



AVL Council Meeting

September 16, 2020 10:00 am

Online

Minutes

The September 16, 2020, meeting of the Alabama Virtual Library Council was called to order 10:00 AM by Council Chair, Renee Marty.

The minutes were prepared and respectfully submitted by Cristin Dillard, Council Secretary/Chair-Elect.

Minutes approved: November 18, 2020

A quorum was established by the following members present at the meeting:

Annie Payton, ACHE
Phil Johnson, ACHE
Susan Zana, ALSDE
Renee Marty, ACCS

A.P. Hoffman, ACCS
Brad Fricks, ACCS
Holly Flores, APLS
Nancy Pack, APLS

Amy Henderson, APLS
William Paine, ASA

1. **Welcome:** Renee Marty, AVL Council chair called the meeting to order and ensured a quorum was established. Due to scheduling conflicts, the Request for Proposal (RFP) portion of the agenda will be presented first.
2. **Request for Proposal (RFP) Presentation, Amy Henderson**
 - a. Amy Henderson shared the results of the Marketing RFP for AVL on the screen for the council members to view. Amy has also created a simplified sheet that has the total cost and the total score received as the RFP.
 - b. Discussion: What are the next steps of the AVL Council since these figures are out of the budget for AVL marketing. From Amy's understanding of RFP if these are out of the budget scope of AVL, the AVL Council can deem these all invalid, redo the RFP process or take a different route. Amy asked the Council for comments. Renee Marty called for additional discussion. Brad Fricks agreed



once he looked at the prices, he did not expect the costs to be this out of scope. Susan Zana mentioned we could hire a full-time employee cheaper than the RFP quotes currently available. Brad had in his mind that a retired person from a publicity firm or retired would work a few hours a week to help with marketing. He was not expecting the massive marketing packages that were submitted. Susan asked how we could request a contract employee that could do this work. Renee asked Nancy Pack how we could hire a part-time person for a state organization. Nancy said we could contract this out, but APLS would see how we would be able to handle this. Nancy said she would look into this and report back at the November meeting. Renee has been fielding communications daily from the companies who submitted to the RFP, and she has explained due to COVID-19 the review timeline has had to be extended due to the safety measures that have had to be in place for the process to take place virtually.

- c. **Motion:** Brad Fricks made a motion that no RFP be awarded at this time. Nancy Pack seconded the motion. Discussion: None. Unanimous vote in favor of the motion; motion carried. The RFP will not be awarded at this time due to budget.

3. **Introduction of new members**

- a. Dr. Annie Payton, ACHE, Director of Drake Library at Alabama A & M University

4. **AVL Council vacancies to be filled**

- a. ALSDE (2)
- b. ASA (1)

5. **Review of minutes from the May 20, 2020 and July 15, 2020 meeting:**

- a. **Motion:** Brad Fricks makes a motion to accept the May 20, 2020, and July 15, 2020, meeting minutes with the correction to attachment C to reflect Renee Marty's nay vote in attachment C for the June 2020 meeting minutes. Susan Zana seconds the motion. Renee Marty called for a vote, motion carried unanimously.

6. **Financial report**

- a. (Ron Leonard) Ron Leonard was not in attendance. Renee looking over the budget, Nancy and APLS was able to move FY2020 funds to FY2021. \$50,000 publicity budget. Renee asked for any questions concerning the budget; none were expressed at this time.

7. **Unfinished business**

8. **New business**

- a. New members were previously introduced at the time of welcome by the AVL



Chair, Renee Marty.

- b. Discussion of RFP was led by Amy Henderson at the beginning of the meeting due to scheduling conflicts.
- c. ***Use of URLs by Alabama libraries:*** (submitted by Renee Marty and Bill Paine)
Request to provide links for specific schools. A message to be or can be placed on the AVL site indicating that a URL can not be created for each school.
 - i. This issue was previously discussed during the July 15, 2020 meeting. Nancy Pack explored the bylaws to make sure whatever decision was made by the Council was in compliance with the AVL bylaws. Renee opened the floor to Bill Paine, ASA, for discussion. Bill has had a fair amount of contact from postsecondary institutions asking for direct URLs to our resources by using the Easy Proxy Server and can be added to their list of databases on their website. Bill wanted to bring this to the attention of the Council, and Bill believes distance learning due to COVID-19 is what is probably driving this and institutions ensuring students have access to resources. Bill wants to discuss how does the AVL Council wants to proceed with the request. Renee Marty asked for discussion from the Council. Brad Fricks asked what the difference was between adding a link to AVL or the use of direct URLs. The institutions want the direct URL the database -- this is the same URL the vendor provides to AVL for placement on our website. Bill has reservations due to this possibly breaking contracts with vendors. Nancy Pack feels like our accurate count of users may be impacted, and AVL would not be able to get the credit for providing the service. Nancy is firmly against providing the direct URL to institutions and bypassing the AVL website. Renee said Bill thought it would be costly because a URL would have to be created for each institution, but he felt configuring things for Easy Proxy was out of the scope of support of the AVL Help Desk provided by ASA.
 - ii. ***Motion:*** Susan Zana made a motion to deny the request to provide the direct URLs to AVL databases. Holly Flores seconded the motion.
Discussion: None. ***Motion carried unanimously.***
 - iii. Bill and Renee have discussed and suggested AVL place an official statement on the AVL website regarding Easy Proxy requests and the AVL Council's official stance. Renee does not feel a motion needs to be made to draft and publish the official statement. Renee asked for Phil to help Bill draft the statement. Susan Zana and Renee Marty made the statement research is a process that must be taught for any age. AP Hoffman agreed these resources are being provided by AVL and we do not want
- d. ***Samford's request for Pronunciator functions*** (submitted by Bill Paine, ASA)



- i. When Bill Paine logged into the Pronunciator administrator account to pull usage stats, there was an account for Samford University in addition to our typical AVL account. This was out of the ordinary as it had not been previously available. Bill contacted Robert Savage, our contact at Pronunciator, and he emailed Bill back quickly to let Bill know a Samford professor contacted Pronunciator who wanted to see the progress and usage of Pronunciator by their students. This was done under the umbrella of AVL for statistical purposes. The AVL Council was unaware due to the Pronunciator not reaching out to the Council. Renee opened the floor for discussion. Brad Frick asked if it affects anything the Council does? Bill says no, it is a way for Samford to get numbers and stats of use. Nancy Pack expressed her concern that Pronunciator did this without discussing with the Council or prior permission. Capstone does something very similar, Capstone will provide the link to their purchased database and the ones subscribed to by AVL. The issue is the statistics are not accurate when the traffic is not being directed through the AVL website. Susan suggested to speak with Ron Leonard as to the history of this between the AVL Council and Capstone. Renee, Council Chair, asked if Bill would reach out to Capstone to discuss the issue. Susan Zana and Phil Johnson reiterated it is not about the provision of statistics because Capstone provides the statistics when asked. Bill asked how the Council wanted to respond to the Pronunciator issue. Brad Fricks said if it does not affect anything on the Council, but he does not see any issue of providing the statistics to Samford. Bill said he will email Robert Savage at Pronunciator to double check. Renee asked this conversation to be tabled until the next meeting.
- e. OVID Mobile App. (submitted by Bill Paine, ASA)**
- i. Bill Paine has been working with OVID to get the mobile app available to use from the AVL website. The pre-purchasing conversations on the technical side with OVID were hopefully and the vendor said it would be a website behind authentication measures on the AVL side. Bill started working on getting the mobile app available of AVL website. The initial conversation was slightly different the second time once AVL had purchased the database, OVID said they would have the talk to their technical team and have a follow up meeting. The problem Bill is running into is the technical contact keeps rescheduling the follow up meeting. Bill has tried to reschedule the meeting several times, but has not had an opportunity for the meeting to happen for the follow up information. Bill wanted to bring this to the Council's attention. Renee called for discussion among the Council members. Renee expresses she really wants the mobile app because when she speaks to her departments, she wants to be able to show the mobile app. Bill shared a key piece of information from OVID: the way it's always been set up to work is that it checks if you



are an on campus user, it would check the IP address, and what options, but no follow up meeting has occurred. Nancy Pack suggests to continue contacting OVID. Susan Zana and Brad Fricks agree the mobile app was a selling point, and we really need to get this ball rolling. Renee will call OVID once Bill provides the contact information. Renee asked if it was okay with the Council for her to make the phone call. The Council agreed for Renee to communicate with OVID concerning the follow up meeting and mobile app.

- f. **School OPAC and integration of AVL Databases** (submitted by Bill Paine, ASA, and Renee Marty, ACCS)
 - i. Renee opened the floor for discussion. Susan Zana asked if the Council wanted her to be a test subject to see the interface, provide AVL the stats, and explore this option. Susan said when a student uses the OPAC through Destiny, it provides an opportunity to search the catalog, OER, and integrated databases. The librarian is requesting URLs be available for integration into the OPAC search be available through the AVL. The OPAC search with the integrated databases can provide a one-stop shop for a search. Bill believes this does fall under the same discussion with URLs. Susan disagrees this process may be different, and Bill does not mind exploring this option. Renee would like to table the discussion.

9. Usage Statistics

- a. Bill Paine was concerned how COVID-19 would impact usage. He did compare the stats of several years back in comparison to now. Usage does drop significantly during the summer, but he was pleasantly surprised with the current statistics. He cites virtual learning and schools opening back up to the increased usage. Renee asked for a year-to-date report from January 2020 to today to see the year in review. Bill says he has a report he can send out to the Council.

10. Committee reports.

- a. **Budget** (Holly Flores, committee chair): AN updated budget was sent from Jennifer Holman, APLS, and no other report is provided at this time unless Council has any other questions or discussion. No questions or discussion was brought by Council members at this time.
- b. **Database Review** (Brad Fricks, committee chair): Brad Fricks wanted to mention that Ron Leonard and Cristin Dillard had a conversation with Big Universe. The Database Review committee asked several people to review Big Universe (5-6 people reviewed Librarians and Literacy Coaches). Big Universe is a resource for K-12 ebooks. The feedback was overwhelmingly positive and the content was especially well liked by the reviewers. This would be an opportunity to expand K-12 ebooks available from AVL. No recommendations made at this time by the



committee to purchase.

- c. **Selection & Licensing** (A.P. Hoffman & Ron Leonard, committee co-chairs): No report
- d. **Bylaws** (Nancy Pack, committee chair) (No report)
- e. **Legislative** (Phil Johnson, committee chair) Phil Johnson reported it will be a very different Spring Legislative season and getting an increase in funding will be tough if not unlikely. The goal should be to continue to make sure legislators know the value of the AVL. His next steps will to continue the information campaign.
- f. **OER Commons** (Phil Johnson, committee chair): Phil stated he would like to continue a big push with OER. Wallace State's push for OER was a positive and motivator. He is looking forward to ramping up the OER efforts. Renee expresses she wants to be involved in the AVL OER push. Renee has been in contact with Megan Simmons (ISKME). Renee read a report from *Achieving the Dream* about OER commons.
- g. **Publicity** (Amy Henderson, committee chair): OVID reached out to Ron Leonard and Amy Henderson. Amy was named as a point of contact for the press release and sending out publicity information from OVID. The Council agrees we should wait to resolve the mobile app communication prior to sending out the press release.
- h. **Training** (Susan Zana, committee chair): Susan will continue to work with the training committee. There was no report at this time.
- i. **Nominating** (Susan Zana, committee chair): Nominating committee is ready to present the nominations: Cristin Dillard is nominated as Council Chair for 2020 - 2021 and Amy Henderson is being nominated as chair-elect/secretary for 2020 - 2021. Susan Zana asked for any nominations from the floor. Renee accepts the nominations from the committee. Renee called for a vote, unanimous vote in approval of the nominations.
- j. **Strategic Plan** (Brad Fricks & Holly Flores, committee co-chairs): Brad Fricks and Holly Flores have worked on the strategic plan since the September 2019 strategic planning meeting. The document was sent for review to the Council. Brad asked how the Council wanted to proceed. The committee struggled with defining a number or percentage in budget increase to be included in the strategic plan for the AVL Budget. Renee opened the floor for discussion. Renee Marty believed 5% was the original thought, but in the COVID-19 environment, it may be too much. Brad believes the number does not actually matter, it is looking at expanding the AVL. Renee suggested a goal of at least 2% or level funding. Annie Payton also suggested 1% or 2% or level funding. Susan Zana thought the concise verbiage was great. Phil Johnson expressed his commendation of the



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work of the Strategic Planning Committee. Nancy Pack supports what has been said and expressed gratitude for the work.

11. Announcements - None

12. **Motion:** Nancy Pack made a motion to adjourn the AVL Council meeting. Brad Fricks seconded the motion. Motion is carried unanimously. Meeting was adjourned at 11:53 AM.