

***NORTH DAKOTA LIBRARY COORDINATING COUNCIL  
Think Tank II***

A program designed to review *LIBRARY VISION 2004*  
and generate suggestions for the development of  
*LIBRARY VISION 2010*  
May, 2002

CONDUCTED IN:

Minot, North Dakota April 26, 2002  
Valley City, North Dakota May 3, 2002

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## BACKGROUND

In 1995, the Governor's Advisory Council on Libraries (now the North Dakota Governor's Coordinating Council) developed and published a document titled *Library Vision 2004*. This document has become a recognized and accepted framework for local, regional, and statewide library planning efforts.

The factors that affect library services in North Dakota are in a state of constant change and although *Library Vision 2004* has served its purpose well, the Coordinating Council feels it is time to once again visit the topic and determine what revisions need to be made to keep the document a viable and useful tool for the library community of North Dakota.

The two sessions covered by this report are partially the result of a meeting of the Coordinating Council held in Carrington on March 7, 2002. At that meeting, the Council decided to continue a process of examination and revision which actually has been happening since *Library Vision 2004* first came into existence, and create a new product to be called *Library Vision 2010*.

Librarians from every part of North Dakota's library community were invited to participate. Approximately fifty persons attended each session and both sessions demonstrated how interested and concerned these professionals are about the future of the state's libraries and librarians.

Leadership Options designed the presentations based upon the directions expressed at the March 7<sup>th</sup> meeting. Some minor modification was made, but the substance of the Council's thinking was utilized throughout.

## PLAN OF ACTION

1. Based upon pre-registration information, the body of attendees was organized into teams of five or six persons each.
2. Each team was seated at a predetermined table and spent the entire work session at that table with the same team.
3. The teams were instructed to use the six LSTA Federal Guidelines and the six priorities (with accompanying objectives) from *Library Vision 2004* as they went about their assignment. Copies were available for individual and team use.
4. The assignment was to examine each of the six priorities in light of the six federal guidelines and decide which aspects should be continued, what isn't being done that should be started, and finally, what is being done that should be stopped or changed.

5. The sequence was to take the “continued” segment first, have each individual team member write down ideas on what should be retained or continued as stated in the priorities, with constant attention to the federal guidelines. Then, the team interacted to develop and record their responses as a unit. Next, each team (time permitting) shared their thoughts with the entire group.
6. The presenters collected all written materials that were generated, consisting of individual sheets and the resulting team report as recorded on flip chart paper. Each item on these sheets is contained in the report that follows.
7. The teams then followed the same process as they addressed the “start” and the “stop or change” activities.
8. The final fifteen minutes of the sessions were devoted to brainstorming by the entire group in response to the question, “How do you visualize libraries and the library community in the year 2010, as they should be, and assume money is not a factor?” The responses to this exercise are also included in the report under a separate category at the end.
9. The team responses are listed in the report. A careful review of the individual sheets discloses that nearly all items have been incorporated into the team responses. In a very few cases, thoughts differing from the team response were found and have been included in the overall report. Little, if any, editing has been done. The responses are essentially as the teams presented them. Some grouping has occurred in an effort to get like items together.
10. A conscious effort has been made to integrate the items in this report so that neither session (Minot and Valley City) is separated or identifiable from the composite.

WHAT *LIBRARY VISION 2004* PRIORITIES AND OBJECTIVES  
SHOULD BE **CONTINUED** INTO *LIBRARY VISION 2010* ?  
(keeping Federal Guidelines in mind)

1. Electronic databases (Infotrac, electronic library, newspapers, etc.)  
Acquisition and statewide sharing of electronic resources (Gale, proquest, electronic library).  
Subsidize online databases.
2. Continue to update statewide library community.
3. Interlibrary loan -sharing resources.  
ILL network.  
Interlibrary communications and participation in cooperative groups.  
Resource sharing.
4. Support of innovation (Ariel, public computer labs, etc.)
5. Training.  
Continuous education-technological training.  
Training for librarians and lay public.  
Staff workshops.  
Assisting patrons and staff in using information technology.  
Provide assistance to library staff and citizens in very informative technology.
6. Online catalogs i.e. ODIN, LAND, etc.  
Funding retro conversion for state system.  
Ability to search multiple library catalogs with single search.  
Statewide database for all libraries.  
Seamless database including internet.  
Envisioning and assisting regional library cooperatives and individual libraries in automation of card catalogs and sharing resources.
7. Strong state library.  
Focus on importance of NDSL.  
NDSL to continue coordination of all library issues.  
Support and strengthen NDSL.  
Continue cooperation between state library and other libraries-Gale data base.  
Strengthen and support NDSL.  
Continue mentoring services.  
Establishing and enhancing networking among all libraries.
8. Input from all schools in planning.
9. Support for consortia.  
Strengthen local cooperatives.

Define and support regional library cooperatives.

10. Participation (funding) for all levels (types) of libraries.  
Promote directly to legislature.  
Invite legislators in.  
Continue legislative funding for equity of information access.
11. Widespread internet access. (high speed, broad band)  
Work with legislature to subsidize T-I connectivity and fully fund even with strings if necessary.
12. Services to persons with disabilities; including blind, incarcerated, elderly.
13. Current outreach.
14. Coordinating body (continue).  
Continue coordination/coordinating body.  
Continue coordinating council.  
LCC-A group representative of all libraries – a voice.
15. Educating the public.  
Involve lay public of ND.
16. Funding scholarships.  
Support scholarships  
Funding to help students get MLS  
All scholarship support.
17. Keep all *Library Vision 2004* priorities except #5. (literacy)  
Support literacy including technology.  
Move priority #5 (literacy) to #2 in *Library Vision 2010*.  
Continue to support literacy efforts.  
Literacy for all.
18. Maintain a strong statewide community of libraries.
19. Promotion of the importance of libraries through advertising at the local, regional, and state levels.
20. Promote library collections and services – weeding.
21. Provide grants to hook up all libraries to each other.  
Working for different grants.  
Grants to libraries to obtain equipment.
22. System of document delivery.

23. Help for rural areas where no services exist.
24. Continue all priorities as stated in *Library Vision 2004*.
25. NDSL's "Last Copy" program.
26. MINITEX membership.
27. Mailing books back to originating source (ILL).

WHAT IS NOT INCLUDED IN *LIBRARY VISION 2004*  
THAT SHOULD BE **STARTED** AS *LIBRARY VISION 2010* IS  
DEVELOPED?

*(keeping Federal Guidelines in mind)*

1. Attach college credit to workshops and seminars.  
Establish graduate level library degree program in ND.  
Library training program degree.  
Recruit candidates and encourage teachers to enter library field.  
Accredited MLS program in North Dakota.
2. Expand educational opportunities – scholarships.
3. Statewide purchase of e books (major holdings).  
Within state, better coordination of cooperative purchasing/licensing of  
databases.
4. Promote exposure and use of library technological literary standards (K-12).
5. Create North Dakota digital archives.
6. Representatives from regional library consortia meet with NDSL to discuss  
needs and assets.
7. Develop statewide website dealing with library issues (questions and answers,  
library promotions, resources).
8. Investigate statewide ILL delivery system.  
Subsidize ILL.  
ILL across network (LAND).  
ARIEL for ILL.
9. Increase aid to public libraries.  
Better communication throughout system on general funding.  
Increase funding.  
State funding for basic full text, integrated database, communications  
network, coordinated collection development, electronic books, and disability  
services.  
Find ways to fund OPAC costs for all librarians.  
Funding for cataloging.
10. Expand outreach.
11. Promote existence of resources such as online databases and Discovering  
Collection (Gale Group).

12. Educate regarding quality services.  
Central publicity tsar (State Library).  
Use Prairie Public Broadcasting , statewide newspaper, TV and radio ads.  
Staff PR person.  
Visualize improvements of image.  
Effort to connect community to library by inviting people in.  
Market libraries, their benefits, functions, and economic impact with funding.  
Emphasize community development, not just library development.
13. Promotion of technological cooperation between libraries and local organizations.  
Use existing technology assessment tools.
14. Internet access to all librarians.
15. Active library involvement in review of funding standards.
16. Recognize that there is a “cost of doing business” and libraries need to budget for technology, data base, etc.  
Cannot rely on an outside agency to fund everything.
17. Continuity of services during summer when school libraries are closed.  
Utilize school libraries after school.
18. Librarian mentoring.  
Ongoing training for librarians.
19. Recruiting program.  
Active professional library recruiter(s).  
Make the image of librarians “cool”.
20. Community based computer literacy program.
21. Network expertise/database of libraries/training/continuing education to deal with public and today’s changes.
22. Identify libraries that need automation.
23. Encourage public and school libraries to merge.
24. Library listserv for public.
25. Library trustee training on a regional basis.
26. Program to help replace outdated hardware – especially in 5 years.

27. Funding for software to eliminate policing of internet.
28. Preservation of digital state documents.
29. One uniform online catalog for entire state.
30. Include in ODIN metadata links to outside and in-state digital resources.
31. Extensive collection development.
32. Grants coordinator.  
Education coordinator.
33. Courier service for ILL.
34. Add surrounding states to regional consortia.
35. Site visits from NDSL and LCC.
36. Start relationships with other agencies such as Arts Council, Council for the Humanities, Center for the Book, etc.
37. Publish updated lists of available grants.
38. Orient some programs more toward adults.
39. Seed money for new libraries.
40. Cooperation and improved networking between all library types – cooperative collections, shared personnel, hours.  
Better communications between community librarians.
41. Process for evaluating progress of *Library Vision 2010*.  
Ongoing evaluation of consortia agreements.
42. 24/7 Virtual Reference Library.
43. Give public school librarians time to attend NDLA.
44. Promote customer service.
45. Identify specialists at NDSL. (Technology, school, public, medical, etc.)
46. One state convention for all librarians.

47. All librarians in state speaking with one voice.

48. Higher wages for librarians.

WHAT IS CURRENTLY BEING DONE WITHIN  
THE ACTIVITIES RELATED TO *LIBRARY VISION 2004*  
THAT SHOULD BE **STOPPED OR CHANGED** WHEN PLANNING  
*LIBRARY VISION 2010?*  
(keeping Federal Guidelines in mind)

1. Priority #5 to “support information literacy projects for all ages” -- change objectives and recommendations to support this concept in the *Library Vision 2010* document.  
Expand literacy definition to include competency and technological information literacy.  
De-emphasize or more clearly define literacy.  
Reduce jargon – define literacy.
2. Change reactive response to proactive.
3. Change mindset that LAND is/cannot be a vehicle for ILL.
4. More care about state of collections when automated.
5. Establishing priorities and then not doing them well.
6. Change style and organization of plan (*Library Vision 2010*).
7. Add more school librarian representation on statewide committee(s).
8. Do something with the term “regional” – other groups with common interests.
9. Move “seek funding” from first spot and highlight other activities in *Library Vision 2010*.
10. Priority #4 – move objective to goal and goal to objective in *Library Vision 2010*.
11. Change legislature’s attitude toward adequate library funding. (1.9 million more is a pittance)
12. Update NDSL standards manual.
13. Reconsider statewide library card.
14. Some want to switch individual priority sequence – most (in one group), however, want to leave it as it is when developing *Library Vision 2010*.
15. Use grant money for cataloging integrity, not just retrospective conversion.

16. ODIN become an advocate for consortia.  
Change ODIN funding model to allow more participation.  
Grant money up-front for ODIN (Seed money)  
Change back to more flexible, less expensive online catalog record (e.g., “records only”).
17. Eliminate extraneous, overly complicated forms (e.g., e rate).
18. Expand LCC membership. (Double membership).  
Limit terms on LCC to 2 years.
19. Stop the variety of electronic systems – go to one system.
20. Change resource sharing to pool money so all libraries can get what they want. Local choice.
21. Change funding so that all libraries are supported through mill levies.
22. Change image of library to community education center/technological center/economic development center.
23. Change grant procedure so money can go for updated technology, not just for joining network.

IF MONEY WERE NO OBJECT, WHAT WOULD BE YOUR IDEAL  
IMAGE OF THE LIBRARY COMMUNITY IN 2010?

1. Barnes and Noble approach – serve coffee, milk, etc.
2. Combine with local businesses – let private enterprise run refreshment concession.
3. ILL component as part of LAND.
4. Database to provide for all citizens.
5. Twenty-four hour virtual (statewide) reference.
6. Drive-up services.  
Instant delivery (vacuum tubes).
7. E books.
8. Sensible design of books, especially paper-backs.
9. Well-read population that thinks of the library as the center of information.
10. 50% of material “e” and people will be able to down load.
11. Librarians (and others) see themselves as “top” professionals.
12. Legislature giving more than is requested.
13. Indexing of ND newspapers and indexing of *ND Century Code*.
14. Public that thinks libraries and computers are synonymous.
15. Have the people who will replace current librarians in place, sitting right beside.
16. Libraries are not considered frills.
17. Library science minor programs in ND as feeders into MLS program.
18. Seamless access to comprehensive database.
19. Network of expertise, i.e., cataloging.
20. Virtual tour of every library from computer – book titles.

21. No “Have Nots”.
22. More pay and larger staffs.
23. One statewide library system funded by the state (Hawaii model)
24. Virtual reference statewide, 24/7, toll free, and live attendants.
25. Maintain individuality of local libraries.
26. Every item in every library cataloged.
27. Funds for material purchase – can’t share what you don’t have.
28. All ILL costs paid by the state.
29. Digitalize ND materials (historical information).
30. \$1.50 per individual in state for database.
31. Every library on ODIN.