

Executive Board Liaison Update to Staff and Member Leaders April 2022

This monthly update is for information only to provide consistent talking points across association leadership and to facilitate communication between you and your Executive Board (EB) liaison.

Key highlights from the **April 19, 2022** Executive Board conference call:

- **Preparation for Board Onboarding Strategies Discussion, *Board members***
 - President-elect Lessa Pelayo-Lozada emphasized the importance of onboarding new Board members and opened discussion on how to improve the experience and possible agenda items.
 - Action: President Wong and President-elect Pelayo-Lozada will work with the Executive/Governance Office to begin facilitating board onboarding.
- **ALA Annual Conference Board Event Schedule**
 - The board reviewed their schedule and the meeting agenda during Annual Conference in June 2022. Please send any updates to sreyes@ala.org
- **ALA Hybrid Meeting Rules**
 - The hybrid Council meeting rules were presented and reviewed, noting particularly that chat and the raised hand function will be disabled. Clarity around virtual registration, voting technology needs, and attendance in advance of each Council meeting were noted. The board indicated the importance in sharing these rules well in advance of the Council meeting.
- **Emerging Issues**
 - In honor of Satia M. Orange a scholarship endowment will be established. The goal is to raise \$57,000 to fund two scholars.

Board Approved Action	ALA Office	Responsible Person
ALA Executive Board votes to approve the hybrid Council Meeting Rules for the Annual Conference in June 2022.	Governance Office	Sheryl Reyes

The ALA Executive Board adjourned into closed session.

Key highlights from the **April 8-10, 2022** Spring Executive Board meetings:

- **Membership Dues Adjustment & Discussion, EBD #12.31**
 - Membership growth and recovery are slow, but ALA still has ambitious targets and is committed to membership growth as outlined in the pivot plan
 - An update on the dissolution of ASGCLA and a Board concern regarding available accessibility resources. Staff outreach will continue and a future hire of an Accessibility Officer to help build these efforts in ALA.
- **ALA Branding Working Group Update / Communication & Marketing Office (CMO) Report EBD #12.30**
 - Working hypothesis is that library users and self-identified library lovers would be interested in a relationship with ALA. The subcommittee selected Mission Partners as the firm to help with the discovery and feasibility.
 - Success of the campaign would amplify our message, increase engagement, and raise money for our libraries. This campaign is meant to take the place of “Libraries Transform”. Final recommendations will come in June.
 - CMO highlighted National Library week efforts
- **Information Technology Report, EBD #12.32**
 - Provided FY22 and FY23 IT staff project updates
 - Work around ITAC reporting and effectiveness will be visited by the incoming 2022-23 committee.
 - The request for more information and committee efforts around the website redesign was discussed.
- **Publishing & Media Report EBD #12.30**
 - Highlighted FY22 first quarter results, goals, trends and opportunities in publishing, and the work of the Publishing Committee. The Board requested a demo of the new CE system at a future meeting.
 - *American Libraries* is 17% above its budgeted revenue, mainly due to JobList. February hit a high mark of \$118,826, the most in the history of JobList
 - BookList signed an agreement with Zinio to host the digital magazines on Overdrive, Scribd, Amazon and other services.
 - Pushing high demand titles to more of the niche groups in responses to needs by the book bans and intellectual freedom resources
 - Publishing Committee is revising the charge and rethinking composition/work of committee
- **Public Policy and Advocacy Office (PPA) Report, EBD #12.30**
 - As of March of 2022, 105,000 borrowers identified for \$6.4 billion in forgiveness under the limited PSLF waiver which is set to expire October 31. COL will continue our work with the PSLF coalition and remain active on the issue of student debt forgiveness
 - Institute of Museum and Library Services (IMLS) got an \$11 million increase, but the Library Services Technology Act (LSTA) support did not increase and remained at \$197.4 million

- WIOA reauthorization (Workforce Innovation and Opportunity Act of 2022) introduced in March. The reauthorization bill builds on work that ALA did to include libraries in the 2014 WIOA Act
- ALA is a founding partner in the Airwaves for Equity Coalition which was publicly launched in February. The New America Foundation is leading the coalition and other partners include the schools, health and libraries broadband coalition (SHLB.) It also includes Consumer Reports, Commonsense and the Benton Institute for Broadband Society
- **Transforming ALA Governance (TAG) Update, EBD #10.10**
 - TAG's proposals consist of three action items: (1) Size and composition of the Council and Executive Board (2) Creation of the TAP mechanism for getting member feedback (3) Establishing an agenda committee
 - Gathering input from Council via information/feedback sessions in March-May 2022. Board feedback was shared on the agenda planning committee, effectiveness, and sharing resolutions to the appropriate committees well in advance.
- **Conference Services Report & Discussion, EBD #12.30**
 - Annual Conference
 - In February, registration, marketing and promotion for the Annual Conference launched.
 - There will be a digital experience option for those who are unable to participate in person, with access to a curated selection of live main stage and educational sessions.
 - Current revenue at 60% to the overall goal. The attendance goal is 7,000 which includes virtual attendance.
 - LibLearnX
 - The Conference Committee is reviewing the attendee survey.
 - 2023 is planned for in person in New Orleans. Considering governance correlation. Constitution & Bylaws and Policy Monitoring Committees have expressed concern on how to revise and include this versus Midwinter currently in policy and bylaws.
- **Office for Diversity, Literacy and Outreach Services (ODLOS) Report, EBD #12.30**
 - Unit goal is to strengthen the value proposition of ALA as a leading provider for CE on EDI. ODLOS is connecting folks to our EDI Speakers Bureau, which is like a clearing house for EDI experts
 - First ever Disability Inclusion Institute happening May 3-4 & 24-25. This is an opportunity for all ALA staff and additional constituents to participate in this two-day, six-hour training facilitated by our consultant, Access Living, which is a disability led and run organization.
- **Executive Committee Report**
 - ALA moved to platinum status on April 5 on Guidestar,
 - Plans to create a task force that would focus on election and campaign clarifications

- For the 150th anniversary, there will be interviews of past presidents to help capture ALA's history
- **ALA Division Updates**, please click here to see [powerpoints](#).
- **Executive Director Report, EBD #12.30**
 - The newest impact stream, Data, Research and Design (DRD) is housed in the Center for the Future of Libraries with two fellows funded by Mellon grant funds
 - CE unit formed officially at the beginning of FY22 in order to coordinate CE at ALA-wide level and to provide a synergy in new product development and standardization. Built a new ALA CE website with all of ALA's content in one place where it is marketed, cataloged and executed. Response to the site is very positive, internally and externally
 - The work of the Development office includes processing donations and support of fund-raising efforts for ALL units, as well as to foster internal and external relationships, and to create a culture of philanthropy. Contributed income goal this year of \$3,085,000, and currently at \$2,164,000 or about 70% of our goal. The plan is to begin recruiting a Director of Institutional Advancement at the end of FY23
- **Equity, Diversity, Including & Social Justice (EDISJ) Updates**
 - Budgeting and pivot plan include EDISJ, and new data and research practices will include EDI through the work of the new fellows.
 - Committee on Accreditation is including EDISJ into the LIS-wide survey. The survey is broken out into open comment form for feedback on revisions of the 2015 standard, as well as reflecting that EDI is built into the revision as an improvement.
- **Operating Agreement Workgroup (OAWG) Discussion, EBD #10.9**
 - Sought board feedback on the OAWG proposal to remove the overhead rate from Divisions. This will not eliminate the revenue, but rather it will be an internal overhead accounting exchange at about \$2 million for divisions. Overhead pays for central services like HR and IT, and supports member value services, such as OIF and PPA.
 - Division feedback via PBA and other means seems to indicate an interest in moving this forward. The change would be implemented in FY24, and OAWG will likely recommend another group look at the actual implementation steps. The Board agreed that a more tangible outline from staff on what would be required to implement would be beneficial, or possibly a mock budget process for the upcoming year.
- **Budget Analysis Review Committee (BARC) and Finance & Audit Report, EBD #3.23**
 - Discussed transforming ALA governance (TAG) task force. There are some concerns with the financial implications of proposals, and BARC will reach out to meet with TAG prior to Annual Conference.

- Two actions: approved the annual increase in personal member dues for FY23 in alignment of three-year average of the national CPI of 3.6% and approved preliminary FY23 budget
- Also discussed BARC liaison program and connecting with Divisions EDs about the impact of BARC liaison
- In 2017, the Board approved a strategic investment plan for three years, and BARC and F&A will revisit this at Annual Conference
- **Budget Update**
 - FY2022 Q1 Financial Results, EBD 3.20
 - Strong financial position, not only the statement of activities but also the statement of financial positions
 - Revenue totals \$11.6 million, with the general fund contributing 63% of that total, divisions at 24%, grants at 8%, long-term investment at 4%, and round tables at 1%
 - Balance sheet also improved, with loan balances significantly decreased due to forgiveness of the PPP loans
 - FY2023 Preliminary Budget & Annual Estimates of Income
 - Assumptions:
 - 2% salary increase
 - no furlough days for staff
 - overhead will remain the same at 26.5%
 - continued freeze of net asset balance transfers to endowment
 - contingency amount
 - Gap between expenses and revenues was initially \$4 million, with no restrictions and no constraints. Employed the strategies to address the gap.
- **Endowment Trustee Report, EBD 13.2**
 - Book and Market value has been decreasing. Market value at \$63 million and book value at \$12 million
 - Two trustees have indicated interest in reappointment, which will be presented to F&A and Board for approval
 - Meeting in person on May 23 & 24 in Chicago at ALA headquarters
- **Executive Board Liaison Update & Emerging Issues**
 - The Joint Conference of Librarians of Color (JCLC) conference registration should be opening soon for October 5-9 in Saint Pete's Beach, Florida. Please consider donating to the conference, and merchandise will be available for purchase.
 - The Rural, Native and Tribal Libraries of All Kinds committee is reassessing its charge and the needs of the populations it serves.
 - Our Annual Conference exhibits are now the largest aggregation of publishers and vendors promoting literature in the country. There might be a possibility for a post-conference public exhibits event that looks more like the Frankfurt Book Fair

- or Guadalajara Book Fair. Board members discussed the possibility, noting there is strong potential for this, which could be financially sustaining for ALA.
- Clarification around Annual Conference registration/attendance projections is requested. Additional efforts will be made to be clear and communicative regarding conferences.

Board Approved Action	ALA Office	Responsible Person
ALA Executive Board votes to approve the annual increase in personal member dues for FY23 in alignment with the three-year average of the National Consumer Price Index, CPI, of 3.6%.	Membership Office	Melissa Walling
ALA Executive Board votes to approve that commercial posts for paid programs or services are prohibited on the ALA Connect platform, EBD #12.33.1	Membership Office	Melissa Walling
ALA Executive Board votes to approve that job postings are restricted to a singular opt-in community on the ALA Connect platform, EBD #12.33.1	Membership Office	Melissa Walling
ALA Executive Board votes to approve the preliminary FY2023 budget proposal and annual estimates of income of \$113.7 million, as reflected in EBD #3.21-21a	Finance	Dina Tsourdinias
ALA Executive Board approves continuation of the Barnes & Thornburg LLP as ALA's legal counsel, including continuation of Paula Goedert as ALA's lead partner.	Executive Office	Tracie Hall
ALA Executive Board approves to allow councilors and committee members who are attending meetings listed in the scheduler during Annual Conference to register at the early bird rate for 3 weeks after the announcement of the requirement and then go to regular registration rates. Councilors and committee members who already registered will be honored with the early bird rate.	Governance	Sheryl Reyes

Note: The EB goes into closed session to discuss matters that should not be discussed publicly for legal reasons, may be sensitive in nature, or are not yet ready to be announced.

The next EB meeting is May 17, 2022. The full EB meeting schedule can be found [here](#). For more information on any of the listed reports above, please visit the Executive Board Document (EBD) site available [here](#).