



CALIFA BOARD MEETING
Minutes
May 31, 2016
Burbank Public Library, Burbank, CA

I. Call to Order

The meeting was called to order at 10:05 a.m.

A. Introductions/Quorum

Califa Board:

Eleanor Uhlinger (Call In)
Rivkah Sass
Hillary Theyer
Maryruth Storer
Eve Melton (Call In)
Rick Burke
Stephanie Couch (Call In)
Stephanie Beverage

Califa Staff:

Susan Hildreth
Wayne Walker
Donna Truong
Paula MacKinnon
Amy Jordan

Guests:

Sarah Chesemore
Kathy Gould (Infopeople)
Eileen O'Shea (Infopeople)
Dave Tyckoson (Infopeople)
Lisa Barnhart (Infopeople)

Carol Frost (PLP)
Heather Cousin (Thousand Oaks Library)
Lena Pham (CSL)
Genesis Hansen (Infopeople)

B. Approval of May 31, 2016 Agenda. MSP: Beverage / Theyer

C. Approval of December 7, 2015 Minutes. MSP: Theyer / Sass

II. Old Business

A. Elections Report

Hildreth reviewed the results of the 2016 Califa Board elections. Heather Cousin (Thousand Oaks Library) and Sara Jones (Marin County Free Library) were both elected to the Board with terms starting on 7/1/2016. Hildreth thanked outgoing Board members Stephanie Beverage and Danis Kreimeier, whose terms end 6/30/2016, for their service.



B. Election of Officers

Hildreth reviewed the nomination of Sass for President. Sass elected by Board for term starting 7/1/2016. MSP: Beverage / Theyer Board – Unanimous

Hildreth explained the need to now elect a new Vice-President due to pending resignation of Stephanie Couch, CSU East Bay, who is assuming a position at MIT, which also results in the need to appoint another board member.

III. New Business

A. Business Planning Initiative

Hildreth and Sarah Chesemore explained the purpose of the business planning initiative with the direction taken from the February 2016 Board retreat. Hildreth, Chesemore, and Paula MacKinnon worked together after the retreat to help identify Strategic Pathways and Key Priorities the help Califa identify what is needed to succeed in the future. Infopeople staff were also included in these discussions. Chesemore reviewed the three Strategic Pathways and Key Priorities developed for Califa for 2016 – 2018. These include Discount Purchasing & Procurement Services, Infopeople Learning Partner, and Innovation Incubator.

Eileen O’Shea and Kathy Gould (Infopeople) provided an overview of Infopeople operating structure and continuing education (CE) and professional development (PD) programs offered. The similarities and alignment between Califa and Infopeople with regard to CE and PD programs offered was also explained. The expectation for zero state library funding for Infopeople by the 2018/2019 LSTA grant year which currently covers operating expenses has led to the need to develop a marketing strategy and three-year business plan for the organization for future financial sustainability. An RFP will be issued to hire a consulting partner to help develop the marketing strategy and multi-year business plan. Paula MacKinnon will work closely with the consultant to guide the process and help ensure progress. A core planning team comprised of Califa and Infopeople staff will be developed as well as representation from the Califa Board and Infopeople Advisory Board.

Hildreth explained the concept of Califa providing regional library system support which had been surfaced as a possibility at the February 2016 Califa Board retreat. A survey was distributed to systems throughout California to gather information and assess possible needs. The survey did not yield many responses. Reasons for this could



be due in part to many changes currently occurring throughout systems and possible lack of clarity on survey.

IV. Finance Committee

A. Financial Statement thru April 30, 2016

Hildreth reviewed the Financial Statement thru May 12, 2016. (Please note that agenda stated April 30, 2016 but actual review period reflected activity through May 12, 2016.

B. Budget Adjustments FY 2015/2016

Hildreth and Donna Truong reviewed the Budget Adjustment for FY 2015/2016.

C. 2016/2017 PLS/Califa Contract

Hildreth reviewed the 2016/2017 PLS/Califa contract

D. Califa FY 2016/2017 Budget

Hildreth reviewed the 2016/2017 Budget. MSP: Theyer / Beverage with condition that the Library Innovation Lab FY 16/17 Budget needs to be revised.

E. Investment Policy

Hildreth reviewed the investment policy draft. MSP: Beverage / Theyer

V. Staff Reports

A. MacKinnon introduced Amy Jordan, the new Califa Member Services and Outreach Manager.

MacKinnon provided an overview of the following Califa projects:

The Total Boox eBook platform currently offered to and evaluated by select members as a possible replacement for niche eContent such as Safari Tech Books Online, a platform that is no longer available to consortia for shared or group purchases. The service includes a new pay by page pricing model. Initial reviews show only 20% of titles checked out are actually opened. Most of the \$100,000 reading budget allotted has not been spent down to date.



Analytics on Demand Project. Califa is working with PLP and Gale to develop a new regional app for this product that will be of use to systems, consortia and state libraries.

Data loaded by individual library jurisdictions can be harnessed to get a larger regional view of how well libraries are doing and provide actionable data that can be used for marketing or other tactics to improve library use where it is most needed, across multiple jurisdictions. The product is a community analytics solution that helps libraries learn more about their users, non-users, and communities. Currently 26 libraries in PLP are involved in a 15 month project to assess the utility of the product locally and regionally and to participate in professional development opportunities to share information and strengthen in-house skills in data analysis that can inform and assist in meeting strategic library objectives.

The IMLS LEAP (Library eContent Access Project) and Library Simplified (now SimplyE) project with the NYPL to develop an end-to-end sustainable ebook solution for libraries that includes a single cross-platform eReader app for patrons that allows for searching and reading across multiple ebook platforms including Overdrive, 3M/Bibliotheca, Axis360 and enki Library; as well as a national marketplace for purchasing eBooks. Califa is currently investigating the cost of simplifying the deployment of the SimplyE app in California libraries.

New Califa vendors include Tutree (In-Person tutoring service), Mergent (deep collection of worldwide business information) and Califa is working to onboard Bibliolabs (collection of always available products), and Brocade (network equipment).

The collection for enki Library continues to grow and be curated as a platform that supports and complements bestseller eBook platforms. Four “always-available”, unlimited download collections have been recently added that are unique to enki including Short Stories & Essays: Single short stories, novellas and nonfiction essays; Recovering the Classics: classic literature that have new crowdsourced original book jacket artwork; Encyclopedias: 97 reference titles and encyclopedias from Sage Publishing; Library Journal’s SELF-e Select: 400+ titles curated from the indie publishing SELF-e platform.

In addition, to support patrons who are also authors and want to self-publish, they can self-publish on enki using Smashwords Press or SELF-e.

Wayne Walker provided an overview of the following projects:

The CENIC Broadband project is currently in the second year. The contracting phase for Year 2 libraries has just completed and the process for purchasing network



equipment needed for the library upgrades through Califa is currently occurring. Recruitment for bringing remaining libraries into the project during Year 3 will begin shortly.

Zip Books for Rural Libraries Year 3 grant project was recently extended until August 31st to enable libraries to spend their entire budgeted allocations.

The Early Learning with Families Year 3 grant project was also extended until August 31st to allow for further evaluation and analysis work to be accomplished.

VI. Agenda Building, Next Meeting

It was determined one or two more meetings will be needed during the FY 16/17 year with scheduling to occur moving forward. Agenda building for each to be postponed.