

Attachments to Viclink December 2002 Minutes

Library Network Unit Report
Draft Minutes of Statewide Projects Steering Committee
"Kalorama" paper

STATE LIBRARY OF VICTORIA LIBRARY NETWORK UNIT

REPORT TO VICLINK MEETING TUESDAY 10 DECEMBER 2002

LNU staff

Debra Rosenfeldt will continue as acting manager of the Library Network Unit until 30 June 2003. Sheryl Mapp joins the Unit as a temporary Project Officer assigned to the Collaborative Library Management System Business Case Analysis Project.

Statewide Projects Steering Committee

The Terms of Reference of this Committee were reviewed at its meeting on 19 November. The main change recommended was that a Victorian Library Network Committee member, who is also a member of the Library Board of Victoria, should be asked to join the Committee. The intention here is to provide an avenue for the Board and the public libraries to engage more directly about the Statewide Projects. It was also recommended that a Library Technology Project Advisory Committee representative should join the Committee, replacing the Manager of Vicnet. The revised Terms of Reference is with the Committee for its consideration. Current Committee members are Michael Bertie – Chair (SLV), Rod Fyffe (VLNC), Graham Dudley (DOI), Stuart Hall (Vicnet), Peter Mansfield (CPLG), Barb Horn (Viclink) and Debra Rosenfeldt (SLV - LNU).

@ your library promotional campaign

Following the Victorian Library Network Committee Forum on the @ your library campaign, held at the State Library on 15 October, a group went to Adelaide on 2 December to attend a series of seminars and meetings about the campaign, as well as the campaign launch. This group included Craig Anderson, Anna Cook, Chris Payne, Lorraine Seeger, Patricia O'Donnell from the Library Board of Victoria, and Debra Rosenfeldt (LNU). Anna, Lorraine and Craig have reported to the Statewide Marketing Project Advisory Committee and will report to Viclink about the campaign. One of the key recommendations of the Statewide Marketing Project Review is that Victoria adopts the @ your library campaign. This is something that will have to be considered by Viclink over the next few months as it responds to the Review.

New Convenor of the Youth Services/Writers on the Road Advisory Committee

Since the last Viclink meeting Suzanne Gately has been elected Convenor of this Committee.

Statewide Public Library Development Projects – Updates

Thank you

A huge thank you to the many Viclink members who have participated in the extensive surveying and workshopping that has gone on over the last few months as we have stepped through the process of reviewing various Statewide Projects and commencing new projects. I'm thinking particularly of the reviews of the Marketing Project and VISioN, and the information gathering for the Libraries Building Communities and Collaborative Library Management System/s Business Case Analysis Projects. We realise that you are all pressed for time and appreciate the effort you have made to help move forward on these projects.

Training Project

- Since the last meeting, 336 public library staff have attended a training session as part of the Statewide Training Calendar.
- During July- December 469 staff will have been trained in 33 sessions of 18 different courses, at a cost of around \$95,000.
- More staff have also received training under the \$88,000 IT Grants program. Several invoices for this are still outstanding from public libraries.
- As well as next year's training calendar, the project is also undertaking an update to the HR Manual, an upgrade of the online calendar, and supporting four staff to attend the Aurora Institute.
- Libtrain, an email list for training and professional development in public libraries, has been set up. It is currently administered by Bruce Myers (Swan Hill).

Statewide Marketing Project

- The Adsham Consulting Group has submitted their report on the review and evaluation of the Statewide Marketing Project. Hard copies of the document have been forwarded to both Viclink and CPLG Executive members, as well as to members of the Statewide Projects Advisory Committee. The report has also been posted on the Virtual Library Infonet.
- At the Statewide Projects Steering Committee meeting on 19 November it was agreed that no new initiatives should be undertaken by the Marketing Project until the findings and recommendations of the review have been fully considered and responded to by Viclink.
- At its meeting on 9 December the Statewide Marketing Project Advisory Committee moved a motion that it should play a leadership role, on behalf of Viclink, in examining the Marketing Project review and the *@ your library* campaign, and developing alternatives for the way forward.
- The final Marketing Seminar for 2002 titled 'Promoting what we do best' was held at the William Angliss Conference Centre on Friday 29 November. Approximately 75 staff from metropolitan, regional and rural public libraries attended. The day focused on the promotion of fiction and non-fiction collections, using a workshop format and including case studies from a range of metro, regional and rural library services.

Youth Services/Writers on the Road Projects

- Representatives of the Project Advisory Committee met with representatives of the Centre for Community Child Health (Royal Children's Hospital) and The Smith Family on 27 November. These two organisations are looking for funding for a project with goals similar to the Baby Book Bag Project. After the meeting, the Committee agreed that the best chance for success in achieving sponsorship for this project was in a partnership arrangement with CCCH and The Smith Family and will pursue this, subject to approval by the Statewide Projects Steering Committee.
- During October/November the Writers on the Road project travelled to Kingston, Moreland, Port Phillip, Monash, Boroondara, Casey-Cardinia, Greater Dandenong, Campaspe, Mitchell, Yarra Plenty, Mildura, Swan Hill and Gannawarra library services.

Libraries Building Communities

- I & J Management Services were appointed to develop the scoping brief for the major research and development phase of this project. I & J commenced work at the beginning of November, and have since undertaken a wide range of both group and in-person consultations with relevant stakeholders, including two workshops to canvass public library service manager opinion.
- The Project Advisory Committee met on 3 December to review progress, and will meet again on 13 December for final discussions prior to submission of the draft brief which is due for delivery on 20 December.

- Delivery of the scoping brief completes the initial development phase of the project. We will then be required to go to tender for recruitment of a suitable candidate for the major research project.

Collaborative Library Management System/s Business Case Analysis Project

- Pricewaterhouse Coopers has been appointed to evaluate the business case for a Collaborative Library Management System/s for Victoria's public library network. They currently engaged in an intensive information gathering process, including development of an extensive questionnaire for completion by public library service managers, and workshops with 36 of our 44 public library service managers during the week commencing 9 December. The questionnaire and workshops will provide critical baseline information for the business case and surface the key issues and views about various possible models.

Local History Digitisation Project

- The first meeting to scope the shared server of local history digitised image collections, to be hosted by Vicnet, will be held on Thursday 12 December. Initial stages of the project, including specifications for data import are being coordinated by a working party comprising Julie Rae, Damian Tyquin and Richard Hayward (Vicnet Product Manager).

PC Management Project

- A draft report on this project was presented to the Project Advisory Committee in November.
- The report includes issues, options, and case studies on managing public access PCs.
- The final report will be distributed to all libraries, pending quotes for some software options.

VISioN Reference Service Project

- The service review is being undertaken by Murray Consulting and Training. Surveys have been distributed to library managers and reference staff, and an information study completed.
- A draft report including alternative models for future service delivery will be distributed this week. Library managers are invited to join the Project Advisory Committee to discuss the draft report. A workshop will be held on Tuesday 17 December, 2-4pm, at the State Library of Victoria.

Debra Rosenfeldt
Library Network Unit, Acting Manager
9 December 2002

DRAFT MINUTES

For information only

Actions based on these minutes only to be undertaken by Statewide Project Committees.

**Statewide Projects Steering Committee
Tuesday 19 November 2002 at 2.30pm
Level 2A, Conference Centre
State Library of Victoria**

PRESENT

Michael Bertie, Chair
Barbara Horn, Viclink
Graham Dudley, DOI/VLNC
Rod Fyffe, MAV/VLNC
Stuart Hall, VICNET
Peter Mansfield, CPLG
Anna Cook, Statewide Marketing Project
Debra Rosenfeldt, Library Network Unit
Damian Tyquin, Library Network Unit
Nicole Lowndes, Library Network Unit
Sheryl Mapp, Library Network Unit
Beata Wacek, Library Network Unit (Minutes)

AGENDA ITEMS

ACTION

1 Welcome

Michael opened the meeting by welcoming the Committee to the meeting. Michael canvassed the meeting's long agenda and requested the Committee to be conscious of the time.

Michael introduced Sheryl Mapp to the Committee who has been appointed as the interim Collaborative Library Management System' Project Officer.

Michael advised the Committee the meeting would begin with the presentation of the Statewide Marketing Project Review by Adshan Consulting Group. Michael introduced to the Committee presenters Gary Neat, Principal Consultant and Sharon Kingstone, Project Manager.

2 Minutes of Meeting 20 August 2002

Minutes accepted by Rod Fyffe

3 Statewide Marketing Projects Review Presented by Adshan Consulting

Graham began by providing the Committee with a brief background of the company, and reiterated the purpose of Adshan's appointment which was to conduct a review of the Statewide Marketing Project's relevance for Victorian public libraries, and to make recommendations for its future development and strategic direction. Graham advised the Committee that the final eighty paged report would be completed by week commencing 25 November.

Adshan to distribute report to all key stakeholders.

Graham handed over to Sharon to present the key findings and recommendations to the Committee. **Note:** This is outlined in the attached Presentation.

On conclusion of Sharon's presentation Michael invited the Committee to direct their questions to Adshan. In closing Adshan's presentation Michael thanked them on behalf of the Committee, and Gary and Sharon withdrew from the Committee meeting. Michael called for a five minute break.

Michael reconvened the meeting and invited the Committee to discuss their view on Adshan's presentation, firstly focusing on Anna's thoughts. Anna raised the following comments:

- However, felt there were flaws in the research methodology/survey.
- Overall supported Adshan's recommendations.
- Agreed with the recommendation of appointing a Marketing Manager, however, further canvassing of the role is required.
- Is not convinced that the branding is as bad as reported.
- Enthusiastic about '@yourlibrary' and how the campaign is so flexible, however, still need to investigate other options and not rely on the convenience of '@yourlibrary' campaign.

Other key comments raised by the Committee were:

- Feel that '@yourlibrary' campaign is being imposed on public libraries. It is important that public libraries choose and adopt the concept.
- Whatever the next campaign is it needs to complement local government and have support from all stakeholders.

Michael called for recommendations from the Committee for steps going forward. The Committee agreed on the following:

1. View of the Committee is for the whole Statewide Marketing Project to be put 'on hold'.
2. Current marketing activities are to be completed by 31 December with no further undertaking of new activities. Current activities include Marketing Seminar, finalisation of Rachael Berger's Ambassador contract, and provisions for additional A-Boards for Geelong.
3. Stanley and Milford's service agreement to put 'on hold' from 31 December.
4. Anna Cook to provide full report on '@yourlibrary' S.A. launch and campaign seminar, and the Statewide Marketing Project Review, at the next Viclink meeting on Tuesday 10 December.

5. If Viclink is enthusiastic about the '@yourlibrary' campaign it will be explored at the Library Odyssey, along with further discussion on the whole Statewide Marketing Project, scheduled for February 2003.
6. It is too early to take up the Review recommendations to develop a Change Management Plan and to appoint a Marketing Manager to develop a Marketing Plan. Viclink needs time to think.

Barbara also suggested that the group going to S.A. for the launch of @yourlibrary could take a lead role in determining the way forward long term.

The Committee acknowledged that the weaknesses of the Statewide Marketing Project identified by the Review are not a reflection of the efforts of the Statewide Marketing Project Advisory Committee. Anna confirmed this view. At this point Anna withdrew from the meeting.

Note: A number of ongoing commitments relating to the Statewide Marketing Project were not discussed at the meeting and will need to be addressed (ie. Website, 1300 number, White Pages listing)

Damian to prepare a Discussion Paper to address these issues.

4. Report Final Draft PC Management Project

Nicole tabled her draft report to the Committee. She is currently awaiting on quotes from America to finalise the report. The finished report will be posted on the Infonet and presented to the Viclink Executive for consideration, with a key recommendation that a consortia of public libraries trial at least one of the bookings software solutions detailed in the report.

Nicole to post final report on Infonet and present to Viclink Executive for action as it determines.

Michael on behalf of the Committee thanked the PC Management Advisory Committee for their effort on this project.

5 Progress Report on Current Projects

Michael confirmed that a detailed discussion would not be entered into due to time limitation, and invited the Committee to direct any questions to the Library Network Unit team.

Peter questioned whether the funding for the Library Building Communities project, which would not be fully expended by the end of the financial year, could be carried forward and was assured that the project would be funded to the completion.

Peter also asked whether some of the funding that would not be used for other projects (e.g. Linkage Research) could be diverted to the Writer on the Road to ensure that all library services wanting to participate would be able to do so.

Barbara asked if more information could be obtained in identifying if there were other opportunities for a Linkage research project without the involvement of ARC. Damian advised that Deakin University was currently investigating such opportunities, and is expected to report back in time for the next meeting.

Damian to report findings at next meeting

Michael advised the Committee that the Library Network Unit would make themselves available to discuss projects in further in detail, outside of the meeting.

6 Terms of Reference of the Statewide Projects Steering Committee

Michael invited the Committee to comment on the discussion paper drafted by Debra.

Debra to capture amendments and re-submit to Committee for further comment.

6 Other Business

Rod asked when the Library Odyssey was being held. Debra informed him that it will be held in February 2003, with the venue to be determined.

7 Next Meeting

Tuesday 4th February at 2.30 p.m., Board Room, State Library of Victoria

Another Kalorama

Discussion Paper

At the workshop on the Statewide Projects held in Ballarat in April this year, Viclink members indicated that they would like 'another Kalorama' in 2003. Funding has been set aside for this. At its meeting of 11 November the Viclink Executive, plus Graham Dudley (DOI) and Debra Rosenfeldt (LNU) brainstormed a few ideas, listed here for discussion.

Who is the audience?

- Public library service managers, plus one other from each service?
- Local Government CEO's/Directors? Could half a day be set aside for issues of particular relevance to this group?
- Councillors? Or would this group be better served by a separate session - perhaps a roadshow in strategic locations around the State?

What might be the objectives?

- Create some brain space for public library service managers to re-charge and reflect on some of the bigger issues impacting upon public library services?
- Networking opportunity for managers?
- Bring managers 'up to speed' with a program along the lines of an Industry Update ?
- Re-visit the report on the 2001 Library Odyssey. What has been achieved? Where to from here?

Content ideas

Presentations/workshop/discussion on or by:

- Public Libraries Australia
- *@ your library* promotional campaign
- Statewide Public Library Development Projects, particularly:
 - Project to undertake a business case analysis on a Collaborative Library Management System/s
 - Libraries Building Communities research and development project
- Changing political environment, particularly:

- Move of Office of Local Government to the new Department of Victorian Communities
- Ministerial Advisory Council on Public Libraries
- New State Librarian/Library Board of Victoria
- Industrial Relations landscape
- John Liddle's manual on country public library service management issues

Possible facilitator

If the focus is to be a follow-on from the 2001 Library Odyssey, it would seem logical to use the same facilitator, ie Greg Cook. Would people prefer to be challenged by somebody different?

Possible dates

Do we need two or three days? Two days might be enough if the focus is on an Industry Update or follow-on from Kalorama, rather than a full-blown strategic planning think tank.

The Viclink Executive thought that mid to late February would be good timing (19/20/21). However, Greg Cook is not available at all over January, February or March. The earliest we could secure him would be 2/3/4 April or 9/10/11 April. Alternatively, Greg's partner in the Centre for Leadership and Management, Laurie Boyd, who is also very familiar with the Victorian public library sector, is available on 26/27/28 February.

Possible venues

Country venues are listed here, and have been selected because they are relatively central:

The Country Place (the Kalorama venue that was used in 2001)
 Ballarat Lodge (Ballarat)
 Lancemore-Hill Conference Centre (Seymour)
 Cleveland Winery (new venue, opening in March at Kilmore)
 Blythwood (Ballarat)
 Bellinzona (Hepburn Springs)
 Deakin Management Centre (Geelong)