

**Minutes of Special Meeting of the Amherst Town Library Trustees**  
**June 8, 2017**

The meeting was called to order at 9:38 a.m. by Nancy Baker, Chair. In attendance were Nancy Baker, Ted Krantz, Nancy Head, Kim Ayers, Gretchen Pyles, Steve Mantius, Liz Larson, Library Director Amy Lapointe and Assistant Library Director Sarah Leonardi.

The board discussed the library's technology related goals.

- make technology more visible in our library; more prominent
- some people want to see wooden bookshelves and books; others want big LED screen scrolling info; how please both?
- possible community service - technology assistance
- determine how technology affects our community (i.e. voice recognition apps, Google, Microsoft, etc.)
- Tech Tuesday programs - different topics
- know your community; prepare for the future
- not really about the hardware but software; push a breadth of knowledge about what is available now and what is coming
- give exposure to presenters as go to people in the library and in the community
- a lot of our staff was initially tech averse particularly regarding eBooks but following targeted training, now more comfortable answering questions
- how do we support transformation of library staff's tasks
- danger of having one staff member as the tech go to person; need everyone trained and comfortable answering questions
- educate patrons about what our databases do; give real world examples of what you can do with them
- series of topics and talks - will people come if they don't have an immediate need?
- key is to get the word out
- what can we do with blogs, posts, etc.
- lots of needs - some patrons have time to come and browse, others want information on the website
- have tutorials with digital products
- drop in times with a high school student; must advertise accurately
- big question - audience; audience is so diverse; some know a lot and some know nothing; how serve all of them
- technology is being integrated into all of society - ex. local inns are providing guests with ipads at check in with information about the inn and the surrounding area
- people are intimidated and don't try to use the technology available
- tech should be leveraged to encourage the books, people, community, etc. that the library offers
- need to make sure staff has basic competency with general technology like e-mails, calendars, voice mail, etc.
- staff should be good role models for society - kindness, politeness, but also good digital citizen

- need all staff to be competent instead of relying on one technology-savvy person
- all vendors should provide trouble shooting; we should put instruction manuals for every new piece of A/V on library staff's website
- are patrons comfortable asking for help? - some are willing to figure it out; others are not
- staff should know trouble shooting techniques; try different fixes; it is all about attitude
- provide changing displays about technology similar to displays on new fiction, non-fiction, etc.
- when test new reference databases, ask for input from all staff; allows for emphasis on different aspects of the databases
- address one tech topic at a time with staff (ex. staff meeting) to make staff comfortable with technology available
- when the library sent Hoopla postcards to all Amherst citizens, it made the public aware of the technology available through the library and reached lots of non-users
- how do we find out who the non-users of the library are?
- tape programs and post to library's page and Amherst community page
- newsletters that are not professional looking do not make the library look tech savvy
- possibly outsource newsletters to a marketing expert because marketing matters
- perception is important
- we're good with library technology but phone system is under Department of Public Works; no IT Department for the town; stumbling block is no town expert to tell library what technology is coming down pike (i.e. RAM storage, etc.); who do we ask for wireless headsets?
- want quality control to make sure we continue to provide trusted programs
- provide case studies - a blurb in the newsletter to show how we solved a problem; human interest story; put it in newsletter and post at library

Next step: Revise strategic plan to address technology concerns and goals. Should we add measurements to know how we're doing? If so, how? Amy will draft revised language for Strategic Plan Goals 2, 3 and 4. The salient points are: work within existing goals; more technology programs; drop in tech times to enhance amount of tech resources library provides to the public; staff training; marketing and perception - leveraging resources we already have; and continuing to identify technology that could enhance library experience so we can add them to the wish list.

Steve Mantius moved to adjourn; Kim Ayers seconded; motion passed unanimously. The meeting was adjourned at 11:02 a.m.

Respectfully submitted,

Gretchen Pyles, Secretary