Manager Reports to the Policy Advisory Council  
March 4, 2016

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The big news in the past quarter is the launch of Ebooks Minnesota (www.ebooksmn.org) in collaboration with MDE’s State Library Services. We launched with nearly 2,500 titles from seven publishers:

- ABDO, Lerner, and Cherry Lake – school aged content
- Milkweed, Coffee House, and UMN Press – scholarly and literary titles, some younger audience titles
- Arcadia Publishing/History Press (not a MN press) – 91 books about Minnesota, largely photographic
- Public domain – largely historical fiction

We will be adding more school-aged titles from Sleeping Bear Press soon, and remain hopeful that we can get other titles as well. In the next month, we’ll be forming a collection development working group to write a selection policy.

In the pre-launch period, we had 5,051 hits on either the record or opening the title. The ebooksmn.org/about page contains video, help pages, a press release template, and information about Ebooks MN. Bookmarks and posters are now available. MARC records from OCLC should be available at the end of March, as well as an API for SirsiDynix. The only major problem we have encountered is that a few schools are having IP validation range problems. The about Ebooks MN page has a link to submit IP range problems.

With Kathy Drozd’s retirement, I have reorganized the management positions reporting to me.

Note, Kathy will be returning to continue managing MLAC part time. Zach is now in charge of a combined Communications and Organization Support Unit. Paul Swanson (IT) will report directly to me. Delivery is now part of Resource Sharing reporting to Becky Ringwelski. Terry Beseman has taken over space and facility coordination.

A survey will be sent out widely to libraries in the next month. We hope MPAC members will promote the survey. We have revised our goals and strategies (see Appendix) aiming for a more streamlined structure that can be used by different department to organize their work. MPAC will be discussing the goals and strategies at our next meeting. To position us for more flexible actions, we are exploring cross-team management inspired by John Kotter’s book, “Accelerate: Building Strategic Agility for a Faster-Moving World.” Finally, we are looking at hosting a scenario-planning session to make sure we are adapting to changes in our profession.
FISCAL SERVICES  Terry Beseman

I am very happy to report Minitex is financially sound and in good standing to date for the fiscal year ending February 29, 2016. Minitex is currently experiencing a very solid cash flow balance heading into the final quarter of FY16. Second quarter FY16 resulted in higher revenue receipts of $16,118,607 and moderately higher expenses for the period ending December 31, 2015 of $12,572,774.

We have had very positive feedback about our e-statements and e-invoices as this is a very efficient and timely means of getting financial information into the hands of our libraries. I would also like to remind libraries to use their deposit accounts to make payments for upcoming Minitex conferences. If you have questions please feel free to contact me for more information.

RESOURCE SHARING & MnLINK GATEWAY  Becky Ringwelski

New MnLINK logo
The MnLINK Marketing Committee conducted a survey to determine what the next MnLINK logo would be. We received over 200 responses. The respondents were offered three different logo designs from which to choose. Each design was presented in green and blue. The majority of individuals preferred the logo pictured here. The blue color was overwhelmingly preferred over the green. All logos have MNLINK in all caps as opposed to our current mix of upper/lower case.

MnLINK Transition to OCLC WorldCat Discovery

Minitex staff have been working with a project team from OCLC to complete the preliminary steps that need to be completed before implementing the new user interface. The focus is currently on completing the batch-load for libraries that do not catalog on OCLC. We have also been working on configuration of availability, authentication and the ELM databases. We are planning to move to the new discovery interface this summer.

Minitex Interlibrary Loan Conference

The 25th Annual Minitex Interlibrary Loan Conference will be held on May 10, 2016 at the Continuing Education and Conference Center on the Saint Paul Campus of the University of Minnesota. The keynote speaker is Lee Rainie, director of internet, science and technology research at Pew Research Center. Registration information will be sent out in early March.

ELECTRONIC LIBRARY FOR MINNESOTA (ELM), AskMN, & MORE  Mary Parker

History Day activity reached an all-time high in recent years. We prepped 1,844 students; the vast majority followed this preparation by ROI staff with visits to the University of Minnesota Wilson Library. ROI staff taught 69 classes and visited 22 unique schools in FY16. Reference Outreach and Instruction (ROI) librarians have wrapped up visits to schools around the state.

ROI staff are working with Minitex IT staff to critically review the Research Project Calculator (RPC) for relevancy and improvements to consider. A survey has been sent to teachers that have used the research tool; a link to the survey also appears on the ELM and RPC web pages. We also plan to host focus groups to garner feedback from others.

The Google ad campaign launched by Tim Peters of Cooperative Purchasing and Electronic Resources Services (CPERS), Scott Hreha (IT), and Zach Miller (Communications) will enter its final phase this month.
The campaign has attracted new libraries to our service, and revenue from sales linked directly to this pilot project has already recouped the cost of the ads.

Brooklyn Public Library has signed our sublicense agreement for Readium. Anne Hatinen (CPERS) is working with Queens Public Library. Readium is the rendering engine that is used in SimplyE, an app that allows readers to find, check out, and read ebooks from multiple ebook vendors (e.g., OverDrive, 3M, Baker & Taylor) in a single location with a single login instead of one for each vendor. There is no charge for the sublicense to libraries in the Minitex region.

Watch for vendor trials of many current and potential new e-resources in April and May! CPERS staff work with vendors throughout the year in planning these trials. Feedback on the trials from our libraries across the three states helps determine in large measure which vendors and e-resources we choose to offer.

DIGITAL INITIATIVES & METADATA EDUCATION   Jolie Graybill

The Digital Initiatives & Metadata Unit asked for feedback this winter on what cataloging and digital skills topics are needed or of interest to libraries and other cultural heritage organizations in the region. This input is valuable as it helps us plan out a road map for training over the next couple of years. As part of the analysis, we also looked at the requests received via email as well as on training evaluation forms; they were in line with the survey results. Here are a few things learned from the feedback:

There was a slight preference for shorter sessions over time, but the majority (58%) of the respondents said it depends on the topic. This information indicates a need to offer a mix of both in-person and virtual training options in the future.

In terms of topics, RDA, BIBFRAME and Linked Data had the highest level of interest. As a result of this input, Lizzy Baus and Sara Ring are presenting at the 2016 LibTech Conference “Library Linked Data for the Uninitiated”. This workshop will provide a firm foundation on the principles of linked data and what it means for all libraries, answering questions like: What is this “Linked Data” thing? What does it mean for my library? What’s the benefit for me and my data? What does this have to do with that BIBFRAME thing? Lizzy and Sara will discuss the emerging BIBFRAME model for library (and other) data and show how it fits into the linked data world, including several types of audience participation which demonstrates one possible workflow for transforming your own library data into linked data. They also plan to present similar sessions this fall at regional conferences.

Other topic areas of high interest included RDA basics, RDA for music and audiovisual materials, MarcEdit courses, XML basics, metadata basics, Dublin Core Element Set, digital preservation, and copyright for digital collections. This input will be used to develop our training content and schedule for the near future.

COMMUNICATIONS   Zach Miller

Our logo and website redesign efforts for Minitex and MnKnows have made considerable progress. Approximately 80 percent of the nearly 600 web pages in our content inventory has been reviewed, and preliminary logo designs have been evaluated. The total redesign process should take roughly one year.

More than 1,000 articles have now been published on Minitex News. The platform has greatly streamlined our communications efforts, but there are yet more enhancements to hammer out, including a jobs board and enhanced events listings and management.

The “Introducing Ebooks Minnesota!” video we completed last month is easily on pace to be Minitex’s most-viewed video. The Ebooks Minnesota launch also included a new experiment: a fill-in-the-blanks press release. As community lynchpins, libraries are their own best messengers, and Minitex is eager to assist with that effort.
MINITEX GOALS AND STRATEGIES

Goal A: Work with partners to foster and sustain a culture of collaboration
1. Raise awareness of Minitex services and the value of collaboration
2. Identify and share information about trends that impact libraries

Goal B. Expand access to content and resources
3. Increase usability and discoverability of resources
4. Enhance access by adding content and creating digital collections

Goal C. Leverage expertise to inform and educate
5. Enhance and expand educational opportunities
6. Use staff expertise to create, innovate, and provide value-added services

Goal D. Optimize organizational effectiveness and customer service
7. Assess and pursue opportunities for new revenue, grant funding and financial collaborations
8. Evaluate and enhance programs and services
9. Encourage and support the development of Minitex staff knowledge, skills, and abilities