

Stevens Memorial Library Trustees Meeting Minutes
Malcolm Stewart Room
October 17, 2017
4:00 pm.



Stevens Memorial Library
20 Memorial Drive
Ashburnham, MA 01430
P: (978) 827-4115
F: (978) 827-4116
library@ashburnham-ma.gov

ATTENDEES:

Paula St. Laurent-Kuehl, Chairman Ed Vitone, Candace Wright, Anne Olivari, Jessica Caouette, and Library Director Emily Donnelly

ABSENT:

GUESTS: Christopher Rigby

PRESS: None

Agenda Item I:

CALL TO ORDER: The meeting was called to order by Chairman Ed Vitone at 4:00 p.m.

Agenda Item II:

APPROVAL OF AGENDA: A motion was made by Anne Olivari and seconded by Candace Wright to accept the agenda as presented. The vote was unanimous.

Agenda Item III:

PUBLIC INPUT (5 MINUTES): Christopher Rigby expressed interest in the open Trustee position and attended the meeting to better understand the duties and responsibilities of the board.

Agenda Item IV:

APPROVAL OF MINUTES:

A motion was made by Paula St. Laurent-Kuehl and seconded by Candace Wright to accept the minutes of October 17, 2017 as presented. The vote was four in favor with one abstention (Anne Olivari did not attend the October meeting).

Agenda Item V (a):

Emily presented the year-to-date financials.

On the Summary Sheet, Emily noted that municipal appropriation for Salaries & Wages was incorrect on the prior month's reports. She also noted that there is a difference between the Town Treasurer's and Town Accountant's balances of the Whittemore Fund. Emily expected that this would be corrected sometime after the new accounting firm assumed the Accountant's responsibilities.

Emily noted an error on the program sheet that mistakenly showed the balance of the Joan Kelly Murder Mysteries overspent by \$541. She handed out a new sheet showing a balance of \$92.

Emily was asked if the Dianne Fichtel Fund was intended to be perpetual, and if so, should fund balance be invested with the other trust funds. Emily said the Bob Fichtel hoped that it would be perpetual but no such stipulation was made. Emily was asked to present the fund balance in the November meeting.

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Agenda Item V (b):

Director's Report:

- As a follow-up to a question raised in last month's meeting, Emily showed cost and use data of the library's individually subscribed electronic collection. It showed that cost for all but Universal Class was high relative to other media. Emily said that she would increase the marketing effort on these resources, and lacking a significant increase in use, cancel subscriptions to all but Universal Class in FY19.
- Emily presented statistics comparing FY18 against FY17 for Number of Programs, Program Attendance, Circulation, New Patron and Visits to the Library. With the exception of Programs, year-to-date results were similar to last year.
- Emily then presented a bar-graph comparison of our library against four local libraries (Ashby, Boylston, Townsend, and Westminster), and peer (70 libraries) & state averages. The comparisons were holdings/capita, circulation per capita, circulation per hour open, visits per capita, weekly visits per capita, programs per capita and program attendance per capita. In all areas except holdings, our library was significantly below peer and state averages. Although Ashburnham appears to be above peer and state averages in holding/capita, this is likely misleading. There are major inconsistencies in reporting holding: some libraries appropriately include the C/W MARS collection in their holding (as Ashburnham does) but most do not. Emily was asked to contact the 4 local benchmark libraries and report holding without including the C/W MARS collection.
- Emily was asked to discontinue reporting on Reference Questions because the FY16 data is known to be in error.
- Going forward, Emily was asked to cover progress on all goals in her director's reports.

Agenda Item VI: Old Business:

- (a) Cost effectiveness of individually subscribed electronic collection
Covered in Director's Report

Agenda Item VII: Secretary's Report:

Nothing to report

Agenda Item VIII: Treasurer's Report

Treasurer Paula St. Laurent-Kuehl reported on the balances in the Edward Jones trust funds. With the departure of the Town Treasurer, Paula was unable to obtain a report on the Whittemore fund balance held by the town. See Exhibit for details.

The cash audit for the last month found cash in compliance with requirements. It should be noted that the unusually large cash amount included a check from the MLAA which was sent by the MLAA to Town Hall for deposit in the Town-held MLAA account. For reasons unknown, the Town Accountant had the check forwarded to the library rather than depositing it. The check was returned to Town Hall and the deposit has since been made. The Treasurer suggested that the report be amended to highlight the MLAA check.

A motion was made by Anne Olivari and seconded by Jessica Caouette to accept the treasurer's report as amended. The vote was unanimous.

Agenda Item IX (a): Green Energy Update:

Ed circulated an "in-process" write-up by the Mass CEC about the library's heat pump project. As previously reported, the library received a grant from the CEC of ~\$20,000 to help fund the project.

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Ed then reviewed the engineering drawings showing the location of the heat pump components on each floor of the library. He also stated that the engineering firm suggested that the library install an Energy Recovery Ventilator (ERV) that would more efficiently introduce fresh air into the library relative to the current exhaust blower system. Quotes will be obtained for the ERV in conjunction with the heat pump bids. It is unlikely that the current funding will be sufficient to proceed with the ERV at this time.

Ed also distributed copies of the Enclosure Specification which covers both the technical and aesthetic aspects of the air handler and duct enclosures on the 1st floor. Any comments will be appreciated.

Agenda Item X: Friends Update:

The annual meeting of the Friends is scheduled for Wednesday, October 25 from 6:30 to 7:00 p.m. followed by a cheese tasting and music

Agenda Item XI: New Business:

- (a): Open Trustee Position
Ed reported that, due to a change in work schedule, Ellen Harrington had to resign from the board. Ed explained the duties of the position to Christopher Rigby who is interested in the open position. Ed suggested that each Trustee solicit candidates. Ed would also advise the Town Administrator to have the opening announced at Selectmen Meetings and posted on the Town's web site. Interested candidate should write a letter expressing their interest and attach a short resume.
- (b): Needle Felting
After leading a Needle Felting class, Candace Wright suggested that the participants pay for the material's used. It was estimated that the annual cost of material was between \$200 and \$300. Emily noted that approved policy states that participation in any program be at no cost and recommended that policy be continued. During discussion it was noted that the library budget \$7,500 for programs and the cost of some single-event programs exceed the annual cost of felting supplies. It was decided that the no-charge policy remain unchanged. When asked if there was a detailed budget in FY18 for programs, Emily said there was not. For perspective, Emily was asked to prepare a breakdown of the program expenditures in FY16.
- (c): Review Strategic Plan
Because copies of the Plan were not available, discussion was postponed until the November meeting.
- (d): FY19 Municipal Budget
Ed will coordinate a meeting of the Finance sub-committee in the next few weeks to review Emily's draft budget.
- (e): Review Appropriate Behavior Policy
The policy was reviewed, and after discussion, it was decided that the Preservation Room be designated a "no food & beverage" zone and that firearms prohibition be listed more strongly (No firearms allowed in Library). A motion was made by Anne Olivari and seconded by Paula St. Laurent-Kuehl to accept the policy as amended. The vote was unanimous.
- (f): Review Circulation Policy
Emily reviewed her recommended changes, during which she noted a small grammatical error. After discussion motion was made by Candace Wright and seconded by Jessica Caouette to accept the policy as amended (correcting grammatical error). The vote was unanimous.
- (g): Review Community Relation Policy
Emily reviewed this new policy. After discussion it was decided to add a new section, after the 4th paragraph of the Tradition Media section, dealing with controversial, negative or crisis issues (exact word left to discretion of Director). The first paragraph of this section will state that the Director or Trustee Chair is responsible for such communication. A motion was made by Candace Wright and seconded by Jessica Caouette to accept the policy as amended. The vote was unanimous.

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Agenda Item XII: Other

No discussion.

Agenda Item XIII:

PUBLIC INPUT (5 MINUTES): None

Agenda Item XIV:

A motion was made by Anne Olivari and seconded by Paula St. Laurent–Kuehl to adjourn the meeting at 6:08 p.m. The vote was unanimous.

Respectfully Submitted,
Edward J Vitone Jr. (Electronic Signature)
Ed Vitone
Library Trustees Secretary

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Agenda Item II

Trustee Meeting Agenda
Tuesday, October 17, 2017 – 4:00 P.M.
Stevens Memorial Library

- I. Call to Order
- II. Approval of Agenda
- III. Public Input (5 minutes)
- IV. Approval of Minutes
 - a. September 26, 2017
- V. Director's Report
 - a. FY18 Municipal Budget
 - b. Director's Report
- VI. Old Business and Follow-up From Last Month
 - a. Cost effectiveness of Rosetta Stone, Universal Classes and like applications
- VII. Correspondence – Secretary's Report
 - a. None
- VIII. Treasurers Report
 - a. Review and Approve Treasurers Report
 - b. Cash Audit
- IX. Green Energy
 - a. Status of HVAC Program
- X. Friends Update
- XI. New Business
 - a. Open Trustee Position
 - i. Resignation of Incumbent
 - ii. New Candidates
 - b. Needle Felting – Go Forward Plan
 - c. Review Strategic Plan
 - d. Municipal Budget for FY19 – Schedule Finance Committee Meeting
 - e. Review Appropriate Behavior Policy
 - f. Review Circulation Policy
 - g. Community Relations Policy
 - h. Revisit Chapter 10 of Trustee Handbook (Hold until November)
- XII. Other
- XIII. Public Input (5 minutes)
- XIV. Adjourn

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Agenda Item IV



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Minutes of Trustee Meetings

Minutes Posted on line at

http://www.ashburnham-ma.gov/Pages/AshburnhamMA_LibraryMinutes/

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Agenda Item V (a)

FY18 Year-to-Date Financials

Accurate through warrant:	18-07						
	23.35% through the year						
Monthly Expense Summary (Municipal Funds -- Wages)							
	Total Budget	Spent in August	Spent in September	YTD	YTD Remaining	YTD % Expended	Notes
Salaries & Wages	\$149,234.00	\$17,111.98	\$13,480.74	\$36,432.18	\$112,801.82	24%	
Wages - Temporary	\$7,272.83	\$529.00	\$92.00	\$667.00	\$6,605.83	9%	
Wages - Overtime	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	100%	
	\$156,506.83	\$17,640.98	\$13,572.74	\$37,099.18	\$119,407.65	24%	
Monthly Expense Summary (Municipal Funds -- Operating Expenses)							
Repairs & Maintenance	\$13,132.00	\$2,580.59	\$0.00	\$2,580.59	\$10,551.41	20%	Overage should be covered by Whittemore if necessary; C/W MARS bill was paid before final approval of FY18 trust expenditures
Prof Tech Svcs	\$8,316.00	\$253.20	\$80.00	\$8,066.92	\$249.08	97%	
Communications	\$575.00	\$11.41	\$0.00	\$11.41	\$563.59	2%	
Supplies	\$3,750.00	\$597.34	\$18.17	\$615.51	\$3,134.49	16%	
Prof Devel & Travel	\$1,000.00	\$715.07	\$0.00	\$1,175.07	(\$175.07)	118%	
	\$26,773.00	\$4,157.61	\$98.17	\$12,449.50	\$14,323.50	47%	
Monthly Expense Summary (Municipal Funds -- Books)							
Books	\$40,066.00	\$4,738.40	\$3,299.69	\$12,857.80	\$27,208.20	32%	
	Total	\$223,345.83	\$26,536.99	\$16,970.60	\$62,406.48	\$160,939.35	28%

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Agenda Item V (b)

Director's Report

Action items

- ☑ *Approve Acceptable Behavior Policy*
- ☑ *Approve Circulation Policy*
- ☑ *Approve Community Relations Policy*
- ☑ *FY18 Budget update*
- ☑ *Discuss FY19 Budget*
- ☑ *Review revised policy schedule*

Old business

A. Action items from previous meeting(s)

- a. Cost effectiveness of our individually subscribed electronic collections (vs. the ones that are part of our membership in C/W MARS or statewide databases)

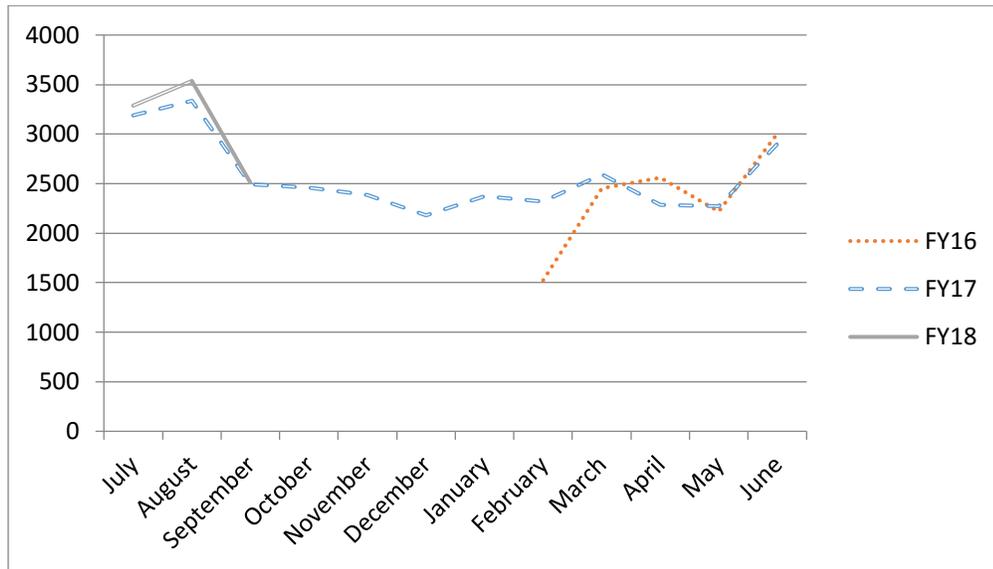
Category	FY17 New Users	Sessions	Total Cost	Cost per user	Cost per session
Rosetta Stone	9	46	\$4,000	\$444.44	\$86.21
Universal Class	9	112	\$750	\$83.33	\$6.70
TumbleBooks Premium	N/A	33	\$799	N/A	\$24.21
TumbleBooks Cloud	N/A	4	\$559	N/A	\$139.80

i. Recommendation:

1. Increase marketing
2. If there is no drastic improvement in use this fiscal year, cancel subscriptions to all electronic collections except Universal Class

B. Circulation trends

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C. Trends over time

	September 2016	September 2017	Change	YTD FY17	YTD FY18	Change
Circulation	2,490	2,511	1%	9,038	9,333	3%
New Patrons	39	31	-21%	168	141	-16%
Reference Questions	46	224	387%	147	725	393%

New business

A. FY18 Policy Schedule adjustments

- NOVEMBER 2017 *Programs and Special Events*
- DECEMBER 2017 *Meeting Room Policy*
- JANUARY 2018 *eCards and Virtual Applications*
- FEBRUARY 2018 *Cooperation with Other Organizations*
- MARCH 2018 *Reference Service*
- APRIL 2018 *Outreach*
- MAY 2018 *Public Service (Review)*
- JUNE 2018 *Volunteer Policy & Application (Review)*

B. News Around the Library

- a. Staff evaluations are in process – appraisals to be completed the week of October 17.
- b. The staff and I have been working with the Friends to put together a complete slate of officers for their October 25 Annual Meeting. We’re hopeful.
- c. We have gotten an extraordinary amount of positive feedback around our collaboration with Creative Connections.

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Cash collection, FY18

	General Fund	Donations	Notes
Jun 25-Aug 12	\$272.65	\$236.92	
Aug 13-Sep 16	\$291.94	\$29.20	
Sep 17-Oct 7	\$201.78	\$389.80	
<i>Total</i>	<i>\$766.37</i>	<i>\$655.92</i>	

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Agenda Item VIII
Treasurers Report – October 17, 2017 – Rev B

Edward Jones Mutual Funds

12/31/2016 Year End \$14,271.39 \$219,408.31

DATE	DETAIL	VALUE CHANGE	BALANCE
1/27/2017	Ending Balance	\$5,499.10	\$224,907.41
2/24/2017	Ending Balance	\$3,346.78	\$228,254.19
3/31/2017	Ending Balance	\$887.88	\$229,142.07
4/28/2017	Ending Balance	\$2,484.28	\$231,626.35
5/26/2017	Ending Balance	\$3,532.28	\$235,158.63
6/30/2017	Ending Balance	\$157.74	\$235,316.37
7/28/2017	Ending Balance	\$4,603.93	\$239,920.30
8/25/2017	Ending Balance	-\$1,500.16	\$238,420.14
9/29/2017	Ending Balance	\$5,362.12	\$243,782.26

Mutual Fund Monthly

	<u>Kids</u>	<u>Music</u>	<u>Upkeep</u>	<u>Unrestricted</u>	<u>Books</u>	<u>Mysteries</u>	<u>Total</u>
30-Jun-17	\$85,177.28	\$46,193.95	\$26,960.06	\$62,256.11	\$9,077.42	\$5,651.55	\$235,316.37
28-Jul-17	\$86,770.34	\$47,083.08	\$27,524.39	\$63,480.71	\$9,282.32	\$5,779.46	\$239,920.30
25-Aug-17	\$86,258.56	\$46,805.31	\$27,322.31	\$63,072.05	\$9,224.53	\$5,737.38	\$238,420.14
29-Sep-17	\$88,110.60	\$47,834.63	\$27,963.20	\$64,529.76	\$9,458.24	\$5,885.83	\$243,782.26

Whittemore Trust Account

Information not received from Town Hall in time for report.

Audit of Cash Activities and Transfers for the Period of September 23, 2017 – October 12, 2017

Town Transfers for the period totaled \$10,580.56 (9/27 \$10,449.56, 9/30 \$23.35, 10/7 \$94.40) and \$13.25 in a non-transferred envelope. The 9/27 transfer included a check from the MLAA for \$10,433.31. The open Town Envelope of \$457.63 noted on last months audit, was transferred on 9/23/27 and does not show up on this report. The cash drawer contained \$30.00.

Friends Transfers – The open Friends Envelope contained \$54.00, with \$22 of transactions in this period.

Respectfully,
 Paula St. Laurent – Kuehl

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Agenda Item XI (e)

Appropriate Library Behavior Policy

The Stevens Memorial Library is committed to providing a welcoming space for Ashburnham citizens and residents of neighboring communities without regard to gender, race, age, religion, national origin, disability, or sexual orientation. **To this end, the Library is responsible for establishing rules of conduct to protect the rights and safety of Library patrons, volunteers, and staff, and for preserving and protecting the Library's materials, equipment, facilities, and grounds.**

For the comfort and safety of patrons, volunteers, and staff, and the protection of Library property, we ask that the following guidelines be respected while on Library property:

- All Federal, State, and local laws are to be followed at all times.
- Common courtesy is expected of all Library users, staff, and volunteers.
- Beverages in closed containers (including hot cups with lids) are permitted throughout the Library. Patrons using Library computers are asked to leave their beverages in a designated area, away from the workstations.
- Food is permitted in designated areas. Library staff will provide clarification to any interested parties.
- Please leave firearms and other weapons at home (except for those being carried by law enforcement officers).

At the discretion of the Director, the penalty for non-compliance will be commensurate with the offense, up to and including banishment from the library. Bans may be appealed to the Library Board of Trustees. The Trustees' decision in each case will be final.

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Agenda Item XI (f)

Circulation Policy

The Stevens Memorial Library issues library cards in order to maintain an accurate record of library materials that are checked out, and to gather library usage data so it can evaluate and improve collections and services.

Card Holder Eligibility

The Stevens Memorial Library offers free library cards to anyone aged five (5) or older who lives, works, or owns property in the Commonwealth of Massachusetts. Applicants under the age of eighteen (18) must have a parent or guardian guarantee their application with a signature.

In order to place check out items or place holds, positive proof of address is required for all adult applicants; positive proof of address for the signing parent or guardian is sufficient for juveniles and young adults. Examples of acceptable forms of proof of address include a state-issued ID, a lease, or mail received at one's current address.

Cards will expire after a period of two years, at which point borrowers will be asked to confirm their contact information. Card renewals are free to eligible borrowers. Card applications and renewals will only be accepted in person.¹ It is the responsibility of the borrower to inform the Library if his/her card is lost or stolen. Replacement cards will be issued at a cost of \$1.00 per card.

Out of state borrowers may register for a library card at the Stevens Memorial Library for an annual fee of \$30.

Borrowers who will be in Massachusetts on a non-permanent basis will be eligible for temporary cards. Temporary cards will expire after four (4) months and cannot be renewed.

The Trustees reserve the right to deny library privileges to residents of decertified communities.

Loan Periods and Limits

Books, CDs	3 weeks
Multi-DVD Sets	3 weeks, 1 renewal
DVDs, Magazines	1 week
Interlibrary Loan Items	3 weeks, unless otherwise specified by lending library
Museum Passes	2 days, unless otherwise specified

All items, with the exception of DVD sets, are available for two (2) renewals as long as they have not been requested by another patron. Once an item has no remaining renewals, it must be checked in and reshelfed so that it might be available for others. If the item is not checked out after 24 hours, the last patron to check it out may check it out again.

Patrons will be blocked by the system when they have 50 or more items checked out on their card. No more than ten (10) DVDs may be taken out on one card at any given time. Quantities of books or other items may be additionally limited by Library staff to prevent a single patron or family from depleting the Library's collection on a particular subject or author.

The maximum number of holds a patron may have on their record at one time is 20.

¹ Application guidelines for residents who are unable to come to the Library in person are outlined in the Library's Homebound Delivery Policy.

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Overdue Items

With an understanding that patrons will make every effort to return materials in a timely manner, occasionally items will be returned late. Patrons with materials two (2) weeks overdue will receive a phone call reminder. If items are not returned, a bill will be sent once items are four (4) weeks overdue. Patrons will be prohibited from borrowing materials until those items have been paid for or returned. Items returned in good condition do not need to be paid for or replaced. The Library reserves the right to suspend the borrowing privileges of an entire family if this overdue policy is circumvented or abused through the use of multiple cards.

Interlibrary Loan

The Stevens Memorial Library collaborates with other libraries throughout the Commonwealth, as well as many libraries across the nation, to share items in our collections. If we do not have an item, we will make every effort to request it from another library. The Library reserves the right to limit the number of interlibrary loan items requested or borrowed by a patron at any given time. This service is only available to patrons who do not currently have any lost or overdue items on their cards.

Loan periods are determined by the lending library, and while renewals may be requested, they may not be granted. Interlibrary loan renewal requests must be made three days in advance of the item's due date.

While we make every effort to obtain materials free of charge, some institutions charge for the loaning of their materials. The Stevens Memorial Library will not pursue an item with an associated fee without the prior consent of the patron who made the request. Patrons are responsible for any charges levied by a supplying library, including those for materials lost or damaged while charged out to them. No refunds will be made for lost and paid interlibrary loan materials that are subsequently found.

For greater detail on Interlibrary Loan, please see the Library's Interlibrary Loan Policy.

Fines and Fees

The Stevens Memorial Library does not charge fines for the late return of materials. However, other libraries on the C/W MARS network do charge fines, and the Library reserves the right to collect those fines if assessed. While an item may be retrieved at or returned to the Stevens Memorial Library, it may still be subject to fines if due dates are not respected.

If items are lost or damaged, the borrower is responsible for the replacement price, or the replacement of the item. A damaged item is an item that is not returned in the condition in which it was borrowed. Library staff, with the support of the Library Director, will decide if an item cannot be accepted for return because of its condition.

Replacement charges are based on the item's retail price. Prices are set at the time of an item's purchase, and can be viewed in the library catalog. Replacement items must be identical to the lost or damaged item, and must be in new condition. Acceptance of a replacement item is at the discretion of the Library. The Library is unable to provide refunds for replacement charges under any circumstances.

Privacy

In accordance with Massachusetts General Laws, the Stevens Memorial Library is committed to the confidentiality of its patrons. Confidentiality extends to information sought or received, and materials consulted or borrowed. Confidentiality includes database search records, reference interviews, circulation records, interlibrary loan transactions, registration records, and all other personally identifiable uses of library materials, facilities, or services.

Circulation, registration information, and information retrieval records may not be disclosed except to:

1. The cardholder (with card or other proper identification).

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2. Library staff acting within the scope of their duties in the administration of the library system and in facilitating interlibrary loans.
3. Persons authorized by the cardholder to access the individual's records.
4. Representatives of any local, state, or federal government, pursuant to a subpoena or search warrant authorized under the authority of federal, state, or local law relating to civil, criminal, or investigative power. Upon receipt of any such subpoena or search warrant, the Library Director will consult with legal counsel to determine if the subpoena or search warrant is in proper form and if there is a valid basis for its issuance before providing confidential information.

The Library occasionally conducts promotional campaigns to inform the community of our services. The Library at those times use patron email or postal address for the library's internal mailing lists.

The Library does not sell, lease, or otherwise distribute or disclose patron name, email address, postal address, telephone number, or other personal information to outside parties.

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Agenda Item XI (g)

Community Relations Policy

The Stevens Memorial Library acknowledges that public relations involve every person who has connections with the Library. All Trustees, staff members, and volunteers should recognize that they represent the Library in their contact with the public. Good service supports good public relations.

Further, the Library acknowledges that communications with patrons, community members, governmental organizations, news media, and staff is essential for the welfare of the Library.

Objectives

The objectives of the Library's community relations efforts are:

- to promote community awareness of library services;
- to stimulate public interest in and usage of the Library;
- to develop public understanding and support of the Library and its role in the community; and
- to establish the Library's reputation as a nonpartisan, nonsectarian, unbiased meeting ground for all ideas.

Traditional Media and Promotional Materials

Staff members will be delegated the responsibility of preparing press releases and promotional materials as designated by the Library Director.

The Library will send press releases to both traditional and online media outlets, including but not limited to newspapers, websites, and television stations. Press releases may focus on regular or special programming, library services, Board news, general library information, etc.

Press releases and promotional items will look professional, be accurate, and provide a positive reflection of the Library.

Contacts initiated by the media will be forwarded to the Director, or in the case of programming, to the staff member in charge of the program.

In the event of an emergency, official statements to the public and the media will be made by the Director, or the person in charge of the Library according to seniority. If it is necessary for other library staff to provide the public with information in such situations, the Director will inform staff what is to be said.

In case of media interest in a controversial, negative, or crisis issue, the Director, Board Chair, or a qualified designee will present a planned, positive, caring, and informed response. The Library will use these opportunities to promote its image as a public institution that is transparent, is aware of the issues, considers its patrons first, and is progressive and innovative in providing services and resources.

Except for the Chair of the Board, individual Trustees will not speak to the public or media on behalf of the Board unless authorized by the Board to do so.

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Outreach

Library employees may engage in further public relations through speaking to local groups, participating in local organizations, visiting classrooms, and conducting tours and informational sessions at the Library.

Social Media

Library-sponsored social media is used to: convey information about library programs and services, raise awareness about Library and community issues, obtain patron feedback, exchange ideas or insights about library trends, reach out to potential new patrons and supporters, and respond to breaking news or publicity.

Only employees designated and authorized by the Library Director can post, delete, edit, or otherwise modify content on Library-sponsored social media. Any such employee with authorization to add or modify social media content is required to follow these general guidelines:

- Make sure all social media postings are accurate, without grammatical errors or factual misrepresentations.
- Maintain privacy, confidentiality, and obtain permission to use other people's content.
- Find ways to engage patrons, including with the use of adding content that supports the Library's mission.
- Make sure all postings provide a positive reflection of the Library; all posts should be constructive and beneficial.

All public relations and promotion activities will be approved by the Library Director or designee(s).