

VICLINK MEETING

October 15th 2002

2.00pm

Venue: State Library of Victoria. 6th Floor, Pitt Building.

MINUTES

Present:

Present: Lynne Makin, Dale Cousens (Upper Murrumbidgee Regional Library), Elisabeth Jackson(Hume-Moonee Valley), Karen Ward-Smith, Natalie Brown (Greater Dandenong), Suzanne Gately (Hobson's Bay), Susan Orr (Campaspe), Craig Anderson, (Yarra Plenty), Patti Manolis (Maribyrnong), Julie Rae (Central Highlands), Karyn Siegman(Bayside), Helen Balcam, Colin Morrison (Dol), Debra Rosenfeldt. Damian Tyquin , Nicole Lowndes, Michael Bertie (SLV), Gary Hardy (CCNR) , Jenny Ruffy (Monash), Alison Katona (Mornington), Russ Elwin (Wimmera), Pru Menzies (Casey Cardinia), Chris Payne (Mitchell), Adele Kenneally (Glenelg), John Binnion (Eastern), Barbara Horn (Yarra Melbourne), Bruce Myers (Swan Hill),Peter Mansfield (Geelong), Jan Penney (Goldfields), Jane Cooper (Frankston). Neville Humphris (Moreland).

1. Apologies

Elaine Richmond (High Country) Anne Rasmussen (Stonnington) Graham Dudley (Dol), Heather Phillips (Frankston) Wendy Quihampton (Brimbank), Sue Kelly (Mildura), Trish Smyth (Kingston), Stephen Dempsey (Wellington)

2. Minutes of meeting held on 13th August at Mill Park Library

Business Arising:

- Federal Government Inquiry into cost shifting – Barbara Horn to report on Viclink submission (held over from last meeting)

Barbara reported that no submission had been sent due to time constraints.

3. Correspondence

Outwards

- 22 August 2002 . To Roxanne Missingham, National Library of Australia regarding proposal for Gulliver to join CASL consortium
- 4 September. To Roxanne Missingham and Cheryl Brickell answering questions regarding Gulliver consortium

- 11 September. To John Binnion asking him to convene the Building the Capacity Committee
- 13 September. To Debra Rosenfeldt regarding support for Collaborative Management System Project
- 20 September. To Debra Rosenfeldt regarding Viclink List
- 24 September. To Roxanne Missingham regarding CASL proposal
- 26 September. To Judy Peppard accepting quotation for conducting interviews
- 2 October . To Cheryl Brickell, National Library regarding arrangements for Kinetica Training sessions for public library staff
- 2 October. To Jan Fullerton, Director General, National Library, regarding concerns about Gulliver possible membership of CASL

Inwards:

- 19 August. From John Binnion suggesting that Viclink become involved in discussions for a “Smart card” for public transport
- 3 September . From Debra Rosenfeldt on behalf of the Advisory Committee overseeing the business case for a collaborative library management system
- 5 September. From P.F.E. Hutchinson, Director, Arts Victoria regarding management of the Statewide Projects. It is intended they remain with the Library Board.

Moved Susan Orr, seconded Suzanne Gately That the correspondence be noted.
Carried.

4. Report on Ministerial Advisory Council on Public Libraries

Lynne Makin and Adele Kenneally had attended the last meeting. They reported that the group was still discussing background issues.

5. Department of Infrastructure Report

Colin Morrison distributed and spoke to his report. The funding and service agreements are now under review and comments will be sought.
MAC papers will be available on the extranet.

John Binnion raised some issues to be followed up after the records management seminar. These are:

- The need for consideration of a new model local law.
- Request for DoI to do some risk analysis in terms of potential problems in keeping or not keeping membership records. What should be kept and for how long?

6. Library Network Unit Report

Debra distributed a report which is attached to the Minutes.

Some Viclink members expressed concern about the way in which the review of the Marketing Program is being conducted. Anyone with concerns or comments should contact the consultants – details available from Damien.

Damien is also to have discussions with Barbara Horn.

7. Draft Vision Service Agreement for ratification.

Some discussion of this. It was later endorsed with the turnaround time changed to “90% completed in 2 days”.

8. Viclink Executive Report

Executive Meeting on 9 September discussed the following:

- Viclink List
- Relationship with State Library – Viclink representatives are to meet with Fran Awcock prior to her retirement
- Proposed changes to Kinetica - consortium arrangements
- Gulliver – CASL proposal
- Smart card proposal – To be followed up with the State Govt. officer investigating a smart card for public transport to be invited to Viclink Executive meeting.
- Library Shop
- International research project – We have been asked to assist with a project coordinated by Bob Usherwood designed to look at the attitudes of politicians to public libraries in various countries. Judy Peppard has been employed by Viclink to interview Victorian politicians and we will have access to the data.
- Building the Capacity Project
- Proposal to establish an Inter-Library Loans Subcommittee. This was approved.

9. CPLG News

Judy Maddigan is to attend the next meeting.

John Liddle will speak to his report at the December meeting.

10 . Treasurer’s Report

Bank balance is \$132,108.37.

Large invoice from the Gale group to be paid.

11. Gulliver

- Gulliver has been nominated by DIIRD for a special innovation award.
- CASL invitation is still under consideration
- A database evaluation tool is under development
- There will be a marketing planning day attended by vendors and members of Gulliver on 7th November.

11. Viclink Subcommittees – Reports

Reference Cooperative - No report

Collections Cooperative – Successful seminar held last week

Children's Subcommittee - Meeting to be held soon as outlined in annual plan

12. Viclink List

Discussion of ownership and operation of the list

Executive discussed this following recent debate about who should be on it. Decided to request that Viclink Secretariat take on ownership of the list which would continue to be administered by Vicnet. It is suggested that there be no restrictions on who could be on the list of content unless major problems make this necessary.

Members should be aware that anyone can be on the list and should be careful with contributions accordingly.

13. Library Finance Group

Russ Elwin reported on some of the discussions of the group. A representative of the Auditor General will attend the next meeting on 23 October to discuss stock valuation issues.

14. Speakers – Bruce Myers and Natalie Brown

Last year's Ramsay and Reid Scholarship winners spoke about their study tours. Reports can be read on the Infonet.

15. Other Business

- A draft program has been prepared for the Industry Update. It has been suggested a similar program could be offered to new Councillors through, for example, the MAV New Councillors course. Barbara to follow up with MAV Working Group.
- SNIPS applications. Applicants do not need to re-do the survey work as this has been done
- Public library Internet survey. Gary Hardy reported that 2000 responses had been received and thanked public libraries for their assistance.

NEXT MEETING

10th December . Venue to be arranged.

The meeting finished at 4.00pm and was followed by presentations of the Ramsay and Reid scholarships to Adele Kenneally and Anne Armstrong.

STATE LIBRARY OF VICTORIA LIBRARY NETWORK UNIT

REPORT TO VICLINK MEETING

TUESDAY 15 OCTOBER 2002

Aurora Leadership Institute

Congratulations to Paula Kelly (Yarra Melbourne), Chris Kelly (Monash), Cheryl Walker (Mornington Peninsula), and Annette Forde (Stonnington) who have won places at the sixth Aurora Leadership Institute to be held at Thredbo in February 2003. Competition is always tough for places in this high-profile program for librarians from all sectors across both Australia and New Zealand, and we are very pleased that Victorian public library staff won four out of the 32 places. The Statewide Public Library Training Project will subsidise the fees of all four of our participants. The cost is approximately \$3,500 each, including airfares.

2003 Library Odyssey

Debra Rosenfeldt (LNU) and Graham Dudley (DOI) will meet with the Viclink Executive on 11 November to commence planning of the next Odyssey scheduled for February/March next year.

@ your library Promotional Campaign

On the morning of 15 October a forum for a small group of key figures in the Victorian library industry was held at the State Library on the highly successful international @ your library campaign, which aims to raise awareness of libraries across all sectors. Victorian public libraries were represented at the forum by Lynne Makin (Viclink President) and Chris Payne (CPLG Chair). Lynne gave a presentation on *librariesvictoria*. The other key presenter was Bronwyn Halliday, Director, State Library of South Australia. Since May 2001 South Australia has been working towards launching an @ your library campaign in 2003. The Council of Australian State Librarians (CASL) is keen to see other Australian states embrace the campaign, and it was at the request of the CASL Communications Group that the Library Board of Victoria, through its Victorian Library Network Committee, was asked to consider its viability in Victoria.

State Library Re-alignment

Significant work has been done on the State Library's organisational re-alignment. However, the Library Board of Victoria has decided to postpone any final decisions on the proposed re-alignment until the new State Librarian commences. A February 2003 starting date is aimed for. In the meantime the Library Network Unit continues as is.

New Convenors of the Statewide Public Library Development Project Advisory Committees

Members of the Advisory Committees have elected the following:

Training Project	Chris Kelly (Monash)
Marketing Project	Anna Cook (East Gippsland)
Youth Services/Writers on the Road Project	To be determined at November meeting

VISioN Project	Alison Daams (Hume-Moonee Valley)
Collaborative Library Management System/s	
Business Case Analysis Project	John Binnion (Eastern Regional)
Libraries Building Communities Research	
And Development Project	Neville Humphris (Moreland)

Statewide Public Library Development Projects – Updates

The Statewide Projects Steering Committee receives comprehensive updates on the progress and expenditure against each Project. This Committee is scheduled to meet next on 19 November. The following is a summary of Project activity undertaken over the last two months.

Training Project

- Four sessions on the new Bruce databases, and two in Basic Reference Interview Skills have successfully been run, and were all booked out.
- A call for Expressions of Interest from training providers attracted 20 submissions, from which five providers were selected by an Evaluation Team comprising Peter Carter (Casey-Cardinia), Anthea Taylor (Geelong), Julian King (Whitehorse Manningham), plus Nicole Lowndes and Debra Rosenfeldt (SLV).
- The calendar to December is nearing completion, with details of most courses already available online. Courses include: Promoting Library Services Using Buyer Behaviour Techniques; Customer Service Excellence; Building and Working in Teams; Strategic and Business Planning; Staff Supervision; Library Display; Managing Service Reviews; Change Management; Basic Reference Interview Skills; Middle and Front-line Management; Train Small Groups; Internet; Web Design.
- There will also be two training seminars: Industry Update will be run in Melbourne on 20 November, and again at Ballarat on 27 November; Serving Young Customers, for staff other than Youth Services staff, will be on 4 December also in Melbourne.
- The Human Resources Manual is being updated to reflect recent legislative and policy changes in Victoria, and to include case studies.
- Once again a grant of \$2000 for staff IT training has been offered to each library service, with 23 proposals received to date. Libraries that have not yet submitted a proposal are encouraged to apply by the end of October. Libraries that have not submitted substantiation or evaluations from last year's grants are also strongly recommended to do so.

Marketing Project

- Following a call for submissions the Adshan Consulting Group has been selected to conduct the review of the Statewide Marketing Project by Evaluation Team members Pru Menzies (Casey-Cardinia), Michael Byrne (Boroondara), plus Damian Tyquin and Debra Rosenfeldt (SLV). Adshan are specialists in the field of marketing audits, and are well underway with the data collection and consultation phases of the review. The timeframe for the process has a draft report being tabled at the November meeting of the Statewide Projects Steering Committee, with the final report delivered in early December.
- A very big thank you is due to the 40+ public library volunteers who helped staff the *librariesvictoria* stand at the Royal Melbourne Show. Feedback received to date has been very positive. Staff who worked at the stand have all been sent evaluation forms, and a postscript to the show will be circulated once this information has been collated. Volunteers will also receive a certificate acknowledging their participation.
- The final Marketing Seminar for 2002 is being held at the William Angliss Conference Centre on Friday 29 November. The theme for the day is *Promoting What We Do Best*. It will focus on the

promotion of fiction and non-fiction collections, using a workshop format and including case studies.

Youth Services/Writers on the Road Projects

- The Committee managed a public libraries stand at the Let's Read Expo, which was a key component of Literacy and Numeracy Week in early September.
- The search for sponsorship for the Baby Book Bags Project continues, with the consultant engaged for this search scheduled to give a presentation to the Advisory Committee at its meeting on 25 November.
- Between 13 August and 16 October the *Writers on the Road* program toured to Yarra Plenty, Mitchell, Whitehorse Manningham, Corangamite, Hobsons Bay, Kingston, Moreland, Port Phillip, Casey-Cardinia, La Trobe, Monash and Campaspe library services with writers Anna Lanyon, Julie Capaldo, David Metzenthon, Terry Denton, Leigh Hobbs, Meredith Costain, Kirsty Murray, Shane Maloney, Jane Clifton, Peter Temple, Liam Davison, Wendy Orr and Michael Pryor.
- Expressions of Interest from public libraries to participate in the program in 2003 have been sought.
- The Advisory Committee is working with the Project Officer on development of a strategy to further assist public libraries to promote the program at the local level.

Libraries Building Communities Project

- The Project Advisory Committee has now met twice. Given that the project is primarily about measuring the value of public library services in contributing to social capital, the Advisory Committee was keen to invite Graham Dudley from DOI to attend its meetings as a sounding board and advisor. Graham has already proven to be an invaluable source of information.
- The first phase of this Project is the development of a comprehensive Brief that will adequately scope the research and development nature of the project. Expressions of Interest have been sought from suitably experienced candidates to work on developing the Brief and will be evaluated by Advisory Committee members Neville Humphris (Moreland), Jennifer Kahn (Yarra Melbourne), plus Damian Tyquin and Debra Rosenfeldt (SLV). The Brief Development process will include at least one workshop designed to canvass input from public library service managers, (most likely in mid-November). Anticipated delivery date for the Project Brief is 20 December.
- The scale and complexity of this Project is such that it is unlikely that it will be completed within the financial year. Work on the Project commenced in September, with the first meeting of the Advisory Committee, and it is anticipated that it will be completed in September 2003, in line with the full 12 months allowed for the Project in the initial proposal.

Collaborative Library Management System/s Business Case Analysis Project

- Expressions of Interest have been sought (7 September) from parties to undertake the Business Case Analysis. Shortlisted candidates were briefed more fully about the Project on 11 October. An appointment is expected by 1 November, with the date for completion of the Business Case set for 28 February 2003. The Evaluation Team comprises John Binnion (ERL), Dale Cousens (Upper Murray) and Natalie Brown (Greater Dandenong), plus Anne Beaumont and Debra Rosenfeldt (SLV).

Local History Digitisation Project

- Although this Project did not receive any funding in 2002/03 significant funds were carried forward from 2001/02 and the Statewide Projects Steering Committee accepted a recommendation that these funds be used for the development, design and hosting of a Statewide Local History Database/Server. Vicnet has prepared a quote in response to a specification written for the Project by Julie Rae. Prior to any further action being taken, some issues relating to data transfer and training need to be clarified.

PC Management Project

- This 2001/02 Project was on hold throughout the year. However, a report will be released during November. It will present a snapshot of current public access PC management strategies, issues, and options for change with approximate costs. Case studies reflecting the range of PC management options will be included.

VISioN Reference Service Project

- Following the recommendation of the Statewide Projects Steering Committee in May, the Review of the VISioN service will be undertaken by an external consultant, to determine the best service model for 2003/04 and beyond. Expressions of Interest in the Service Review have been requested by 21 October from a selected list of experienced consultants. The review will be completed by the end of the year. Elisabeth Jackson will represent Viclink on the Advisory Committee for the duration of the Review. Elisabeth and Heather Forward (Geelong), plus Nicole Lowndes and Debra Rosenfeldt (SLV) are on the Evaluation Team for this consultancy.
- A draft VISioN Service Level Agreement for the current financial year is attached for decision. The draft has been agreed by Leneve Jamieson (the SLV service coordinator), and the VISioN Project Advisory Committee. Changes from the 2001/02 agreement have been marked.

Debra Rosenfeldt
Library Network Unit Acting Manager
14 October 2002

DRAFT VISION SERVICE LEVEL AGREEMENT 2002 – 2003
State Library of Victoria / VICLINK

Vision service definition statement:

Using the resources of the State Library of Victoria, the Vision service aims to assist public libraries to deliver a rapid response service to their patrons, including students at all levels, where the public library is unable to supply information. Information on all topics will be provided with the exception of genealogy. Where a photocopy of a specific item is required, public library patrons should be directed to make use of the normal State Library Document Delivery options.

<i>Performance standard</i>	<i>Target</i>	<i>Actual</i>
NUMBER OF INQUIRIES	2,000 1400	
TURNAROUND TIME	85% completed within 2 working days	
TIME TAKEN PER QUERY	± 1.5 hour limit per question	
Satisfaction with service (survey as determined by Advisory Committee)	90% indicate responses "relevant" to their needs 90% rate service "welcoming" or better	

<p>LIAISON/ PROMOTION</p> <p>Attendance by relevant SLS manager or Vision staff at relevant public library meetings and forums</p> <p>Ongoing involvement in training and development</p> <p>Visits by Vision staff to public libraries</p> <p>Visit by public library staff to SLV</p> <p>Number of newsletters distributed</p> <p>Web page developed and maintained</p>	<ul style="list-style-type: none"> • All Ref. Coop meetings attended • 2 CPLG meetings per annum as required • VICLINK meetings attended as required <p>Contributions from Vision staff to Ref Coop and Statewide Training Project Committee</p> <p>Per annum visit (if required) in consultation with public libraries(1 metropolitan regional service, 1 city service, 1 Country public library service)</p> <p>1 Ref Coop meeting per annum to be held at SLV; other visits as agreed</p> <p>To be determined by survey 1 per quarter</p> <p>Page updated 4 times per year</p>	
<p>REPORTING</p> <p>Regular meetings of Vision Steering Committee</p> <p>Vision Committee review of agreement</p> <p>Vision Steering Committee advocacy and reporting role</p>	<p>4 meetings per annum</p> <p>Review and redraft by March 2002 annually</p> <p>Committee to include 2 ref. librarians, a country public librarian and a public library manager</p>	