ODIN Advisory Council

The ODIN Advisory Council met December 14-15, 2009 in Bismarck to discuss strengths, weaknesses, opportunities, and threats facing ODIN and to develop strategies and action items that can be implemented in the next 3-5 years to improve the organization.

Those in attendance included:

Kelly Hell	Williston State College
Rachel White	ND State Historical Society
Doris Ott	ND State Library
Cindy Larson	ND State Library
Deb Syvertson	Dakota College at Bottineau
Donna Metzger	ND School for the Blind
Michele Reid	ND State University
Rita Ennen	Dickinson State University
Lila Pedersen	UND Health Sciences
Kaaren Pupino	UND Law School
Kate Hanlon	Mandan Public School
Diane Olson	Trinity Bible College
Judith Koester	ND School for the Deaf
Donna James	Valley City State University
Sarah Henderson	Minot State University
Marlene Anderson	Bismarck State College
Phyllis Bratton	Jamestown College
Tony Stukel	ODIN
Linda Albee	ODIN
Rosi Kloberdanz	NDUS
Wilbur Stolt	UND Chester Fritz Library
Ted Smith	ND Supreme Court Library
Sarah Batesel	Mayville State University
Travis Schultz	MedCenter One
Sandra Hannahs	West Fargo Public Library
Bill DeJohn	Minitex
Becky Ringwelski	Minitex

Bill DeJohn, Minitex Director and Becky Ringwelski, Minitex Associate Director served as facilitators of the planning session. DeJohn opened the session with a PowerPoint presentation (see attached) assessing the landscape of ODIN. After presenting what the Advisory Council, during their last meeting, determined to be strengths, weaknesses, opportunities and threats facing ODIN, DeJohn went on to speak of some of the trends and observations he's seen in the library arena. Additionally, a brief

comparison was made between ODIN's mission statement and the mission statements of several other similar organizations.

DeJohn and Ringwelski offered the group's objectives of the meeting to be to determine priorities and goals for ODIN in the coming 3-5 years, and determine specific steps in achieving these goals, including action plans with timelines. In addition, the attendees indicated the following items were critical to ODIN libraries in achieving their goals:

- How we can publicize our services
- Role of K-12 libraries in ODIN
- Breakdown of K-12 libraries and how they impact ODIN
- How we keep cooperation we now have with all types of libraries and serve the needs of individual libraries
- Everyone speaks up and there is a consensus
- Library education and preparation of students – collaboration between high schools and colleges
- Teachers and librarians need to have refreshers on use of library resources
- 2 year and 4 year preparation to research for graduate level courses
- Lifelong learning – share information

A discussion was held among the group as to how they felt about the mission statement, and how it might be improved to better reflect the goals of ODIN. A small group volunteered to put together a sample rewrite of the mission statement during the lunch break. (See Appendix A)

The attendees were divided into four groups, where they listed what they felt to be the 3-5 most important issues facing ODIN and member libraries (see Appendix B). The group then reassembled to discuss the issues, and categorize them into primary goals (see Appendix C). The attendees were then each given two votes to prioritize the importance of these goals.

After six primary goals were determined, the attendees divided into small groups again to determine specific actions or strategies that are critical to ODIN in achieving the goals (see Appendix D). The participants reassembled and discussed the strategies, then were given three votes each to prioritize strategies that should be taken by ODIN for implementation.

With the prioritized strategies, the assembled group developed specific actions, timelines and defined responsible parties to carry out the activities (see Appendix E).

At the end of day two, the group evaluated the session with the facilitators. The consensus was that the objective of determining 3-5 issues, including action items and next steps, was achieved. Most of the goals tended to be short term rather than long term, but several of the items will be ongoing in nature. It was felt that having the facilitators from Minitex conduct the meeting was a good plan – they were excellent in their task, and a good foundation for future activity was laid.

The next Advisory Council meeting will be planned for mid to late March 2010.

Appendix A

The current ODIN mission statement reads:

The mission of ODIN, the Online Dakota Information Network, is to provide access to library and information resources for the citizens of North Dakota.

Items that should be considered when revising the mission statement should include:

- Who the mission is for
- Outcomes
- I t should be brief
- Broad enough to include all users
- Lifelong learners – cradle to grave
- Goes beyond North Dakota borders; cultural heritage aspect
- 'Provide access' is passive
- Cost effective
- Ability to offer more as a group

Draft 1 –

ODIN – Online Dakota Information Network provides for the information needs of North Dakota.

With the vision statement –

[LOGO] ODIN – Bringing information to you.

Discussion:

- Is this the mission for ODIN or for the entire state (including non-ODIN libraries)?
- Is this mission too similar to the State Library's mission?
- The word 'access' is used in the current mission statement – it's good to refrain from using it.
- It's ideal to stay away from using library jargon in the statement.

Appendix B

Participants broke into small groups, where they identified 3-5 most important issues facing ODIN and member libraries.

Group One

- Information literacy – K-12 or K-16
- Funding
- ODIN needs an identity in order to create awareness for the public
- Training on ALEPH for librarians and awareness of ODIN among librarians
- Integrate ODIN catalog with our web-based electronic resources
- Broader format access, e.g. downloadable media (ODIN consortial purchases)

Group Two

- Education – teaching end users how to use ODIN, what the resources are, what is available, how to find 'valid' information. Understand the library pays for the good information and understand library services.
- Cradle-Grave – serving everyone with diverse services – informational, social, community.
- Diversity – working together/compromising over the expanse of the area, but make local connections. Serving different libraries and different populations (age, setting – K-12, public, academic).
- Expanse of the Area – know what resources are available. Through knowing each other better, we can serve better. Libraries across the state….users across the world.
- Promoting services / marketing of ODIN and of libraries. Where does ODIN fit into the Google world?
- Cost/Funding - pooling resources taking into account different library types
- Technology – work to keep up with technology; improve ODIN technology; use broader technology outside of ODIN. Integrate ODIN into the information university – catalog, databases, and other resources.

Group Three

- Teaching users how to use ODIN and other information resources
- Training and professional development for librarians and library staff
- Advocacy – role of libraries and ODIN in state; prove our value

- Public awareness and public relations
- Affordability, funding
- Federated search engine

Group Four

- Staffing – from ODIN down to local libraries
- Public Relations – Advertising (shared)
- What is the scope of the consortium? Should we be adding every library or should there be criteria for membership?
- Define the roles and responsibilities of each entity in the consortium
- Define ODIN's responsibilities
- How do we accommodate different kinds of patron? Do we strike a balance between all patrons (kids, university students, public) or create different interfaces?

Appendix C

Participants organized what the small groups identified as the most important issues facing ODIN and member libraries into six goals. After the issues were grouped, participants were each given two votes to select the issues they felt were most important. The vote total follows each of the issues.

- Technologies for providing access to current and emerging resources **(13 votes)**
    - Integrate ODIN into the world
    - Federated Searching
    - Integrating ODIN with electronic resources
    - Broader Format
- Education and usability for our users **(11 votes)**
    - Educating users
    - Finding valuable information
    - Understanding library services
    - Diversity in services
    - Cradle to grave
- Public relations – branding – marketing **(7 votes)**
    - Public awareness
    - PR
    - ODIN identity for awareness
    - ODIN in Google
    - Prove value
- Structure of ODIN, its member libraries and partnerships **(7 votes)**
    - Scope of consortia
    - Define roles and relations of entities
    - Define role of ODIN
    - ODIN beyond the border
- Professional development for staff **(2 votes)**
    - Training professional development
    - Training on ALEPH
    - Knowing what ODIN has to offer
- Funding **(0 votes)**
    - Staffing from ODIN to libraries
    - Funding
    - Bang for the buck
    - Affordability

Appendix D

Participants broke into small groups, where they devised actions /strategies that could be taken toward realizing their assigned goal(s). Discussion among the entire group was then held regarding these strategies, and each participant was given three votes to prioritize the most important actions. Votes are noted behind each action.

- Technologies for providing access to current and emerging resources.
    - Implement a consortial federated search. **(16 votes)**
    - Explore emerging ILS's. **(6 votes)**
    - Develop standards for and link to local digital collections. **(0)**
    - Reactivate ODIN's subcommittee for electronic resource recommendations (content and format) **(0)**
    - Reactivate ODIN workgroups. **(n/a – see entry under Structure of ODIN)**

- Education and usability for users
    - Identification of user needs/usability of local patrons in ODIN. **(5 votes)**
        - What do they need? What do we already do?
        - Compromise vs. having options
        - Functionality of different types of libraries in ODIN; provide different options for different levels of users (K-12, academic, public).
        - One size fits all approach – for example, everyone searches Google the same way.
    - Mechanism for sharing information/best practices among member libraries. **(0)**
    - Product development (input from libraries) and pre-implementation training. **(0)**
        - Communication between libraries and ODIN office as per what is available and what can or cannot be done as far as functionality. If librarians make suggestions, they should be told why suggestions weren't put in place.
        - Pre-training – information is needed about the product and features before they're implemented.
    - Educate on emergence of new trends. **(3 votes)**
        - Myspace, Facebook.
    - Provide information in a variety of formats. **(0)**
        - Brochures, tutorials, newspaper articles, videos (YouTube), etc., or perhaps sharing information via an online clearinghouse. A mechanism is needed to share what other libraries have used; this could also serve as an update place as to what libraries are doing (ContentDM, Zotero, etc.) as far as new initiatives.

- Public relations– marketing – branding
    - Write a marketing plan for ODIN **(8 votes)**

- o Do a cost-benefit analysis of how much money ODIN saves libraries vs. many libraries going it alone **(2 votes)**
- o Collect user feedback **(0)**
- o Surveying community for 'what is ODIN?' **(0)**
- o Pride of Dakota and/or State Fair booths **(0)**
- o Usability testing (paper, website, both) **(0)**
- o Demos or canned presentations to organizations in the community **(0)**
- o ODIN day at the legislature **(0)**
- o Develop talking points / user statistics **(0)**
- o Register with speakers bureaus **(0)**

- Structure of ODIN, its member libraries and partnerships
  - o Define criteria as to which libraries can or should become members of ODIN **(5 votes)**
    - Number of hours of operation per week
    - Staffing
    - Sharing of Resources (ILL)
    - Purchase of online resources
    - Funding for ongoing costs
  - o Outline benefits of membership for both patrons and staff **(1 vote)**
  - o Define responsibilities and expectations for every entity **(0)**
    - ODIN office
    - Libraries
    - Partnerships between ODIN office and other entities (MINITEX, etc.)
  - o Review voting structure **(0)**
  - o Reactivate user groups **(10 votes)**
    - Require groups to be responsible for reporting to the Advisory Council.
    - Perhaps expand the scope of user groups outside of functional modules.
    - Perhaps use new technology for workgroups to communicate with each other and tech support (MSN, Skype)
  - o ODIN should have a role in advocacy and make recommendations when appropriate **(0)**
    - Lobbying for funding
    - Information literacy
    - Goal or mission similar to NDLA or State Library in this respect.
  - o Communications plan – identify who ODIN's affiliates and partners are **(0)**

- Professional development for staff
  - o Reactivate ODIN workgroups. **(n/a – see entry under Structure of ODIN)**
  - o Create tutorials for ALEPH **(0)**

- Funding
    - Cost-benefit analysis will convince legislature how thrifty and responsible we are, making us a good investment. **(0)**
    - Talking points / quick facts **(0)**
    - All member libraries should work with local governing bodies to educate them about the benefits of ODIN; let them know how important the organization is. **(0)**
        - Grass roots approach.
        - Provide a feedback link on the website that allows users to tell their story. This feedback can be used with legislators to show them positive comments from their constituents.

Appendix E

Once possible strategies to accomplish ODIN goals were identified, the participants voted on the priority of the action items. The top seven items are listed below, along with specific steps to be taken to accomplish or work toward the action.

- Implement a consortial federated search engine **(16 votes)**
    - Develop a business case (in conjunction with step 2, 90 days)
        - Research and explore alternatives; including vendor presentations.
        - Determine what is expected, what is wanted, and what is available.
        - Obtain preliminary pricing.
        - ODIN office will take the lead on developing the business case, information gathering, and organizing presentations.   Libraries will participate in vendor identification and presentations.
    - Project charter
        - Brief statement to NDUS outlining plan in order to obtain approval for proceeding.
        - ODIN office will take the lead in developing this document.
    - RFP (90 days)
        - If sole source is determined, this step is unnecessary.
        - Committee can be formed to write RFP. Some initial work could be conducted now in determining product needs.
    - Implementation (timeline dependent upon contract)

- Reactivate user groups **(10 votes)**
    - A subcommittee of the ODIN Advisory Council will determine communities of interest, and thus indicate what user groups should be formed (ALEPH modules, library type, etc.). A call for volunteers to serve on this committee will be made to the ODIN Directors listserv by Wilbur Stolt before 12/18/09. He will select the committee and the chair. The committee will be made up of 5-7 members representing a variety of library types.
    - The committee should provide a response to the Advisory Council by 2/1/10 as to types of user groups that are needed and formats of meetings.
    - User groups will report to the Advisory Council.

- Write marketing plan for ODIN **(8 votes)**
    - A subcommittee of the ODIN Advisory Council will be formed to facilitate the process of writing a marketing plan. The committee will be made up of representatives from each type of library.

- - The committee will be responsible for keeping the plan on track, and to communicate the progress back to the Advisory Council.
    - The committee will explore options for assistance – expertise within organization, professional help, and/or student help.
    - The committee will work with the entity providing assistance to determine who is being marketed to (end users, librarians, managing boards), as well as what is being marketed (ODIN, library services in general).
    - The committee will work with ODIN staff to determine available funding for this endeavor.
    - The committee will review historical information regarding what initiatives have been undertaken in the past. They will also look at other organizations to determine what types of things have been successful for others.
  - Doris Ott, Diane Olson, Kate Hanlon and Travis Schulz have volunteered to be the nucleus of the group, and Wilbur Stolt will put out a call to the ODIN Directors Listserv in January soliciting additional volunteers. He will also appoint a chair, if necessary.
  - It was noted that a mission statement needs to be established first, before a plan can be written. Prior to the statement being completed, the committee can begin with reviewing historical material and investigating potential sources of help, guided by the knowledge of the elements that are wanted for inclusion in the mission. The mission should be completed by the spring meeting.
  - This committee should provide a report to the Advisory Council at their spring meeting for discussion. If possible, a written preliminary report should be distributed to the Council beforehand.

- Explore emerging ILS's **(6 votes)**
  - An interest group will be formed with the objective of keeping a current awareness of new trends in ILS systems. The group will use various vehicles (meetings such as ALA, blogs, reports, lists, and webinars) to explore various trends and communicate points of interest back to the Advisory Council. The group could also organize demos of new innovations or give reports at the Advisory Council meetings.
  - Wilbur Stolt will put out a call to the ODIN Director's Listserv for volunteers and/or nominations of persons to serve on this interest group. Group members can include individuals outside the Advisory Council. Timeline: end of January.
  - Although there is an interest group, it is important to emphasize that it is everyone's responsibility to keep abreast of trends and provide input to ODIN. The interest group should encourage members as such.
  - Communication methods should be explored – if the listserv should continue to be used as a primary communication tool, or if the implementation of a wiki or blog would be beneficial.

- Identification of user needs / usability of local patrons in ODIN **(5 votes)**
    - Includes education of users, cradle to grave
    - Rosi Kloberdanz has put together a usability survey, which is intended for end users and library staff. The survey is very generic, but will provide a benchmark measurement for public attitude, as well as identify problems. It will be beneficial to have more focused groups for follow-up after the initial survey is conducted.
        - The survey will be sent to the Advisory Council before the end of December, with feedback to be provided by 1/11/10.
        - The survey will be updated based on the feedback, and posted to the ODIN Catalog and ODIN website (staff access) on 1/15/10 for approximately 2-3 weeks.
        - Data will be analyzed in February.
        - A report will be made to the Advisory Council at their spring meeting.

- Define criteria for which libraries can/should be members of ODIN **(5 votes)**
    - Wilbur will share ODIN bylaws with the group by the end of December. Currently the only membership criteria relate to those who obtain grants to join ODIN – and that criteria is driven by the grant, not ODIN. In the past, there was a bigger concern was in the voting mechanism, as opposed to who were members.
    - No libraries that are current members will be eliminated.
    - This issue will be targeted as an agenda item for the Advisory Council to discuss over the next year. Before the next meeting, Doris Ott will put together rudimentary information regarding public libraries and schools (including enrollment) who are not currently ODIN members.
    - Criteria of membership are heavily related to the mission – and it needs to be taken into account when developing criteria. The criteria could include number of hours of operation per week, staffing, ILL, purchasing online resources and funding for ongoing costs. It was noted that funding already has been a limiting factor regarding potential new members.

- Customizable functionality
    - Related to different library types. Different libraries have needs for different interfaces and/or different functions for both end-users and staff.
    - User groups will provide one avenue for information on likes/dislikes.
    - The cost effectiveness of making changes needs to be considered – including staffing concerns. Additionally, it must be taken into consideration what is sustainable or feasible within the technology.
    - This action item will be included in the charge to the user groups; they will provide feedback through the Advisory Council.