**Pacific Library Partnership Staff Development Committee**

**Meeting Minutes**

**Friday, March, 25, 2016**

**San Mateo Pacific Library Partnership Headquarters Office**

**9:30am – 12pm**

**Chair** Michele Hampton/Bill Kolb

**Recorder** Nancy Donnell

**Present**

Nathan Brumley, Livermore

Mary Shrader, Oakland

Michele Hampton, San Francisco

Deb Sica, Alameda County

Chris Kyack, Alameda County

Amy Chirman, Santa Cruz

Cheryl Lee, Santa Clara

Noelle Burch, Contra Costa

Melissa Maglio, Los Gatos

Jennifer Young, Pleasanton

Susan Hildreth, PLP

Gail Mason, Santa Clara County

Daniel Hersh, Oakland

**Welcome/Introductions**

**Determination of Minutes taker**

Nancy Donnell

**Review /Approval of Minutes January Meeting**

Minutes approved

**Additions to Agenda**

Food for San Jose

Transition

Handouts and videography at SJEvent

**Innovation Fest Grant**

The idea is a staff focused hackathon. Develop a project that is a passion project eg. squeaky cart, staff breakroom, leaky water faucet any improvement inspired by Atlassian helps companies make software, chip it12hrs to create and ship in 24hrs but 12 hrs <https://www.atlassian.com/company/shipit>. They brought in a barista. The idea is that If there are large numbers of teams then everyone wins. The process is to work in an agile way, work with others, and be willing to pivot if initial idea doesn’t work out, opportunity to have a project imagined. Inviting partner or contributors- best experiences from similar problems get together for 12hrs see successes and issues in an intricate level. It is an opportunity for entire PLP community to grow. Everyone who attends will have a deeper sense of (work together to promote and raise awareness or have ideas to bring to the fest) - Castro Valley 12 hours 9am-9pm. The library is closed. Everyone will have access to the entire library.

Call for people to submit ideas or ship it orders, that’s interesting I want to work on \_\_\_ idea. People attending will have to do something. Environment forced to come up with order or pivot – the commitment to project from beginning to end.

Look at projects sign on to work with Castro Valley Staff; No one committed to develop the beauty is that it is staff focused. Still have to work on it.

Integrated – put in PLP projects develop task forces for system projects Jump Start Visions

There is admin support. The executive council approved it and is related to the strategic planning in the fall. If Castro Valley hosts the event it could be a rotating model of communal fixing in 12hrs or get to know each other’s library systems really well. How can we do things and replicate

Approx. 4-5 projects would be selected to get funding to move forward. – The most feasible. See how far we can go with 4-5 projects. Ties grow more deeply utilized combined power of our systems.

Have a panel of judges, PLP, and Alameda County, Committed to present – voters pick, Also important to feed attendees and getting food trucks In the spirit of open source and talk about great things we’re doing share docs but this is an opportunity of cross section. Possible multiple systems. Admin buy in

Anyone can lead the project.- ability to pitch idea to admin built in capacity to show of vision and dream

Identified Challenge-How to get around 12hr work day. Answer- working with HR- Worst case scenario reduce to 8hrs. It had been done before. Only 2 libraries are open on Fridays- have staff capacity. Bartable – working out logistics for staffing and hours for staff that normally have the day off.

Brainstorming happens before they come to the event. Come knowing what they will do. It is ok if they work ahead of time. Learning how to – networked connection

Projects out there to see what will make a difference in their own library. Network of people to people inside the system and outside the system. Cross exposure for a competitive goal instead of aimless networking, structured. Another system may want to take it on afterwards. Chance to improve your own system.

What do you need from the PLP Committee?

* Help with exposure and buy in and staff
* No limitations in the number of staff attending

Are we sending people to support projects that are specific to Alameda County?

* Not ruling out taking ideas. If we have ideas coming out use this environment.

Chris will make an open call for ideas.

**Spring 2016 Conference Discussion**

Daniel Report – 100 Registrants for San Jose – have met goals

Will send another promotion for Castro Valley event

Contact w/ Matt, have not communicated with Leonie yet

Bill will be facilitating any exchanges will send contact info to Bill Kolb.

Amy Chirman reported that Leonie recently presented at Santa Cruz Public was well received Santa Cruz Public Library Staff.

(18 attendees)

Don’t need a contract their fee is $600. Leonie needs to submit to w-9. Donation to the Mateo lodge.

Daniel reported the registration process - registration-sends out a test e-mail evanced. The credit card payment is clunky. When you get confirmation if you never get the confirmation.

Site Sign-in tables, signage, 7-8 committee members attending

**Roles -Who is doing what?**

Terry is the liaison for name tags

Evaluation forms- Bill paper, Noelle –Survey monkey will send to PLP

Refreshments Terry is the contact

Will help with registration Bill can deliver surveys to Noelle in WC.

Carol Frost- SJ Michele will sign-in for SJ.

Melvyn and

Bill – MC

Videography- Amy Chirman will Videotape at San Jose event

She will work with Noelle to get it uploaded.

Thank You notes to presenters ?

Handouts e-copy goes to PLP. Amy Chirman has handouts safe coping skills violence prevention assault cycle ABCs of verbal diffusion. Safe coping skills- how to take care of yourself emotionally. Will double check with Leonie if she feels the handout relates.

Public Relations – How Daniel does it and is mostly written. If there is anything sensitive will send to chairs. Have someone own it. Build on own experience. Build on own documentation and tweak as needed. The volume of the work.

Negotiating the title with presenters can take time. Institutional knowledge . Evanced software owned by PLP and Daniel checks. He checks with PLP Alex and Wendy are available. Daniel is creating a document is that he is including samples.

Mary will consider the role.

**Future of Libraries 12.0**

$3500 budget develop topics with people outside of library industry.

Potential Speakers

Dale Dougherty is the founder and CEO of Maker Media lives in Sebastopol.

Gü​​nter Waibel California Digital Library is getting a new executive director. UC-CDL from the Smithsonian where he did digital programs could be an interesting presenter.

DPLA – Luis H., The state is making investments in digitization, Califa is the partner, October 5th. There will be more clarity about the state’s investment. There would be a lot to talk about. Efforts to have a service hub, but will know a lot more in the fall.

Brewster Kahle of Internet Archive – Bill K. indicated it might be possible to get Jefferson Baily who could talk about the Internet Archive.

What they are doing with digital access?

**Action Item** - Susan Hildreth will get a bio on Gü​​nter.

Think about the audience give people about what the library is doing is interesting- target managers and new librarians that are new to the field.

The state librarian wants to create a big digital presence. Big exciting projects can inspire small projects how smaller libraries can contribute and support DPLA. Connect on the ground.

Touring the SF Archive upstairs could be an activity. Awareness of capacity could be a component. The museum world and digitization. Internet Archive or

Taking people from the business world how we can apply their innovative things into our everyday libraries. How do yelp ratings affect our everyday business? Yelp optimization and ratings on Facebook. When is the best time to come into your library? Social media presence is beyond our control. Splunk can see weather can affect sales, see where you get lags weather you make the sale. How can we get more users?

Data collection and business we need a competitive edge. For example, when is the best time for you to come in to use the Library Wi-Fi? Thinking in a competitive way – Design Thinking- (Scene it project. IDEO w/Chicago PL, PLA 2016, Nancy indicated the usage of Design Thinking at Palo Alto, San Jose, Oakland library systems)

**Topics of Interest**

* Design Thinking- New Tools Brainstorming
* StoryCorps – Digitization component, Santa Cruz – veterans’ oral history,
* 2 big State Library initiatives Possibilities– Focus on Mental Health, Focus on Immigration Services- UCICS
* Laura’s Law? Can be forced to take medication
* Inspirational – Big Picture Small Picture aspects of the FOL.
* Brewster Gale – Visioning Workshop Sacramento, the journey he was onto to build the archive. He was fascinating- His deputy talked about practical. Ask Luis for more ideas about DPLA - .
* Have a targeted call for proposals. Should have a working draft. Wait for Terry’s replacement and see what expertise that new person brings.
* PLP will announce appointment- training for PLP should be involved in the group. Terry’s involvement helps a lot. We don’t wonder and ask questions.
* Elect Conference Chair
* Discuss ideas for presenters and topics
* Online Presence, digital badging efforts, special collections.
* Google Analytics, Splunk, Gale Analytics
* TLC-Social Flow - has a Suite that looks at all social media efforts, saw a presentation at ALA. Hootsuite is another similar product.