

**2017 ALA Midwinter Meeting  
ALSC Board of Directors  
Atlanta, GA**

**DRAFT**

**Minutes as of 4/14/17**

**I: Saturday, January 21, 12:50-5:30 p.m., GWCC, A407**

**Board of Directors in attendance:** Paula Holmes, Amy Koester, Andrew Medlar, Doris Gebel, Kay Weisman, Julie Roach, Jenna Nemec-Loise, Nina Lindsay, Christine Caputo, Vicky Smith, Mary Voors, Karen MacPherson, and Vicky Smith

**Staff in attendance:** Aimee Strittmatter, Marsha Burgess, Dan Bostrom, Angela Hubbard, Kristen Figliulo, Courtney Jones and Laura Schulte-Cooper

**Guests:** Kathryn Deiss, Christine Gaffney, Gail Zachariah, Linda Ernst, Brittany Tavernaro, Tori Ann Ogawa, Sarah Gowdy, Matt McLain, Kendra Jones, Sara White, JoAnna Schofield, Liz Mills, Katie Campana.

**Proceedings**

- Meeting called to order at 1:04 p.m. by Vice-President/President-Elect Nina Lindsay
- Agenda approved as submitted, with two items added to “New Business”
- Consent agenda approved as submitted.
- Memorial Resolution for Ruth Gordon; Policy on family status for committees
- Meeting adjourned at 5:41 p.m.

**Announcements and Reports**

**Emerging Leader Project Team Introduction**

D. Bostrom introduced the project which is titled, “The Path to Youth Leadership.” The Emerging Leaders team introduced themselves to the Board of Directors. It was noted that Joanna Schofield was a member of last year’s Emerging Leaders team that worked on the environmental scan and is serving as this year’s member mentor.

**Report on Mini-Institute**

N. Lindsay reported that it was very well attended. While the program content was put together before the Inauguration, the breakout discussions and keynotes were topical for the day. Two of the break-out sessions were recorded and will be shared in the post-election environment resource. Additionally, Jamie Naidoo’s session from the Virtual Institute will also be included. The task force was congratulated for completing their work in a successful way.

**Discussion/Decision**

### Diversity Within ALSC Task Force Update

K. Jones reported that there were 862 responses to the task forces survey and that they will be analyzing the results. It was noted that the majority of respondents were straight, white females (85%) which indicates the responses are not representative of the underrepresented. N. Lindsay thanked the task force for bringing forward their initial thoughts and asked the Board to look at the task force's work and comment to help inform the task force's work for the final report due at Annual.

### Strategic Plan Implementation Progress – Building Objectives

K. Deiss provided a review of the Leadership and ALSC session and reminded the group that they will be choosing good from good objectives. The Board separated into three groups to review, add to, and prioritize the objectives developed during Leadership and ALSC. A. Koester, J. Nemeč-Loise, K. MacPherson, and staff member Angela Hubbard agreed to work on finalizing the objectives language.

**ACTION: A. Strittmatter will send notes from the Board session to the working group. Working group to complete draft by mid-February for Board review, discussion and vote.**

### Focus on ALSC Initiatives for FY 18

N. Lindsay reported that this time is to be used to discuss and prioritize ALSC initiatives and project as we look to what ALSC does now and what will need to be done in support of the strategic plan. Program evaluation requires that some activity may go into maintenance mode or be discontinued so that there is capacity to take on new activities. Additionally, if any item has any budgetary requirements, it will be forwarded to the Budget committee as they prepare the preliminary FY 18 budget.

**ACTION: P. Holmes will bring the Board's priorities to the ALSC Budget Committee.**

### New Business Items

#### Approval of Memorial Resolution for Ruth Gordon

J. Nemeč-Loise provided an overview of the development of the memorial resolution for Ruth Gordon. This resolution has the co-sponsorships from other units.

**MOTION: to co-sponsor the memorial resolution commending Ruth Gordon.**

**MOTION, approved.**

#### Information on Family/Status Resolution

A resolution establishing family status as a protected from meeting attendance requirements will be coming to the Council floor. The Board will need to think about the impact it will have on ALSC's award committees which require face-to-face attendance. A. Strittmatter noted that several years ago, after an ALA Virtual Participation Task Force report, ALA explicitly stated it does not have a policy requiring mandatory meeting attendance and that the only requirement is that a member is an active participant and contributor to a committee. At that time it was stated that Divisions could determine which of their committees would require mandatory attendance, if any.

## **Session II: Monday, January 23, 1:30-5:30 p.m., GWCC, A407**

**Board of Directors in attendance:** Paula Holmes, Amy Koester, Andrew Medlar, Doris Gebel, Kay Weisman, Julie Roach, Jenna Nemeć-Loise, Nina Lindsay, Christine Caputo, Vicky Smith, Mary Voors, Karen MacPherson, and Vicky Smith

**Staff in attendance:** Aimee Strittmatter, Marsha Burgess, Dan Bostrom, Angela Hubbard, Kristen Figliulo, Courtney Jones

**Guests:** Andrew Pace, Jamie Naidoo, Amy Clark, Ruth Anne Champion, Joanna Ward, Tony Carmack, Linda Ernst, Julie Dietzel-Glair, Katie Campana, Liz Mills, Robert Bittner, Matt McLain, Lisa Von Drasek, JoAnna Schofield, Hanna Lee, Gwen Vanderhage, Deana Romriell

### **Proceedings**

- Meeting called to order at 1:30 p.m. by incoming President Nina Lindsay
- Meeting adjourned at 5:33 p.m.

### **Announcements and Reports from Midwinter**

#### *ALA Board Liaison*

A. Pace provided his report to the ALSC Board on conference highlights, the Annual Conference remodel, and an update on the ALA executive director and Washington Office director searches. A. Pace thanked ALSC for welcoming him and expressed that he is available at any time to have conversations throughout the year to ensure the ALA Executive Board is aware of youth issues.

#### *Digital Media Awards*

N. Lindsay thanked Organization & Bylaws for the motions that allowed the Board to vote. A. Medlar has drafted a charge for the implementation task force. This is an ongoing process as the ALA Awards committee must approve the awards before they are official. The task force will guide the awards through the process. Until the process is completed, they are considered proposed awards, but ALSC will still work with the same implementation timeline as proposed in the vote as part of the work is needed for the ALA Awards Committee approval.

#### *ALA Division Leadership Meeting*

N. Lindsay reported on the meeting that was held on Thursday afternoon. The meeting centered around improving communication and coordination between the Divisions and ALA. There were no clear decisions or directions made by the end of the meeting, but it was a robust discussion.

#### *ALSC-REFORMA Joint Executive Committees*

A. Medlar reported on this joint meeting that takes place every Midwinter. The Pura Belpré Award Memorandum of Understanding is reviewed every third year, but this was not a review year. Discussion covered an endowment status report, review of the 20th anniversary Celebracion, preliminary discussion of the Belpré 25<sup>th</sup> anniversary which will coincide with REFORMA's 50<sup>th</sup> anniversary, Día de los niños/día de los libros update, and the evolution of Great Websites (where a REFORMA representative serves) to the Notable Digital Media list.

#### *Division Councilor's Report*

J. Nemeć-Loise reported on Council activity this Midwinter. Council I discussions included discussion about

the ALA executive director search, and the selection of Council candidates to serve on ALA Executive Board. The memorial resolution for Ruth Gordon was submitted to the Resolutions committee. The Town Hall meeting was well attended and most wanted a face-to-face opportunity to express how they were feeling post-election. Discussion was very collegial and professional. Youth Council Caucus met to discuss less formal ways for members with an interest in youth issues to become involved. The group discussed future scheduling of the meeting to not overlap with the Diversity Caucus. Three resolutions passed during Council II- 1) Added a fourth strategic direction to the ALA plan (Equity, Diversity and Inclusion), 2) the organization Latino Literacy Now was approved as an ALA affiliate, and 3) resolution on protected family status was approved as to form and will now be sent to the Policy Monitoring committee. This may have an impact on ALSC award committees procedures as well as our budget if there are a/v implications. The resolution on making the MLIS educational requirement preferred for the ALA executive director position was defeated. The Freedom to Read Foundation announced a new \$50,000 fund to support library school student memberships. J. Nemece-Loise thanked the ALSC Board for her service to Council.

### **Discussion/Decision**

#### **Organization & Bylaws Committee**

A. Clark and R.A. Champion reported on the motions that were included in the Board's documents. There was an older, original motion to adjust the function statement that had originated from the Advocacy and Legislation committee at the 2016 Annual Conference, but the ALSC Board referred it back to the committee for revision. There are now two motions as one is to change the composition statement to convert this to a virtual committee. Organization and Bylaws indicated there are roughly 11 virtual committees.

**Advocacy and Legislation function statement MOTION:** to approve the updated charge for the Advocacy and Legislation Committee to include the promotion of ALSC advocacy initiatives and ensure a channel of communication between the committee and the ALA Committee on Legislation.

**MOTION, approved.**

**Advocacy and Legislation composition MOTION:** to approve the request of the Advocacy and Legislation committee to function as a virtual committee and to reflect this in the composition statement of the committee.

**MOTION, approved.**

### **Task Force Updates**

#### **Advocacy and Valuation**

J. Nemece-Loise disclosed a potential conflict of interest as part of recommendation #1, since she is the Everyday Advocacy member content editor. The Board determined to include Jenna in discussion and revisit if it is still a conflict at time of vote.

H. Lee and R. Bittner, task force co-chairs, presented an overview of the report which covers the activities of the task force's work and the resulting recommendations. It is a critical moment in valuation and advocacy. People want and need help. There is a lot of information and research out there, but people are unable to find it.

The Board discussed in detail the recommendations of the report with the new strategic plan, priorities, capacity and budget in mind. The Board determined it was not a conflict for Jenna to vote.

**MOTION, to accept the report of the Valuation and Advocacy Research Task Force, and thank the task force for their work, with the plan to move recommendation #1 and #4 to the Budget Committee for further information as to potential implementation, and to implement recommendations #2, #3, #5 and #6 in principle**

to support organizational excellence.

MOTION, accepted.

#### Summer Reading and Learning

C. Caputo reported on the history of the Summer Reading and Learning Task Force's work and final report. C. Caputo thanked Matt McLain and Christy Estrovitz for their contributions. N. Lindsay thanked the task force for their revised recommendations that have cohered the original report and provides the Board clear direction and suggestions for action. Thanks and appreciation were expressed for the task force reaching out to the Budget committee in advance. The task force's work is now complete. N. Lindsay encouraged current task force members to contact her if any would like to serve on the new task force as described in recommendation #5.

MOTION, to adopt recommendation #5 as well as adopt recommendations 1-4 in principle in document 29b.

MOTION, adopted.

#### Batchelder e-book Task Force

N. Lindsay provided background on this task force to pilot e-book submissions. The chair indicates there were no inquiries or submissions over the past two years and suggests the term of the task force be extended. The Board discussed the current environment around e-books, seals, and submission processes. It was recommended to discontinue the task force's work and take no further action, which does not preclude ALSC from looking at this in the future with a new lens.

ACTION: Consensus to take no further action. N. Lindsay will communicate with the chair to notify that the work of the task force is complete with the end of the term length and to thank the task force members for their work.

#### Student Gift Task Force (FYI only)

A status update of the task force's work was provided in the document and the task force will make a formal report at a future Board meeting.

#### Budget Committee Report

D. Romriell thanked A. Strittmatter for providing a thorough summary of our financial status. D. Romriell provided FY 16 budget highlights, FY 17 first quarter performance notes, and an overview of the FY 18 proposed preliminary budget and provided a summary of the ALA Planning & Budget Assembly and BARC meetings she attended.

P. Holmes reported on the development of two new resources- a trends report and a financial literacy PowerPoint. The objective is to assist the Board and provide a visual way to interpret how ALSC is doing financially. The Board is encouraged to provide feedback and suggestions for other elements/information they might like to see. The trends report can also be used to help the Board set priorities.

#### Proposed Preliminary FY18 Budget

The proposed budget is still early in the development process and changes will be made in the coming months. The budget takes into account a 2% salary increase which is set by ALA. It is difficult to predict seals sales so that revenue line has been kept flat for now. The Institute will take place in FY 19 and will be accounted for in that fiscal year due to ALA's use of accrual accounting. The preconference is also held every other year and is

not reflected in the FY 18 budget. The research results evaluating the Every Child Ready to Read initiative will be completed midyear. Currently, \$25,000 has been budgeted for promotion and dissemination of the research results. The preliminary budget reflects \$50,000 earmarked for strategic planning support.

The Budget committee also submitted two recommendations to assist with nimbleness and efficiency.

- Board authorize a discretionary fund of \$3,000 to fund requests of not more than \$500 per request from committees.
- Endowment transfer recommendation for FY 2021: \$250,000 to be transferred from the net asset balance. Long-term investment projects to be determined in FY 2020.

Additionally, the Budget committee recommends the following restricted fund expenditure:

- Support two tables at Newbery/Caldecott/Wilder Banquet at \$1,000 each (\$2,000 total) in support of member project incentives and donor engagement.

[MOTION, to accept the FY 18 preliminary proposed budget and the Budget Committee recommendations.](#)  
[MOTION, approved.](#)

#### Advocacy & Legislation Committee Board Action Request

M. McLain, current PGC for Advocacy, reported on his 2016 National Library Legislative Day experience and expressed this could be an opportunity to grow virtual library legislation day nationally and locally.

The Board discussed the issue of funding an activity in perpetuity and concern that seen as a perk of a position. ALSC leadership attends and represents youth issues at a national level, often in coordination with AASL, PLA and YALSA resulting in large contingents. If approved, the attendees would meet with their state representatives which better positions them to create relevant resources for ALSC's members. Timing issues of chair appointments was discussed. A chair will roll off the committee each June, which means not much time for that person to use the knowledge gained to create resources that would benefit members. There was consensus around piloting this request and asking co-chairs to bring back recommendations for future funding request procedures and how attendance translates into training and a larger member benefit.

[MOTION, to approve funding for the two current Advocacy and Legislation committee co-chairs to attend the 2017 National Library Legislative Day in an amount up to \\$1,500 as a pilot to share their training with their committee and membership at-large and to make recommendations to the Board for potential future funding requests by 2017 ALA Annual Conference.](#)

[MOTION, approved.](#)

#### Post MW Live Community Forum

N. Lindsay explained that the post-Midwinter forum is generally held in February and is seeking the Board's thoughts for a discussion topic. The Board agreed to convene online, after Midwinter, to determine topic and date.

#### Old Business

-No Old Business-

#### New Business

##### ALSC Logo rebranding

A. Strittmatter provided background on this discussion item. There was interest in exploring this in 2015, but it was put on hold to revisit after the strategic planning process. The current logo was designed in 2002, and there are some design and printing issues as the discernability of the little boy in the "c" can be problematic. There will be some financial impact with a change as items such as stationary, the website, publication templates, and marketing collateral and tchotchke would need to be redesigned and printed. At the same time, it might be

beneficial to ALSC to look at its brand identity to help with messaging. There was consensus to explore the costs related to using a consultant to drive this work. It was expressed that ALSC should find the dynamism we rediscovered through the strategic planning process and reflect that outward.

**ACTION: A. Strittmatter will consult with PLA and RUSA to inquire about their logo and rebranding experiences.**

Executive Session

-No Executive Session-

A. Strittmatter brought to N. Lindsay's attention that the dates for the Joint Council of Librarians of Color Conference (JCLC) were announced yesterday and that they are the same time as the ALSC National Institute. Details about the process and timeline for selecting dates for these conferences will be communicated along with ALSC's full support to members for choosing either conference. J. Naidoo urged that communication be done quickly. ALSC will look at other ways to have a presence at the JCLC conference.