Executive Director’s Report

Steven K. Bowers
2022 April

TLN Equity, Diversity, and Inclusion Work

Meetings were scheduled this month to support the TLN Vibrant Voices and LGBTQIA+ Community groups. The purpose of the TLN Community groups is to provide a private space for individuals that identify with defined marginalized communities and are interested in connecting with others in TLN that are part of a shared community. Individuals must self-identify and request to join these groups. The groups define what they need out of their time together and usually meet once a month, virtually. The TLN Executive Director has been invited to participate in both groups.

ARPA Update

Work is progressing on the statewide marketing campaign, set to launch mid-May. The MI Library Is Now! campaign will message across Michigan asking residents to “Ask your librarian what’s new today!” Marketing buys include TV, radio, online adds, and social networking. All public libraries in Michigan will be promoted via a new website for the campaign, and the site will include a new statewide directory of libraries, linking to each of their websites. Libraries will receive pre-printed posters, a yard sign, and bookmarks to distribute. The entire campaign will promote the ARPA grant projects at TLN and Lakeland cooperatives and costs are covered with grant funding.

Work on New TLN Website

TLN has been getting lots of use out of the new website and its various tools since it was launched last month. There are now over 800 member accounts registered in the system. Website analytic metrics indicate that the site has an average of 5,000 visits a day, with an average engagement time of over five minutes. In addition to the website pages, tools
being used so far include the online store, calendar, news, registration, newsletter messaging, membership database searching, and group discussion areas. The new system provides a complete platform for delivery of TLN member services.

**Member and Partner Engagement**

Site visits were made to Huntington Woods and Hazel Park libraries. A team consisting of Vince Nash, Lorne Kilgore, and I scheduled a visit to St. Clare County at the end of the month, to learn the delivery route and stop in at each library in the system.

I represented TLN at the meeting of the Michigan Cooperative Directors Association, the Friends of Michigan Libraries meeting, and the meeting of the public library directors of Michigan. I also attended the TLN Shared System Executive Committee meeting and held the monthly meeting with the TLN Directors.

Member training opportunities included a presentation from Biz Gallo, at the library of Michigan, on statewide digitization initiatives, and a special conversation and presentation led by Kristin Fontichiaro, from the University of Michigan School of Information, on misinformation and the role of libraries.

**Michigan Activity Pass (MAP)**

A request for proposals (RFP) for the MAP program software was released in March and this month we have been reviewing responses. Three vendors have been further invited to give a demonstration of their software. It is hoped that a final vendor and software to upgrade the MAP system will be selected next month. In response to the RFP one vendor has made a FOIA (Freedom of Information Act) request to see all materials submitted by vendors for the RFP as well as the assessment tools used by TLN in selecting a vendor. Vendors have been notified that all materials will be posted to the TLN website.

**Email transition planning**

The TLN Technology Services team has been preparing to transition TLN email account addresses to the new default domain name of tln.org. In coordination with those using TLN email accounts, the work will be completed in the next few months to change all accounts from @tln.lib.mi.us to the simpler @tln.org. The old addresses will work through the end of the year to allow everyone to notify contacts of the changes in email addresses. All mail in the old accounts will transfer to the new accounts. More information will be forthcoming as the project progresses.