

PTDLA Meeting with Undersecretary of Commerce David Kappos

30 June 2010

Present: Undersecretary of Commerce David Kappos

Drew Hirshfeld (Chief of Staff for the Undersecretary)

Andy Wohrley, PTDLA* President, Auburn University Libraries

Bob Klein, PTDLA President Elect, Miami Dade County Public Library

Marian Armour-Gemmen, PTDLA Secretary, West Virginia University Libraries

Jim Miller, PTDLA Treasurer, University of Maryland, College Park Library

Excused because of train breakdown: Joanne Dugan-Colvin, University of Baltimore Law Library

- I. Introductions
- II. Presentation of the PTDLA by Andy Wohrley to Undersecretary of Commerce
 - a. Stressed the importance of training and the need to continue the PTLP** Training Seminar
 - b. Undersecretary of Commerce Kappos asked when we would like a Training Seminar this Fall 2010 or Spring 2011.
 - i. Andy Wohrley stated that at our meeting on Sunday we had voted to request a Spring 2011 meeting.
 - c. Undersecretary of Commerce Kappos indicated that there should be no reason NOT to hold the seminar next Spring in March or April 2011.
- III. Undersecretary of Commerce Kappos's two requests of the PTDLA
 - a. Need for Performance Measurement
 - i. Program needs to have a business model footing
 - ii. Need for Objective Measures
 - iii. Outlay of \$1 Million for program
 - iv. No statistics for measurement and they need to be established.
 - v. He would like 5-10 measures and we could choose which ones.
 1. Examples might include # of people using computers, # of hits on the patent website, # of children reached.
 - b. Need for a Task Force
 - i. Reimagining the Role of the PTDLs
 - ii. Higher Level of Value
 - iii. Resources
 - iv. Stop doing old things just for the sake of doing them
 - v. Look at new value and investment
 - vi. Willing to spend money if there was justification.

*PTDLA—Patent and Trademark Depository Library Association

** PTDLP—Patent and Trademark Depository Library Program