Vision: SEFLIN will be a world-class collaborative guiding dynamic library cooperation to add value for Southeast Florida libraries and their communities.

Mission: The mission of SEFLIN is to cultivate cooperation and coordination among libraries of all types, nurture efficient and effective information resource sharing, advance technological innovation, provide staff development opportunities, and advocate for our libraries and their patrons.

SEFLIN Board of Directors

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- Craig Clark (Secretary/Treasurer) Boynton Beach City Library
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- Rachel Schipper, The Society of the Four Arts King Library
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and the current Board of Directors:
Edenia Hernandez, North Miami Beach Public Library
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Ann Nappa, Boca Raton Public Library
Rachel Schipper The Society of the Four Arts King Library
Larry Treadwell St. Thomas University
Kelvin Watson Broward County Library
Irina Galilova is the Manager of Administrative Services and has been a staff member for eleven years. Carol Ann Stiglmeier is the Director of the Staff Development Program. She joined the SEFLIN team two and a half years ago. Melanie McCartney, the Director of Resource Sharing, has been here a year and a half. Joshua Stone is the Director of Digital Services and finishing up his first year of work with SEFLIN. Anna Arenas, Communications and Technology Manager joined us last summer.

I would like to spend a small amount of time with you today to talk about the SEFLIN strategic planning process. Thanks to all of you for your answers to the survey and your excellent table talking today! You may be wondering where we are going with this.....
Let’s Start at the Very Beginning

The first step in our process is a needs assessment or environmental scan of SEFLIN, our library members, and their communities. So we have been researching our own records, the state library’s data, the ipeds data, the American Community Survey data, and googling away on the internet. We took a look at SEFLIN in terms of administration, what are we doing to provide services currently, and how do we stack up against the other MLCs in Florida. We looked at what the data could tell us about how libraries are doing these days. We looked at demographics and census data for Florida and SE Florida. And we asked our members to tell us what they think the future will bring and what will they need in the next three years. This is what we know so far.

SEFLIN has 39 member libraries and covers land from the Atlantic Ocean
West to the middle of the everglades.

The diverse group of library members include both large and small academic libraries.

SEFLIN provides services to some of the largest county public libraries in the country and some very small public libraries.
SEFLIN is a member driven and supported organization with almost 3000 library staff members.

In comparing membership between 2011-12 and 2016-17, SEFLIN lost seven member libraries from for profit academic libraries due to closure of the library or school and one public library member. The membership increased by 12 new libraries. We added the Martin County Library System and added 1 and a half staff members. The average ROI increased by $2.02.

Salaries and benefits for the SEFLIN staff remains the highest cost of the organization. Staff FTE's has increased from four staff members to 5.5 staff members. Position responsibilities have been reorganized and changed to meet the changing demands of the libraries. The cost of benefits has increased significantly over the last five years. The additional costs in operating expenses (besides salaries and benefits) are based on the addition of new services and programs, and the growing cost of providing Continuing Education events.
SEFLIN has 3 main funding sources, Member dues, State Library Cooperative grant and Federal grants (LSTA).

During the time period of 2011-12 through 2016-17, revenue from membership dues decreased and funding from state and federal grants increased.

The member dues were reduced in 2012-2013, eliminating different levels of membership. This accounts for the large reduction in dues revenue (-$151,651) even with the addition of 5 member libraries by 2016-2017.

SEFLIN’s share of the Federal Library Services and Technology Act funds are based on two LSTA grants, that are considered statewide projects and submitted annually. One grant is for the Florida Library Jobs Website (currently capped at $21,961) and one funds the SEFLIN annual calendar of Continuing Education events (currently capped at $200,000).
SEFLIN provides The Florida Library Jobs website, a statewide online recruitment service for Florida library positions, a no cost location for Florida Libraries to post job openings and jobseekers to post resumes. In 2017, there were a total of 573 jobs posted, 186 resumes posted, and over 5.4 million page hits.

Southeast Florida has a unique population, economy, and culture and our libraries reflect their communities. The SEFLIN LSTA funded program of staff development takes into consideration the needs and concerns of both public and academic libraries; providing extended and enhanced learning in different formats and learning styles.

Over the last five years, SEFLIN has reported an increase of 1,125 additional participants annually, for a total of 2,731 participants in 2016-17.

<table>
<thead>
<tr>
<th># of training participants</th>
<th>2016-17</th>
<th>2011-12</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online training</td>
<td>1,892</td>
<td>1,313</td>
<td>579</td>
</tr>
<tr>
<td>Face to face training</td>
<td>839</td>
<td>293</td>
<td>546</td>
</tr>
<tr>
<td>Total</td>
<td>2,731</td>
<td>1,606</td>
<td>1,125</td>
</tr>
</tbody>
</table>
Last year, SEFLIN provided 92 webinars, and 23 face to face events and provided 237 seats in self-paced webinars and courses.

SEFLIN is one of five multi-type library cooperatives in Florida. Each of the MLCs serve libraries within regions ranging from 4 counties to 18 counties of different sizes and different populations.

39 members of the 45 libraries in the SEFLIN four county region are members with two additional membership applications to be reviewed at the board meeting this afternoon. SEFLIN provides services to staff from non-member institutions as well, serving 96 in 2016-17.
In 2016-17 SEFLIN provided 115 live training events, either by webinar or face to face. Attendance in meetings of our interest groups, committees, and meetings like today totaled 536.

SEFLIN works with two planning committees to produce an annual regional conference and an annual virtual conference. The 2017 Regional conference set a record attendance with 319 registrations.

All presentations, poster sessions, and lightning rounds were presented by Florida Library Staff members.
The **SEFLIN One Card**, launched in January 2017, combined and expanded two SEFLIN reciprocal borrowing programs into one with 24 libraries participating.

SEFLIN supports, and manages 3 different consortia to share e-platforms and collections, Overdrive, RB Digital Magazines and Odilo.

SEFLIN offices and the staff can be found on the fourth floor of the Florida Atlantic University Wimberly Library, you are welcome, come visit us!
What have we learned from this data? I would offer a few conclusions:

- SEFLIN has thrived in the last five years, gaining members, adding staff, increasing our training and its reach, and providing new resources.
- SEFLIN has been a good steward of the funds we receive, we run a tight ship.
- SEFLIN compared to the other MLCs is providing robust services and our members are working with us to collaborate, build partnerships and share expertise.

What about the member libraries and their communities? Let’s look at the data.

The chart is from data from the Public Library Surveys from 2011-12 and 2015 for the public libraries that are SEFLIN members. The libraries are reaching more people with programs and services with 94 less total staff (39 librarians). Expenditures are up by 1%. As expected, book volumes are reducing while E-Book collections are expanding quickly. Circulation has dropped 12% while programs have increased by 4% and attendance at programs by 9%.
Facilities - There are four additional branches, three were closed and seven were added.

Staff Salaries - Data was not available for library staff alone but salaries increased by $4,084,008.

Print Collections - The total physical book collection has been reduced by 2,675,348 volumes, a 28% reduction.

E-book Collection - The E-Book collection has grown for a total of 5,113,531, a 61% increase.

Expenditures
Expenditures on books decreased by $3,141,976. Ongoing commitments to subscriptions increased by $8,093,488.

Total Expenditures in 2016 equalled $92,278,910.

Circulation - Total book and digital circulation in 2016 was 3,791,511.

Retention Rate - The retention rate between 2012-2016 decreased by 115.

Total Enrollment - increased by 4,519, with some schools adding and some schools subtracting. This is the total for all schools in the SEFLIN membership.

Let’s move on from the libraries’ data to the communities. This data is from the American Community Survey, it provides data regarding population filtered by age and race. The chart above shows the differences between the United States, Florida’s population, and Southeast Florida’s filtered by segments.
In the last five years the four counties have increased their population by 6.72%. Of that growth, children under five grew at 2.91% while 65 and over grew by 13%.

The largest change in population segments was the Hispanic segment with a growth of 12%.

This chart of 2016 data compares other data points across the four counties to the United States and gives a more detailed picture of the region.

- 3 of the 4 counties unemployment rate is above the country’s average.
- 3 of the 4 counties per capita income is above the country’s average.
- 2 of the four counties has a larger percentage of families with children under 5 in poverty than the country’s average.
- 2 of the four counties has a larger percentage of persons 65 and older living in poverty, with Miami-Dade almost double.
- Miami-Dade, the largest county, has a higher percentage of persons without a high school diploma.
- Martin has a higher percentage of veterans.

What story does this data tell us and how will it direct the planning for the next three years of SEFLIN? First of all it's always good to know where you are starting from and what challenges may the libraries face due to changes in demographics, employment, income levels and so forth.
• The data tells us we have a growing population with a large Hispanic segment. Do we have sufficient library staff that speak Spanish?
• Unemployment remains an issue in our region, what can libraries do?
• The per capita income is relatively high but so is the poverty level
• The need for early literacy programming will continue to grow. Almost 20% of the population are children under five living in poverty.
• The need for senior programming will continue to grow.
• The lack of a high school diploma impacts a person’s ability to support themselves and makes them vulnerable in several aspects of community life.
• We have a large population of veteran citizens. What resources and programs do they need?

Our next step was to go to our members and ask them what they thought the future held and what their libraries and communities would need. We sent out a survey and were delighted to have 354 responses. The summary of the survey responses will be available to download from SEFLIN. We brought you together today and asked you to respond to four different futures from the survey results, and tell us
• How do you make this come true?
• What resources will you need?
• Why is this important?
We will add your responses to our growing needs assessment resources and data.

Ask the Members!
• All members of your community are good digital citizens (access and digital literacy)
• Partnerships have enriched your community (partnerships)
• Your library is known as the cornerstone of the community (advocacy)
• Your community is better because of your library (outreach and engagement)
Next up will be interviews with stakeholders within our members for a one-on-one conversation about what we have discovered so far, the responses to our fortune cookie exercise and what needs they see we are missing.

We will put all of this together into a libguide with links to the data, the survey summary, the environmental scan, the results from today, and the results from the stakeholder interviews. We are planning a board retreat for July where by the end of the day we will have consensus on our mission and vision and goals for the next three years. The SEFLIN staff will fill out the “how we can make this happen” and have the draft plan ready for the August Board meeting and the completed plan ready for the November member meeting. And then we will get to work! That’s our plan.
What questions do you have? I will now ask Doug Crane, the Chair of the Membership Committee, to present the proposed membership dues for next year for your approval.

Proposed Membership Dues for 2018-19
Member libraries have the opportunity to review and approve an equitable dues level for members at all levels, providing SEFLIN with an income base to continue providing services. The SEFLIN Membership and Executive Committees are presenting the dues proposal for 2018-2019 which reflect no change from the current year. No second is needed.

Is there any discussion?
Call for a vote. There is one vote per library. Only the director or person designated by the library director may vote.

All in favor:
All opposed
Abstain

ACTION-REVIEW & VOTE

Ask Amy back to the podium
I would like to highlight the upcoming SEFLIN events:
- Regional Conference on August 2, 2018. Registration for Diverse Services for Diverse Communities is open ($55 per person for staff from SEFLIN members).
- Virtual Conference on September 28, 2018. The title is Libraries: The Intersection of Technology and Innovation

Questions and Answers