

**NOBLE  
MEMBERS OF THE CORPORATION MEETING  
AT NOBLE  
OCTOBER 19, 2017**

**PRESENT:** Twenty-one libraries were represented at the meeting, attendance sheet attached.

**CALL TO ORDER:** Linda Gardener called the meeting to order at 10:05. Introductions were done.

**APPROVAL OF MINUTES:** Deborah Kelsey made a motion to approve Minutes from the September 21, 2017 meeting; Kathryn Geoffrion-Scannell seconded the motion. Motion carried unanimously.

**TREASURER'S REPORT:** Myron Schirer-Suter presented the report as of June 30, 2017. The audit is near completion.

**MANAGERS' REPORT:**

**Ron Gagnon** –

Martha Driscoll is on vacation this week, therefore just Ron and Elizabeth will be reporting.

- MBLC FY 18 Grant Funds – the funds are 3.9% higher than in initial budget presented earlier, a difference of \$4,749. These funds get applied to next fiscal year's budget.
- Landlord – still in discussions of a potential move to a space at 42A, which is in the present building. Abiomed is on either side of us and wants to rent our space. Met with the owner yesterday to discuss rent savings, and are designing a floor plan.
- Audit – onsite visits have been completed, and received final drafts of the financial statements. No issues have been identified. Awaiting tax returns, this will go to Executive Board along with the financial statements next month.
- Commonwealth eBook Collection – MLS currently is in the RFP process for renewal of their statewide ebook service. One of the respondents is OverDrive, who is proposing a multi-level service that would allow resource sharing among the networks. Minuteman and SAILS are currently testing the concept.
- Evergreen – continue to test Release 3.0, expect to install it in January. This release starts the web client era and will eventually replace the current staff client.  
MassLNC contracted with Equinox to resolve a search bug issue that causes searches to time out, and show no results. Equinox will be using NOBLE's training and production servers to look into it.

**Elizabeth Thomsen** –

- Reviewed Meetings -
  - OverDrive Roundtable held last month, much discussion about the new Libby app.
  - Visited Reading to do List Maker Training for their staff. More are scheduled at NOBLE.
  - Acquisitions Roundtable is October 26<sup>th</sup>
  - MassLNC Conference is November 2<sup>nd</sup>, Elizabeth, Beth Willis and Michele Morgan will be doing presentations.
  - Going to Melrose to do a session on OverDrive for their staff on November 15<sup>th</sup>
  - Social Media Roundtable is November 28<sup>th</sup>
- Testing the next release of ListMaker. This release includes filter by number of lifetime checkouts or checkouts within a time period, spreadsheet group by title, inline and RSS format.
- Working on training for the designated contacts for each library, starting with Tech Services. Once a year the designated person for each group will get training and be the trainer for their library. Next will be Circulation and Google Apps
- Working on a new version of NOBLE's public web site, changing it to focus on NOBLE's services.

Ron added the training for the designated contacts is for policy manager level staff, this isn't training for all library staff. The person designated will be the trainer at your library.

**PRESENTATION OF PROPOSED FY 2019 OVERDRIVE BUDGET:**

Highlights of Ron Gagnon's presentation below:

**OverDrive in NOBLE -**

- Moved from audiobook service nine years ago to a core ebook and audiobook service today

**Recent Actions -**

- Last year increased funding by 88%

- Significantly trailed peer networks in Mass. and beyond
- Combat long holds lists, high ratios
- Checkouts per user half that of peers
- Unable to acquire all NYT bestsellers
- Not just a bestseller service

#### **Recent Results in FY 18 -**

- Higher trend in circulation. Average growth 13.2% vs. 9% same months last fiscal year – 46% higher
- Unique users up 3.3% vs. FY 17
- Acquiring more popular titles

Bar graph showing upward trend the last three months compared to the prior year.

#### **Varied Acquisitions Models –**

- Own on OverDrive Platform (audio and ebooks)
- Annual lease of Always Available (audiobooks)
  - Unlimited simultaneous users
- 26 circs or a year/52 circs/one year (ebooks)
  - Usually much lower price
  - Greater flexibility to manage holds
  - More staff management time
  - McNaughton type of model

#### **NYT Adult Bestsellers: Prices Vary with Model and Format –**

- Ebooks: Average cost to acquire a single copy \$53.00, but varies widely with cost model
    - Owned: Range \$30 to \$84, average \$66
    - Metered Use: Range \$19 to \$60, av. \$31
  - Audiobooks: Average \$76, range \$30 to \$120. Only “owned” model, no metered
- Bar graph with Circ Growth by Format, ebooks more popular, audiobooks growing faster.

#### **Success Story -**

- Audiobook circulation almost three times as FY 13
- Ebook circ. in FY17 almost double FY13
- For FY17, audiobook circulation up 16%, ebooks up 9.7%; up 11.5% overall
- PL big movers, Marblehead up 26%, Everett up 24.5%, Swampscott 17%, Winthrop 16%

#### **Low Cost Per Circulation -**

- Cost per circulation FY 17 \$1.42
  - Higher due to increased donations in FY17 -- \$90,000 more than in FY16
  - Much came at end of year, not impacting circulation in FY17
  - Includes platform costs, all materials

#### **User Growth -**

- Cost per unique user for FY 17: \$18
- 14,240 unique users in FY 17, down slightly – possible due to shortage of items
- Unique users up 3.3% for July-September 2017 compared to same months in 2016
- Expect increasing number of users with new Libby app.

#### **FY 19 Funding -**

- Executive Board recommends a 6% increase in OverDrive budget, from \$200k FY18 to \$212k FY19
- Maintain progress on improving collection, adding more perennial favorites, and reducing hold lists
- Able to now buy more hot titles, resulting in more holds

#### **Cost Formula -**

- Variations due to formula, usage
- Costs distributed via usual formula
  - 50% based on last year's cost
  - 50% based on FY 17 usage
- 6.4% net increase in materials

- Platform costs level at \$12,000/yr.

**VOTE ON FY 2019 NOBLE BUDGETS:**

Diane Wallace did a roll call vote for approval of the FY 19 budgets. Nineteen libraries in favor of the budget, two abstained, and two not present, roll call sheet attached.

The FY '19 Budgets approved by majority vote of libraries present.

**MEMORANDUM OF UNDERSTANDING WITH MCC AND NSCC:**

Linda Gardener reported the Executive Board has been working with Middlesex and North Shore on a Memorandum of Understanding that will guide them through the process of their withdrawal at end of this fiscal year on June 30, 2018. Highlights below:

**Data Extraction –**

Shall mean making a copy of data from NOBLE's server for the colleges. One initial file has been given to the colleges, and a final transfer of the data will be given to the colleges later in the year.

**Data Purge -**

NOBLE will purge or anonymize data related to the college's patrons after the end of the fiscal year so confidential information relating to patrons that are no longer part of our consortia will not be given out.

**Course Reserves –**

NOBLE will take no actions regarding course reserves.

**Reciprocal Borrowing and Network Transfers –**

Will need to end prior to June 30<sup>th</sup> so materials can get returned. Have a requested date from the colleges that will come into alignment with the process.

**Liability -**

NOBLE has no obligations to the colleges after the end of the fiscal year.

Will need to formally agree to the terms, and once the Memorandum is signed, it will be shared with Member libraries.

Linda opened the floor to questions or concerns.

MaryAnn Niles stated she appreciates all the work going into the document, and is waiting to hear back on some of the changes they requested. Expressed some concerns:

- Getting materials back to the owning libraries. Would like to know what is the cost going to be to their library for materials they aren't able to get back. They plan to set a hard due date that is prior to the end of the semester, and will send a message to everyone on campus if they have materials from another library, it must be returned by that date. If the materials aren't returned by the due date, they will receive another message stating their records are locked. They will work diligently to get the materials returned.
- There are materials that are out to your libraries and items that our library has out that aren't returned. Speaking on behalf of MCC only, she is offering the option to let the cost of those items go and also giving that option to libraries. She needs to know which libraries will not forego the costs and will bill MCC library so she can plan on setting funds aside. Suggested to know by the end of January which libraries are going to charge MCC for materials so can plan to pay for lost materials. Wants to work with the libraries so it goes smoothly.

Rex Krajewski added how far back do we want to go lost materials, what is the cut of date i.e. 7 years ago, suggest having criteria in place. He has procedures in place to get current items back. More concerned about items that are unresolved and long overdue.

Linda added it is policy that each library is responsible for what their patrons borrow from other libraries that aren't returned or are lost. Each library has made different decisions on forgiveness of those charges.

Ron stated that Martha Driscoll ran some figures back in July, the value of community colleges items checked out to non-community college items that are outstanding, exceeds the value of non-community colleges.

- MCC items checked out to non-MCC patrons is approximately \$5000, whereas the value of NOBLE items checked out to MCC patrons is \$2100.

- Value of NSCC items checked out to non-NSCC patrons is \$1303, whereas the value of NOBLE items checked out to NSCC patrons is \$6100.

Mary Ann stated that MCC ran numbers in September and was about the same 2 to 1. MaryAnn is authorized by the college leadership to forgive the charges, but for libraries that don't want to do that, she needs to know so she can plan for the costs. She would like to know by end of January which libraries will charge MCC library for materials not returned.

Rex stated is able to offer the same cost forgiveness of materials not returned.

MaryAnn asked if it would best for her to email the directors beginning of January and ask if they plan to try to collect for materials.

Mike Hearn added since that is an individual libraries decision he feels that is the best way to handle that decision.

Ron asked MaryAnn if she could write an email about that discussion for the benefit of the directors that aren't at today's meeting. She agreed.

Linda added if a library does want a mutual amnesty the library director would have to reply, and if someone does not reply the assumption is they are assuming responsibility for the charges owed since that is the existing policy. MaryAnn agreed.

Brian added if agree to forgive charges, and items come back after January, the items will be returned to the community colleges.

Susan Conner asked if NOBLE could do a list of materials out and borrowed, or a show them how to run the report so can do it themselves. Elizabeth stated, yes they can do that.

#### **VOTE TO ADOPT OVERDRIVE ADVANTAGE PLUS:**

##### **Ron Gagnon –**

OverDrive has introduced a new option to their Advantage program that is presented for consideration for adoption by NOBLE. We discussed the program with Electronic Resources and Database Working Group, they voted in favor of recommending it to Executive Board who has approved it.

The old Advantage program allowed libraries to buy additional OverDrive items that would be restricted to only their users, no resource sharing even when the initial popularity drops off. Most other Mass. networks did adopt this program several years ago, though some have since dropped it and gone back to our completely shared model. NOBLE voted against it at that time.

The new option, Advantage Plus, offers the ability for libraries purchasing additional items to give their users wait list priority but otherwise share the titles with the other NOBLE libraries. The new program also would allow the library to create their own OverDrive page, highlighting their titles and titles of local interest for programs, school reading lists, etc.

In addition to the best sellers, this program would also allow libraries to acquire titles for summer reading lists, town-wide reads, etc. and give their local users priority. In the case of summer reading, for example, the local priority always exists, so if the title is a perennial summer reading list item, the local priority would recur summer after summer.

We are proposing that the Plus program would only apply to additional funds contributed by the library, not to the allocation they are able to spend from the NOBLE program funds.

##### **Elizabeth Thomsen –**

Libraries will set up an account and will get an URL that leads to your version of the front page of our OverDrive site. There is no additional fee for this service, or minimum purchase requirement. One of our libraries will be a beta tester. This is an opportunity for Friends or other groups to contribute funds and be able take advantage of having their title benefit their library patrons as a priority.

We are proposing that the Plus program would only apply to additional funds contributed by the library, not to the allocation they are able to spend from the NOBLE program funds.

Linda added ERDWG recommended it and Executive Board approved. It's here to the Membership to vote as an optional program libraries can chose to participate in.

Kelley Unger asked if with the new account are you able to see what holds are for Peabody. Elizabeth stated you can see that now, and will send out information to the selectors on how to see that report. Myron Schirer-Suter made a motion to adopt the OverDrive Advantage Plus program, Diane Wallace seconded the motion. The motion passes by unanimous vote.

**MBLC PR COMMITTEE UPDATE – HOLLY MERCER:**

About six months ago a message was sent out that the PR Committee was looking for representatives from each network, she was appointed by MBLC Board for a two year term. There was one meeting in July, and it was a joint meeting with MLA Legislative Committee, MLS, and MLA PR committee to brainstorm on ways to share the value of libraries with the legislatures and decision makers. Looked at the time line for communications, would like to have the Legislative Breakfasts sooner than in the spring. Shared ideas, highlights below:

- Talked about line items, about tracking and sharing state aid
- The new MBLC PR site
- Building relationships with state legislatures. Need library directors to talk to their local legislature.
- MBLC PR Committee Library lovers went well.
- Looking for new ideas, will give more lead time for PR ideas.
- Resources are available, promote value of libraries. Open to any suggestions.

**VOTE TO ADOPT PAYMENT PROCEDURES AND SANCTIONS POLICY:**

Ron Gagnon reported had the Payment Procedures and Sanctions For Non-Payment document was developed 25 years ago by our attorneys. It is part of the annual Member contracts that are signed by libraries municipalities and authorities. There are two issues to be rectified:

- 1) Needs to be voted as a policy -  
Occasionally a library will refuse to sign vendor contracts, only sign their city contract. Therefore, they are bypassing this Sanctions For Non-Payment language.

The group bid does include a "Governance of Network" section which states, "The Members shall adopt By-laws and operating policies...", so as a policy it should still be binding on those refusing to sign a NOBLE contract.

Ron had checked with our attorney several years ago on this issue and his stance was that all should sign a NOBLE contract as part of the group bid. Getting that done can be more costly than it is worth. By this becoming a policy it covers all libraries for nonpayment.

- 2) The amounts are out of date –  
The amounts cited in the last paragraph were about 10% and 20% of a typical annual assessment at the time adopted. To restore that order of magnitude, Executive Board has recommended the language be changed to read ten percent and twenty percent, respectively.

Kathryn Geoffrion-Scannell made a motion to adopt the Payment Procedures and Sanctions Policy, Brian Courtemanche seconded the motion. The motion passes by unanimous vote.

**VOTE TO AMEND PATRON ALERT AND MESSAGES POLICY:**

Ron Gagnon explained Executive Board has approved adding some language to the Patron Alert Messages and Messages Policy that was passed in March. This is to reinforce for library staff the type of language that is used in patron records. This came about from an incident where a patron was shown their patron record by a library staff member and they saw the editorializing comments about the patron. The following paragraph is added at the end of the policy:

*All Messages, Alert Messages and other information entered into patron records are for the use of the staff of NOBLE libraries and subject to NOBLE's confidentiality practices and procedures. As information entered could become known to the library user, all information should be respectful of library users and be factual, avoiding disparaging language and editorializing.*

Brian Courtemanche made a motion to amend the Patron Alert Messages policy as stated; Kevin Sheehan seconded the motion. The motion passed by unanimous vote.

**NEW BUSINESS:**

None reported.

**ADJOURNMENT:**

The meeting adjourned at 11:35.

Respectfully Submitted,

Diane Wallace  
Secretary

NOBLE MEMBERS OF THE CORPORATION MEETING  
AT NOBLE  
OCTOBER 19, 2017

LIBRARY

Beverly	Anna Langstaff
Bunker Hill CC	
Danvers	
Endicott College	
✓ Everett	
Gloucester	Deborah Kelsey
Gordon College	Wynne Suto
Lynn	
Lynnfield	Holly Mercer
Marblehead	
Melrose	Linda Gardner
Merrimack College	
✓ Middlesex CC	Mary Ann Jiles
Montserrat	
Northern Essex CC	Michael Ham
North Shore CC	2287m
Peabody	Kelley Rae Unger
Phillips Andover	
Reading	
Revere	Kevin Sheehan
Salem	Lara Unsworth
Salem State University	Elizabeth McKeigue
Saugus	Oliver Skibbeault
Stoneham	Nicole Langley
Swampscott	Susan Conner
Wakefield	Catherine McDonald
✓ Winthrop	Jean
MBLC	
NOBLE, Inc.	Don Thurg Ronald A. Stagnan Paula Acapora

NOBLE MEMBERS OF THE CORPORATION MEETING  
 VOTE FOR APPROVAL OF FY '19 BUDGET  
 OCTOBER 19, 2017

MEMBER LIBRARY	VOTING REPRESENTATIVE	YES	NO	ABSTAIN	NOT PRESENT
Beverly -	Anna Langstaff	✓			
	Allison Babin (A)				
	Laurie Formichella (A)				
Bunker Hill -	Vivica Pierre				
	Andrew McCarthy (A)	✓			
Danvers -	Jennifer McGeorge				✓
	Jim Riordan (A)				
Endicott -	Brian Courtemanche	✓			
	Bridget Cunio (A)				
Everett -	Stacy DeBole	✓			
	AnneMarie Letourneau (A)				
	Patricia Els (A)				
Gloucester -	Deborah Kelsey	✓			
	Beth Pocock (A)				
Gordon -	Myron Schirer-Suter	✓			
	Randy Gowman (A)				
	Erica Street (A)				
Lynn -	Theresa Hurley				✓
	Lisa Bourque (A)				
	Paula Joyal (A)				
	Lindsey Robert (A)				
Lynnfield -	Holly Mercer	✓			
	Samantha Cabral (A)				
Marblehead -	Patricia Rogers				✓
	Chris Evans (A)				
Melrose -	Linda C.W. Gardener	✓			
	Diane Wall (A)				
	Marianne Stanton (A)				
Merrimack -	Kathryn Geoffrion Scannell	✓			
	Lyena Chavez (A)				
	Francis Nilsson (A)				
Middlesex CC -	MaryAnn Niles			✓	
North Shore CC -	Rex Krajewski			✓	
	John Koza (A)			✓	
	Christine Goodchild (A)				
	Dava Davainis (A)				
Northern Essex CC -	Mike Hearn	✓			
	Laura Mondt (A)				
	Jenny Fielding (A)				



NOBLE MEMBERS OF THE CORPORATION MEETING  
 VOTE FOR APPROVAL OF FY '19 BUDGET  
 OCTOBER 19, 2017

MEMBER LIBRARY	VOTING REPRESENTATIVE	YES	NO	ABSTAIN	NOT PRESENT
Peabody -	Melissa Robinson				
	Geri Guyote (A)				
	Kelley Rae Unger (A)	✓			
Phillips -	Michael Barker				✓
	Michael Blake (A)				
Reading -	Amy Lannon				✓
	Ashley Waring (A)				
	Lorraine Barry (A)				
Revere -	Kevin Sheehan	✓			
Salem -	Tara Mansfield	✓			
	Brian Hodgdon (A)				
	Susan Gaudrault (A)				
Salem State -	Elizabeth McKeigue	✓			
	Thomas Neenan (A)				
	Nancy George (A)				
Saugus -	Alan Thibeault	✓			
Stoneham -	Nicole Langley	✓			
	May Forkin (A)				
Swampscott -	Alyce Deveau	<del>✓</del>			
	Susan Conner (A)	✓			
Wakefield -	Catherine McDonald	✓			
	Jaclyn Powers (A)				
	Jeff Klapes (A)				
Winthrop -	Diane Wallace	✓			
	Mary Lou Osborne (A)				
*A = Denotes Alternate					

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