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# SOUTHEAST REGIONAL LIBRARY SYSTEM

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## CHARTER 2006

**Southeast (SERLS) Regional Library System**

State Library Approved June 22, 2006

## 2006

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## **SERLS Charter Section I**

### **BYLAWS OF THE SOUTHEAST REGIONAL LIBRARY SYSTEM**

#### **ARTICLE I - NAME**

##### **Section 1**

The name of this organization shall be Southeast Regional Library System, hereinafter referred to as SERLS. This organization is composed of libraries in 24 counties located in the Central and Southeast section of Ohio.

SERLS is a Regional Library System, as such is described and authorized by Section 3375.90 of the Ohio Revised Code.

#### **ARTICLE II - PURPOSE**

##### **Section 1**

SERLS is a cooperative regional library system chartered by the State of Ohio in 2006.

Its mission is to provide continuing education, resource sharing and innovative services to and foster cooperative efforts among libraries in central and southeastern Ohio. SERLS is a member driven organization that assists libraries in improving services to Ohio's citizens. With a commitment to collaborative efforts, SERLS cooperates with OPLIN, the Ohio Library Council, the State Library of Ohio, OELMA, ALAO, other regional library systems, and other institutions and library organizations to develop and implement programs and services to its members.

##### **Section 2**

SERLS endorses the State Library of Ohio's long-range plan. Its member libraries pledge their resources in helping to provide essential services to every resident in the SERLS' service area.

#### **ARTICLE III - MEMBERSHIP**

##### **Section 1**

a. Basic membership is open to all academic, public, special, and school libraries (as the same are described and authorized by subsection (A) of Section 3375.90 of the Ohio Revised Code) which are located within its twenty-four (24) county service area.

##### **Section 2**

The level of membership fees will be determined annually by the SERLS Board of Trustees.

### Section 3

Members have the responsibility to cooperate in furthering the goals and objectives of SERLS.

## ARTICLE IV - BOARD OF TRUSTEES

### Section 1

The SERLS Board of Trustees shall be composed of a minimum of seven (7) members and not more than fifteen (15) in accordance with the Ohio Administrative Code 3375-2-07 (B.5) and be a paying ( higher tier) member of the regional.

a. Public libraries (maximum of 12 seats) will be comprised of paying members and rotational by alphabetical order of the legal library name with the seats divided equally between three size categories (small, medium and large) determined by FTE's using the most current statistical report provided by the State Library of Ohio.

The board of trustees of each library shall appoint its representative, who shall be its Director, Assistant Director or equivalent, to the SERLS Board of Trustees. Vacancies in un-expired terms shall be filled by the member library board that made the initial appointment of its representative

The initial start-up terms will be staggered 1, 2, and 3 years. After the third year of existence, all terms will be for three-years.

b. School Libraries – one (1) collective seat for all such paying members of SERLS; provided, that at such times as there are no such paying members of SERLS, the composition of the SERLS Board of Trustees shall not include this seat.

c. Academic Libraries – one (1) collective seat for all such paying members of SERLS; provided, that at such times as there are no such paying members of SERLS, the composition of the SERLS Board of Trustees shall not include this seat.

d. Special Libraries (All full member libraries which are not represented on the SERLS Board as public, school, or academic libraries) – one (1) collective seat for all such paying members of SERLS; provided, that at such times as there are no such paying members of SERLS, the composition of the SERLS Board of Trustees shall not include this seat.

### Section 2

SERLS Trustees shall be expected to attend regular and special meetings of the SERLS Board of Trustees.

### Section 3

The term of a SERLS Trustee shall begin with the first regular meeting of the fiscal year of the SERLS Board of Trustees and continue until the trustee's successor has been qualified.

Three consecutive absences from regular meetings of the SERLS Board of Trustees will require the Board Secretary to notify the individual and his/her appointing authority.

## ARTICLE V - MEETINGS

### Section 1

Regular meetings of the SERLS Board of Trustees will be held monthly; the time to be set by the Board at its regular July meeting each year. By agreement of the Board, regular meeting dates may be revised.

### Section 2

The organizational (election) meeting of the SERLS Board of Trustees will be held at the regular meeting in July of each year. This meeting will also be the annual membership meeting which will be held annually.

### Section 3

Special meetings may be called by the President or by the written request of four (4) SERLS Trustees, provided that no less than three (3) days notice is given to the SERLS Board members, which notice shall include the meeting's agenda.

### Section 4

A majority of the sworn Board of Trustees shall represent a quorum for conduct of business.

### Section 5

All meetings of the SERLS Board of Trustees and its committees shall be subject to all public meeting laws of the State of Ohio.

## ARTICLE VI - COMMITTEES

### Section 1

The following shall be Standing Committees of the SERLS Board: Budget/Finance/Audit, Building, and Personnel. Members of the Standing Committees, who shall all be members of the SERLS Board, shall be appointed by the President at the organizational (election) meeting in July.

A By-laws Committee may be appointed as needed, and the President may appoint other ad hoc committees of two or more members for such specific purposes as the business of the SERLS Board may from time to time require; all appointed representatives of paying member libraries are eligible to serve.

## ARTICLE VII - OFFICERS AND THEIR DUTIES

### Section 1

Officers of SERLS shall be President, Vice President, and Secretary. Term of office shall be one year and until their successors are elected and qualified.

### Section 2

The President shall preside at all meetings of the SERLS Board of Trustees, and all meetings of the SERLS membership; shall appoint all committees and committee chairpersons, and shall perform such other duties as may be delegated by the SERLS Board. The President shall be a member ex-officio of all committees.

### Section 3

The Vice President shall serve as aide to the President; shall perform such duties as may be delegated by the SERLS Board; and in the absence of the President, shall preside at meetings of the Board and/or the membership.

### Section 4

The Secretary shall be responsible for the minutes of each meeting of the SERLS Board of Trustees; and shall, in the absence of the President and Vice President preside at meetings of the Board and/or the membership.

## ARTICLE VIII - POWERS AND DUTIES

### Section 1

The SERLS Board of Trustees shall have the powers and duties described in Section 3375.91 of the Ohio Revised Code.

## Section 2

The SERLS Board shall appoint and fix the salary of the Director, who shall be the chief executive of SERLS. The Director shall carry out the policies of the SERLS Board; shall have charge of programs and services; shall make recommendations to the SERLS Board regarding the appointment and compensation of all personnel, except the Clerk-Treasurer of the Board; shall be expected to attend all meetings of the Board and its committees, unless otherwise directed by the President. The Director shall submit reports at all regular SERLS Board meetings and an annual report.

## Section 3

The SERLS Board shall appoint and fix the compensation for all personnel.

## Section 4

The SERLS Board shall elect and fix the compensation of the Clerk-Treasurer; who shall be responsible for the fulfillment of the duties described in Section 3375.92 of the Ohio Revised Code.

The Clerk-Treasurer shall attend all regular or special meetings of the Board and its committees.

## ARTICLE IX -PROCEDURE

### Section 1

Robert's Rules of Order, Newly Revised, shall be the parliamentary authority governing SERLS proceedings, when not inconsistent with these By-laws, the Ohio Revised Code, or the Ohio Administrative Code.

### Section 2

The Director shall prepare the agenda for each Board meeting.

## ARTICLE X - FISCAL YEAR

### Section 1

The official fiscal year shall be from July 1 through June 30.

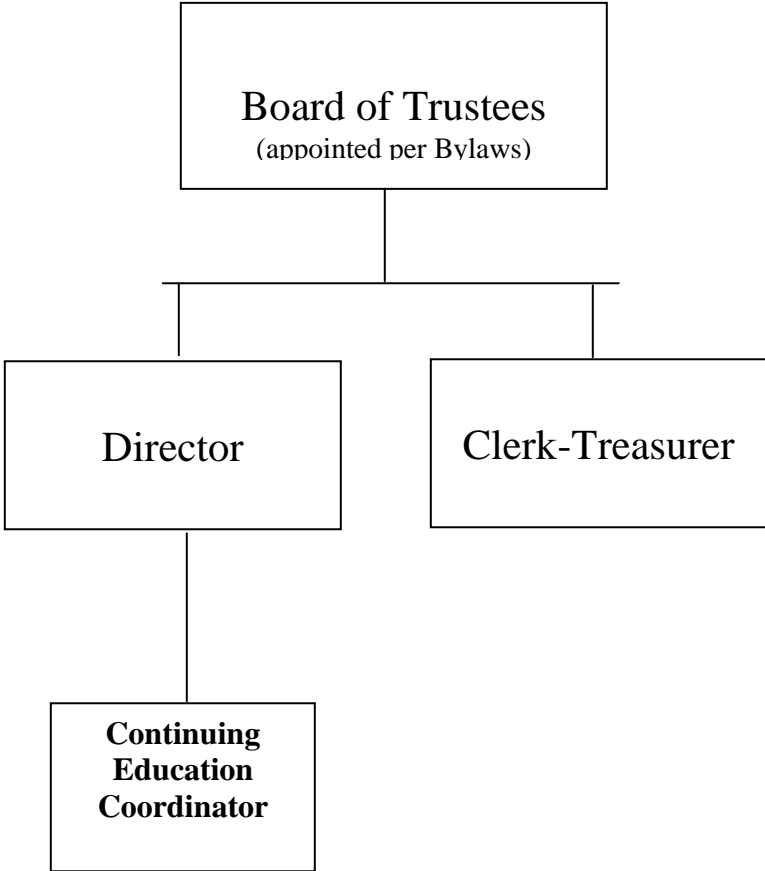
## ARTICLE XI - AMENDMENT

### Section 1

These By-laws may be amended at any regular or special meeting of the SERLS Board by a majority of members present and voting, provided that thirty (21) days notice has been given, with the text of the amendment.

**SERLS Charter Section II**

**Organization Chart**



## SERLS Charter Section III

### Area Profile

The Southeast Regional Library System will be formed July 1, 2006 from the former Ohio Valley Area Libraries (OVAL) and SOLO RLS with an expanded service area as recommended by the State Library of Ohio. It will be comprised of a 24 county area located in central and southeast Ohio. The counties are:

Athens	Jackson	Noble
Belmont	Jefferson	Perry
Delaware	Lawrence	Pickaway
Fairfield	Licking	Pike
Franklin	Meigs	Ross
Gallia	Monroe	Scioto
Guernsey	Morgan	Vinton
Hocking	Muskingum	Washington

All but five counties in the SERLS service area (Delaware, Fairfield, Franklin, Licking, and Pickaway) are part of the Appalachian region as defined by the Appalachian Regional Commission. The 12,371.5 square mile service area has a population of 2,435,239 (2004 ODOD Office of Strategic Research).

The SERLS service area infrastructure is underdeveloped. There exists fewer Interstate Highway miles than in any other region of Ohio and existing interstate systems only skirt the outer most northern and eastern borders of the region. The telecommunications infrastructure includes fiber optic cable.

SERLS will work to bring appropriate and effective professional and technical training opportunities to the region by using various service outlets throughout the SERLS region. This training will allow library staffs within the region to better serve their libraries and the communities they serve.

## **SERLS Charter Section IV**

### **System Impact**

SERLS is a newly organized regional library system partly developed through the efforts of the former Ohio Valley Area Libraries (OVAL), the SOLO RLS and other interested parties from the library community. The governing structure, membership, goals and services will change dramatically over the next several years as the new regional continues to develop.

The organization's goals and objectives are in transition. The organization will embark on a major revision of its goals and objectives and with the input of its new Board and various committees will become more responsive to the needs of all libraries in the region.

These changes will allow for greater influence of the member libraries on the organization's efforts to achieve success in meeting their needs. Their contributions will provide for growth and expansion of services provided by SERLS to the citizens and libraries of central and southeast Ohio.

The vision, mission, and goals of SERLS are member library driven. The background and experience brought to the SERLS Board by library directors provide practical vision and determination to develop SERLS' services for the libraries in the region and the communities they serve. SERLS must respond to local needs and deliver services desired by the member libraries.

SERLS is developing true member driven programs and services for all types of libraries in its service area. There will be dozens of professional and technical development activities designed to explore new ideas, share resources, and enhance the skills of the staff in the member libraries.

Potential services being planned include continuing education workshops in technology, cataloging, reader advisory, and customer service just to name a few. Direct technology services to assist smaller member libraries may be offered if requested. Books by Mail (BBM), a program designed to reach difficult to serve, special, nontraditional populations and those living in the most isolated areas with library materials via the postal service is another potential service. The development of special collections for circulation such as, Ellison Dies, puppet collection, and reading and the young child day-care kits will also be offered as the need demands.

## **SERLS Charter Section V**

### **Organization Plan**

1) SERLS will be composed of 24 counties in central and southeast Ohio with a service population of 2,435,239.

2) SERLS' plan of service is submitted according to the form determined by the State Librarian of Ohio

3) By-laws approved by the former OVAL and SOLO regional library systems are included in Section II of this document.

4) SERLS promotes access to library materials and services among member libraries. It also provides the staff of the member libraries with training resources necessary for the effective use of library materials/databases and services so that they may better serve area residents by:

- Professional and technical training programs (see Appendix IV)
- Development of a video conferencing network among member libraries
- Facilitating the lateral resource sharing among the member libraries through annual Statewide Resource Sharing update programming and special arrangements
- Negotiating joint purchase contracts with materials/database and service vendors
- Special Collections: Ellison Dies, Puppets, Book Discussion, and Videos
- Reading & the Young Child Reading Activity Kits
- Summer Reading Program Annual Meeting bringing together children's librarians
- Books by Mail service designed to assist libraries in reaching rural, disabled, and elderly residents

5) The SERLS Service Plan is developed and approved by the member libraries annually to meet their needs (see Appendix IV). A Long Range Plan, spanning a three year period, will be developed and approved by the member libraries to meet their needs.

6) The SERLS Service Plan is based on the following principles:

a. The SERLS Service Plan focuses on direct library service with professional and technical development training, technology assistance, library development, resource sharing, and possibly Books by Mail to meet user needs.

b. The SERLS Service Plan (Appendix IV) is built on the strengths and resources of the member libraries. Member library employees are encouraged to share their expertise through professional and technical training programs and contacts facilitated by SERLS.

- c. The SERLS boundaries are determined by State Library of Ohio.
- d. The SERLS Service Plan provides for coordination of the delivery of programming, resources, and services with other library related organizations.
- SERLS will meet with other chartered regional libraries to produce joint programming; i.e. Tech Connections, Library Leadership, etc.
  - The Books by Mail program may be available statewide to assist libraries with their homebound and extension services.
- e. The Board of Trustees determines the salary and minimum qualifications of the Director including the ORC 3375.2.0.B.9.e requirement of an MLS degree from an accredited ALA library school. The Board of Trustees hires the SERLS Director (see Bylaws Article VIII Section 2 and Appendix III for the Director's job description).
- f. The Board of Trustees determines the minimum qualifications and salary of the Clerk-Treasurer. The Board of Trustees hires the SERLS Clerk-Treasurer to carry out their duties in accordance with ORC 3375.72 (see Section Bylaws Article VIII, Section 4 and Appendix III for the Clerk-Treasurer's job description).
- g. Input and evaluation of SERLS' services by members is through:
- Bi-Monthly Board of Trustees meetings ;
  - The Board of Trustees review and approve all budgets annually and periodically as deemed necessary;
  - The Board of Trustees review and approve all annual and long range service plans;
  - The Board of Trustees conduct an annual review of the Director and Clerk Treasurer;
  - Member libraries evaluate SERLS' services through a written annual evaluation.
- h. The plan meets the service needs in the areas of:
- i. Resources
    - Special collections are used to meet particular needs of members. These collections include but are not limited to book discussion sets, Reading and the Young Child kits, Ellison dies, puppet collection, public performance videos, etc.
    - Collective purchases of materials are organized for the members
    - Statewide resource sharing update workshops held annually
  - ii. Services
    - SERLS members and staff annually review and revise the organization's Service Plan, assuring that it meets their professional and technical development training and technology support needs
    - SERLS members and staff review and revise the organization's long-range plan to provide strategic direction for a three year period
    - SERLS staff provides consulting in library services
    - If implemented, the SERLS Books by Mail program would be designed to meet the needs of the underserved, such as rural residents, disabled, the elderly, etc.

i. The organization of SERLS provides adequate administrative structure and oversight to fulfill the objectives of the Service Plan (see Section II, Organizational Chart).

- Direct oversight of SERLS operations is provided by a Board of Trustees
- Development of programs, official representation of SERLS, and oversight of day-to-day operations is provided by the Director (see job description in Appendix III)
- Fiscal services are provided by the Clerk Treasurer in compliance with the State Auditor's Office. Clerk-Treasurer provides oversight of day-to-day operations in the absence of the Director (see job description in Appendix III)
- Professional and technical development training program initiation and coordination is provided by the Continuing Education Coordinator (see job description in Appendix III)

j. SERLS identifies and provides access to materials and services not available in the region through:

- Member libraries identify material and service needs not locally available
- SERLS employs previously established contacts on the local, state, or federal level to obtain the desired materials and services

k. The SERLS Service Program provides activities designed to enhance the skills of member library staff so that they may provide quality public service in their area through (see current Service Plan in Appendix IV):

- Professional and technical development experiences for library directors and their staff
- Support cooperative professional and technical development experiences with the State Library of Ohio and other chartered regional library systems

l. SERLS conducts public information activities, under the direction of its member libraries, in the following forms:

- Represents SERLS and its members on the local, state, and federal level at public functions and on committees/task forces as needed
- Publicity work on demand for the member libraries
- Promotion of member library activities and news on the SERLS website

m. SERLS conducts evaluations of all professional and technical development training workshop evaluation by each participant.

n. SERLS submits on a quarterly and annual basis reports required by the State Library.

## **SERLS Charter Section VI**

### **Funding**

#### **State**

The Administrative and Continuing Education programs supplied by SERLS to its members are funded primarily through state funds. The state funding is used to serve the expanded membership and service area.

#### **Local**

SERLS membership fees will be developed to support programs of service as recommended by the SERLS Board of Trustees. Additional local funds could be derived from fees charged for a variety of services, such as Books by Mail, consulting, group purchasing, etc.

## SERLS CHARTER Appendix I

### Demographic and Statistical Data

	Square Miles	2004 Population	1999 Median Income Household	2003 Per Capita Personal Income	Pop. Per Sq. Mile	
Athens	506.8	63,187	\$ 27,322	\$ 20,293	124.68	
Belmont	537.3	69,366	\$ 29,714	\$ 24,152	129.10	
<b>SERLS</b> <b>County</b> <b>Statistics</b> <b>2004</b>	Delaware	442.5	142,503	\$ 67,258	\$ 38,940	322.04
	Fairfield	505.7	136,063	\$ 47,962	\$ 29,079	269.06
	Franklin	540.0	1,088,971	\$ 42,734	\$ 34,471	2,016.61
	Gallia	468.8	31,256	\$ 30,191	\$ 24,357	66.67
	Guernsey	522.0	41,304	\$ 30,110	\$ 22,140	79.13
	Hocking	422.8	28,838	\$ 34,261	\$ 21,762	68.21
	Jackson	420.3	33,411	\$ 30,661	\$ 20,705	79.49
	Jefferson	409.6	71,420	\$ 30,853	\$ 24,417	174.37
	Lawrence	455.4	62,705	\$ 29,127	\$ 21,017	137.69
	Licking	686.5	152,866	\$ 44,124	\$ 28,510	222.67
	Meigs	429.5	23,286	\$ 27,287	\$ 18,931	54.22
	Monroe	455.6	15,063	\$ 30,467	\$ 21,277	33.06
	Morgan	417.7	14,941	\$ 28,868	\$ 20,150	35.77
	Muskingum	644.6	85,669	\$ 35,185	\$ 24,281	132.90
	Noble	399.0	14,021	\$ 32,940	\$ 16,872	35.14
	Perry	410.0	35,040	\$ 34,383	\$ 19,569	85.46
	Pickaway	502.2	53,656	\$ 42,832	\$ 23,096	106.84
	Pike	441.5	28,294	\$ 31,649	\$ 20,901	64.09
	Ross	688.5	74,466	\$ 37,117	\$ 23,554	108.16
	Scioto	612.3	77,046	\$ 28,008	\$ 21,536	125.83
	Vinton	414.1	13,352	\$ 29,465	\$ 18,452	32.24
	Washington	635.2	62,577	\$ 34,275	\$ 24,929	98.52
	<b>11,967.9</b>	<b>2,419,301</b>	<b>\$ 836,793</b>	<b>\$ 563,391</b>	<b>4,602.0</b>	

Total square miles, State of Ohio: 40,948  
 SERLS percentage of state square miles 29%

Total population of Ohio 11,464,042  
 SERLS percentage of state population 21%

SERLS CHARTER Appendix II

SERVICE AREA MAP



## SERLS CHARTER Appendix III

### Job Descriptions EXECUTIVE DIRECTOR

#### Minimum Qualifications:

- Master's degree in library science or its equivalent from an ALA-accredited program.
- Three years experience in the library field, administration experience preferred.
- Valid driver's license, access to an automobile, and willingness to travel within the region.

#### Required Knowledge, Skills, and Abilities:

- Extensive knowledge of modern principles of business and public administration as applied to libraries.
- Skill in management of complex organizations.
- Ability to communicate effectively, verbally and in writing, with emphasis on grant writing and reporting.
- Extensive knowledge of professional library techniques, policies systems, and procedures.
- Planning, research, and community analysis techniques, and an ability to apply these to the regional's situation.
- Ability to establish and maintain effective working relationships with area libraries, the regional's board of trustees, area community groups, public officials, and with employees.
- Ability to plan, explain, assign, direct, and review the work of staff.
- Consulting skills
- Knowledgeable and comfortable with technology.

#### Responsibilities:

- To administer a cooperative regional library system serving public, academic, school and special libraries in the region by gathering and organizing data, writing and implementing the regional's service program.
- To supervise staff on a daily basis.
- To keep informed of developments in the profession and to participate in the activities of professional organizations as appropriate.
- To coordinate the work of the Board of Trustees.
- To provide and coordinate consultant service to member libraries.
- To select staff and recommend individuals to the Board for hiring.
- To represent the regional to community groups and agencies to the Ohio library community and nationally.
- To coordinate and develop contract services to support the organization
- To prepare and revise Technology Plan

#### Typical Duties:

- To suggest personnel and other policy to the Board of Trustees, to administer policy which has been approved, and to review and decide disciplinary questions.
- To plan, analyze and coordinate budget estimates and to control expenditures in order to administer approved budget. Submits budget recommendation to Board of Trustees.
- To evaluate, select and implement recommendations of subordinates.
- To lead in planning and administering program of services by collecting and interpreting data for planning committees, and by meeting with planning committees to plan services for submission to the Board of Trustees.
- To coordinate and supervise the activities of consultants.
- To work closely with the Clerk-Treasurer in preparing annual budgets.
- To write monthly, quarterly, and annual reports, and to write special reports upon request, for the Board of Trustees and for the State Library of Ohio.
- To supervise public relations efforts.
- To select and employ staff upon approval by the Board of Trustees.

#### Facilities Management

- Monitor condition of OVAL facilities for problems
- Coordinate building maintenance

**Other duties as required**

**Job Classification:** Contract

**Supervised By:** Board of Trustees

**CLERK TREASURER**

**Minimum Qualifications:**

- Associate of Arts degree in accounting or a related field or a bachelor's degree with an equivalent number of courses in accounting or a related field
- Extensive knowledge of accounting and business administration practice acquired through a minimum of
- 3 years of experience
- Bondability
- Valid driver's license, access to an automobile, and a willingness to travel within the region
- Ability to respond to emergency situations that may require working more than 40 hours per week
- Willingness to work a flexible schedule to provide member services and for the regional's special events

**Required Knowledge, Skills, and Abilities:**

- Ability to plan, organize, estimate, prioritize and execute tasks efficiently
- Ability to communicate well, verbally and in writing
- Extensive knowledge of office practice, accounting procedures, and payroll procedures
- Knowledge of and ability to use office machines, including a computer
- Ability to research accounting laws and regulations
- Ability to interpret Board financial and personnel policies to staff
- Ability to supervise subordinate on a daily basis
- Ability to work independently and according to all policies
- Ability to handle confidential information with discretion
- Willingness to attend continuing education courses as required

**Responsibilities:**

**Financial**

- Handle all funds of the organization, including federal, state, local, investments and other money such as contract funds and special grants
- Maintain all fiscal records including receipts ledger, appropriation and authorization ledger, cash journal, payroll, contracts, etc. according to the provisions of the Revised General Code of Ohio and the Ohio Bureau of Supervision and Inspection of Public Offices
- Disburse the regional's funds under the direction of the OVAL Board of Trustees and Director
- Complete a bi-weekly payroll, completing all reports required by law
- Prepare monthly, quarterly, and annual financial reports and any other special financial reports requested by the Board, Director, or required by granting agencies
- Invest OVAL funds according to the specifications of the Uniform Depository Law and the regional's policies
- Implement specific activities assigned in the plan of service
- Administer the health and life insurance programs for the regional and its member libraries

**Personnel**

- Assist the Director in developing, maintaining and administering personnel policies within the guidelines of Ohio and federal labor laws
- Serve as the Personnel/EEO Officer
- Coordinate travel accommodations for staff

**Records Officer**

- Develop and maintain the Records Retention Policy in accordance with applicable laws and regulations

- Maintain financial records, in accordance with applicable laws and regulations governing the regional
- Maintain personnel records, in accordance with applicable laws and regulations governing the regional

**Board Duties**

- Deliver communications in print and electronic formats to the Board and member libraries, as needed
- Coordinate the Board of Trustees meetings and events, as needed

**Other Assigned Duties**

- Assist in preparing the State Library of Ohio quarterly and annual reports

**Other duties as required**

**Job/ Classification:** Negotiated

**Supervised By:** Board of Trustees

**CONTINUING EDUCATION COORDINATOR**

**Minimum Qualifications**

- Associate of Arts degree or equivalent
- Two years of library or events planning experience desirable
- Demonstrated experience in working with people and resources
- Demonstrated knowledge of computer skills
- Valid driver's license, access to an automobile and a willingness to travel within the region
- Willingness to work a flexible schedule to provide member services and for the regional's special events

**Required Knowledge, Skills and Abilities**

- Ability to establish and maintain effective working relationships with the staff of the regional, member libraries, library professional organizations, and vendors
- Working knowledge of promotional material layout and design in print and electronic format
- Ability to communicate effectively both verbally and in writing
- Ability to develop, implement, and evaluate programs
- Work independently
- Management and organizational skills, including the setting and execution of objectives and meeting deadlines

**Physical Requirements**

- Ability to lift 20 pounds
- Ability to sit for up to six hours
- Ability to manipulate a computer mouse, keyboard, etc. for up to six hours
- Ability to view a computer monitor for up to six hours
- Ability to work with customers in varied environments

**Responsibilities**

- **Program Development**
  - Work with the Director in developing and implementing all professional and technical training programs
  - Evaluate the usefulness and effectiveness of professional and technical training programs with the Director
  - Conduct professional and technical training program needs assessment with members as directed
- **Program Management**
  - Arrange speakers for professional and technical training programs
  - Schedule professional and technical training programs
  - Coordinate all arrangements required by the speaker to conduct the professional and technical training programs, such as amenities (food and lodging) and technology (computer and AV equipment)
  - Arrange venues for professional and technical training programs
  - Attend and coordinate all professional and technical training programs as required.
  - Prepare a monthly written professional and technical training program usage report and other reports as directed

- Develop, implement, maintain, and evaluate assessment methods for professional and technical training programs as directed
- **Program Promotion**
  - Develop, maintain, and use information/announcement distribution methods such as media fax numbers, listserv mailing addresses, etc., to promote the regional's programs.
  - Develop and distribute promotional materials for professional and technical training programs, such as brochures, press releases, listserv announcements, etc., as directed.
  - Design, layout, proofread, maintain, duplicate, distribute, and evaluate print and electronic publications for the regional, as directed.
- **Program Liaison**
  - Act as liaison on professional and technical training programs with staff, member libraries, State Library of Ohio, the regional library systems, and other library related organizations.
  - Participate in library related professional organizations and activities.

**Other Duties as Required**

**Job Classification:** Hourly. Negotiable

**Supervised by:** Director

## SERLS CHARTER Appendix IV

### SERLS Programs and Services 2006-2007

**Name of Project:** Southeast Regional Library System Programs and Services

**Start Date:** July 1, 2006

**Termination Date:** June 30, 2007

**Legal Name, Address, and Telephone Number:**

Southeast Regional Library System (SERLS)

252 W. 13th Street, Wellston, OH 45692

740-384-2103

**Name and Title of Person Responsible for the Project:**

Marion J. Cochran, SERLS Director

**Ohio General Assembly Districts:**

Senate: 03, 14, 15, 16, 17, 19, 20, 30, 31

House: 02, 05, 19, 20, 21, 22, 23, 24, 25, 26, 27, 61, 71, 76, 85, 86, 87, 89, 91,  
92, 93, 94, 95, 96

**Total Budget by Fiscal Year:**

\$252,610.25

**Project Abstract:**

SERLS proposes to provide continuing education, professional consulting and to conduct cooperative activities for the libraries in the service region prescribed by the State Library of Ohio.

**Counties to be Served:**

Athens	Jackson	Noble
Belmont	Jefferson	Perry
Delaware	Lawrence	Pickaway
Fairfield	Licking	Pike
Franklin	Meigs	Ross
Gallia	Monroe	Scioto
Guernsey	Morgan	Vinton
Hocking	Muskingum	Washington

**Number of Persons to be Served:** 2,435,239

**Members of Governing Board:** *SERLS Board of Trustees*

## **SERLS Programs and Services**

### GOAL ONE: PROFESSIONAL AND TECHNICAL DEVELOPMENT CONTINUING EDUCATION

For the libraries in our region to effectively provide service to their customers, they need staff trained in a variety of skills and competencies. The SERLS Professional and Technical Development Continuing Education (CE) program will strive to meet the expressed training needs of those libraries, incorporate accepted management concepts for CE, collaborate with other partners and sponsors to expand the number of opportunities available, and evaluate the effectiveness of the activities.

SERLS will arrange speakers and workshops within the southeast area to address a variety of workshops and training with an emphasis on quality activities. Due to the large service area and demand of the particular workshop, workshops may be offered at multiple locations within the service area. Workshops may be offered on-line or via other technological venues as deemed appropriate and manageable. SERLS intends to continue necessary training on OPLIN resources, utilize State Library of Ohio training resources, OLC resources and other resources as available.

Library Issues: Library Service CE Activities will offer programs geared to the libraries in the service region, based on CE surveys and demand. Examples may include but not be limited to the areas of circulation, reference, readers' advisory, genealogy, children's issues, customer service, and management.

Literacy: SERLS recognizes that the service area does include a variety of libraries, both in size and location. Literacy issues continue to affect us through the various types of customers that are being served. Examples include second language issues as well as basic literacy issues. CE opportunities could include but not be limited to training volunteers to handle various aspects of literacy issues; how to perform a needs assessment within a community, and creating opportunities to contact those who require literacy assistance.

Technical Development Training Needs: SERLS intends to continue necessary training on OPLIN resources with regards to technical development. Training in computer related topics would be offered as requested, based on survey results and demand. Examples could include but not be limited to internet browser software, Windows, Excel, Publisher, Dial-A-Story, and new emerging software.

SERLS may require a vital web page to maintain links with the members, relevant agencies, and offer a way for workshop registration and members to remain informed on issues relating to the library community.

### GOAL TWO: RESOURCE SHARING

SERLS will foster cooperation not only among libraries in the service area, but also with other agencies and groups within the state that share the library professional and technical development mission. For the libraries in our area to maximum their resources, both in terms of personnel and budget, sharing resources remains an excellent way to achieve this. When resources are shared, new activities may be tested, new products may be explored and

personnel may expand their capabilities. For example, in the past, regions of southeast Ohio have shared Ellison Dies and may decide to continue this popular service. Other ideas may include but are not limited to creating web casting technology, on-line programming packets such as a "Curious George" program, and grant writing information. It is assumed that development of useful resources, including consulting services, is not limited to the southeast region but could be shared across the state if participating libraries agree to share the costs involved. Grants could be applied for to help defray costs in this sort of statewide cooperation.

### GOAL THREE: GROUP PURCHASING

For the libraries in our area to save money, one way is to utilize group purchasing and the discounts that are realized from such arrangements. Examples could include but are not limited to group insurance, library materials, computers and other technical equipment, office supplies, children's programming supplies, and software. Again, certain discounts may appeal to statewide offerings and cooperation.

### GOAL FOUR: SERVICE PLANNING/DELIVERY

Since our principle clients are libraries within the designated service region, the region is a large one, comprised of busy urban areas such as Columbus and hilly regions that are more sparsely populated. It is not assumed that all the customers can come to the libraries for service. Some are reached through branch libraries, bookmobiles and outreach programs. To reach more of the population, programs could be developed to reach out to the customers in creative ways such as "Books-by-Mail" that have been popular in rural Ohio counties.

### GOAL FIVE: PUBLIC RELATIONS/MARKETING

For the libraries in our region to effectively provide service to their customers, they require knowledge on marketing principles and public relations skills. Large libraries often have in-house staff to handle marketing programs, including but not limited to children's programming, adult and teen programming, author visits, and other library related events. Smaller libraries lack these resources but still require some skill to host certain events at their locations, including but not limited to legislative events, book talks, reading groups, children's events and more. Training and workshops will be developed to assist all the libraries in their requirements to maintain a positive marketing image and good public relations. Again, libraries could collaborate to host special events, such as author visits, technical fairs to showcase and explain new products, children's book fairs, and more. Workshops could cover a variety of topics including but not limited to "how to handle the media," "writing effective news releases," "planning an author visit," and "creating a summer children's programming theme."

**SERLS CHARTER Appendix V**

**STATE CUMULATIVE FINANCIAL REPORT 2006-2007**

ADMINISTERING AGENCY: Southeast Regional Library System (SERLS)

REPORT# \_\_\_\_\_ OF \_\_\_\_\_

REPORTING PERIOD FROM: \_\_\_\_\_ TO: \_\_\_\_\_

STATE FUNDS RECEIVED TO DATE: \$0.00

BUDGET CATEGORY	BUDGET	DISBURSEMENTS	OUTSTANDING P.O.'S	UNENCUMBERED BALANCE
PERSONNEL	\$111,000.00	\$0.00	\$0.00	\$111,000.00
FRINGE BENEFITS	\$71,255.63	\$0.00	\$0.00	\$71,255.63
SUPPLIES	\$3,800.00	\$0.00	\$0.00	\$3,800.00
TRAVEL	\$2,004.27	\$0.00	\$0.00	\$2,004.27
CONTRACTUAL	\$11,350.00	\$0.00	\$0.00	\$11,350.00
LIBRARY MATERIALS	\$0.00	\$0.00	\$0.00	\$0.00
EQUIPMENT	\$0.00	\$0.00	\$0.00	\$0.00
OTHER	\$53,200.35	\$0.00	\$0.00	\$53,200.35
<b>TOTAL</b>	<b>\$252,610.25</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$252,610.25</b>

FINANCIAL REPORT SUBMITTED BY:		FINANCIAL REPORT APPROVED:	
NAME		STATE LIBRARY LSTA FISCAL COORDINATOR	DATE
Clerk-Treasurer			
TITLE	DATE	STATE LIBRARY LSTA PROGRAM COORDINATOR	DATE

## SERLS' Budget Narrative 2006-2007

**Personnel** - Funds to cover salaries for full-time Director, Clerk-Treasurer and CE Coordinator:

The Director position will be filled by an MLIS degreed individual. The current OVAL Director will be retained for six months until the new SERLS Board of Trustees can be organized and begin the hiring of staff. We are using the estimated salary of \$47,000 for this position.

The Clerk-Treasurer position will be filled by the current OVAL Clerk-Treasurer for six months until the new SERLS Board of Trustees can be organized and begin the hiring of staff. We are using the estimated salary of \$34,000 for this position.

The Continuing Education position is currently an open position. The new SERLS Board of Trustees will advertise and hire a qualified candidate using the approved job description. We are using the estimated salary of \$30,000 for this position.

The entire approved job descriptions appear in Appendix III of the Charter (pages 18-23). Not all approved job descriptions will be filled at this time.

**Fringe Benefits** - Funds to cover employer portion of Ohio Public Employees Retirement System, health and dental insurance, term life insurance, and employer's portion of Medicare:

O.P.E.R.S. - The employer's portion of OPERS contribution is set by OPERS. For calendar year 2006, the OPERS rate on salaries paid is at 13.70%. For 2007, OPERS will go to 13.85%.

Insurance - SERLS hopes to provide for health, dental and term life insurance for all full-time staff. The budget is estimating for three staff at current insurance rates and estimated 25% increase health, and 10% in dental and life.

Medicare - Medicare is a federal mandate on all employees hired after 4/1/1986. The current rate is 1.45%. We calculated Medicare costs for all staff although some current staff does not fall under the Medicare requirement.

Unemployment Compensation - Two of OVAL's staff are to continue working through December 31, 2006. Therefore a potential liability exists that they will be laid off and eligible for unemployment compensation. We have budgeted using the Ohio Bureau of Workers' Compensation current rate B at 26 weeks.

Workers' Compensation - We used the 2005 Workers' Compensation rate of .001794 and the budgeted Salaries for this line item.

**Supplies** - Estimated cost of office and program supplies:

Supplies include but are not limited to copy paper, writing tablets, pens, pencils, folders for CE, and ink cartridges for printers. SERLS will make copies of workshop materials and use pocket portfolios to manage these documents. We have estimated budget needs based on OVAL's last year usage.

**Travel – Travel expenses for staff to conduct regional business:**

With the expansion of the service area, it will be necessary to provide continuing education in more than one location. The Continuing Education Coordinator will need to travel to the various venues to assist with setup, refreshments, etc. We are budgeting for 12 trips to the State Library of 84.71 miles and 12 trips to the Caldwell area of 107.17 miles and using the 2006 IRS mileage rate of 44.5 cents per mile plus \$250 for possible extra travel expenses.

Also, the Board meetings will be moved around the area for convenience or held at the State Library. The Director and Clerk-Treasurer will travel to the bi-monthly Board meetings. We are budgeting for six trips to the State Library at 84.71 miles and using the 2006 IRS mileage rate of 44.5 cents per mile plus \$150 for possible extra travel expenses.

**Contractual** - Funds to cover lease of copier, postal equipment, and possible equipment maintenance contracts:

The new regional will assume the copier lease (\$215.05 per month) from the former OVAL regional. A postage meter will need to be leased for general mailing use (estimated \$1200). SERLS will also assume the current OVAL maintenance contract for the phone system (\$95.45 per month). This category also includes the U. S. Cargo contract with the State Library.

**Library Materials** - The regional does not anticipate purchasing library materials.

**Equipment** - The regional does not anticipate purchasing equipment at this time.

**Other** - This category includes items that do not fit into any of the categories above:

Phone and postage is budgeted for both Administrative and Continuing Education usage (\$8120).

We anticipate the need to rent continuing education venues and are budgeting \$5,000 for this purpose.

Professional services include but are not limited to workshop speaker honorarium & expenses (\$18,500), technology assistance for the regional's technology infrastructure and CE lab (\$7180). We are basing workshop speaker expenses on the last full year of OVAL CE. Technology assistance has been budgeted at approximately 30 hours at \$125 per hour for infrastructure needs and 30 hours to maintain/update the CE lab.

Utilities are budgeted using the most current figures for the OVAL headquarters (\$14,400).

## **SERLS CHARTER Appendix VI**

### **SERLS Membership Schedule 2006-2007**

To assist in the transition from two small regionals to one large regional, the OVAL and SOLO Board members of the Combined Governance Committee recommend the enhanced member fee structure as follows:

Non-Public Libraries - \$100 annually

Public Libraries - \$100 plus \$50 per FTE, excluding shelvers and custodial workers, up to a maximum of \$5,000 annually.

The SERLS Board of Trustees may re-evaluate the fee structure annually.

## **SERLS CHARTER Appendix VII**

### **Transitional Board of Trustees and Staff**

#### **Interim Board of Trustees**

To assist with the transition July 1, 2006, an interim SERLS Board will be created by appointing not more than seven members from the current OVAL Board, and up to eight members from the former SOLO RLS members and currently un-served libraries. This interim Board would serve up to four months (October 31<sup>st</sup>) at which time a newly created SERLS Board will take office.

#### **Interim SERLS Staff**

To assist in the transition from two small regionals to one large regional, the OVAL and SOLO Board members of the Combined Governance Committee recommend maintaining the SERLS headquarters in the OVAL building in Wellston. They also recommend hiring the current OVAL Executive Director and Clerk-Treasurer for a six month period allowing time for the SERLS Board of Trustees to organize.

## **SERLS CHARTER Appendix VIII**

### **SERLS Beliefs**

- SERLS should recognize the culture and needs of their membership
- SERLS should help member libraries provide quality library resources for the residents of Southeast Ohio
- SERLS should provide quality professional and technical training, development, and support of library staff
- SERLS should be a clearinghouse for additional networking
- SERLS should foster innovation and leadership of the member libraries in Southeast Ohio
- SERLS should provide collaborative opportunities for school, academic, special, and public libraries
- SERLS is a membership driven organization selling services valued by its “customers” and seen as valuable by the State and other agencies
- SERLS should advocate for the Southeast region on Statewide level
- SERLS believes there is strength in numbers

### **Vision Statement**

SERLS is a non-profit organization which represents the combined talents, skills, and values of the leaders of the school, academic, special, and public libraries. SERLS provides services to assist the member libraries in the development of their staff and collections for the provision of quality library services to all residents of Southeast Ohio. SERLS is committed to the success of its membership and will use innovation and technology to build financial support of its communities. SERLS is a vital, growing, organization which will adapt to the changing needs of the area libraries and will represent the member libraries in a proactive role at the State level.

### **Mission Statement**

The Southeast Regional Library System (SERLS) provides the library community of Southeast Ohio with effective and innovative professional and technical training, support services, leadership, and cooperative opportunities through collaborative efforts among the members and other service providers.

### **Criteria for Excellence**

- Leadership
- Strategic Planning
- Member Focus
- Information and Analysis
- Staff Focus
- Process Management
- Results

These 7 Criteria of Excellence are the basic elements in the framework of our plan. They define our organization, its operations, and its results. In addition, these criteria have three important roles:

- To help improve SERLS' performance practices, capabilities, and results
- To facilitate communication and sharing of "best practices" among members
- To serve as a working tool for understanding and improving performance, and for guiding future direction and opportunities.

### **Core Values**

- Member Driven Quality
- Visionary Leadership
- Continuous Improvement and Learning
- Valuing Staff and Partners
- Fast Response/Agility
- Focus on the Future
- Management by Fact
- Partnership Development
- Focus on Results

### **Policy Statement**

SERLS is committed to a process of strategic planning, including the recognized criteria for excellence that will help to ensure continuous improvement.

The Strategic Plan establishes the mission, goals, and objectives of SERLS and, through the action steps establishes specific time frames, actions, and responsibilities for meeting those objectives.

The Strategic Plan will be reviewed at regular intervals by the Board.

The Strategic Plan will be disseminated to the staff, the membership, and the community.

The Strategic Plan will guide SERLS. All decisions will be made in light of the goals and objectives of the Strategic Plan.

## **SERLS CHARTER Appendix VI**

### **Strategic Long Range Plan Goals and Objectives**

#### **Goal I**

The Southeast Regional Library System (SERLS) is committed to growth that would permit the organization to continue and expand its vision and mission by developing an understanding of the potential needs of all libraries in the region.

#### **Goal II**

To establish a public relations program that effectively communicates the vision and services of SERLS as well as serving as a marketing tool for future expansion.

- SERLS will develop a communication plan that will provide for a better understanding of the consortium and its services.
- There will be a proactive campaign developed to promote SERLS and its services.
- Establish a marketing committee to develop an action plan to assist in improving SERLS' current market position.

#### **Goal III**

In order to maintain the level of services identified by its member libraries, SERLS will increase its revenues.

- SERLS will develop a proactive campaign to maintain the current level of government funding.
- SERLS will develop a proactive campaign to increase the current level of non-government funding.
- SERLS will establish a process to seek additional revenue from a variety of "one-time" sources such as grants.

#### **Goal IV**

SERLS will maintain current, while developing new, member-driven products and services.

- SERLS will maintain and then develop additional effective member-driven continuing education programs.
- To continue to adequately serve its membership SERLS will develop and expand effective user driven technology services.
- SERLS will create and improve effective user driven contract services.
- Develop more effective, member driven technical support.
- Develop more effective member requested consulting services.
- Provide effective member-driven public relations and advocacy services.

#### **Goal V**

Review the organization and governance of the Southeast Regional Library System.

- Provide the most effective governance model, one that will facilitate the effective delivery of services.