



Maricopa County Library Council

Thursday, September 20, 2018 at 9:00 AM

Desert Foothills Library

38443 N. Schoolhouse Rd, Cave Creek, AZ 85327

MINUTES

Present:

Ashley Ware – Desert Foothills Library	Jana White – Buckeye Public Library
Ava Gutwein – Avondale Public Library	Jane Baumbach – Wickenburg Public Library
Betty Murphy – Heard Museum	Jesse Simms – Buckeye Public Library
Caitlyn Decker – Desert Foothills Library	Karl Kendall – Phoenix Public Library
Cindy Kolaczynski – Maricopa County Library District	Kathleen Wade – Peoria Public Library
Dan Lee – Chandler Public Library	Kathy Schoepe – Tempe Public Library
Daniel Messer – Maricopa County Library District	Kim Eckhoff – Tolleson Public Library
Danielle Stanley – Phoenix Public Library	Laura Stone – Arizona State Library
David Bickford – University of Arizona Library, Phoenix Campus	Mary Villegas – Arizona State Library
David Court – Desert Foothills Library	Mike Beck – Glendale Public Library
Erin MacFarlane – Maricopa County Library District	Nita Mailander – Grand Canyon University
Heather Wolf – Mesa Public Library	Peter Grant – Arizona State Library
Holly Henley – Arizona State Library	Susan Irwin – Arizona Historical Society
	Tom Simonson – Luke AFB

1. Call to Order: 9:09am
 - a. Jana White called the meeting to order introductions were made as well as regrets shared.
2. Approval of Minutes of May 17, 2018
 - a. Motion to approve minutes by Cindy Kolaczynski and seconded by Kathleen Wade, and the motion passed.
3. Treasurer's Report (See financial statement)
 - a. Mary Villegas presented the Treasurer's Report. Checks pending deposit equal \$1,050. \$4,050 dues were paid last year in total. This year about \$600 is still pending in membership dues. Refund was received of \$1,500 for the Citizen Advocate who was unable to attend Legislative Day.
 - b. Tech Talk and CE Committees are requesting same budgets as last year. CE budget of \$1,250 and Tech Talk budget of \$150. Kathleen Wade motioned to approve the CE and Tech Talk budgets, Susan Irwin seconded the motion, and the motion passed.

- c. Jane Baumbach motioned to approve the Treasurer's report and Mike Beck seconded, and the motion passed.
- 4. Committee Reports
 - a. Tech Talk – Jesse Sims
 - i. Business meeting was 7/24 with elections, Jesse Simms and Peter Grant are co-chairs. Peter thanked Kristina Ruiz for her many years of service as Tech Talk Secretary.
 - ii. Upcoming meetings
 - 1. 9/13/18 – Daniel Messer from MCLD will present on library authentication
 - 2. 12/13/18 – Digital Preservation & Gadget Show and Tell
 - 3. 3/14/19 – Virtual Engagement
 - 4. 5/9/19 – Coding, What's New?
 - 5. 7/11/19 – Business Meeting
 - iii. Discussion regarding video recording presentations for YouTube or livestreaming followed
 - b. Electronic Resources – Danielle Stanley
 - i. See ERUG Meeting Minutes
 - c. Continuing Education – Betty Murphy –
 - i. See Continuing Education Committee report
 - d. ACCLC – Mary Villegas
 - i. There hasn't been a board meeting recently. Collection development discussions and are happening with the exploration of creating a sample MOU.
- 5. State Library Report – Holly Henley
 - i. New administration because of the primary. AzLA has reached out to the candidates to invite them to the conference, but they haven't received a response yet.
 - ii. Research Library is moved out of the State Capitol now and they are still getting settled in the new library services center.
 - iii. 10/24 is the County Librarians Meeting and MCLC members are invited to join.
 - iv. Jaime Ball has transitioned out of the state data coordinator position, Megan Hammond is in the position now and Jaime is now working on the Arizona Leadership Summit initiatives eBooks, ILL, databases, and statewide ecard.
 - 1. Needing co-chairs with the state library staff, so one librarian and one state library member as co-chairs. Jana White volunteered with Jesse Simms to chair the statewide ecard initiative. Cynthia Childrey is co-chairing databases with Jaime Ball.
 - v. National Book Festival in Washington, D.C.
 - 1. Holly Henley attended and met the National Student Poet of the Southwest, Heather Laurel Jensen, a junior at Red Mountain High School in Mesa.
 - a. If you would like her to visit some of your libraries, please inquire with the State Library. She has been invited to the YA Summit as well.

2. Each state is asked to feature a book and the Arizona featured *Insignificant Events in the Life of a Cactus* by Dusti Bowling.
6. Culture Pass – Erin MacFarlane
 - a. See handout
 - b. Erin will work with Jana White to construct a letter of support from MCLC
 - c. Please send Erin your ActOne Culture Pass statistics
7. Polaris Users Group – Daniel Messer
 - a. Would like to resurrect and revive this local user group. Sent out first information newsletter to the group yesterday. The idea is to be more unconference style. There's a discussion board on Reddit that's been created. Also, the Innovative Users Group is meeting in Phoenix in May 2019. Hoping to have a local unconference in Spring prior to IUG.
8. No Fines – Cindy Kolaczynski
 - a. Discussion regarding county wide no fines initiative. If you are interested, please send an email to Cindy. If you aren't, please consider also sharing why not.
9. MCLC Website Update – Nita Mailander
 - a. Discussion regarding who can manage WordPress page. Nita, Betty Murphy, and Peter Grand will meet offline and make a proposal for the next meeting
10. Any Other Business
 - a. Cindy Kolaczynski will extend an invitation to Nia Hughes from White Tank Library to the January meeting to provide a synopsis of her experience as the recipient of the CE scholarship award.
 - b. Dann Lee announced a meet and greet with the Innovative representative in Chandler, Melanie McRee on 9/26 from 10am-3pm at the Chandler Downtown Library

Dan Lee moved to adjourn the meeting and the motion was seconded by Kathleen Wade and passed, and the meeting was adjourned.

Next Meetings –

November 15, 2018 – Tempe Public Library

January 17, 2019 – Buckeye Public Library System – Coyote Branch

March 21, 2019 – MCLD - Fountain Hills

May 16, 2019 – Glendale Public Library (New Branch)

Respectfully submitted by Nita Mailander



MARICOPA COUNTY LIBRARY COUNCIL
FINANCIAL STATEMENT August 31, 2018

BANK FUNDS-As of Aug 31, 2018:

Checking	\$ 5,027.81
Savings	\$ <u>553.72</u>
Total	\$ 5,581.53

Accounts Payable

	\$ _____
Total Accounts Payable	\$

Accounts Receivable

Scottsdale Dues	300.00
Wickenburg Dues	75.00
Peoria Dues	300.00
Glendale Dues	300.00
Buckeye Dues	\$ <u>75.00</u>
Total Accounts Receivable	\$ 1,050.00

ADJUSTED FUNDS AVAILABLE

Checking	\$ 6,077.81
Savings	\$ <u>553.72</u>
Total	\$ 6,631.53

**Maricopa County Library Council
Dues 2018-2019**

<u><i>Library Name</i></u>	Dues	Amnt. Pd
ASU Libraries	100	
Apache Junction Public Library	75	75
Arizona Historical Society-Papago Park	75	75
Arizona State Library Archives & Public Records	450	450
Avondale Public Library	75	75
Buckeye Public Library	75	75
Chandler Public Library	300	300
Chandler-Gilbert Community College Library	100	
Desert Foothills Library	75	75
Estrella Mountain Community College	100	
Gateway Community College Library*	100	
Glendale Community College Library Media Center*	100	
Glendale Public Library	300	300
Grand Canyon University Fleming Library	100	100
Heard Museum Library & Archives	100	100
Maricopa County Library District	300	300
Mesa Community College Paul A. Eisner Library	100	
Mesa Public Library	300	300
Paradise Valley Community College Library	100	
Peoria Public Library	300	300
Phoenix Art Museum Library	75	
Phoenix College Fannin Library	100	
Phoenix Public Library	300	
Rio Salado College Library	100	
Scottsdale Community College Library	100	
Scottsdale Public Library System	300	300
South Mountain Community College Library*	100	
Tempe Public Library	300	300
Thunderbird School Global Management	100	
Tolleson Public Library	75	75
U of A College of Medicine Library	100	100
University of Advancing Technology	75	
Wickenburg Public Library	75	75
Youngtown Public Library	75	75
Total	5,100	3,450

ERUG Meeting Minutes – 9.6.18

Submitted by: Danielle Stanley

GPDL:

- There are two changes under consideration that Directors will have to approve. You should be hearing more from your Electronic Resources Selector or GPDL rep soon concerning details/next steps.

Products in Consideration:

- Scottsdale – Creative Bug (unlimited access to over 1000 online art and craft classes, \$7700/year “pricy for just crafting”, well done, well designed)
- PPL – A-Z World Food (goes with A-Z the USA, recipe database, around the world reference section, etiquette, \$1000) Lynda, and Scholastic Teachables
- Avondale – Tumblemath (by the makers of Tumblebooks)

Add/Drops:

- PPL – New York Times Digital which some systems already have
- Maricopa County is adding Morningstar/Value Line, Gale Small Business Builder, Novelist Select, Rocks Back Pages (online archive of music journalism, sourced from freelance contributions to the music and mainstream press from the 1950s to the present day. -Wikipedia), and Kanopy. Other systems are happy with Kanopy
- Mesa added Acorn TV through RB Digital and it’s going pretty well. They added Wowbrary in August.
- Have: several libraries – Hoopla (concern by everyone present: can’t increase usage without increasing cost, most agree that this is not a sustainable model and hope Hoopla will start listening, many have or will soon turn off the \$3.99 items from the public view, etc.)

Greater Maricopa County E-Resource Holdings/Usage/Cost shared tracking tool (Kevin Fahey):

- It’s that time of year again to update this. Brought up question about how eResources are funded: Should there be an additional question regarding subsidies. Group decided an additional yes/no question made sense with dropdown options as to type or source of funding.

Concerns Over Statistics:

- Mary brought up a big concern with Ancestry. They have changed how they count usage and statistics. Mary is going to ask for a discount. Ancestry assured Mary that every library had been told. The group agreed that no one had received an email from Ancestry regarding this issue.
- Danielle (Phoenix) brought up that her Morningstar statistics seemed off and Scottsdale agreed and said they were in discussions with the Morningstar rep.



FAQs:

Why are the Ancestry Library Edition and HeritageQuest Online stats so much lower for 2018 than in previous years?

Prior to 2018, we had multiple systems tracking various application and page-level events in ALE and HQO. We made a first pass in late 2017 to revise our collection and reporting of ALE and HQO user activity data to make it consistent with how we track activity on the consumer website outside of libraries and schools. Stats produced from January 2018 forward, especially for searches and document views, are lower than the previous systems reported. However, session data has remained more or less consistent between the old reporting systems and the new usage statistics. So overall usage has been steady, even though individual page level statistics and events are reported differently and at lower levels in the new system for several reasons. For example, hovering over a link on a search results page to reveal an image thumbnail or further index information about that record was previously counted as an additional search or page view; but it is not counted in the 2018 statistics.

Why doesn't Ancestry count things the same way it did previously, or the same way others do?

When we designed our new statistics tracking system, we decided that events that are reflective of a user exploring a page (for example, hovering over a link on a search results page to see a thumbnail or additional record index data for that result) should not be counted as additional searches and page views, even though we realize that in many other products, those same user actions would actually be clicks that load additional pages rather than providing users deeper information on the same page. So the dynamic nature of our search results pages and the ability for users to get further information and image previews without leaving the page does cause some statistics to be lower compared to other less dynamic systems.

Is there a quick and easy way to compare 2017 stats to 2018 stats?

Our initial review of the numbers suggests that user session numbers are consistent across the years. Searches and document views are currently being reported at about half of what they were in previous years. ALE tracking in Omniture shows page views are consistent from 2017 to 2018, even though some specific page-level events that were counted as searches or document views in 2017 are no longer being counted in 2018.

Do you anticipate any other changes to the reports?

We are constantly looking for ways to improve the reliability of our tracking. After discussion with ProQuest and several libraries, we are reviewing how we collect data as well as how we report it. For example, even though Ancestry's current practice is not to count each hover over a search result to see more detail as document view or an additional page view, perhaps we should count those events in order to be more consistent with other products that require a click and another page view in order to see more detail (rather than being able to do that all on the same page in ALE).

Why are the stats from June 2018 missing?

Ancestry has been moving all of its platforms from data centers into the cloud to increase performance and availability. In June, during the final move, some of our tracking systems were not picking up data and processing it. A few weeks' worth of data was not collected and is not recoverable. We have updated our monitoring systems to avoid this in the future.

Can I talk to someone about my library's specific numbers?

Contact your ProQuest customer support representative. If they can't answer your questions, they can put you in contact with people at Ancestry to discuss further.





Clarification regarding Ancestry's latest user statistics for Ancestry Library Edition and HeritageQuest Online

Several customers have asked questions recently about the difference between current and former user statistics for Ancestry Library Edition (ALE) and HeritageQuest Online (HQP). At Ancestry, we are continually updating our systems and methodologies for collecting user statistics as well as updating and improving the user experience in our products. Each change in statistics reporting systems and page flow design within the user experience can cause a change in user statistics. Sometimes those user statistics changes are small and sometimes they are quite significant, as was the case with our most recent changes.

As we've looked at user sessions, the overall activity has remained generally consistent, regardless of the apparent discrepancy in the most recent statistics. The reported search, document view, and page view statistics, however, are much lower in the new reporting systems in 2018 than they were in the previous reporting systems in 2017. There are several reasons for this, examples include different statistics collection systems, measuring different specific events, and modifications in the user interface. For example, in the past a user had to click through from the search results page to a record details page for each record on the search results list to see further detail about that record. Today, a user can hover over the link for each record on the search results page and see record index data popped up on the screen without leaving the page. So a user can accomplish on a single search results page what previously required 10 or 20 page views of back and forth clicking between search results and each individual record result. The new search results page approach is a far better user experience, but it registers fewer click events. In our previous user statistics system, each hover over an individual record in the search results list could be counted as another search or page view; but in 2018 we only count one page view and one search regardless of how many records a user hovers over to see further detail.

Our focus is on delivering the best user experience we can, which often means a reduction in clicks by users to accomplish a task. We want to maximize the value patrons receive from our content and minimize the effort they must spend searching. We understand that it's confusing when specific user statistics change dramatically due to Ancestry's system modifications (independent of whether or not patron usage of Ancestry Library Edition has changed). We always welcome any input you may have for improving the product and hope to continue providing value to your patrons for many years to come.

Thank you for your support!

The Ancestry Library Team
August 2018



MCLC-Continuing Education Committee report – September 20, 2018

Programs/Workshops/Tours 2017-2018 Recap:

- Continued successful collaboration with State Library
- Assisted with 9 full-day workshops, 5 half-day workshops and 2 library tours
- Offered 1845 total training hours
- Involved 351 library staff members
- Accomplished above while staying 25% under budget

Program Planning for 2018-2019:

- Superior Court Law Library Tour (tentative plans for 10 people, October 16, 2018)
- Organizational Citizenship for Emerging Leaders with Rachel Rubin, 2 half-day workshops (planning for 40 people each; November 27 & 28, 2018)
- Library Security: Better Communication, Safer Facilities with Steve Albrecht, full-day workshop (tentative plans for 40 people; possibly December 2018)
- Optimizing Work Experience with Catherine McHugh, 2 full-day workshops (planning for 40 people each; January 22 & 23, 2019)
- YA Literature with Shauna Yusko, 2 full-day workshops (tentative plans for 150 people total; possibly February 2019)
- Salt River Pima-Maricopa Indian Community Way of Life Facility Library Tour (tentative plans for 15 people; possibly March 2019)
- What's New in Children's Literature with Judy Freeman, 2 full-day workshops (tentative plans for 150 people total; possibly March 2019)
- Librarian's Guide to Homelessness with Joe Dutra, full-day workshop (planning for 100 people; April 11, 2019) with one-week free online access to recording of training session
- MCLC-CE Committee program—Back to the Beach, half-day program (planning for 40 people; May 2019)
- Total budget request **\$1250.00** for a year of programming assisting State Library

Other committee activities for 2018-2019:

- Expanding committee with new members from Desert Foothills, Mesa Public and Scottsdale Public libraries and welcoming back Phoenix Public Library committee member after Burton Barr hiatus
- Seeking instructions on appropriate dispersal for MCLC purchased supplies
- Suggesting new continuing education survey this year to aid in future planning
- Holding next committee meeting at Mesa Main Library on Wed, October 10th

Betty Murphy, MCLC-CE Committee Chair, bmurphy@heard.org

MCLC-Continuing Education Committee Mission:

To create and arrange for relevant, quality programming and workshops for librarians and paraprofessionals working in academic, public, school, and special libraries, county-wide.

Culture Passes
MCLC Meeting 9/20/18

Systems with Culture Pass	Systems without Culture Pass
ASU	Fort McDowell Tribal Library
Avondale Public Library	Maricopa County Library District
Buckeye Public Library	Morristown Volunteer Library
Chandler Public Library	Salt River Tribal Library
Desert Foothills Library	Wickenburg Public Library
Glendale Public Library	Youngtown Public Library
Mesa Public Library	
Peoria Public Library	
Phoenix Public Library	
Scottsdale Public Library	
Tempe Public Library	
Tolleson Public Library	

History

The Culture Pass program began in 2009 as a partnership between libraries and museums in the Phoenix Metro area. From 2009-2013 the program did not grow. In 2013, Act One, a non-profit dedicated to providing arts experiences for children and families, adopted the Culture Pass program. The program expanded to Sedona in 2014 and Pima County in 2015. At the same time the program grew in Maricopa County to include all but 6 library systems.

Considerations for Maricopa County Library District

- The program does not have the resources to add the Culture Pass program to seventeen separate libraries
 - Arts partners wary of adding additional passes due to loss of revenue
 - Concerns about customers checking out passes, and selling them for profit
 - Cost of adding 17 additional Kiosks to house culture passes too high
- Program cannot be altered in any way because it would change the original intent
- Customers can get Culture Passes at other local libraries close to them

Recommendations from MCLD

- Adjust program as we would circulating collections to meet the needs of specific library branches
- Change the design of the kiosks to meet the needs of smaller libraries
- Allow the Culture Pass program to be discoverable at all libraries in Maricopa County
- Better promote the Culture Pass program in low socio economic areas