

**BOARD OF TRUSTEES  
PIERCE COUNTY LIBRARY SYSTEM  
REGULAR MEETING, JANUARY 14, 2015**

**CALL TO ORDER**

Chair Rob Allen called to order the regular meeting of the Pierce County Rural Library District Board of Trustees at 3:32 pm. Board members present were Allen Rose, Donna Albers, J.J. McCament, and Linda Ishem.

**PUBLIC COMMENT**

There was no public comment.

**CONSENT AGENDA**

1. Approval of Minutes of the December 10, 2014, Regular Meeting
2. December 2014 Payroll, Benefits and Vouchers
  - a. Payroll Warrants 3587-3590, dated 12/01/14 – 12/31/14 in the amount of \$2033.19
  - b. Payroll Disbursement Voucher dated 12/04/14 in the amount of \$553,835.19
  - c. Payroll Disbursement Voucher dated 12/19/14 in the amount of \$578,430.45
  - d. Accounts Payable Warrants 623640-623797 dated 12/01/14 – 12/31/14 in the amount of \$1,387,959.46
3. Media Tower Purchase

Ms. McCament moved for approval of the consent agenda as corrected. Ms. Albers seconded the motion and it was passed.

**BOARD MEMBER REPORTS**

Ms. McCament reported a Library customer shared with her that she and her son read 457 books as part of the Summer Reading program last year. The customer recommended publishing the names of top readers to recognize and inspire readers and to elicit competition amongst the participants.

Mr. Allen recently attended the Mid-County Leadership meeting, noting when Library staff introduced themselves the reaction from the audience was very positive.

**OFFICER REPORTS**

**2015 Library Legislative Day** - Ms. Lomax, Executive Director, reported the Library will be sending a delegation to the event on January 30, 2015, and invited the Board to join them. Linda Farmer, Communications Director, said this year's strategy is to deliver a fact sheet with the Library's key messages. Ms. Lomax said the message will include an emphasis on early learning, partnerships and the Library's support of economic development and job seekers.

Mr. Rose said it is important to tell the story of how many of Pierce County Library successes have already been implemented. He said the Library should also share how it earned the Institute for Museum and Library Services (IMLS) National Medal. He also noted it would be important to tell legislators how the Library is meeting the needs of the community.

Ms. Albers said statistics do not have the same emotional impact as compelling stories and although the Library must look at how it quantifies its impact on the community, metrics do not tell the full story. Mr. Allen agreed that being able to mix the narrative with quantitative will be important.

**2014 Star Libraries** - Ms. Lomax provided an overview of statistics on public libraries and their peers. Mr. Allen said he was pleased to see that outcome measures were qualitative rather than quantitative. Ms. Lomax also noted the Library participated in the Impact Survey project sponsored by the University of Washington iSchool, the Gates Foundation and IMLS as noted in the article.

**Reading & Materials Director Selection** - Ms. Lomax said the new Director will be joining the Library on February 2, 2015, and will be in attendance at the next meeting. She added she was pleased with the hiring process which allowed for staff involvement. She thanked Jennifer Patterson, Customer Experience Manager, for her work leading the department in the interim.

**IT Leadership Positions** - Mr. Allen asked if the two positions are the same level in terms of authority and responsibility. Karim Adib, Digital Experience Director said they are, but that one position is customer service oriented and the other technology oriented.

**Employee Communication Survey** - Ms. Lomax said the administrative team received useful feedback and is in the process of identifying the appropriate response to the survey. The Board was pleased with the number of responses. Ms. Lomax noted staff response to her weekly Monday messages has been good and addresses an identified concern found in the survey responses.

**Executive Director Monthly Activities** - Ms. Lomax said she is seeing strong themes in the staff meetings. She said staff is thoughtful about service, remaining innovative and relevant, and working well internally. She has begun her meetings with key community leaders this month and recently met with Tacoma Public Library Director, Susan Odencrantz.

**Workforce Central Grant** - When asked whether the funding is at the same level as in the past years, Jaime Prothro, Customer Experience Manager, said funding has increased based on the Library's track record of success. Chair Allen expressed concern about whether the focus of the grant leaned too heavily on technology. Ms. Prothro said the Library is trying to reach the long-term unemployed who do not have up-to-date computer skills and the grant enables the Library to fill a county-wide gap to help them enter the workforce and give them access to technological literacy.

#### **UNFINISHED BUSINESS**

**Ethics Policy** - The Board was pleased with the policy drafted by Chair Allen. Discussion ensued about including language pertaining to the Board's obligation as members to be aligned following a full and open discussion, even if a dissenting vote had been cast. Ms. Lomax will bring an updated draft to the next meeting.

**Fife** - Clifford Jo, Finance and Business Operations Director, reported the Library is working out an arrangement with the developer to make the agreed upon changes to the entryway of the Fife Library. The Library has set aside approximately \$200,000 for the project which is coming in under budget and will allow for the possibility of extra parking. The Library's attorney is finalizing the terms of the contract.

#### **NEW BUSINESS**

**2015 Board Calendar of Work** - Ms. Lomax asked the Board for any additional items they would like to see on the 2015 Calendar. Ms. McCament expressed interest in seeing a presentation on the Leadership Academy. Ms. Ishem would like to have the communication plan strategy outlined. Ms. Lomax said items such as future election preparation and facilities master planning will come from work on the strategic plan. She anticipates the mill levy rate will not be low enough to consider going out for a bond until 2019. Ms. Albers said she would like to see incorporated into the strategic plan any opportunities or next steps on a regional basis that stem from the Regional Trustee meeting held in October 2014.

**Compensation Study** - Cheree Green, Staff Experience Director, provided an overview of the plan. She said the goal of the study is to develop and manage a base compensation plan. The Singer Group was selected to conduct the study. The project is expected to be completed by June 2015. Ms. Green asked for Board approval since the cost of the contract is near \$55,000. Ms. Green said the job descriptions will be reviewed and shared with the Singer Group, who will survey like organizations in the region and compare and analyze pay structures, job descriptions and roles.

Ms. Green said the benchmarking will focus mainly on public organizations, noting the Library will need to be competitive when hiring for IT positions. She added the Library is not doing a total compensation survey but will ask the vendor what types of medical and retirement benefits other libraries are offering to support this analysis. Staff has been informed of the upcoming study. A communication strategy is being developed.

Ms. McCament said staff is the Library's number one asset and it is important to know how to remain competitive in the marketplace.

Ms. McCament authorized staff to employ the Singer Group to conduct the compensation study, not to exceed \$60,000. Ms. Ishem seconded the motion and it was passed.

**Leadership Academy-** Ms. Green reported the nine month training program will launch in Spring 2015. Catherine McHugh, the Library's consultant, will facilitate the training. The time commitment will be approximately eight hours per month. Ms. Lomax said work on leadership development has been done for several years and the Library is seeing a payoff in their investment. Supervisors appreciate the investment made in them to develop the necessary skills to lead. Ms. Green said the administrative team will be monitoring outcomes and modifying the curriculum before each new launch, if necessary. Participant feedback will also inform the decisions.

Ms. Lomax said the Leadership Academy training was developed around the premise of determining what the Library needs to do to be successful and identifying what skills and support staff need to help the Library get there.

**Chromebooks Pilot** - David Durante, Customer Experience Manager and Andrew Schulz, Network Systems Administrator, provided a demonstration on the devices, which are deployed at the South Hill and Sumner Libraries. The new service allows customers in good standing to check out a device for the entire day, rather than the two hour limit for PC use. All devices are filtered.

Mr. Schulz noted the devices are highly secure and will only work on the Library's network. They are managed through Google cloud service, allowing staff to track the devices should they leave the premises. The IT department is piloting Google cloud printing to help promote the service and will also offer a computer mouse for those not comfortable with the touchpad.

To date, IT reports approximately five uses per day since the launch of the pilot service. There has been no advertisement of the service. The communications department will be creating a marketing campaign to promote the service.

**E-Rate Program** - Karim Adib, Digital Experience Director, provided background on the updated E-Rate program. He reported that Library could receive a larger refund than in past years under the newly revised program.

Chair Allen said once the final refund amounts are determined he would like to see a budget document that tracks the additional e-Rate funding as it is offset by upcoming technology costs.

**PAC Self-Service Lobby Pilot** - Sally Porter Smith, Customer Experience Director reported on the project, noting after a four month evaluation, results were mixed. She said a committee has been formed to consider possible lobby services and will be reporting their findings to the administrative team next month.

Chair Allen said he appreciates the continued analytical approach to decision making.

#### **EXECUTIVE SESSION**

There was no Executive Session.

#### **ANNOUNCEMENTS**

There were no announcements.

#### **ADJOURNMENT**

The meeting was adjourned at 5:35 pm on motion by Ms. McCament, seconded by Ms. Ishem.

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**GEORGIA LOMAX, SECRETARY**

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**ROB ALLEN, CHAIR**