

Transportation Library Connectivity & Development
Pooled Fund Study TPF-5(237)
TAC Meeting – 12/19/13 – Minutes

Technical Advisory Committee:

UAK TRC, Judie Triplehorn	Michigan DOT, Alexandra Briseno	Oregon DOT, Laura Wilt
Arizona DOT, Dale Steele	Minnesota DOT, Sheila Hatchell	Pennsylvania DOT, Kenita
California DOT, Michelle Hancock,	Missouri DOT, Renee McHenry	Honesty
Shubhangi Kelekar	Nevada DOT, Mitch Ison	UMN CTS, Arlene Mathison
Connecticut DOT, Betty Ambler	New Jersey, Carol Paszamant	Washington State DOT, Kathy
Idaho TD, Inez Hopkins	New Mexico DOT, Joseph Valdez	Szolomayer
Illinois DOT, Karen Perrin	New York State DOT, Jane Minotti	Wisconsin DOT, John Cherney
Iowa DOT, Leighton Christiansen	North Carolina DOT, Lamara Williams-	
Kansas DOT, Marie Manthe	Jones	
Louisiana DOT/LTRC, Sandy Brady	Ohio DOT, Zona Kahkonen Keppler	

Ex Officio: Steve Wagner, UW-Madison TRC; Sue Sillick, Montana DOT; Matt Barrett, LACMTA; Amanda Wilson, NTL; Bob Cullen, AASHTO; Jennifer Boteler, FHWA; Lisa Loyo, TRB; Roberto Sarmiento, Northwestern University Transportation Library; Emeritus, Jerry Baldwin

HS InFocus: Maggie Sacco, Kirsten Seeber

Agenda:

TOPIC: MnDOT Library Valuation/ROI Study Findings – Sheila Hatchell

1. They hired a consultant to help with the project. The Research Director gave Sheila the money to conduct the work as a research project.
2. Conducted a department-wide survey on library usage and satisfaction. They utilized an employee at MnDOT that had survey experience to help them.
 - They synthesized the survey results and the library stats (quantitative and qualitative). It was difficult to pare down the information into usable bits for the intended audiences.
3. They also hired another consultant to assist with the graphics.
4. They also talked with two folks who are working on a large study about public libraries. The MnDOT consultant reached out to the folks working on that study to get advice with the MnDOT study. They reviewed the results with MnDOT manager and their economist and received helpful feedback.
5. Two kinds of valuation: Tangible and intangible.
 - Tangible evaluation indicates they have a 1.9 ROI. (A return of 1.0 or greater is a good number.) This number matches the ROI numbers that other areas of MnDOT are getting.
 - Determined using the salary range and average salary value for the library's customers. It's also based on the library's budget.
 - Intangible – This can't be calculated. They feel their intangible value is equal to or greater than their tangible value. This is based on comments from customers about how valuable the library's services are to their jobs.
 - ILLs – They pulled a list of all of the ILLs in 2012. The number and assortment of what the MnDOT staff are reading to assist them in their work, was very impressive. Sheila wanted to make sure that management knows of this value to the department.

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- They did not include contingent valuation, which is what value is lost if the library isn't there. They didn't include it because they didn't want to highlight anything to do with the library not existing, so as not to put any ideas in people's heads.
- 6. Sheila showed the brochure they created for the ROI study. She will be sending a hard copy to each pooled fund member.
- 7. The library plans to get publicity out about the study. Some of the staff will be writing articles about the study for various technical journals.
- 8. They are going to look at statistical tracking systems to collect more information about the library, such they number of customers and types of interactions, which districts are using the library (and which aren't so they can get market to those folks), and create a tickler system so they can follow up with customers on new information.
- 9. In April, Sheila will be presenting at a conference in April and will spread the word on the study and the value of transportation libraries in general.
- 10. Sheila is also spreading the word on the importance of introverts (which many librarians are) and how they can make sure their voices are heard.
- 11. Maggie - The pooled fund will draw on MnDOT's work to assist us with writing the valuation paper we are writing as a FFY14 special project.
- 12. John – It would be great if we could capture what other libraries are doing to figure out and present their own valuation, so we can all share the data and results.

Business meeting

1. MoDOT – The TRB representative was at MoDOT and Renee told him all about the pooled fund. He was very interested in the efforts of the study.
2. Joseph Valdez has replaced Krys Cherry at the NM DOT. Krys retired in December.

FFY14 Group Special Projects

1. All projects were approved by the members. We have a healthy budget for projects this year. We will be able to work with contractors to help us complete these projects.
 - Total budgets for FFY14 projects = \$75,000. The project budgets and estimates are coming in right at \$75,000 so we don't have room for extensions or overages.
 - Tech Report Documentation & Distribution project – We received four strong proposals for this project. Because the proposed budgets are so varied, we can't estimate the cost of this project yet.
 - Marketing & Outreach Tool Kit – This project is progressing a bit slowly. We estimated the cost of this based on the ROI Tool Kit costs.
 - Knowledge Management Calendar Website – Budget = \$10,000
 - Springshare Libguides – Cost = \$4,582, a prorated cost.
 - Springshare also has a LibAnswers product. We have a quote of \$5,099 from them valid through 12/31/13.
 - ETKN-WTKN Web Hosting/Development – Budget = \$4,280. This might come in lower because the new person is cheaper than the previous person working on this.
 - TKN-PF Marketing Brochure - \$3,825. This includes printing.
 - International Data Curation Conference – Leighton attending – Budget = \$3,000
 - Library Value Paper and Presentation – No budget submitted with the proposal. Leighton and the team will be doing this.

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TKN News – Officers for 2014

1. The TKNs have new officers. Alexandra is the new chair for the MTKN. Katy Callon of the Montana DOT will be the new WTKN chair. Patricia Kirkwood from the University of Arkansas will be taking over as the new ETKN chair position.

SLA 2014 – Vancouver, BC

1. We can use pooled fund money to fund travel to this meeting outside of the United States.
2. HS InFocus will provide whatever support is needed to help you gain approval at your organization. Please contact Maggie or Kirsten with questions.

Next meeting: March 20, 2014