

**MLA Legislative Committee  
Minutes**

**Friday July 27, 2012 10:00 a.m. to 12:40 p.m.  
Massachusetts Library System Office, Marlborough, MA**

**Present:** Bev Shank, Co-Chair (Watertown); Susan McAlister, Co-Chair (Minuteman); Krista McLeod (Nevins Memorial Library, Methuen); Jackie Rafferty (Pratt Library, Cohasset); Dinah Smith O'Brien (Plymouth); Greg Pronevitz (MLS); Deb Hoadley (MLS); Harry Williams, III (Thomas Crane Library, Quincy); Kathy Lowe (MSLA); Katie Baxter (Cooperative Library Association of Independent Schools/CLA); Cindy Roach (MBLC); Rob Maier (MBLC)

Bev called the meeting to order at 10 a.m.

**MBLC Legislative Agenda** .....Rob and Cindy

After reporting updates on the Library Construction funding Rob and Cindy facilitated a discussion re: our input into the development of this year's legislative agenda with particular emphasis on theme and ways to think about budget amounts. Rob urged committee to share language we use when describing core drivers of library services and root challenges libraries face regularly.

**Summary:** Committee members used following words and phrases to describe library efforts and expectations regarding services: Spectrum; Accelerating services (doing more with less); Sustainability (creating things to last); Bringing future to library users; Keeping the Pace with Change; Being a Pulse of Service for the Future; Ensuring Constitutional Right of Access; 9506 and State Aid lines help us keep up; Poor library technology substantiates the misperception that libraries are not needed, not engaged; Staff training keeps us engaged and embracing change; Stats for what we do deliver goes up and up.

**Discussion Re: Budget Lines:** We've learned over the years from former MLA Lobbyist Maryanne Lewis and Representative Kate Hogan that the MBLC needs to keep its focus flexible. Find ways to stress the needs of local library and impact of core services. Dinah suggested we give our message more teeth. Perhaps we can do this in the way we present the impact of waivers (they're not a good thing). We've learned that the Administration does not see the Library State Aid line as State Aid, because, indeed, the money doesn't go to the local town, it goes to the library; municipal officials do not control the money. Rob informed us that the Administration wants the impact of funding to align with demonstrated outcomes-based assessment in terms of community needs. MLA continues to be interested in protecting the coalition its built as a voice for libraries of all types across the Commonwealth these past ten years. The legislative agenda needs to represent this. **Sidebar discussion:** Committee gave Rob examples of how libraries use the helpful templates Celeste has provided for depicting customized data about the impact of MBLC funding on local services. We like the "Wheel of Value template and others. We like it when the MBLC provides us a template into which we can insert our data. We use it with trustees, officials, fundraisers, etc. **Budget Line Suggestion:** We need to specify that we need money to fund something like the state e-book program so that we can demonstrate, as an outcome-based assessment, that libraries touch the majority of citizens across the Commonwealth in a needed way. Use our statistics and stories to show the return on investment. Emphasize that libraries are not about lack but are about providing a range of services to meet specified needs of residents. Bev suggested a theme: "Your Library . . . Your Best Local Resource.

**Snapshot Day:** MBLC is delighted with and appreciative of all of the variety of photos from participants in this year's Snapshot Day. Celeste is developing a few different compilations

of slideshows with themes for libraries to use in their advocacy. Rob showed one such slideshow debunking the myth that no one uses libraries for technology. Thanks to Nancy Rea and her committee for promoting the day to libraries.

**Upcoming MLA Leg. Committee Meeting Schedule:**.....Bev  
September 28 at 1 p.m. Whately OR Minuteman Office (Stay-tuned); December 7 at 10 a.m. Plymouth Public Library (Cape Cod and Islands Association will be invited); February 1 at 1 p.m. Minuteman Office (no snow date/Deb will reserve "Go To Meeting" for us); March 29 at 10 a.m. MLS Office; May 31 at 1p.m.; July 26 at 10 a.m. (locations to be determined)  
Note: March date may be dependent on date for Legislative Day.

**Action:** Cindy will check with MFOL re: their idea to send a liaison to Legislative Committee meetings.

**MSLA Update:**.....Kathy  
Judy Paradis and Julie Farrell of MSLA will be sitting down with Representative Garballey of Arlington to revise the language of his bill which asks for a study and needs assessment as well as a long range plan for Massachusetts school libraries as well as the specification of a person within the BESE to head up school libraries. Garballey based his bill on a Pennsylvania bill.

**Discussion:** Cindy suggested that MSLA stay abreast of what the Department of Early Childhood and Care is working on with IMLS as part of the Reading First initiative. Katie suggested that it may be worth looking into if Cheryl Liebling, the Director for the Massachusetts Reading First Grant, is still in the Office of Reading and Literacy at the BESE and wants an update on efforts in public and school libraries. It may be worth it to the MBLC for Celeste to include Cheryl in the e-mail blasts about library news in Massachusetts. It would be an easy way for Cheryl to see the spectrum of services and literacy connections in libraries across the state.

**MLS Update:**..... Deb and Greg  
Deb informed us that Nancy Rea will be the coordinator working with an MLS subcommittee to create a local advocacy toolkit for MLS members. (This statewide program still needs a name.) There will be an August 1 meeting to plan logistics of a three-pilot advocacy program that MLS will roll out this Fall. Nancy will be the formal presenter. Pilot I will take place October 27 at the joint MFOL and MLTA Conference and will include a formal presentation followed by a round table session focused on gathering stories. Pilot II will occur November 1 in Osterville as part of the Cape Cod and Islands Conference. Pilot III will occur November 15<sup>th</sup> at the Sheffield Library at 6 p.m. Greg reported that the MLS Strategic Plan will be presented in draft form in September for comment. There will be five open meetings. The final plan will be distributed at Annual Meeting for approval by the membership. MLS formed a Resource Sharing Statewide Committee to consider the direction of such initiatives as the Newspaper Coop Project which continues to move slowly. The plan is for MLS to run a pledge drive among members to cover the cost in incremental stages to be determined. Cindy mentioned that tied into the plans for Statewide Resource Sharing is the Statewide Library Card Project. The Discovery e-Platform plan will be available in September.

**Candidate Survey**.....Krista  
Krista circulated a draft for our review and also presented an idea for a survey question from Michael Colford on behalf of the Boston Public Library, Library of the Commonwealth. Committee made suggestions for minor revisions and asked Krista and Greg to get back to Michael on the wording of his question. Krista will make revisions and e-mail the committee the draft for final approval. The Committee thanks Krista for her work on identifying candidates and Bev for her work in identifying contact information.

**Tabled Items:** In the interest of time, Bev suggested we table the following agenda items for another meeting: Legislative Day; State House Tour; Legislative Breakfast Template, etc. The Committee agreed.

**Old Business:**

Susan will be taking down the old MLA Legislative Facebook page and create a new one. Susan and Bev requested permission to update the front page of the MLA web site regarding the Legislative news. Dinah will bring the request to the Executive Board. Brief discussion followed re: the need for the web site to be updated more often and to reflect the dynamic efforts of the Association across the Sections and Committees.

Susan reminded us that Friends groups need to make their donations to help cover cost of Legislative Day at State House in addition to what they donate to cover local Legislative Breakfasts.

**New Business:**

Jackie reported that the MLA Committee on Intellectual Freedom would like to partner with the MLA Legislative Committee on a program about those privacy issues which are legislative issues. Jackie and Krista have tossed around the bare bones idea is to invite Ed Markey, Co-Chair of the Congressional Privacy Caucus to be part of a panel to be held at a location like the BPL as a draw for librarians and the general public. Privacy Week in the Spring of 2013 may be a good time to host the event. MLA may want to see it as a pre-conference program or a program offered the evening before pre-conference as a way to get people into Cambridge. MLA Conference dates are April 24, 25, 26.

**Action:** Cindy will contact Markey re: interest and availability; Jackie and Krista will touch base with Conference Committee re: dates and possible tie-in to conference events.

Kathy noticed that Google offers a Statewide Purchasing Coop for Schools interested in purchasing SketchUp-Pro. She wondered why Massachusetts isn't part of that purchasing coop and if SketchUp-Pro is a graphics, file exchange product our schools would want. We didn't have information at this time, but Greg reminded everyone that MLS members have access to the purchase power of the Mass. Higher Ed. Collaborative which will soon be known as the New England Collaborative Group.

Meeting adjourned at 12:40 p.m.

Next meeting: September 28, 1:00 p.m., Whately or Minuteman

Respectfully submitted,  
Katie Baxter  
[baxterreads@gmail.com](mailto:baxterreads@gmail.com)