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**PLA Board of Directors Meeting**

**Virtual Meeting – 1:00-4:00pm Central, October 22, 2021**

**Present:** Melanie Huggins, President; Michelle Jeske, Past President; Dr. Maria Taesil Hudson McCauley, President-elect; Directors-at-large: Amita, Lonial, Erica Freudenberger, Toby Greenwalt, Candice Wing-yee Mack, Brandy McNeil, Dara Schmidt; ALA Division Councilor: Stephanie Chase

**Absent:** Clara Bohrer, Fiscal Officer:

**Guests:** Larry Neal, ALA Executive Board; Melissa Walling, ALA Membership Manager, Miranda Bennett, Chair, ALA Committee on Membership

**PLA Staff:** Mary Davis Fournier, Executive Director; Larra Clark, Deputy Director; Lian Drago, Meetings Manager; Sara Goek, Program Manager; Mary Hirsh, Deputy Director; Samantha Lopez, Manager, Marketing and Membership; Megan Stewart, Program Coordinator; Steven Hofmann, Manager, Web Communications; Angela Maycock, Manager, Continuing Education; Kathleen Hughes, Manager, Publications; Melissa Johnson, Conference Manager

1. Welcome, *Huggins.*
2. By consent, the board approved the adoption of the meeting agenda.
3. By consent, approved the consent agenda as presented.

**Consent Agenda Document Number**

Organizational Excellence and Governance

Draft September 2021 Board Minutes……………………………………………………………………………………………2022.7

PLA Committee Chair Reports………………………………………………………………………………………………………..2022.8

Combined Initiatives Reports………………………………………………………………………………………………………….2022.9

Combined Operations Reports……………………………………………………………………………………………………..2022.10

Continuing Education Report………………………………………………………………………………………………………..2022.11

Strategic Plan Activities Report……………………………………………………………………………………………………..2022.12

Upcoming Board Meeting Dates …………………………………………………………………………………………………..2022.13

1. **EDISJ work,** *Maria McCauley, PLA President-elect*

Huggins has asked McCauley to lead EDISJ work of board, making it front and center at every meeting. The group had a discussion about where they are and how they are approaching this work. Feeling uncomfortable is healthy and an important part of this work.

The next board meeting will include a discussion of the PLA EDISJ statement and where we might focus our activities

**Action/Discussion/Decision Items**

1. PLA President Update, *Melanie Huggins,* no document

Huggins continues to do interviews, especially around going fine free since NYPL and LAPL have recently moved to fine free. There was a nice piece in Publishers Weekly about upcoming PLA Conference. Huggins and McCauley attended a legislative info session last week, hosted by PPA

1. PLA President-elect Update, *Maria McCauley*

McCauley left the meeting earlier and will provide an update at the December meeting

1. PLA Liaison to ALA Executive Board Update, *Larry Neal*, no document

Neal was absent for last executive board meeting and will forward monthly talking points when they become available. Fall executive board meeting is Oct 29-31, at the ALA offices. Finance and audit meetings also coming up. Anticipates having more information to share in December following fall meetings. Per Chase’s question, Neal will be sure to ask about financial impact of moving LLX to virtual at upcoming BARC/F&A meetings

1. ALA Membership Model Preview, *Melissa* *Walling, Miranda Bennett* 2022.13a

A new membership model will be presented to the executive board at the fall meeting.

This conversation has a long history, from 2018 Avenue M membership report which suggested simplifying the membership model, and making it more adaptable.

Current work is the first of two anticipated phases. Designed to address a mismatch between cost of joining and perceived value of membership. Bennett and Walling are unable discuss proposed pricing until the executive board review model.

Membership committee is recommending consolidating 11 membership categories into 4 categories: 2 membership categories divided by income levels; student membership; supporters for people not directly employed in library profession.

Phase two will address value of membership. Member interest in having division or roundtable membership come with ALA membership. May also be ways to boost continuing education opportunities built into membership. All involve considerable back-end IT work.

The work of the membership committee is informed by SCOE, Forward Together, and Pivot Plan goals.

Once ALA executive board revues and approved member model, will go to council, then ultimately to an all member vote. Will be a lot of socialization and member engagement in process.

Chase asked about process of actual numbers. The executive board needs to discuss dues structure first. Once approved, will be presented to council as public action describing consolidated types and related proposed dues structure.

Chase asked about comparison to other trade organizations. Are we looking to a consistent set of peer organizations? Membership looked at state associations and chapters, NALCO, other library associations. 60% of members are also in division or roundtable, so it is hard to draw to direct comparisons. Conducted limited pricing survey to help inform decision.

1. PLA 2022 Update and Discussion, *Melissa Faubel* *Johnson, all*

PLA 2022 Conference Update 2022.14

Action: Adopt Conference Format Policy 2022.15

Conference registration opened two weeks ago. 443 full conference registrants, 115 exhibitors to date. Percentages of registrants to total budget per week is tracking along with past conferences. Anticipate most registration will come in right before early bird deadline in January as people wait to see how landscape shifts. Within event industry, face to face conference are back. Do not see a lot of wavering within the industry. PLA will continue to monitor a list of factors, described in the document, between now and December. PLA board will meet in December to reaffirm our decision to conference in person. PLA staff do not anticipate changes to in-person meeting plan.

Chase indicated Portland had issues with how recent conference talked about safety in Portland. Melissa has been on site visits, has never felt unsafe. Staff has been talking about this for over a year and how we sell Portland as the site we know and love. Intend to connect with local service organizations as we did in Nashville.

Portland generally draws a smaller attendance due to geography. Anticipating a 40% decrease in attendees from Nashville in 2020. PLA has booked the standard amount of space, for a smaller audience to enable social distancing. Important to communicate these plans to members so they feel confident in attending. The convention center requires proof of vaccination or negative test.

There will be a virtual component, made up of the highest-rated programs from the session preference survey. Trying to get keynotes included, but that is negotiated speaker by speaker. The virtual conference will not recreate the in-person experience. VC registration will open before the end of the year. Typically, in-person attendees get access to VC after the conference.

Joshnson will talk to convention center on how they are handling food and meals when on her next site visit. Will have to look at different way to provide food at receptions, etc. Anticipates author lunches will have fewer people per table. Will rely on local committee for advice and best practice

Action: Adopt planning framework and indicators for affirming decision at Dec. 15 board meeting

Lonial Motioned to adopt, seconded by Chase

Johnson welcomes additional feedback as we work through details

**Motion passes**

1. PLA Executive Director Report, *Mary* *Davis Fournier* no document

Davis Fournier continues to acclimate, listen, and learn. Staffing is major focus, down three staff since June. Working with Clark and Hirsh on 6-12 month plan to redistribute roles and responsibilities

Do not plan to fill Allen’s deputy position. Davis Fournier will cover budgeting and development functions.

Hirsh will take on project management oversight. Clark will take on communication and marketing oversight. PLA staff is adaptable and picking up slack, but there will be slowdowns on some items. Focused on conference, benchmarks, and grant projects. Closing out FY21 financials, to be completed by mid-December in anticipation of January executive board meeting.

1. Strategic Planning Process Update, *Fournier, all* no document

This work has slowed due to staff issues.

Davis Fournier met with the presidential trio to discuss recommendations, and talk through implementations. Aligned on importance of EDISJ work and increasing partnerships. Still planning staff retreat before end of year. One of the new staff positions will be a coordinator to support membership.

Davis Fournier is in regular conversations with to ODLOS executive director on how PLA and ODLOS might collaborate on leading EDISJ work across ALA. Including looking at budgetary framework that emphasizes equity and inclusion.

Davis Fournier feels PLA has the components of next strategic plan form last year’s refresh activity. Plans to bring new plan to board for approval in June 2022.

1. Committee Chair Orientation Update*, Huggins, Mary Hirsh* no document

Committee chairs met October 15. First time doing committee chair orientation like this where staff and board shared about philosophy and programmatic priorities. Strategic plan refresh and pivot plan led to this, along with number of committees and limited staff. Opportunity to network with peers. Some results: create committee chair space in Connect to continue discussion. Advocacy & Strategic Partnership committee met and she saw movement already.

Lonial and Tamara King, EDISJ co-chairs, presented on EDISJ work and position. Huggins encouraged the EDISJ to consider developing a framework or lens for other committees to adopt. McNeil attended in role as Digital Literacy Committee chair and found it to be a good meeting that helped to show clear connections between board and committees

1. New PLA Benchmarks Briefing, *Larra* *Clark, Sara Goek* no document

Sara Goek has led this important work, in alignment with both PLA strategic plan and pivot plan. Clark is proud of process and product

New benchmark tool is live today [librarybenchmark.org](https://librarybenchmark.org/Account/Login?ReturnUrl=%2F). Joint project between PLA and ACRL to support data driven planning and advocacy. Extends PLA’s commitment to make data and visualizations for all libraries, no matter skill or expertise.

Two tiers of access. Free basic login will allow users to see a few key charts and library responses to past surveys. Full value requires subscription. Interactive dashboards, reports, and custom peer comparisons.

Also includes external data, like census, and past PLDS responses. Visualization designed to facilitate benchmarking and peer comparisons across 63 statistically valid peer groups. All charts are interactive. Also providing additional resources.

For libraries, subscription is $400/year. Other discounts and rates available based on structure and incentives for participating in surveys.

Opening Staff Diversity Survey on Monday. Developed with MEAC and ODLOS. Every library in US is invited to participate, will do weighting on the back end. Data collection will close before holidays.

Affirmed chart colors and designs are ADA accessible.

Chase asked about pricing structure for smaller libraries. This is very challenging to implement, out of scope for vendor. Instead, looking at incentivizing: participate in a survey, get a big discount. Also have and state library and consortia pricing model allowing for group access. Chase and Freudenberger encouraged staff to consider how to expand access even further

1. New Business, *all* no document

A skeleton schedule for conference was requested.

With no further business, the meeting was adjourned at 3:35pm central