. Presidential Remarks: Janis Augustine, as outgoing President, thanked everyone for their work this year as many projects were started and were completed.

The SWING gavel was turned over to the in-coming President Lorraine Abraham of Emory & Henry College Library with the promise that the archival box of minutes to be in order.

New President Abraham thanked the members for the opportunity to serve with thanks to the Executive Committee members who have served and especially thanks to Janis Augustine and Karen Dillon for their services. She welcomed Beth Horn to SWING as the new contracts administrator.

VIII. Announcements:

1. Roanoke Times Book Club: Wlodek Zarczny announced that the Roanoke Times is announcing a book club. The first three book discussions will be held at the Roanoke City Library. They need sites for other book discussions. They are presenting new releases to encourage participants to use their libraries or go to bookstores. For May, Sue Kidd will be the featured author; Geraldine Brooks for June and July's books will be IVORY TOWN and Harry Potter.

There were no further announcements.

IX. Adjournment: As there were no further business, announcements or questions, outgoing President Augustine adjourned the Spring SWING meeting at 2:00 PM.

Respectfully submitted

Janis Augustine, President

Dot M. Ogburn, Secretary

Approved: _____

