

Metropolitan Library System
Oklahoma County Oklahoma
Ad Team Minutes
October 9, 2002

Present:

Donna Morris, Chair	Karen Marriott	Don Updegrove	Anne Hsieh
Judy Walden	Anne Fischer	Todd Olberding	Kay Bauman
Jim Welch	Denyveta Davis	Scott Carter	

Absent:

Dana Morrow	Ernestine Clark	Ric Rea
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Current Items

Ad Team met briefly before the Project Management Training. Donna explained the furniture budget handout. She will provide Jim Welch a copy of the furniture budget by room which can be used to plan for the installation of wiring. There is a telco meeting tomorrow at 10:00 a.m. at Capitol Hill.

Donna asked about attendance at the 1st Amendment Congress meeting. Some of the materials selection staff will be attending.

PR needs a count of the number of Christmas cards each department will need for external customers only. Please get this number to PR as soon as possible.

Action items were discussed and updated.

Don Updegrove has a set of pictures of progress at the new Choctaw library. These will be added to the web along with the new DNL&LC photos.

ADTEAM Schedule UPDATE:

October 23rd - Regular Ad Team meeting. No Project Management

November 6th - Last Project Management Meeting

November 13th - Regular Ad Team Meeting (Begin every other week)

November 27th - Ad Team Meeting

December 11th - Ad Team Meeting

Anne Hsieh requested that more information be put on RPF's. Any program information should be included, be specific. If you have a business lunch, include names, date and what library business was conducted. During workshops, lunch is not paid by the library, unless it is included in the workshop cost. Anne will send an e-mail to all correspondence.

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Ad Team Meeting Minutes

Metropolitan Library System Oklahoma County Oklahoma **Ad Team Minutes** **October 23, 2002**

Present:

Anne Fischer*, Chair
Judy Walden
Jim Welch*
Donna Morris
Scott Carter

Dana Morrow
Denyvetta Davis
Ric Rea
Kay Bauman
Don Updegrave

Karen Marriott
Kay Bauman
Todd Olberding*

*Required to leave early

Absent:

Anne Hsieh

Ernestine Clark

CURRENT ITEMS

Anne Fischer opened the meeting. Donna opened discussion on the draft Finance Committee agenda. The ad team decided the course of action is to present all the information it can to the Finance Committee to give them a clear picture of the future needs for the system.

Jim Welch listed some of the programs in service today; future planned programs, and future opportunities that should be remembered while addressing these issues:

Promotions and Other Factors:

Library night at the movies, Library Bus, Summer Reading (Britney Spears ticket giveaway), Food Bank / Fine Free, Cable Advertising, Metro Library Magazine (the messages it carries), Library Card Promotions, Gazette Advertising, Radio Spots, Earned Advertising (Ralph Ellison), Read About It, Co-sponsored Events, Library Programming (Teens), Redesigned Web (Employment pages number one after CyberMars), Family Place, Longer hours, Summer Sunday Hours, Improved Customer Service (Staff, Email Notification, Express Checkout), Remodeled Libraries, Oklahoma Images, More Databases, More Materials, More Computers, Poor Economy, Population Growth

Service Opportunities:

Strategic Plan Initiatives, I & R, Tutor.Com, Unmediated ILL, Ebooks and Net Library

Live Online Reference Service

Live online reference services enable library customers to receive information over the Internet from a librarian who is really there when the person needs the information. This service may include email, chat, and co-browsing.

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Co-browsing is a feature that allows the librarian and customer to navigate the Web together remotely.

More Databases, More Materials, More Computers, Wireless access for customer laptops.

Don Updegrave stated that with the increase in use of the libraries; maintenance needs have increased. Carpeting, doors, and air filters, are just a few of the items that with this addend increase in customers' use of the facilities has caused an increase in the rate of deterioration.

The information presentation order was decided: Marketing Information, Statistical Information, Long Range Maintenance and Facilities Needs Assessment Plan Draft, Revenue Information, Millage Cap/Election Issues. It was decided that the goal is to present the information and lay out the issues that are known at this time and let the Finance Committee digest the information presented.

A follow-up meeting with Donna, Jimmy, Anne Fischer, Anne Hsieh, Kay, Karen, Todd, and Scott, was scheduled for Monday, October 28th, at 9:30 a.m., to finalize the presentations for the Finance Committee meeting.

Judy Walden presented a draft of the *MLS Administrative Policy and Procedure for Grant Application and Administration*. Edits were discussed. Following discussion, it was decided that a committee consisting of Donna, Judy, Kay, and Scott would establish the process for updating the Metropolitan Library System's Policy and Procedures Manual from draft form to the final approved policy/procedure format for the printed and digital manual.

Dana Morrow stated that during a visit to a Redding Library it was noted that the MLS designed *Family Place Brochure* is the best format presented anywhere. The person asked if they could use the format and just input the information particular to their area. It was suggested that the MLS might consider selling or donating the format to the ***Libraries for the Future's Family Place Initiative*** program to use throughout the United States. Scott and Dana are assigned to do a detailed investigation. Then further discussion will be needed before a final decision can be reached.

Scott previewed the new TV spots. These spots will have heavy rotation November through April.

STANDING ITEMS:

Calendars were discussed

The Action items were discussed and updated.

REPORTS

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Ad Team members made individual reports from their areas of responsibility.

Planning:

Kay stated that the possibility of having a staff locator, similar to what is now in the Multi-Trieve program, accessible on the MLS Intranet is being investigated. After discussion it was decided that further investigation is definitely warranted and that this issue will be put on low priority status.

Kay reminded all team members of the upcoming X-Change meeting on November 18, at 2:00 p.m. at the Belle Isle Library.

Kay stated that Mike is compiling the results of Focus: 2002 staff comment ratings. Early results show that the staff gave Pat Wagner a 97% rating of good/great. The final analysis will be brought to the Ad-Team.

Materials Services:

Karen stated that the materials selection workshop, with the help of Helen from planning, Janet, and the selectors, has been updated to be a more effective workshop. It is now broken into two separate class criteria. The first day workshop offers general procedure policy. Which will be interesting education for all employees who would like a better understanding of the materials selection process. The second day workshop details procedures, policies, and more, which is directed at the employees who need this information to complete their job duties. If possible the materials selectors would like to present this workshop to the Ad-team.

Update on Stacks Project: Listed and pulled over 10,000 government documents. The suggestion that this library system should investigate the pros and cons of being a depository library was made.

Update on Basement Project: An evaluation of the process is being done.

Karen stated that on Friday there will be an OLA acquisitions seminar and several system staff will be conducting parts of the seminar. Pauline Rodriguez, Heidi Johnson, Susan Ryan will be giving the benefit of their expertise at this seminar.

Outreach:

Dana mentioned that the author visits are very successful in the schools over 100 programs per libraries and over 1000 children per week.

The Silk Road part of the "Our World Series" is coming November 10-15.

Dana mentioned that the project management mind-mapping training has proven itself useful and thanked Donna for the training.

Maintenance & Building:

Don stated that the surplus sell was successful.

The Choctaw Library construction is moving along at a steady pace.

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Public Information:

Scott stated that the next movie premiere would be November 16th, at 10:00 a.m. at the AMC Theater.

Friday Scott will attend the Public Relations Society of America's Uppercase Awards Ceremony, where the Metropolitan Library System has been nominated for several categories.

Food for Fines campaign is going well.

Public Services:

Is contemplating reestablishing the Public Service Council.

Branch Services:

October's Customer Appreciation Month has gone very well.

Denyveta is making the annual visits to the libraries in conjunction with the Materials Selection department.

Human Resources:

Ric mentioned the Urban Libraries Council telephone meeting. It was decided that Ric, Judy, Kay, Denyveta, and Helen would participate.

The Downtown Library will not be participating in this year's Opening Night New Year's Celebration. It was decided by the event officials to keep the main celebration in a centralized area of Downtown.