

**MLA Leg. Cte Agenda
July 15, 2016**

Attendees

Charlotte Canelli
Mary Ann Cluggish
Anna Fahey-Flynn
Jennifer Harris
Joan Kuklinski
Kathy Lowe
Susan McAlister

Krista McLeod
Mary Rose Quinn
Jackie Rafferty
Tressa Santillo
Liz Phipps Soeiro
Tim Spindler

Greg Pronevitz, recorder

1. Meeting schedule for FY17 all at 10-12:30

August 26, 2016 at Wareham PL 10-12:30
October 28, 2016 at MLN 10-12:30
November 18, 2016 at MLN 10-12:30
January 27, 2017 at MLN
February 24, 2017 at MLN
March – Legislative Day first full week preferred
April 28, 2017 at MLN; with breakfast on breakfasts possibly at another location
June 30, 2017 at MLS 10-12:30

2. State budget update (MBLC)

Vote on veto overrides may be Saturday 7/23, 7/30, 7/31 three days of sessions remaining this fiscal year.

Budget numbers lower because of forecast was \$750million short.

Conference Committee adjusted with lower budget.

Governor vetoed and reduced many lines, including libraries.

Ctr for Book vetoed

State Aid 103K

Reg Libs 113k

Talking Books small cuts

9506 and 9101 were held harmless (Technology and Agency)

9101 is 78k in deficit for last year

9506 received 600k cut last and 9c cut.

Mary Rose distributed green sheet with latest figures.

Many earmarks were vetoed

No library earmarks were included this year

We discussed how earmarks are not desirable

Have we tried to get NPR coverage? Mary Ann has.

The theme this year was Resource Sharing and since both the Governor and the leadership had said that they did not want to cut Local Aid, it was logical that our focus should be on the two line items, 9501 and 9401, that are in fact, both Local Aid and Resource Sharing for all libraries, and are included on the cherry sheets. The

legislative agenda is based on surveys and input of the library community.

delay in override votes may present an opportunity to advocate more this year.

We need Engage, FB, local authors have posted, we need social media presence with peoples' personal FB too; Let's use this time.

3. Report on the Breakfast on Breakfasts

Many libraries are unclear on the concept of the purpose of legislative breakfasts, and are using the event to showcase their library.

For example a library first made a lengthy presentation on what the library did and how well.

Mary Ann then spoke about the difficult budget issues; it was not well received. The result is that the message about the budget is compromised and inconsistent. The result is that

Libraries have gained a reputation with Legislators that they can handle budget problems and will figure it out.

Too many people think attending a breakfast or legislative day is enough. It's more important to contact legislators, personally, by phone or by email, than to just attend.

Last year we tried to set a goal of ten people from each community making calls or sending emails to legislators. Can we set a formal Goal Statewide of just 10 people from each Community? . Engage can count the emails that are sent using the Engage system..

MBLC meet with new trustees at several orientations, which includes info on advocacy. We also need to develop programs for new directors.

It is time to consider a targeted message to encourage Trustee involvement?

Do we need to reach out to directors first?

Is there going to be a conversation about the timing of breakfasts? Yes, we'll consider some pre-Christmas breakfasts.

Joan K submitted the following:

It's unfortunate that the CFB was zeroed out by the Governor and you have certainly contributed to MLA and the Legislative Comm.

My understanding is that the Regional Libraries line, State Aide for Public Libraries, and Library Technology and Resource Sharing were the legislative priorities for the FY 17 budget and that a decision was made to focus on those lines as they impact the most libraries and MA residents through the resource sharing programs. I believe the Legislative Committee and the MBLC Commissioners established priorities to avoid diluting the message and focuses on lines identified as critical.

Hopefully the legislature will override all the Governor's vetoes.

Joan

Sharon responded to Joan's email

My understanding is that *MBLC* was advocating for only four of the seven the lines the legislature entrusts to them. (This is a strategy that was adopted after Rob Maier retired.)

My understanding is that *MLA* sets its own advocacy priorities. My question to the committee and to *MLA* is simple ... is MCB part of *MLA* advocacy efforts?

I regret that four lines in the library budget were caught up in the haircuts the Gov gave to most lines. The amount of the cuts to most lines were in the range of 1 to 1.5%.

We were the line *in the library budget* that was zeroed out, accounting for nearly half of the Governor's cuts.

At any rate, I understand that Leg Comm implements *MLA* advocacy priorities, and so I will discuss with MLA leadership what those priorities are.

~ Sharon

MBLC is moving toward libraries inputting their own directory info including for trustees. Trustee announce list includes these emails.

Could we make an effort to gather all trustee email addresses.?

Library directors have no way of knowing whether or not trustees are following up. We can't force them to do this. Could we send a targeted message to trustees to ask them to be more aggressive with legislative advocacy?

Could the Commissioners send out such a message? It could be joint with MLA and MSLA.

The MFOL needs work.

Could Mary Ann or a Commissioner draft a letter.

We used to have Project Alert, Dottie Carmody's idea. An opt in list that we used to get the word out. Should we reactivate it, perhaps through engage and set a number goal of people to reach. Then set up a system to push ideas through library directors to get the word out. Keep the list focused.

Could we develop a unified message instead of multiple messages from various quarters of the Massachusetts library community?

This year the shortfall is \$450k.

Could the message be, we know how to be fiscally responsible, give us more and we'll use it wisely.

This Committee is meeting the PR Committee soon. Could we develop a message with them?

Legislators are saying provide a stronger message from more of us.

Legislators need to hear from patrons. That may have an effect.

Can social media get to the people?

Could we cut delivery or holds for a day or a week or a month to get people's attention.

Engage is useful and time consuming. We need help.

In addition to legislative alerts; could we send a message that is more direct in times of crisis. Could we suggest alternative subjects and some personal content. It is difficult. Many people won't do it. This is an opportunity to educate library directors in playing a role, perhaps in network advocacy committees.

We also need schools and academics for DB advocacy.

Can we cut delivery for a two-week furlough? IT would also require stopping holds for that period.

Could we approach Sen. O'Conner-Ives to submit all library amendments.

Breakfast on Breakfasts Meeting Report

Many libraries are interested in hosting.

Some libraries are interested in a winter breakfasts.

We could encourage this, perhaps four.

Some new libraries are interested.

Mary Ann can help with messaging.

Network directors are looking at cost to meet eRate compliance, 1GB over 50k and 100MB for under 50k.

We'll set a deadline of 8/25 to gather list of breakfasts

Central place to post info.

Discussed desirable timing of:

8 in Jan Feb

4 for Dec. (including Peabody PL)

Could MLA help school libraries in developing breakfasts.

Do we have any record of how attendance translates into support.

Are the breakfasts worth people's time?

OCLN is discussing inviting local government. They are connected to local government. An email list will be started on this with hope to get early action on breakfasts this year.

4. Report on National Library Legislative Day

Charlotte attended with Cathy Collins, Eric, Sharon Shaloo, and Dianne Carty. Met with many aides for congress-people and senators. Not sure how effective it was but felt it is important to be a part of this.

There was a national briefing and learned talking points on the national level. Carla Hayden. There was a small increase in LSTA funding. Did they speak about "Every student succeeds?"

Sharon Shaloo also attended National Library Legislative Day. My name was left off the list of attendees.

Some in the Congressional delegation made high level staff available while others assigned low-to-lowest level people. I don't think the Mass group pooled information on that, but we could in retrospect, and it would be good to work on securing stronger commitment from our entire Congressional delegation on staffing the meetings with significant team members.

Rep Clark's staffer showed real interest in the subject of libraries and workforce development. He was interested in meeting with ALA on that issue and thought a federal grant program might be coming available that would drive extra funding to libraries. Dianne Carty was going to carry that message to COSLA. Dianne can report on the outcome there and what initiatives are planned in Massachusetts in this vein.

Rep Tsongas's staffer was most keen on cultural heritage issues. We might want to ask Merrimack Valley libraries if they are targeting their communications to her around this issue and/pr whether there's an opportunity to invite her to a district event that informed her about the full scope of library work in cultural heritage?

Many Reps were receptive to the idea of press releases about their constituents. Word might be sent out to library directors about a communications plan that used this avenue effectively.

5. Joint MLA LegCom and MBLC PR Committee meeting (July 28th, Dudley) (MBLC) 10-3.

There'll be a reminder sent to all.

We can bring our ideas, a 2000 member list; a letter to trustees, and a unified message.

6. NELA Advocacy Summit July 19

Ex Dir of NYLA is speaking.

7. FY18 Legislative agenda (MBLC)

Tabled

8. Legislative Day preliminary discussion

We need a coordinator and many volunteers.

Kathy and Jackie will work on showcase.

Charlotte suggested that we could reach out to others beyond the Committee.

Andrea N from Robbins

Tim – Registration – Two tables for registration; Legislators and Libraries

Krista and Tressa – first timers, need better location and booking room

Charlotte – Catering

Could we work on bringing trustees as part of the showcase?Je

Could schools bring students?

Database proposals.

Publicity: tba

Krista, Susan, and Charlotte and Jennifer as Coordinator

Use Wild Appricot to collect registrations – Tim and Krista and to connect attendees and legislators

Posters-Greg and Krista will contact library caucus

Other Business:

Leg. Commission got a good response from schools.

Data being sent to Rutgers for analysis.

Focus groups will be called as phase 2 to gather more info to accompany the data.