

**Public Library Association
Executive Committee
Spring Meeting
May 10, 2008**

Courtyard Magnificent Mile Chicago Downtown (Marriott)
165 East Ontario St.
Chicago, IL 60611
Phone: 312.573.0800
Fax: 312.573.0573

Logistics

Friday

The PLA Executive Committee will have a group dinner. We have a 7:00 p.m. reservation at **Bice**, 158 East Ontario St, (312) 664-1474. We will meet in the hotel lobby at 6:45 and walk to the restaurant.

Saturday

Breakfast will be available in our meeting room, Michigan Room, located in the lower level at 8:30. Our meeting will convene at 9:00 a.m. and end prior to 4:00 p.m. Dinner is on your own; PLA will reimburse up to \$50 for Saturday dinner.

AGENDA

1. Welcome
2. **Action Item:** Adoption of the agenda

Additional items maybe added to the agenda at this time. Items may be removed from the consent agenda and moved to discussion items. The following document(s) will be handed out onsite (so you don't have to print them) and are included as background information: PLA Strategic Plan and the Conflict of Interest Policy, 2008.1

Consent Items

	<u>Document Number</u>
3. Publications Report	2008.39
4. Membership Report	2008.40
5. "Public Libraries" Magazine Report	2008.41
6. Education Activities Report	2008.42
7. Strategic Opportunities Update	2008.43
8. 2008 Election Results	2008.44
9. FY 2007-2008 Year-to-date by Project Report	2008.45
10. Draft Midwinter Board Actions	2008.46 onsite
11. PLA Partners Program Update	2008.54

Discussion / Decision Items

- | | |
|--|---------|
| 12. 2008 National Conference Post Conference Preliminary report, <i>Southard, Johnson, staff</i> | 2008.47 |
| 13. FY 2008 Financial Analysis and Management Report, <i>Southard</i> | 2008.48 |
| 14. Turning the Page/Gates Foundation Update, <i>Southard, Chau</i> | 2008.49 |
| 15. Emerging Leader Program; draft report from Community of Practice working | 2008.50 |

Mission: The Public Library Association enhances the development and effectiveness of public library staff and library services. Our core purpose is to strengthen public libraries and their contribution to the communities they serve.

Group, <i>Potaczek</i>		
16. Leadership Task Force Update, <i>Sanders, Hildreth, Potaczek</i>	no document	
17. IFLA 2009-2013 Call for Nominations, <i>Southard</i>	2008.51	
18. Post Election Next steps, <i>Southard</i>	2008.52	onsite
19. Request for PLA Representative on the Library of Congress, Cataloging in Publication Division (CIP), Advisory Group (CAG), <i>Sanders</i>	2008.53	
20. New Business:		
a. Jim Rettig planning invitation re: Advocating for All Libraries: Saving the Library Ecosystem	2008.55	

Mission: The Public Library Association enhances the development and effectiveness of public library staff and library services. Our core purpose is to strengthen public libraries and their contribution to the communities they serve.

Date: May 2, 2008
To: PLA Executive Committee
From: Kathleen Hughes
RE: Publications

Sales

PLA publications sales figures are at \$58,115.00 as of the March report; currently \$27,296.00 ahead of budget. Sales figures at this time last year were \$7,238.57. Strong ongoing sales (especially of “Libraries Prosper with Passion, Purpose, and Persuasion”) and expected revenues from the PLA conference store (and eventually the ALA conference store) should keep sales revenues strong through the end of the fiscal year.

Expenses

Expenses are currently under budget, at \$3,434.55. At this point in the fiscal year, expenses are budgeted to be at \$76,618.00. This difference is largely a timing issue and will be reconciled as invoices arrive and are paid.

PLA Publishing Activities

“Results” series

- Digital Download – *PLA Service Responses*

Authored by Sandra Nelson and June Garcia, PLA published the revised Service Responses as a ‘digital download’ available via the ALA Online Store. The publication has sold 271 copies since its release in May, 2007.

- *Strategic Planning for Results* by Sandra Nelson was released in early 2008. To date, 796 copies have been sold.

TechNotes

PLA continues its popular Technotes series. Technotes are short, web-based papers introducing specific technologies for public librarians. Technotes are located at www.pla.org.

PLA Publications/Monographs Program

PLA is working on a series of publications with Neal-Schuman, “The PLA Reader Series.” The first book in the series will be “The PLA Reader for Public Library Directors.” Target release date is end of summer 2008.

PLDS

PLA is again offering subscription access to the PLDS Online Database, featuring a dynamic web-based format. By ordering a one year subscription to the database, users are able to search the PLDS datasets and create customized reports. The print version of the PLDS also is available for purchase. For informational purposes, the subscription databases are \$250; last year we sold nearly 100. So far this year, we have sold 30. The subscription database has not appeared to affect sales of the PLDS book, which last year were on target; 2008 advance orders for the PLDS book also are steady.

PLA Blog (www.plablog.org)

The PLA Blog remains a vibrant component of PLA’s publishing efforts. In addition to lively posts, podcasts, interviews, and more -- this year our team of volunteer bloggers again fanned out to provide in-depth coverage of the 2008 ALA Midwinter Meeting and the 2008 PLA conference sessions.

Blog Statistics

From January 1, 2008 – 3/31/08, we averaged per day:

2,176.11 Sessions
5,000.76 Pageviews

During the ALA Midwinter Meeting and the 2008 PLA Conference – sessions and pageviews per day increased:

1/11/08-1/16/08 (ALA Midwinter)
2,234.83 Sessions
6,005.17 Pageviews

3/25/08-3/29/08 (PLA 2008)
2,977.40 Sessions
8,877.60 Pageviews

Date: 5/2/2008
To: PLA Board
From: Louisa Worthington
Re: Membership

INFORMATION ITEM

As of March 2008, PLA had 12,454 members.

For comparison purposes:

- In March 2007, a non-national conference year membership was at 11,594.
- In March 2006, a National Conference year, membership was at 11,791.

Membership by region

The following numbers represent how PLA membership breaks down according to regions. Please note that these numbers do not add up to 12,454 because they do not include foreign, organizational, or corporate members. Here's how PLA membership breaks down according to these regions:

The Northeast (Maine, New Hampshire, Vermont, Massachusetts, Connecticut, and Rhode Island)

Maine – 58

New Hampshire – 89

Vermont – 28

Massachusetts – 295

Connecticut – 192

Rhode Island – 47

Total Northeast: 709

The Middle Atlantic (New York, New Jersey, Pennsylvania, Delaware, Washington, DC, and Maryland)

New Jersey - 364

New York - 967

Pennsylvania - 368

Delaware - 51

D.C. - 40

Maryland - 365

Total Middle Atlantic: 2,155

The South (Virginia, West Virginia, Kentucky, Tennessee, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Arkansas, Louisiana, and Missouri, and Texas).

Virginia - 305

West Virginia – 54
Kentucky - 130
Tennessee - 94
North Carolina - 252
South Carolina - 147
Georgia - 233
Florida - 445
Alabama - 139
Mississippi - 45
Arkansas - 92
Louisiana – 154
Missouri - 196
Texas - 537

The South: 2,823

The Midwest (Ohio, Michigan, Indiana, Wisconsin, Illinois, Minnesota, Iowa, North Dakota, South Dakota, Kansas, Nebraska)

Ohio - 642
Michigan - 522
Indiana - 305
Wisconsin – 305
Illinois - 1,074
Minnesota – 279
Iowa - 212
North Dakota - 17
South Dakota - 30
Kansas - 179
Nebraska - 90

The Midwest: 3,655

The Southwest (New Mexico, Arizona, and Nevada)

New Mexico - 55
Arizona - 204
Nevada - 83

The Southwest: 342

The West (Oklahoma, Colorado, Wyoming, Montana, Utah, California, Nevada, Idaho, Oregon, Washington, Alaska, and Hawaii)

Oklahoma - 142
Colorado - 286
Wyoming – 62
Montana - 33
Utah - 71
California - 993

Idaho - 60
Oregon - 144
Washington - 351
Alaska - 36
Hawaii - 48
The West: 2,226

Division Overlap Report

(As of 4/28/08)

This portion of the report shows what other divisions PLA members belong to numerically and by percentage:

PLA ONLY	6072	54.4%
AASL	332	3.0%
ACRL	488	4.4%
ALCTS	595	5.3%
ALSC	1381	12.4%
ALTA	557	4.9%
ASCLA	394	3.5%
CLENE	188	1.7%
EMIERT	215	1.9%
ERT	114	1.0%
FAFLRT	63	.6%
GLBTRT	172	1.5%
GODORT	142	1.3%
IFRT	573	5.1%
IRRT	294	2.6%
LAMA	2082	18.7%
LITA	716	6.4%
LHRT	109	1.0%
LIRT	151	1.4%
LRRT	217	1.9%
LSSIRT	81	.7%
MAGERT	50	.4%
NMRT	397	3.6%
RUSA	123	10.9%
SRRT	512	4.6%
STORT	89	.8%
VRT	69	.6%
YALSA	1283	11.5%

Division Membership Comparison

(As of March 2008)

PLA	12,454
AASL	9,350
ACRL	13,261
ALCTS	4,986
ALSC	4,286
ALTA	1,222
ASCLA	969
LAMA	5,361
LITA	4,150
RUSA	5,241
YALSA	5,665

Date: May 2, 2008
To: PLA Executive Committee
From: Kathleen Hughes
Re: "Public Libraries"

INFORMATION ITEM

So far in Fiscal Year 2008, "Public Libraries" ad sales are steady. Ad sales revenues are at \$45,324, currently \$8,230 ahead of budget. Ad sales revenues at this point last fiscal year were \$33,661.

Our subscription base is steady, we currently have 758 subscriptions, at this time last year we had 764 subscriptions. Subscription revenues are ahead of budget, currently at \$23,605; budgeted to be \$17,763.

In terms of expenses, we were budgeted to be at \$78,726; the actual expenses total is \$95,050 making us approximately \$17,000 over budget. This can be attributed to larger page counts in the past few issues and accompanying increases in production costs. The next two issues in this fiscal year will have lower page counts and lower expenses. As for the journal's subscription equivalent, it was budgeted to be at \$36,732; however we are actually at \$33,302.

May 11, 2008

To: PLA Executive Committee

From: Linda Bostrom
PLA Manager of Professional Development

Re: Spring 2008 Report on PLA Educational Activities

ALA 2008 Annual Conference

PLA will be sponsoring 22 programs in Anaheim. This does not include the President's Program featuring Jamie Lee Curtis. Attached to this report is a chronological list with dates, times and locations.

CPLA

Since the ALA Midwinter Meeting, eight PLA/CPLA workshops have taken place in partner locations across the country, including one as a preconference to the joint Oregon/Washington state library conference. Total registration for all these workshops was 198 for an average attendance of about 25. Two additional workshops were canceled due to insufficient registration. The number of those applying for the CPLA certification continues to grow as does the number of workshop attendees who indicate they are considering certification. PLA will be scheduling additional workshops for the remainder of 2008 and for 2009-2010.

e-Learning @ PLA

PLA has a slate of online mini-course based on the newly revised Service Responses almost ready to go. They should be available in the very near future. We're in the process of switching the registration function over to the ALA Registration Office. The new courses will be available on demand, with some new features, e.g., podcasts by experts, wikis (with unlimited access).

Regional CE Events

Boot Camp 4 is scheduled to take place October 20-24, 2008, in Cleveland, Ohio. Registration will be opening soon. A train-the-trainer event based on PLA's latest publication, *Strategic Planning for Results*, is in the planning stages. PLA hopes to attract participants from states in which there currently no PLA Results Trainer.

Spring Symposium 2009

The 2009 Spring Symposium will be held Nashville, Tennessee, April 2-4, Thursday evening through Saturday morning. We expect to offer a slate of 5-6 concurrent one-and-a-half day workshops, plus a Turning the Page event. One of the workshops will be

based on the new Service Responses, with Sandra Nelson and June Garcia as instructors. Another workshop will be on one of the CPLA topics, most likely Current Issues with George Needham and James McPeak as instructors. A number of workshop proposals have recently been submitted, as part of the AC09 proposals process and have yet to be reviewed. The complete slate will be available at the Annual Conference.

Other Educational Activities

A complete report on the 2008 National Conference will be presented to the PLA Board at the ALA 2008 Annual Conference.

PLA Programs @ ALA 2008 Annual Conference

Saturday, 8:00 am - 9:00 am

PLA 101: ALA Annual Conference Tips for First Time Attendees

PLA ALA MEMBERSHIP

Anaheim Marriott Marquis Northwest

Track: Career Paths and Professional Development

This is a how-to session for first time ALA Annual Conference attendees who are PLA members or work in public libraries.

Speakers: Michelle Bayuk, Marketing Director, The Children's Book Council (N.Y.); Claudia Sumler, Senior Administrator, Harford County (Md.) Public Library

Saturday, 10:30 am - 12:00 pm

How Branding Can Increase the Relevance of Your Library

PLA

Hilton Anaheim El Capitan

Track: Administration and Leadership; Advocacy, Marketing, and Fundraising

Attendees will learn how to do a marketing audit of their library, develop a strategic positioning, create an annual marketing plan, and learn how to minimize expenses through available resources. The intention is to raise awareness of the library, its relevance and value among key stakeholders: customers, government, trustees, donors, etc. The interactive Q&A session will allow for addressing specific concerns/interests of attendees. This program will deal only with libraries, not corporate or consumer brands, but the same techniques that have been used successfully for well known products and companies will be applied.

Speaker: James Keller, Director of Marketing & Communications, Queens (N.Y.) Library

Library Fundraising on Steroids! Going Beyond the Used Book Sale....

PLA

Hilton Anaheim Pacific BR A

Track: Administration and Leadership; Advocacy, Marketing, and Fundraising

Are you are looking for new ideas for on-going fundraising programs? Have you ever considered either a Library Telethon or a House Raffle? The Rancho Cucamonga Public Library has done both and will give their insights, tips and advice. Come learn what is involved with getting a telethon on the air, how to program a weekend of live entertainment, getting your telethon on the web, using PayPal to collect donations, and more. With the House Raffle, find out the basics of how this type of fundraiser works, and how you can work with a 501c(3) organization to minimize staff involvement.

Speakers: Deborah Clark, Library Director, Rancho Cucamonga (Calif.) Public Library; Frances Howdyshell, Library Foundation Board Member, Rancho Cucamonga (Calif.) Public Library; Robert Karatsu, Assistant Library Director, Rancho Cucamonga (Calif.) Public Library; Michelle Perera, Library Services Manager, Rancho Cucamonga (Calif.) Public Library

Not Evolutionary--Revolutionary! Library Reorganization Project , 2010-style PLA

Anaheim Convention Center 210 A-C

Track: Administration and Leadership; Leadership and Management

Discover why and how the Public Library of Charlotte and Mecklenburg County set out to be "America's Best Public Library by 2010" by strategizing and innovating new ways of collaborating, communicating, and providing extraordinary customer service. PLCMC involved staff from diverse service areas in a major organizational restructuring that didn't just seek to adapt to changes in technology or community needs.

Speakers: Charles M. Brown, Director of Libraries, Public Library of Charlotte and Mecklenburg County, N.C.; Karen Beach, Director of Community Engagement, Public Library of Charlotte & Mecklenburg County, N.C.; Michael Lambert, Library Manager, Public Library of Charlotte & Mecklenburg County, N.C.; Julia Lanham, Project Manager, Public Library of Charlotte & Mecklenburg County, N.C.; Claudia Williams, Library Circulation Manager, Public Library of Charlotte & Mecklenburg County, N.C.

Stretching Existing Staff: New Service Delivery Models

PLA IC

Hilton Anaheim California Pavilion B

Track: Administration and Leadership

Need more staff but the budget does not allow it? The PLA Workload Measures and Staffing Patterns Committee can help you by providing existing service delivery models from libraries across the U.S. Learn about self-directed service, new space planning in view of service delivery, one point information service, and many other exciting ways that progressive libraries have confronted staffing shortages.

Speakers: Ruth Barefoot, Manager, The San Jose Way San Jose (Calif.) Public; Anne T. Haimes, Branch Group Manager, Atlanta-Fulton (Ga.) Library System; Dale K. McNeill, Director, Community Library Services, Queens Library, Jamaica, N.Y.; Valerie Rowe-Jackson, Deputy Director for Public Services, Richland County (S.C.) Public Library.

Public Programs in a Shoebox: What If You Don't Have a Community Room?

PLA LD

Anaheim Convention Center 201 D

Track: Authors; Literature and Cultural Programming

A panel discussion in which several librarians in rural libraries offer descriptions of public programs that have worked in their libraries, even though they lacked space such as a community room; and offer recommendations to participants for overcoming space constraints in public programming.

Speakers: Jim Rancilio, Director, Bullard Sanford Memorial Library, Vassar, Mich.; Connie Barrington, County Librarian, Imperial County (Calif.) Free Library; Ailesia Franklin, Director, Dunkirk City (Ind.) Public Library; Kelley Nolan, Literacy Coordinator, Del Norte County (Calif.) Public Library; Debbie Brown, Director, Bullard Community Library, Garland, Tex.; Dwight McInvaill, Director, Georgetown County (S.C.) Public Library.

Public Computing in a Library 2.0 World

PLA LD

Hyatt Regency Orange County Royal A/B

Track: Digital Information and Technologies

Public libraries increasingly support patrons who use wireless, games, blogs, and social networks. What are the implications? What new skills are required for front line staff? How is tech support provided? The MaintainIT Project will report on best practices in public libraries for staff training, technical support, and technology planning.

Speakers: Barbara Gersh, Project Manager, MaintainIT, TechSoup; Louise Alcorn, Reference Technology Librarians, West Des Moines (Ia.) Public Library; Jessamyn West, Community Technology Librarian & Editor, librarian.net

DEWEY OR DON'T WE

PLA LS

Anaheim Convention Center 204 C

Track: Collection Management and Technical Services

This program will address major issues that the public library needs to consider to ensure its place in the future. The speakers will outline several innovations and changes made in the operation of the Maricopa County Library District including one customer service des, outsourcing cataloging and processing, self-service, and the "famous" Deweyless concept.

Speakers: Jeremy Reeder, Branch Operations Coordinator, Maricopa County (Ariz.) Library District; Cindy Kolaczynski, Deputy Director, Maricopa County (Ariz.) Library; Harry Courtright, Director & County Librarian, Maricopa County (Ariz.) Library District

Saturday, 1:30 pm - 3:30 pm

Libraries Prosper with Passion, Purpose & Persuasion! A Toolkit for Success

PLA

Hilton Anaheim Avilia

Track: Administration and Leadership; Advocacy, Marketing, and Fundraising

Learn about the PLA advocacy toolkit, which was just released in 2007, and how libraries across the country have put it to use.

Speakers: Laura K. Lee Dellinger, Senior Executive Vice-President/Principal, Metropolitan Group, LLC; Kathleen Reif, Director, St. Mary's County (Md.) Library

Digital Storytelling: Where Outreach, Local History, Programming and Technology Collide

PLA

Anaheim Convention Center 213 C

Track: Authors; Literature and Cultural Programming

Establishment of a digital storytelling project may just be what your library needs to begin outreach, programming, and partnership building. This program will look at the "California of the Past" Digital Story Station pilot program, initiated by the California State Library, and at the California Council for the Humanities' "How I See It" program. Under both of these LSTA grant funded programs, participating libraries are provided with training and equipment to implement a local digital story program. In the former, the audience is adults, and in the latter, youth. The

resulting stories from both provide opportunities for some wonderful intergenerational community programming. Learn how libraries have done this, and how you can too.

Speakers: Grace Francisco, Hispanic Services & Children's Librarian, Oceanside (Calif.) Public Library; Felicia Kelley, Senior Programs Manager, California Council for the Humanities; Kathleen Low, Library Programs Consultant, California State Library/Library Development Services Bureau; Ethan Van Thillo, Executive Director, Media Arts Center of San Diego, Calif.; Lynn Whitehouse, Head, History Section, San Diego (Calif.) Public Library

Why Public Libraries Close

PLA IC

Hilton Anaheim California Pavilion B

Track: Administration and Leadership

Results from a study sponsored by OCLC of public library closures will be featured. The research examined in depth the dataset used for identifying the closures, reasons for the closures, and the impact of closures on library users. Interviews with staff, and analysis of locations and market demographics, using geographic information systems (GIS) were used for analysis.

Speakers: Dean K. Jue, Technical Director, Florida Resources Env. Analysis Center; Christine M. Koontz, Director, GeoLib, Florida State University/College of Information; George Needham, Vice President, Member Services, OCLC; Bradley Wade Bishop, Doctoral Candidate, Florida State University/College of Information

Teens in Your Branch Library

PLA LD

Anaheim Marriott Platinum 3/4

Track: Children and Young Adults; Best Practices and Programming

If you work in a branch library near a Jr. High or High School, you're familiar with the feeling. Every afternoon, as the clock hand nears that certain time, you prepare for the influx of teens and tweens that arrive after school. What do you do when you have 60 young adults crammed in a 6-10,000 foot space? How do you balance the needs of this active group with the other groups your library serves? Join us for a panel discussion of what others are doing in similar situations. No guaranteed answers. We'll have some suggestions for actions that might help. Please join panel speakers Deva Walker of Cleveland Public Library, Sara Ryan of Multnomah County Library and an Out of School Time program speaker for this engaging discussion.

Speakers: Sara Ryan, Teen Services Specialist, Multnomah County (Ore.) Library; Deva Walker, Young Adult Librarian, Cleveland (Oh.) Public Library

Saturday, 1:30 pm - 5:30 pm

Teen Parents Raising Readers: Teen Staff Making It Happen

PLA

Anaheim Marriott Marquis Northwest

Track: Children and Young Adults; Early Literacy

Gain information and techniques that enable teen staff to share early literacy information from the Every Child Ready to Read @ your library project in pregnant/parenting teen programs. Use outreach to conduct programs that empower teens with a better understanding of reading and ways to interact with their children that support reading development

Speakers: Saroj Ghoting, Early Childhood Literacy Consultant, Riner, Va.; Maryann Mori, Teen Specialist Librarian, Ia.

What the User Expects and How to Get There

PLA LD

Hyatt Regency Orange County Royal C/D

Track: Digital Information and Technologies

Libraries want greater control over technology to respond to increasing patron expectations. Open source software allows libraries to customize, share and collaborate on solutions. The speakers will explain the what, why, and how of implementing a variety of open source software.

Speaker: Brian K. Auger, Deputy Executive Director, Howard County (Md.) Library; Lori Bowen Ayre, Principal Consultant, The Galicia Group, Calif.; John Brice, Executive Director, Meadville Public Library; Darci Hanning, Technology Development Consultant, Oregon State Library, Portland; John Houser, Senior Technology Consultant, PALINET, Philadelphia, Penn.; Jed Moffitt, Information Technology Services Director, King County Library System, Issaquah, Wash.; Cindy Murdock, IT Services Director, Meadville Public Library; Denise Siers, Associate Director, Public Services, King County (Wash.) Library System; Julie Walker, Assistant State Librarian, Georgia Public Library Service, Atlanta.

Sunday, 1:30 pm - 3:30 pm

Selling Your Story: How to Use the PLA Service Responses to Market Your Library

PLA LD

Anaheim Convention Center 304 C/D

Track: Administration and Leadership; Advocacy, Marketing, and Fundraising

How many times have you heard “I didn’t know the library did that”? The newly revised PLA Service Responses provide an effective framework for a marketing program that will make certain that everyone in your community understands the variety of services the library offers - and that they will want to use those services.

Speakers: June Garcia, Managing Partner, Dubberly Garcia Associates, Inc.; Sandra Nelson, Author/Consultant, Nashville, Tenn.

Get the Word Out: How to Do It Marketing for Small and Rural Libraries

PLA LD

Hilton Anaheim Pacific BR B

Track: Administration and Leadership; Advocacy, Marketing, and Fundraising

No matter how small your library, effective marketing is the key to success and to your library’s future. Come hear how small libraries across the country are leveraging simple marketing techniques to make their libraries vital to their communities. Marketing basics and practical tips for developing a strategy, effectively executing that strategy, and measuring effectiveness will be provided.

Speakers: Stephanie Beverage, Regional Services Manager, South Region, Orange County (Calif.) Public Libraries; Diana Bitting, Manager, Education Program, PALINET; Walt Crawford, Creator, Author, Publisher, OCLC; Edward James Elsner, Director & Consultant, Delton District Library, Mich.; Annette Wetteland, Information Specialist, State Library of Iowa/Library Administration

Programming Your Way Through Dewey: Insects, Dinosaurs, and Gross Biology @ Your Library

PLA LS

Anaheim Convention Center 203 B

Track: Authors; Literature and Cultural Programming

There is a wealth of browsable, non-fiction material in our libraries. Are you looking for new ways to develop programming and highlight these exciting resources? Our invited authors discuss their work and creative processes on material that can enrich the lives of both children and caregivers. Librarians will provide information on best practices and non-fiction programming.

Speakers: Nic Bishop, Author & Illustrator, Scholastic Children's Books; Kelly Milner Halls, Author, Spokane, Wash.; Nancy Baumann, Bearport Publishing, Laramie, WY.; Eileen Glazik, Youth Services Program Coordinator, Vernon Area Public Library, Ill.; Susan Person, Youth Services Librarian, Lacey Timberland Library, Wash.

Sunday, 1:30 pm - 5:30 pm

Adult Learners: Helping Libraries Make MAGIC!

PLA LS ALA OLOS

Disneyland Hotel Magic Kingdom 3

Track: User Services

Public Library adult literacy programs are a vital service in communities. Adult learners attending these programs are uniquely positioned to advocate and promote all library services, especially literacy. Find out what's been done nationally and in California and how your library can produce the same magic. In addition to presentations from leaders in the field, California-based library directors and program coordinators describe their literacy programs and the role of adult learners. Adult learners share their unique insights about advocating for adult literacy in libraries. Moderated table topics will help participants identify strategies and next steps in learner involvement, advocacy, and professional development.

Speakers: Susan Hildreth, State Librarian of California, Sacramento, Calif.; Jacquie Brinkley, California State Library, Sacramento; Ann Cousineau, Solano County (Calif.) Library; Marty Finsterbush, Executive Director, Voice for Adult Learners United for Education (VALUE), Philadelphia, Penn.; Carey Gross, Butte County (Calif.) Library; Valerie Hardie, San Diego (Calif.) Public Library; Dale Lipschultz, Literacy Officer, ALA/OLOS; Susan Lynn, Contra Costa County (Calif.) Library; Rose Manela, Rancho Cucamonga (Calif.) Public Library; Elizabeth Martinez, Director, Salinas (Calif.) Public Library; Sandra Newell, State Library and Archives of Florida, Tallahassee; Lynne Price, Benicia (Calif.) Public Library; Mark Pumphrey, Polk County (N.C.) Public Library; Randy Weaver, San Francisco (Calif.) Public Library; Adult Learners: Donna Jones, Tammy Lozier, Leon Veal.

Sunday, 4:00 pm - 5:30 pm

Early Literacy Training for Child Care Providers: A Proven Program for Success

PLA LS

Anaheim Marriott Salon A-D

Track: Children and Young Adults; Early Literacy

Using Carroll County (Md.) Public Library's ground-breaking, scientifically-based research initiative learn about ways to train child care providers to foster early literacy skills in young children in order to promote kindergarten school readiness.

Speakers: Elaine Czarnecki, Consultant, Resources in Reading, Annapolis, Md.; Dorothy Stoltz, Outreach Services Manager, Carroll County (Md.) Public Library; Connie Wilson, Programming Specialist, Carroll County (Md.) Public Library; Penny Neef, Coordinator of Youth Services, West Bloomfield Township (Mich.) Public Library.

Monday, 10:30 am - 12:00 pm

Read Between the Lions: Public Television and Public Libraries Join Forces to Improve Literacy

PLA

Anaheim Marriott Platinum 3/4

Track: Children and Young Adults; Best Practices and Programming

Hear how three public libraries in different communities utilized entertaining, research-based episodes of the award-winning educational program, *Between the Lions*, to create engaging, hands-on, library-based Reading Dens to increase and improve the literacy practices and skills of kindergarteners and their parents. Research is presented from preliminary results of a federal NICHD grant.

Speakers: Christopher Cerf, President, Sirius Thinking, LTD; Sandra Feinberg, Director, Middle Country Public Library, Centereach, NY; Lisa Kropp, Children's Services Coordinator, Middle Country Public Library, Centereach, N.Y.; Daniel Shanahan, Professor, New York University

Reach Out and Touch Someone: Public and School Libraries Collaborate for Student Success

PLA

Anaheim Marriott Platinum 1/2

Track: Children and Young Adults; Best Practices and Programming

Are you interested in collaborating with your local school to contribute to student success? Please join librarians from Washington State and find out about some of the best practices to use in your community and the tremendous benefits of working collaboratively between libraries--all for little to NO money!

Speakers: Rhona Klein, Project Director, Washington State Library, Olympia; Betty Marcoux, Assistant Professor, University of Washington; Christopher Wolfe, NBCT Teacher/Librarian, Griffin School District, Olympia, Wash.

Pacs in the Library 2.0 World

PLA LD

Hyatt Regency Orange County Pacific Room

Track: Digital Information and Technologies

The Pac is one way people find the information they need in their local library, in the region or via the Web. New technologies are being used throughout the country to make the search more accurate, user friendly and community based. This program will explore various enhancements including federated searching, Delicious, Aquabrowser, and interactive tools such as user submitted book reviews. Training issues for staff and the public will also be discussed.

Speakers: Jesse Haro, , Burton Barr Central Library, Phoenix, Ariz.; Mary Catherine Little, Director of Technical Services, Queens Borough (N.Y.) Library; Grace Lillevig, eBranch Librarian, Harris County Public Library, Houston, Tex.; Ross McLachlan, Library Services Administrator, Burton Barr Central Library, Phoenix, Ariz.; Amy Cantú, Production Librarian, Ann Arbor (Mich.) District Library

Monday, 5:00 pm - 6:30 pm

Auditorium Speaker Series – PLA President's Program and Award Presentation-Jamie Lee Curtis

PLA

Anaheim Convention Center Arena

The Public Library Association (PLA) is pleased to announce that actor and author Jamie Lee Curtis will present the keynote address at the PLA President's Program and Awards Presentation, through the support of HarperCollins Children's Books. Ms. Curtis is the author of children's books including, *Is There Really a Human Race?*, *Where Do Balloons Go?*, *Tell Me Again About the Night I Was Born*, and *When I Was Little: A Four-Year-Old's Memoir of Her Youth*.

Speaker: Jamie Lee Curtis, Keynote Speaker, HarperCollins Children's Books

Monday, 6:45 pm - 8:00 pm

PLA President's Reception

PLA

Anaheim Convention Center Arena Plaza

Following the PLA President's Program and Awards Presentation with Jamie Lee Curtis, attendees are welcome to join PLA President Jan Sanders for a gala, music-filled reception

May 2, 2008

To: PLA Executive Committee

From: Joe Potaczek, CAE
PLA Deputy Executive Director

Re: Strategic Opportunities Update

PLA and the National Endowment for the Arts “Big Read” program

PLA is currently working with the National Endowment for the Arts (NEA) to distribute NEA’s Big Read materials to public libraries. The Big Read is an initiative of the National Endowment for the Arts, designed to restore and advance literary reading in America. The NEA is partnering with the Institute of Museum and Library Services (IMLS) on this project. Funding for this distribution will be underwritten by NEA.

NEA will be distributing to over 14,000 public libraries a complete set of Big Read materials. Included in the material are Readers Guides, Teachers Guides, Audio Guides, Publicity Materials and Spanish reader’s guides that focus on the promotion of a series of classic American literature. Big Read Materials and distribution are being funded by the NEA. Big Read materials are expected to be distributed May 2008. NEA’s Big Read website is www.neabigread.org

Additional NEA opportunities

NEA is also interested in additional opportunities working with PLA in outreach efforts to public libraries. These include a distribution of "Why Shakespeare?" a documentary that provides insight into the power of Shakespeare's words to transform lives. Through interviews and recitations by contemporary celebrities, writers, actors, and students, the film explores how interaction with theater and the works of William Shakespeare can have a powerful effect on young minds.

NEA also is also "Operation Homecoming: Writing the Wartime Experience" came out of the NEA's Operation Homecoming project, which brought great American writers to military bases across the United States to teach soldiers and their families how to write about their experiences with deployment and war. The DVD features some of the most powerful stories that emerged from this program, read by the authors themselves as well as by famous actors.

May 5, 2008

To: PLA Executive Committee
Fr: Greta K. Southard, Executive Director
Re: 2008 Election Results

The PLA election results were released on May 2. All candidates were notified of the results prior to PLA and or ALA making the results public. The results are as follows:

PLA President-Elect: Sari Feldman, Cuyahoga County Public Library, OH

Issues and Concerns Cluster Steering Committee:

Marion W. Francis, Ann Arundel CPL, MD

Mary Anne Hodel, Orange County Library System, FL

Library Development Cluster Steering Committee:

Kathy Knox, Pueblo City County Library District, CO

Gary L. Shaffer, Sacramento Public Library, CA

Library Services Cluster Steering Committee:

Judy A. Napier, Schaumburg District Library, IL

Susan N. Pieper, Paulding County Carnegie Library, OH

PLA Division Councilor: Christine Lind Hage, Rochester Hills Public Library, MI

Approval of New Bylaws: Adopted (94.4% Yes and 5.6% No)

**Public Library Association
FY 2007-2008 Financial Report
Year-To-Date Report by Project
March Close**

	<u>FY2007 Budget</u>	<u>FY2007 Final Close</u>	<u>FY2008 Budget</u>	<u>FY2008 March</u>
<u>1 Administration (0000)</u>				
Revenue	\$0.00	\$0.00	\$0.00	\$0.00
Expenses				
Salaries/Benefits	\$578,404.00	\$456,942.00	\$637,846.00	\$225,037.34
Operating	<u>\$88,991.00</u>	<u>\$93,618.00</u>	<u>\$92,044.00</u>	<u>\$108,458.37</u>
TOTAL	\$667,395.00	\$556,154.00	\$729,890.00	\$333,495.71
<u>2 Service to Members (3000)</u>				
Revenue				
Dues	\$459,100.00	\$451,037.53	\$517,255.00	\$279,027.97
Others	<u>\$700.00</u>	<u>\$304.01</u>	<u>\$3,500.00</u>	<u>\$76.82</u>
TOTAL	\$459,800.00	\$451,341.54	\$520,755.00	\$279,104.79
Expenses				
Operating	\$252,205.00	\$306,749.45	\$430,105.00	\$120,258.43
<u>3 Committee Planning (3002)</u>				
Revenue	\$0.00	\$0.00	\$0.00	\$0.00
Expenses	\$19,545.00	\$33,492.05	\$30,800.00	\$1,078.04
<u>4 Regional CE (3007)</u>				
Revenue	\$26,250.00	\$39,640.00	\$68,750.00	\$32,605.00
Expenses	\$73,199.00	\$88,921.49	\$110,288.00	\$64,908.06
<u>5 Regional CE-Meal Events (3010)</u>				
Revenue	\$3,000.00	\$17,261.75	\$3,000.00	-\$60.00
Expenses	\$2,600.00	\$9,579.25	\$2,600.00	\$4.70
<u>6 Certified Public Library Administrators (3189)</u>				
Revenue	\$15,000.00	\$0.00	\$67,500.00	\$56,225.00
Expenses	\$14,863.00	\$25,630.55	\$60,078.00	\$74,796.21
<u>7 Web-CE (3040)</u>				
Revenue	\$20,000.00	\$3,709.00	\$34,250.00	\$36,000.00
Expenses	\$17,150.00	\$57,742.28	\$26,870.00	\$17,242.28

PLA Spring Executive Committee 2007-2008
2008.45

	<u>FY2007 Budget</u>	<u>FY2007 Final Close</u>	<u>FY2008 Budget</u>	<u>FY2008 March</u>
8 <u>Advocacy (3018)</u>				
Revenue	\$10,000.00	\$12,054.80	\$85,000.00	\$1,409.60
Expenses	\$23,575.00	\$94,588.12	\$61,855.00	\$21,366.15
9 <u>PLA Partners (3020)</u>				
Revenue	\$69,000.00	\$46,349.30	\$129,000.00	\$64,537.50
Expenses	\$63,150.00	\$11,723.26	\$59,850.00	\$587.34
10 <u>Preschool Literacy (3120)</u>				
Revenue	\$96,250.00	\$109,685.58	\$96,250.00	\$15,080.72
Expenses	\$44,747.00	\$38,831.04	\$48,026.00	\$8,592.70
11 <u>Public Libraries (3030)</u>				
Revenue				
Subscriptions	\$35,000.00	\$53,805.20	\$36,250.00	\$23,605.89
Advertising (Net)	\$43,800.00	\$49,692.95	\$49,400.00	\$36,799.33
Other	<u>\$50.00</u>	<u>\$3,470.03</u>	<u>\$50.00</u>	<u>\$1,343.07</u>
TOTAL	\$78,850.00	\$89,471.77	\$85,700.00	\$61,748.29
Expenses				
Manufacturing/Dist.	\$63,865.00	\$53,571.14	\$24,325.00	\$11,138.54
Professional Services	\$1,000.00	\$14,881.93	\$500.00	\$5,522.38
CPU	\$13,437.00	\$12,211.56	\$13,437.00	\$7,056.10
Other	<u>\$73,669.00</u>	<u>\$87,170.26</u>	<u>\$109,070.00</u>	<u>\$57,770.27</u>
TOTAL	\$151,971.00	\$167,834.89	\$147,332.00	\$95,050.47
12 <u>Public Library Data Service (3172)</u>				
Revenue				
Sales	\$76,950.00	\$131,825.54	\$121,788.00	\$21,893.61
Royalties	<u>\$10,000.00</u>	<u>\$23,071.41</u>	\$10,000.00	\$0.00
Returns		<u>\$5,569.60</u>	<u>\$3,800.00</u>	<u>\$2,220.16</u>
Total	\$86,950.00	\$149,327.35	\$127,988.00	\$19,673.45
Expenses				
U of I Contract	\$50,000.00	\$51,819.00	\$50,000.00	\$15,380.00
Other	<u>\$35,382.00</u>	<u>\$44,609.05</u>	<u>\$41,298.00</u>	<u>\$8,479.22</u>
TOTAL	\$85,382.00	\$96,428.05	\$91,298.00	\$23,859.22
13 <u>Publications (3058)</u>				
Revenue				
Books	\$35,000.00	\$95,190.53	\$46,800.00	\$58,115.00
Fulfillment/Returns	-\$850.00	\$1,509.20	-\$2,340.00	\$114.70
Royalties	<u>\$29,000.00</u>	<u>\$24,475.16</u>	<u>\$30,000.00</u>	<u>\$0.00</u>
TOTAL	\$63,150.00	\$118,166.49	\$76,960.00	\$66,236.36
Expenses				
Manufacturing/Dist.	\$10,900.00	\$59,378.43	\$11,400.00	\$991.70
Operating	<u>\$102,086.00</u>	<u>\$88,960.48</u>	<u>\$125,234.00</u>	<u>\$9,029.08</u>
TOTAL	\$112,986.00	\$148,338.91	\$136,634.00	\$10,020.78

PLA Spring Executive Committee 2007-2008
2008.45

	<u>FY2007 Budget</u>	<u>FY2007 Final Close</u>	<u>FY2008 Budget</u>	<u>FY2008 March</u>
<u>14 2008 NC General Program (3041)</u>				
Revenue	\$0.00	\$0.00	\$1,432,100.00	\$1,205,860.00
Expenses	\$37,440.00	\$21,648.57	\$611,637.00	\$713,163.64
<u>15 NC 2008 Exhibit Registration (3042)</u>				
Revenue	\$0.00	\$0.00	\$1,827,500.00	\$1,247,597.20
Expenses	\$57,025.00	\$88,192.81	\$804,752.00	\$691,608.73
<u>16 NC 2008 Promotion (3043)</u>				
Revenue	\$0.00	\$0.00	\$13,000.00	\$36,550.00
Expenses	\$48,300.00	\$27,534.86	\$120,010.00	\$124,928.85
<u>17 NC 2008 Open/Close Session (3045)</u>				
Revenue	\$0.00	\$0.00	\$20,000.00	\$10,000.00
Expenses	\$10,000.00	\$0.00	\$61,000.00	\$36,807.95
<u>18 NC 2008 Programs (3046)</u>				
Revenue	\$0.00	\$0.00	\$0.00	\$0.00
Expenses	\$0.00	\$1,027.33	\$127,900.00	\$18,298.77
<u>19 NC 2008 PLA Store (3047)</u>				
Revenue			\$1,200.00	\$0.00
Expenses			\$1,200.00	\$0.00
<u>20 NC 2008 Tours (3048)</u>				
Revenue			\$100.00	\$0.00
Expenses			\$100.00	\$0.00
<u>21 NC 2008 Meal Events (3049)</u>				
Revenue			\$100,000.00	\$116,240.00
Expenses			\$84,000.00	\$4,322.34
<u>22 NC 2008 Preconferences (3050)</u>				
Revenue			\$122,500.00	\$163,380.00
Expenses			\$69,185.00	\$36,264.56

PLA Spring Executive Committee 2007-2008
2008.45

	<u>FY2007 Budget</u>	<u>FY2007 Final Close</u>	<u>FY2008 Budget</u>	<u>FY2008 March</u>
<u>23 AC Preconference (3026)</u>				
Revenue	\$26,250.00	\$22,640.00	\$26,250.00	-\$120.00
Expenses	\$14,394.00	\$18,596.67	\$16,383.00	\$5,513.55
<u>24 2009 Spring Symposium (3072)</u>				
Revenues			\$0.00	\$0.00
Expenses			\$8,000.00	\$2,289.45
<u>25 2007 Spring Symposium (3071)**</u>				
Revenues	\$165,000.00	\$157,953.84	\$0.00	\$0.00
Expenses	\$156,075.00	\$183,166.45	\$0.00	\$16.80

BALANCE SHEET STATEMENT

	<u>FY2007 Budget</u>	<u>FY2007 Close</u>	<u>FY2008 Budget</u>	<u>FY2008 Close</u>
Fund Balance	\$955,023.00	\$955,024.31	\$196,385.00	
Revenue	\$1,119,500.00	\$1,217,361.73	\$4,953,603.00	
Expenses	<u>\$1,852,002.00</u>	<u>\$1,974,860.77</u>	<u>\$3,870,768.00</u>	
Net	\$222,521.00	\$197,525.30	\$1,279,220.00	
Transfer to Endowment	\$0.00	\$0.00	-\$250,000.00	
Fund Balance*	\$222,521.00	\$197,525.50	\$1,029,220.00	

* Fund Balance 2008 beginning fund balance is the audited opening balance.

Note, PLA is budgeted to make a \$250,000 contribution to the Endowment August 2008.

2008 Endowment Principle	\$871,238
August 2008 Contribution	<u>\$250,000</u>
Projected Principle Balance	\$1,121,238

**Note: Project 25 is closed 2007 Spring Symposium. Staff will have to investigate 2008 expenses.

TO: PLA Executive Committee

FROM: Joe Potaczek, CAE
PLA Deputy Executive Director

RE: **Partners Program Status Report**

DATE: May 2, 2008

For FY 2007-08, PLA has received pledges for a total \$202,500 as of May 2, 2008. Of this, \$129,500 is direct dollars to PLA; \$52,000 is for in-kind merchandise, including registration tote bags, badge holders, notepads and pens and other materials to support national conference; and \$21,000 is for awards and administrative fees. This compares to a total of \$177,500 raised in 2003-2004, our last national conference year. Budget for FY 2007-08 is \$129,000. Some new additions to this year's group include: Brainfuse and Integrated Technology Group.

C: Tom Shepley , Chair, PLA Partners

Year	2007-08					
Company	Purpose	Direct	Indirect	Awards	Total	
3M Library Systems	Leadership Institute		10,000		10,000	
Audio Publishers Assoc.	Silver		1,000		1,000	
Baker & Taylor	Gold	5,000			5,000	
Baker & Taylor	Allie Beth Martin Award			3,500	3,500	
Baker & Taylor	Entertainment Award			3,000	3,000	
Baker & Taylor	Charlie Robinson Award			1,500	1,500	
Bill & Melinda Gates Fdn.	Platinum					
BBC Audiobooks	Gold	5,000			5,000	
Brainfuse	Gold	5,000			5,000	
Brodart	Gold	5,000			5,000	
BWI	Gold	5,000			5,000	
Capstone Publishing	Silver	2,500				
Checkpoint	Gold	5,000			5,000	
CIVICTechnologies	Silver	1,000			1,000	
Demco, Inc.	New Leader Travel Grant			5,500	5,500	
EBSCO	Exc Small-Rural Award			1,500	1,500	
EBSCO	Gold	5,000			5,000	
Encyclopedia Britannica	Silver	1,000			1,000	
Hachette Books	Gold	5,000	4,000		9,000	
HarperCollins	Silver		2,000		2,000	
Highsmith	Innovation Award			2,500	2,500	
Highsmith	Gold	5,000			5,000	
H.W. Wilson Fdn.	Platinum	10,000			10,000	
Ingram	Gold	5,000			5,000	
Innovative Interfaces	Gold (NC06 bags)		8,000		8,000	
Integrated Technology	Platinum	10,000			10,000	
Jan Way Co.	Gold	5,000			5,000	
LibraryConsultants.org	Bronze	500			500	

Year	2007-08				
Company	Purpose	Direct	Indirect	Awards	Total
Library Journal	Other	8,500			
LSSI	Conable Award			2,000	2,000
Morningstar	Gold	5,000			5,000
McGraw Hill	Silver	2,500			
OverDrive	Silver	1,000			
Polaris Library Systems	Gold	5,000			5,000
Polaris Library Systems	John Illif Award			1,500	1,500
Proquest	Platinum	10,000			10,000
Queens Public Library	Gold	1,500	8,000		9,500
Random House	Silver		1,000		1,000
R. R. Bowker	Silver	2,000			2,000
Scholastic	Silver		1,000		
Tech Soup	Silver	1,600			1,000
The Library Corporation	Platinum	1,150	10,000		11,150
Tutor.com	Silver		1,000		1,000
Useful	Gold		5,000		5,000
Webjunction	Platinum	10,000			10,000
Wiley Publishing	Silver		1,000		1,000
World Book	Silver	1,250			1,250
TOTAL		129,500	52,000	21,000	202,500

TO: PLA Executive Committee

FROM: Melissa Faubel Johnson, CMP
PLA Meeting & Special Events Planner

RE: 2008 PLA National Conference Preliminary Report

DATE: May 6, 2008

With the hard work and support of the National Conference Committee, Program and Local subcommittees, along with the PLA staff, the PLA Twelfth National Conference in Minneapolis, MN, was a huge success. The following report will address final registration numbers and some evaluation results. At this time, financial figures are not available. A final report will be available at the ALA Annual Meeting in Anaheim.

Registration

In Minneapolis, 9,810 librarians, exhibitors, speakers, guests and others joined PLA at the Twelfth National Conference. This compares to 11,033 in attendance at the 2006 National Conference in Boston. PLA continues to draw the highest attendance of any of the ALA divisional conferences, approximately twice the number of the next largest.

Attendee registration for this conference was strong with a total of 6,772 paid registrants, vs. 7,290 in 2006.

Virtual Conference

A total of 180 persons registered for the first-ever PLA Virtual Conference. The Virtual Conference featured panel discussions, poster sessions, interactive workshops, and chats with colleagues, all in real-time. Held on Thursday, March 27 and Friday, March 28, each day consisted of five live programs. Individuals who registered to attend PLA 2008 in Minneapolis also automatically received access to the Virtual Conference as part of their registration.

Virtual conference attendees relished the opportunity for interaction with presenters and a post-virtual conference evaluation form shows that more than 55% of attendees found the event to be "very good," 16% chose "excellent," and 22% chose "good," while 5% chose "fair," and 1% chose "poor."

Attendee Evaluation Results

An on-line evaluation was available to attendees at the conference from the Internet café beginning March 28 and through the month of April. Final results of the online evaluation survey will be available at Annual Conference in Anaheim. Over 600 attendees responded to the conference evaluation and among the results:

- 95% rated the quality of the programs as good (50%) or excellent (45%)
- 87% liked the conference schedule and 90% felt the number of programs was just right
- 74% visited the exhibits 3 times or more

Exhibits

A new record was set for the size of the exhibition – 431 companies exhibited from 863 booths and 20 table tops. This number is up from 2006 when 422 exhibiting companies exhibited from 807 booths and 20 table tops.

Exhibitors were very pleased with traffic in the hall. Their satisfaction in the PLA Minneapolis conference is reflected in booth sales for the next PLA conference in Portland in 2010. Approximately 75% of the exhibit hall (based on 2008 size) was pre-sold to exhibitors for the Portland meeting, to be held in two years. Our exhibit management company is currently conducting a survey of exhibitors—results will be available by the Annual Conference in Anaheim.

Conclusion

The PLA Twelfth National Conference was a great success. Excellent programming and strong, well-attended exhibits again prevailed at PLA, making for a very successful conference.

May 6, 2008

TO: PLA Executive Committee
FR: Greta K. Southard
RE: FY2008 Financial Analysis and Management Report

INFORMATION ITEM

Total Revenues Budgeted/Actual/Remaining:	\$ 4,362,181	\$ 3,442,730	\$1,510,872
Total Direct Expenses Budgeted/Actual/Remaining:	\$ 2,177,349	\$ 1,643,159	\$1,435,103
Contribution Margin Budgeted/Actual/Remaining:	\$ 2,184,832	\$ 1,799,571	\$ 75,768
Overhead Budgeted/Actual/Remaining:	\$ 775,475	\$ 769,769	\$ 42,978
Tax Budgeted/Actual/Remaining:	\$ 741	\$ 741	\$ 771
Net Revenue (Expense) Budgeted/Actual/Variance	\$ 1,408,616	\$ 1,029,060	\$ (379,555)
Beginning/Ending Net Asset Balance:	\$ 196,385	\$ 1,225,445	

Summary

PLA revenues are \$ 919,450 or 21% off budget and total expenses are \$ 539,895 or 18% under budget. Overall, PLA is \$ 379,555 or 26% off budget on a net revenue/expense basis. Budget revenue discrepancies can be attributed primarily to 1) \$500,000 discrepancy in National Conference exhibit sales; this appears to be a timing issue related to the ALA accounting department's processing and posting exhibitor payments as exhibit sales records from our contractor show actual exhibit sales \$1,897,925 slightly ahead of budgeted \$1,827,500; 2) National Conference registration is \$229,885 under budget. The registration budget shortfall was anticipated; while attendees registered at a faster pace earlier in the registration cycle, onsite attendee registration did not trend up as compared to NC06.

National Conference

Overall, PLA just executed a very successful National Conference 6,772 attendees registered for the event as compared to the 7,290 who registered for Boston. As anticipated, Minneapolis did not have the same one day/drive in traffic as Boston. Given the economic downturn, this is a very respectable rate of participation; however, as noted registration will not meet budget. Exhibit sales were strong and have made budget, donations are under budget but this appears to be a timing issue. The new virtual conference product offering garnered 175 registrants. Bank service fees are \$18,233 over budget. The housing block was fully sold and PLA will not be subject to housing attrition fees. However, transportation fees will increase as several additional hotels were added that required bussing to and from the convention center. Bills are still being processed; better projections will be available closer to annual conference.

Membership

While the March membership report shows 12,454 PLA members, personal dues revenue is \$18,704 under budget. As previously noted, logically, it does not make sense to have an all time high membership number but yet revenues are under budget. Staff will investigate this issue. Awaiting information from ALA regarding the number of new members the PLA National Conference garnered for PLA. Typically, past conferences have garnered 500 new memberships.

Products

Sales for the *Every Child Ready to Read* kit are picking up, but still about \$10,000 under budget. Sales for the PLA advocacy toolkit, *Passion, Purpose and Persuasion* remain strong as noted in the publications report. The Gates project purchased a toolkit for all 1,191 conference participants at a reduced rate resulting in \$76,725 in sales that will be reflected in the April performance report. Sales for the latest title in the Results series are strong as noted in the publications report.

Donations in the Partners project are \$8,377 under budget; however, this is somewhat misleading as \$28,645 in donations was credited to the National Conference programs project. Actual is reported as \$64,537 against a budget of \$72,915. As noted in the Partners program report we have pledges for a total of \$202,500; of this, \$129,500 are direct dollars for PLA rather than in-kind or award support. PLA continues to collect the direct dollars pledged to support program activities.

Gates Grant

The **Turning the Page** Gates advocacy training project is progressing on time and on budget. Round one of the three year project ended April 30. An interim project report is due to the Foundation on May 27. This training is being developed to support the grantees of the *Opportunity Online* hardware grant program administered in 32 states. Eight training events were conducted in March and April. Approximately 1191 librarians, trustees, and community supporters participate in the in-person training events. Online training will be released early May for the grantees unable to attend the in-person training events. Through the generous support of the Bill and Melinda Gates Foundation this training was made available to non-grantees at PLA's National Conference. Nearly 200 PLA members took advantage of the free training. PLA's Communications Manager, Louisa Worthington, will become more involved in the project as we utilize fewer external communications consultants in the remaining grant period so that we can build PLA's internal library advocacy capacity and expertise.

Staffing

PLA has conducted one round of interview for the Manager, Web Services position and did not hire from that pool. The search has been reopened and we've expanded the resources we are using to recruit from. Preliminary phone interviews are being conducted with candidates in our second pool. If we are unable to find the right candidate, we will contract out for the development of PLA's on-line communities. We do not want to wait until ALA is ready to unveil their online community product in October. ALA is using an open source online community product called Drupal; PLA would contract with a Drupal developer if need be to continue to move forward on the development of online communities.

Endowment

The PLA Endowment currently has \$871,238 in principle. PLA is budgeted to make a \$250,000 contribution to the endowment at the end of the fiscal year resulting in a projected net asset balance of \$1,144,284 at the start of FY 2009.

Overall, PLA is performing as expected and should end the year on budget.

Gates Project Update

In June 2007, the Bill & Melinda Gates Foundation awarded PLA a \$7.7 million grant to develop and provide an advocacy training program for public libraries over three years. The project, branded **Turning the Page**, is divided into three rounds; Round 1 was completed on April 30, 2008.



At the conclusion of training for round one, 1,191 grantees registered and attended **Turning the Page** conference. Another 125 people attended **Turning the Page** as a pre-conference at PLA in Minneapolis. (The breakout is detailed below.) During the grant proposal stage, working with the Gates Foundation, staff estimated that 2,062 grantees would participate in the in-person training. This event is structured so that teams from the eligible libraries can participate; we are pleased to see that this has been a popular approach for the grantees. Developing an advocacy team responsible for creating the strategy to secure the matching grant funds broadens the network of people communicating the value of the library to the community, as well as the specifics of this grant project.

Attached to this report is an example of the state specific research and data that each facilitator receives before every conference. Also attached is overview of the demographics of the conference participants.

We have also developed and are releasing an online version of **Turning the Page** for those grantees unable to attend a conference. A pilot group and the state intermediaries have completed a review of the course. The online courses will be open to all grantees the week of May 5, 2008. All aspects of the events are reflected in the online version and in the weeks ahead more advocacy resources and networking opportunities will be added as well. We are developing an online community for the grantees as part of their ongoing peer-to-peer networking and sharing. The online training is self-paced and will take the average person four hours to complete the required sessions and 7.5 hours to complete all of the sessions. During the initial grant proposal stage, staff working in conjunction with the Foundation staff determined that an additional 1,344 eligible grantees would choose to participate in the online training. It remains to be seen how accurate these projections will be. All grantees have the capability of taking the online training to supplement or reinforce the in person educational events.

The **Turning the Page** conferences have been well received by the attendees, state intermediaries and the Bill & Melinda Gates Foundation. Evaluations consistently rank at the highest levels for the course content and the seven facilitators. The evaluation consultant group, Organizational Research Services, has been hired to develop the evaluation process and reporting. Their report will be made available once it is complete. Our keynote speaker, Kevin Carroll, a leadership and motivational speaker, has been a great success and we are currently in negotiation to have him back for Round 2.

Preliminary plans are now being made for Round 2 including contracts for facilitators, site staff and speakers, as well as site acquisition. Conferences for Round 2 will be held in the fall of 2008. Conferences for Round 3 will commence in the fall of 2009. The **Turning the Page**

training will also be made available to PLA members, at no charge, at the 2009 Spring Symposium and the 2010 National Conference.

Turning the Page - Round 1

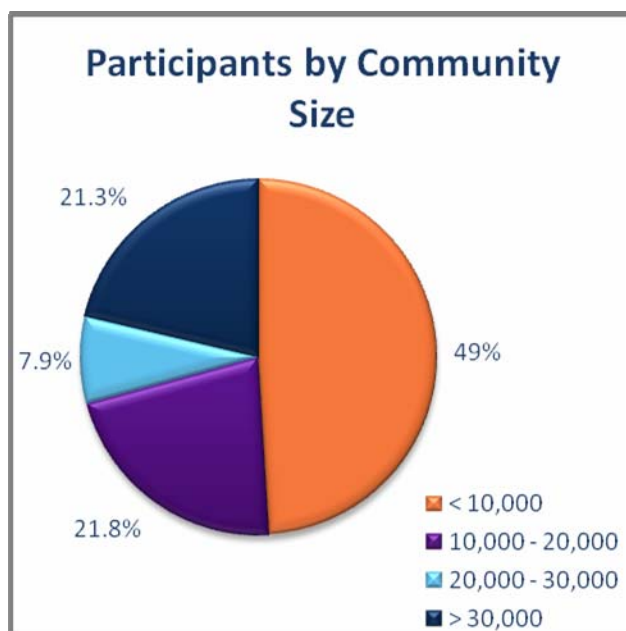
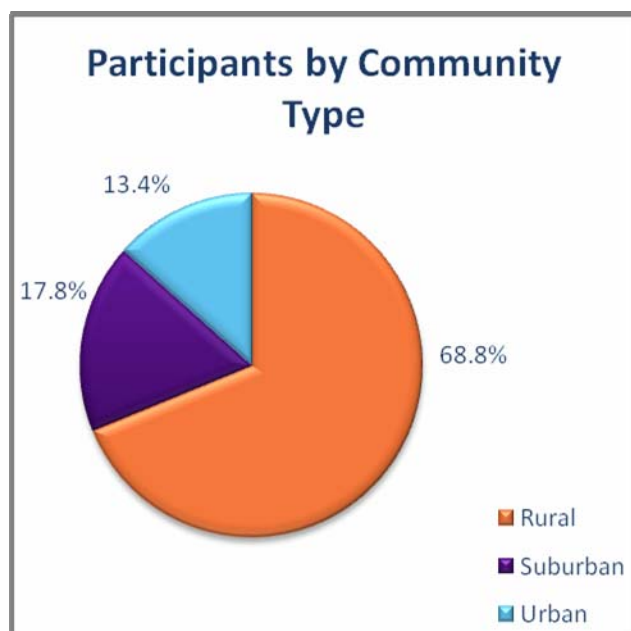
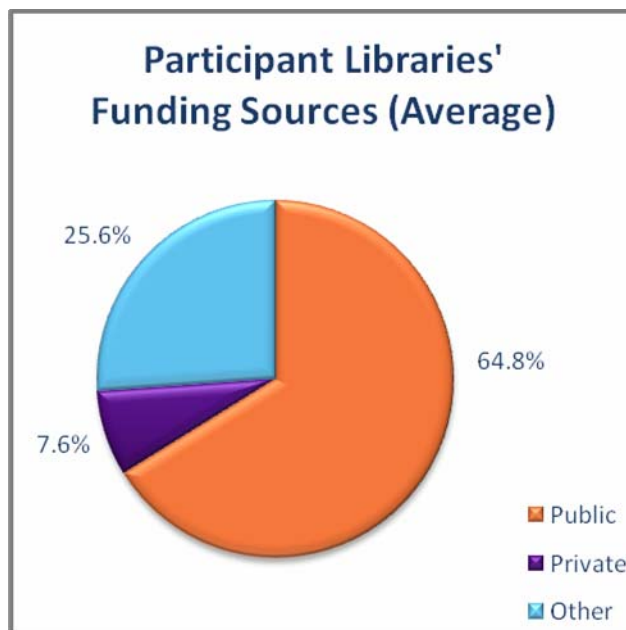
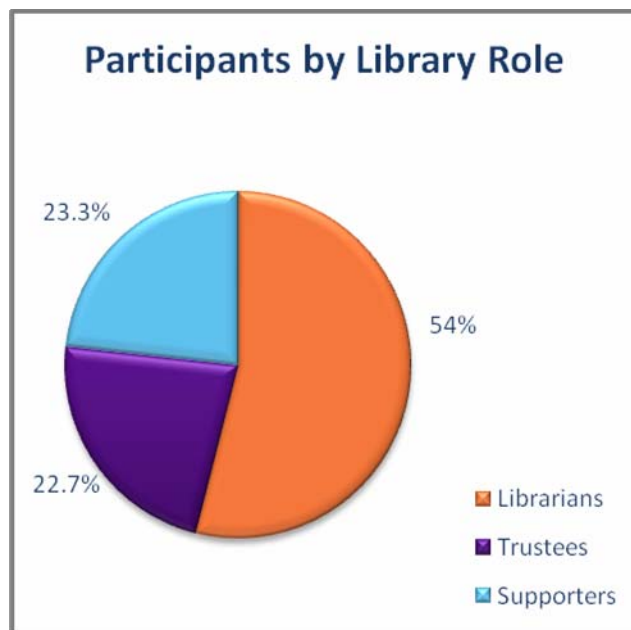
Des Moines, IA	105 Attendees
Salt Lake City, UT	152 Attendees
Wichita, KS	155 Attendees
Minneapolis, MN	125 Attendees
Annapolis, MD	94 Attendees
Bolton, NY	250 Attendees
Bolton, NY	232 Attendees
Hershey, PA	203 Attendees

Trainer Background

Hershey, Pennsylvania | April 29-30, 2008

Conference Participants

Participants at the Pennsylvania *Turning the Page* conferences will include 202 librarians, trustees, and library supporters representing the state of Pennsylvania.



INTERNAL

Opportunity Online Hardware Grant Information

Intermediary Contact:

Ann Yurcaba, Chief Program Officer, PALINET
Phone: 800.233.3401, Email: yurcaba@PALINET.org

Beth Scheinfeld, Project Coordinator, PALINET
Phone: 800-233-3401 x1220, Email: scheinfeld@palinet.org

Opportunity Online Hardware Grant Local Match Deadlines

The Bill & Melinda Gates Foundation require that intermediaries in each state show proof that all library match commitments in their respective states are secured by July 15, 2008. However, each intermediary may create earlier state-specific deadlines for the matching requirement based on the program they establish. Therefore, participants' deadline may vary widely in the first round of *Turning the Page* conferences. You will likely encounter library participants who have already secured their first or second match, as well as individuals from libraries that have not yet secured either match.

Opportunity Online Hardware Grants Match Amounts Per Library

It became clear at the first *Turning the Page* conference that some participants arrived either a) with confusion about the amount of their Opportunity Online match, or, b) having already achieved their match for phase one and possibly even phase two of the program. If you encounter a conference participant that does not know their total matching requirement for the grant program, or, somebody who has already achieved their match(es), please respond with the following guidance as appropriate:

- 1) Let them know that they can ask their state intermediary who will be in attendance at the conference for more information. (The Q&A session at the end of day one will be the best opportunity for them to connect with their intermediary.)
- 2) Remind them that the conference is intended to help participants build advocacy skills that will not only assist them in meeting their match, but also can help them build sustained funding for libraries and technology services. If a library has already raised its match, the conference work sessions and work plan can also be applied to any other advocacy challenge that a library is facing (e.g. supporting a new technology program, increasing staff salaries, building repairs, etc.).

Range of Opportunity Online Hardware Grants For Round One Libraries

Opportunity Online matching grants (to purchase and support computer workstations) provided to participating libraries generally range between the cost of 1 to 32 computer workstations depending on the number of people in poverty that a library serves and the "state" of its current technology services. Five percent of participating libraries – specifically larger, urban systems – will be eligible for a greater amount of funding which would support the cost of between 11 and 52 computers depending on need and the concentration of poverty in the community a library serves.

Background: Pennsylvania Libraries

Quick Facts

- Mary Clare Zales is the Deputy Secretary of Education, Commissioner of Libraries, and State Librarian of Pennsylvania.
- Pennsylvania has 455 public library systems with 632 physical library locations and 11 bookmobiles to serve its more than 11.9 million residents.
- In Pennsylvania, 99.8 percent of public libraries provide public access to the Internet.
- The Pennsylvania State Library is part of the Office of Commonwealth Libraries, within the Pennsylvania Department of Education.
- In Pennsylvania, 67.7 percent of librarians have a Master's Degree in Library Science (MLS).
- In 1985, the Pennsylvania Department of Education and the Office of Commonwealth Libraries created the Access Pennsylvania Database, a catalog that is now available online to enhance the sharing of resources across the state. Including state, public, specialty and academic libraries, resources from 3,018 libraries are included in the database.

Library Governance and Funding

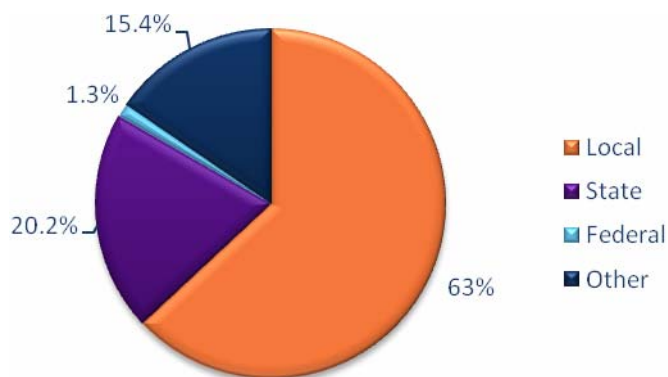
Governance

Pennsylvania's public libraries are organized primarily as association libraries (85.5 percent). The rest (14.5 percent) are organized in other ways, including combined public/school libraries.

The Governor's Advisory Council on Library Development is a group of trustees, librarians and patrons that advise the governor, the secretary of education and the state librarian policies and operations of the State Library. The total operating revenue of public libraries in Pennsylvania is over \$290 million, with the majority of that coming from local sources.

Library Funding

In total, Pennsylvania spends roughly \$276.871 million for operations, staffing and expenses in its public libraries. This amounts to roughly \$23.51 per capita on library services, compared to the nationwide average of \$30.49. Libraries receive funding from local, state and federal sources, as well as miscellaneous non-government donations. Below is a breakdown of funding sources for Pennsylvania libraries.



Local Funding:

Libraries in Pennsylvania primarily receive funding from local tax revenues, supported by both public voters and Pennsylvania legislation. Roughly 63 percent of a library's budget comes from local sources, which is significantly lower than libraries in most states. Most of the local dollars come from property taxes in Pennsylvania, although one county (Allegheny County) also uses local sales taxes to support public library operations. Pennsylvania does not have a one-size-fits-all approach to local taxing legislation; taxing districts range from cities, townships, boroughs, towns, and school districts.

State Funding:

The state of Pennsylvania distributes funds to libraries statewide, amounting to 20.2 percent of a public library's total budget, which is one of the highest percentages of state funding in the country. This comes from both State Library funding distribution as well as state taxes through the state's general fund.

Earlier this month, Governor Ed Rendell announced his budget proposal for the 2008-2009 fiscal year. His proposal included a two percent increase in state subsidy for public libraries, bringing the total proposed amount to \$77.2 million.

In Pennsylvania, in order to receive state subsidies, libraries must submit an application annually to the Division of Subsidies and Grants, who is responsible for administering the state aid. In order to be eligible for the state subsidy program, libraries must be spending at least five dollars per capita of local funding in their libraries, except for economically distressed municipalities, in which case the minimum is two dollars per capita. Since Pennsylvania ranks low in comparison to other states in the amount of local funding that public libraries receive, the state has created aid programs to encourage local funding. In addition to providing aid for the general operating budget, the state also provides grants that require a local match, aid to match county contributions, and equal distribution grants to libraries in that are most in need of funding.

Federal Funding:

In Pennsylvania, just over one percent (1.3) of a public library's budget comes from federal funding (this is slightly more than other public libraries across the nation receive).

Pennsylvania's libraries receive federal funding from the Institute of Museum and Library Services through the Library Services and Technology Act (LSTA) – a program that promotes the use of technology, the sharing of resources and special programs for underserved and diverse populations. Pennsylvania has developed the "LSTA Five-Year Plan 2008-2012" which states the following goals:

1. Developing library services that provide all users access to information through local, state, regional, national, and international electronic networks;
2. Expanding services for learning and access to information and educational resources in a variety of formats, in all types of libraries, for individuals of all ages;
3. Providing electronic and other linkages among and between all types of libraries
4. Developing public and private partnerships with other agencies and community-based organizations;
5. Targeting library services to individuals of diverse geographic, cultural, and socioeconomic backgrounds, to individuals with disabilities, and to individuals with limited functional literacy or information skills; and

6. Targeting library and information services to persons having difficulty using a library and to underserved urban and rural communities, including children (from birth through age 17) from families with incomes below the poverty line.

Non-Governmental Funding:

Pennsylvania libraries also receive funds from miscellaneous sources such as library late fees and book sales, as well as local library foundations and “Friends of Libraries” groups, grants and private donations. All together, this funding represents 15.4 percent of a library’s total operating budget. On a scale of one to five, Pennsylvania libraries ranked their ability to raise funding from alternative funding sources as 2.2, lower than the national average of 3.6. The top five private funders of libraries in Pennsylvania are:

- Annenberg Foundation
- Pittsburgh Foundation
- Richard King Mellon Foundation
- Heinz Endowments
- William Penn Foundation

Existing Advocacy Opportunities

The State Library of Pennsylvania and the Pennsylvania Library Association have developed a variety of advocacy resources and toolkits for public libraries. All are available online.

- The State Library of Pennsylvania offers a list of **Resources for Public Libraries** on its Web Site. This list includes a toolkit for trustees, public library statistics, administrative tools, information about grant programs and many other resources.
(<http://www.statelibrary.state.pa.us/libraries/cwp/view.asp?a=15&q=99788&librariesNav=1251016249>)
- The Pennsylvania Library Association (PaLA) will be holding its annual conference November 9-12, 2008. For more details visit, <http://www.palibraries.org/events-conf/ann-conf.asp>
- The Pennsylvania Library Association also has a calendar of events and conferences available on their Web site (<http://www.palibraries.org/events-conf/calendar.asp>).
- The Pennsylvania Library Association offers a list of links to provide more information about advocacy and legislative issues affecting libraries, as well as sample agendas and letters to legislators for local legislative events. (<http://www.palibraries.org/issues-adv/>)
- The Pennsylvania Library Association’s Early Learning PR Toolkit, **101 Easy Ways to Love Your Library: A Public Relations Tool Kit for Early Learning Programs**, includes sample press releases, posters, radio spot, logos, coloring books, etc. relating to how libraries support early learning (<http://www.palibraries.org/pr-resources/early-learning.asp>)

Pennsylvania Library Technology Fact Sheet

From the *Public Library Funding & Technology Access Study: 2006-2007* by the American Library Association and Florida State University

EXPENDITURES (library system data)	Pennsylvania	U.S.
Total operating expenditures per capita	\$23.51	\$30.49
Technology-related expenditures (FY 2006)	\$30,345	\$166,181
CONNECTIVITY (library branch data)		
Average number of computers	10.0	10.7
Always sufficient computers available	15%	22%
Factors limiting library adding computers		
Space	79%	76%
Cost	80%	73%
Maximum Internet connection speed		
769Kbps-1.5Mbps	24%	33%
More than 1.5Mbps	38%	29%
Always adequate connection speed	43%	44%
Wireless availability	58%	54%
INTERNET SERVICES		
Internet services critical to role of library (library branch data)		
Provide education resources & databases for K-12 students	74%	68%
Provide services for job seekers	60%	44%
Provide computer & Internet skills training	27%	30%
Provide education resources & databases for adult/CE students	26%	28%
Provide education resources & databases for students in higher ed	12%	21%
Internet services available (library system data)		
Licensed databases	98%	86%
Homework resources	65%	68%
Digital/virtual reference	78%	58%
E-books	62%	38%
Audio content	46%	38%
Library offers IT training for patrons (branch)	75%	76%
Average hours open per week (branch)	51.4	45.2

Recent News Articles on Pennsylvania Public Libraries

Study: Libraries are 'valuable community resources' TheDerrick.com, 04.12.08, Judith O. Etzel

It turns out a lot of people have a strong affinity for their community library, according to a study done by the University of North Carolinas School of Information and Library Science.

The study called Taxpayer Return-on-Investment in Pennsylvania Public Libraries makes the case that public libraries are valuable community resources and that people rely on the institutions in many ways.

Pennsylvania has 474 public libraries, including many both large and small in this region. The number grows to 630 when satellite branches and bookmobiles are figured in.

Those libraries serve nearly 12 million Pennsylvanians and provide a return on investment of \$5.50 in benefits for every \$1 of tax support, notes the study.

That means a return of \$55 for every \$10 of local, state and federal taxes we invest in supporting our public libraries, reports the study.

Daniel R. Parker of the Oil Creek District Library Center recently shared the results of that study in recognition of the April 13-19 designation as National Library Week.

The research, he said, documents the dollar and cents value that public libraries return to the communities they serve.

Heres a look at the study results:

- Taxpayers dedicate \$249 million in tax dollars each year for public libraries in Pennsylvania. If those libraries werent there, the economic loss would amount to \$1.34 billion, according to the study.

The bulk of the loss would be due to the higher cost of finding and using alternative sources of information. It would also include lost library jobs, lost library purchases and lost revenue from library-related businesses.

There is the halo effect, too, that takes into account how library visitors patronize local shops, restaurants and other services before or after their visit. That lost business would amount to \$80 million a year in Pennsylvania, according to the study.

- Pennsylvanians are frequent visitors to their public libraries. Of the 9.1 million adults in the state, 51.6 percent personally visited a public library in a year's time. Another 13.2 percent connected with one on-line.

Of the 34.4 million library visits by adults last year in Pennsylvania, 23 million were done the old-fashioned way by walking through the door. Some 11.4 million visits were Internet-routed remote visits.

In all, public libraries in Pennsylvania totaled 40.8 million in-person visits in 2006, one year prior

to the North Carolina study. Nearly 40 percent of those visits were made by school-age children.

- The draws are numerous. People visit public libraries to check out a book, tape, CD or DVD; to find reference information or to do research; or, to use a library computer, to name a few.

The study clearly demonstrates that public libraries are used by adults, school-age and pre-school children, teachers, retirees, business people and others for meeting educational, personal, family and work-related needs, in addition to recreation and entertainment, reported the researchers.

At least half of the time, library users consider the information they obtained by either a visit to the library or by Internet to be absolutely essential to them.

- Who needs a public library?

The survey showed Pennsylvanians in every phase and walk of life turn to their library. They include students who research assignments, individuals who check out health, current events and other topics, teachers who prepare for class, academic and other organizations that rely on research opportunities, pre-schoolers enrolled in early learning programs, adults and retirees interested in lifelong learning, workers who need job-related information and others.

- Public libraries offer comprehensive collections, inexpensive access and an efficient and speedy staff, noted the study.

Libraries are considered extremely reliable resources, said the report. Trustworthiness was rated a top trait of information provided by local libraries.

Pennsylvania's Rare Books Library Moves to State-of-the-Art Facility Forbes.com, 03.04.08, PR Newswire

New Environment Will Preserve Priceless, Irreplaceable Collection

HARRISBURG, Pa., March 4 /PRNewswire-USNewswire/ -- Pennsylvania's collection of rare books and materials, including early newspapers and many of Benjamin Franklin's political and scientific publications, is moving into a new facility within the State Library to ensure the historic documents are safely preserved.

The Rare Collections Library uses state-of-the-art environmental control systems to protect thousands of priceless, irreplaceable items from the detrimental effects of humidity and temperature extremes, light, pollution and other conditions that deteriorate paper-based collections.

"As the birthplace of our nation, Pennsylvania is fortunate to have many documents that chronicle the founding of America and tell the story of our earliest citizens," Education Secretary Gerald Zahorchak said. "We have a collective responsibility to ensure these unique materials are preserved in perpetuity, and the new rare collections facility will do just that."

The Governor's Advisory Council on Library Development with the State Library of Pennsylvania started planning the \$7.2 million rare collections library in 1998, and construction began in 2003. With the instrumental support of Lt. Governor Catherine Baker Knoll, the General Assembly and

the Capitol Preservation Committee, construction was completed and library staff recently began the delicate process of moving materials into the new facility.

The move is expected to be completed by spring, when the collection will once again become available to the public.

The Rare Collections Library includes some of the oldest and rarest materials in American history, including:

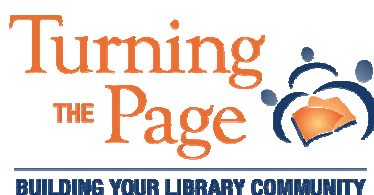
- Editions of Poor Richard's Almanac published by Benjamin Franklin.
- Hand-written and illustrated songbooks from the Ephrata Cloister.
- Christopher Saur's German Bible, the first American Bible published in the Colonies in a modern European language.
- The Assembly Collection, more than 400 volumes of primarily law books purchased by Benjamin Franklin for use by Pennsylvania's legislators beginning in 1745. This collection includes the 1739 Assembly Bible, upon which generations of Pennsylvania's elected leaders have taken their oaths of office.
- Early newspapers, books and pamphlets published as early as 1685, including publications from Benjamin Franklin's press.

While these rare documents may be viewed by appointment for research purposes, they cannot be borrowed or checked out like standard library materials. Most of the historic newspapers have been microfilmed or digitized, offering readers convenient access to the information while protecting the source materials from further deterioration or damage.

Zahorchak said the effort to preserve these rare materials would not have been possible without the extensive professional expertise and cooperation of the Department of General Services, which oversees State Library facilities.

General Services Secretary James P. Creedon said his agency was honored to play a role in preserving Pennsylvania's history.

"The Department of General Services is proud to be a partner in this mission to protect and preserve our commonwealth's history," Creedon said. "Preserving these vital documents for future generations will serve as our legacy for generations to come."

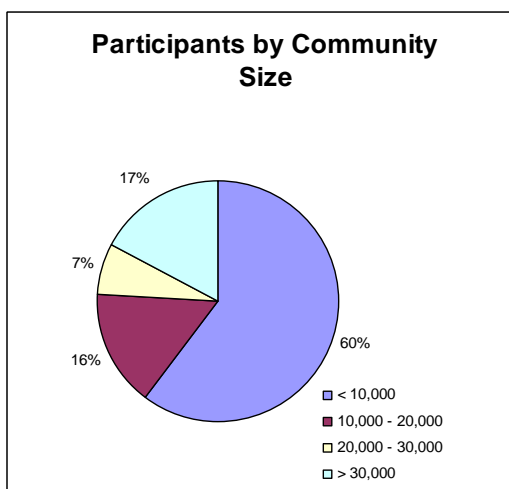
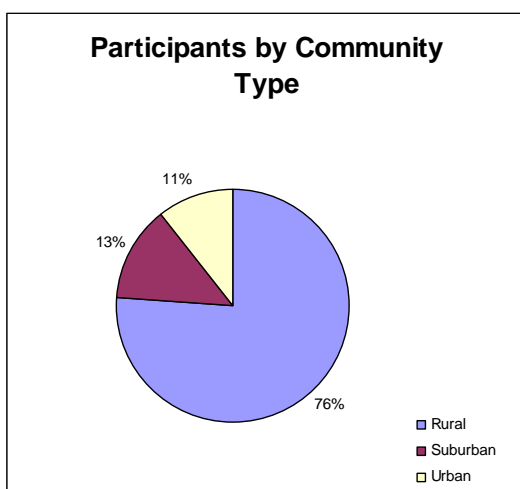
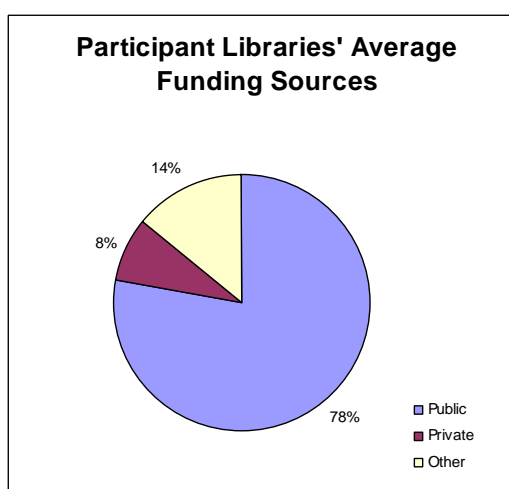
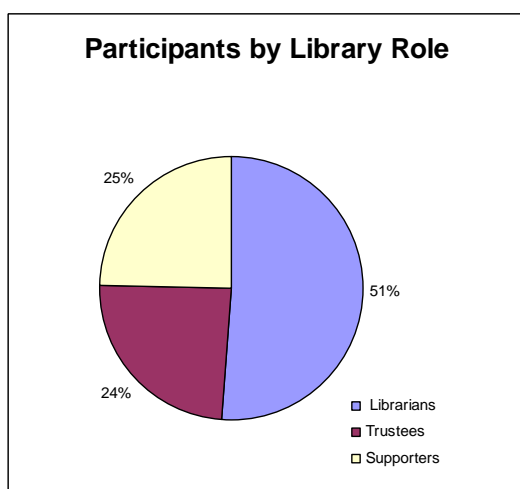


Background Information

Round 1 | March 1 – April 30, 2008

Conference Participants

Participants at the all participating states of Round 1 for *Turning the Page* conferences have included 1191 librarians, trustees, and library supporters representing the states of Iowa, Colorado, Nevada, Utah, Wyoming, Kansas, Delaware, Maryland, New York and Pennsylvania.



Total Number of Registered Attendees	1191
Total Number of Eligible Library Systems	766
Total of Library Systems Represented	593
Average Number of Attendees per System	2.01

TO: PLA Executive Committee

RE: Draft Emerging Leaders report on PLA Communities of Practice

ACTION REQUESTED/INFORMATION/REPORT: NA

ACTION REQUESTED BY:

Joseph Potaczek, Deputy Executive Director

DRAFT OF MOTION:

NA

DATE: May 10, 2008

BACKGROUND:

Attached is draft report developed by Emerging Leaders Group working on Communities of Practice. The final version of this report will be completed for Annual Conference in Anaheim. The group is making recommendations related to the structure and guidelines for the establishment of Communities of Practice. The group has been taking into consideration information on the restructuring of the PLA bylaws and the strategic intent of development of Communities of Practice.

I. Preface – Communities of Practice and the Public Library Association

In recent years the Public Library Association (PLA) has become more aware of reluctance by members of the organization to participate in leadership position due to existing meeting requirements. Because PLA desires greater participation in the organization, in response to this and other organizational structure concerns, the PLA Board began a series of formal discussions addressing what was identified by PLA as a “Mega Issue” – “How do we maximize our volunteer workforce and create a more nimble structure in order to respond effectively and efficiently to member needs?”

In a January, 2008 memo to PLA Board of Directors, Executive Director Greta Southard, summarized the progression of these discussions,

At the January 2007 Board of Directors meeting, the Board authorized the PLA Executive Committee to continue the work identifying how PLA might work differently in order to maximize the volunteer workforce and create a more nimble organizational structure. The Executive Committee continued the work and developed recommendations that were presented to the PLA Board of Directors in the Volunteer Restructuring Report for review at the June 2007 (American Library Association) Annual Conference. (At that meeting, Paul D. Meyer, CAE, Principal Partner, Tecker Consultants joined the discussion to help facilitate and provide external context.) The Board accepted in principle the Volunteer Restructuring Report and authorized organizational restructuring.

It was during these discussions that the topic of Communities of Practice (CoP) first arose. In addition to Communities of Practice recommendations also included changes to the PLA structure including, Board of Directors, Nominating Committee, Standing Committees, Advisory Groups and, Working Teams (Groups) or Task Force.

After the January and June, 2007 meetings, the Executive Committee was directed to continue to assess the impact of the proposed changes on the existing Bylaws and determine next steps to implement organizational change to the volunteer workforce structure. As a result of the Executive Committee’s review proposed changes were made to the PLA Bylaws. (See Appendix ?)

In addition to the proposed Bylaws changes which would establish a framework for Communities of Practice, PLA also requested that one of the ALA Emerging Leaders project groups be assigned to further define CoP and elaborate on how their implementation might better serve PLA’s response to the original Mega Issue.

“Communities of Practice” is a relatively recently coined term to describe “groups of people who share a concern or a passion for something they do and learn how to do it

better as they interact regularly.” (Wenger, “Communities of Practice: A Brief Introduction”, p. 1) In order to be a true CoP this group must interact within a shared domain. While a CoP could include a group of children’s librarians who regularly meet to share new books with one another, the shared domain of CoPs has more often referred to virtual or online communications.

As PLA sees them, CoPs provide an avenue to opening up important issues for discussion among the larger PLA community. Although under the proposed Bylaw changes, CoPs would have no Board representation and would not be allowed to declare policy, they can serve as sounding boards for proposed policy changes and provide insight into crucial issues being addressed by the PLA Board, thus helping to better inform decision making.

According to a report from the June 25, 2007 Board of Directors discussion, the Board supported the Executive Committee’s recommendations regarding CoPs. These recommendations included the following characteristics of CoPs;

- PLA provides technology to support CoPs (My PLAspace)
- Communicate and network primarily virtually, but may meet face-to-face.
- Self-emerging.
- Provide ability to post documents, pictures, links, etc. online.
- Provide online ability to connect with other communities of practice.
- Self-sustaining.
- Dedicated staff available to support technology and systems.
- Leadership can be appointed or can come from the community. Leadership is not required, but encouraged.
- Do not have representation on the Board.
- Board may solicit ideas/projects of CoPs.
- PLA membership is required for participation although non-members may be able to view discussions.
- Specific communities will not have assigned staff support.
- Communities cannot speak on behalf of PLA.
- Integrated with electronic newsletter and PLA directory, etc.
- Can create recommendations for consideration of programs and services.
- Work Teams (Groups) doing a project of the association, may morph into a community of practice.
- Communities of Practice (CoP) – not necessarily doing the work of the association. They provide a venue for subject interest discussion, and are a benefit of membership – networking avenues.

Currently, PLA does allow for committee to have “electronic members.” These electronic members are supposed to have the same standing as other members of the committee on which they serve, although there is an understanding that the electronic members are often not able to attend the face-to-face meetings held at national conferences.

Currently there are ten people listed as electronic committee members. In response to a brief questionnaire about their experiences as electronic committee members distributed

by the Emerging Leaders Project Group, all respondents cited a desire to be involved but a lack of time and money to attend face-to-face meetings as the reason behind their becoming electronic committee members. However, most said they did not feel engaged with the work of their committee due to the current focus on face-to-face meetings. Comments included, “I am not sure our committee even KNOWS it has electronic members.” Another respondent commented, “Communication with electronic members is better with some committees than others. Communication is key to making sure that electronic members feel like real participants.”

Communication is key to the formation and success of CoPs. Throughout this document we will present and discuss how the PLA can develop a framework in order to make Communities of Practice successful and to better and more thoroughly involve PLA membership in the future development of the organization.

II. A Community of Practice FAQ

What is a community of practice?

A community of practice (CoP) is a group of people who continuously come together to share their knowledge and enthusiasm for a specific subject. Their regular interactions produce an even greater understanding of the subject matter and serve to solve problems or even generate new ideas within a field. Moreover, a significant component of the learning process and consequent value of CoPs can be attributed to the social interactions that they inspire. The knowledge base built by a CoP is cumulative and ever-changing. Once CoP members create a foundation of knowledge within their speciality, their time is typically spent tackling more complex concerns. Although CoPs are quite widespread in both profit and not-for-profit organizations, they must be supported if they are to flourish. According to Etienne Wenger, if begun and then maintained properly, a CoP will develop the following critical components: a body of common knowledge, practices and approaches; personal relationships and an established way of interacting; and a common sense of identity.

Etienne Wenger, Richard McDermott and William M. Snyder, *Cultivating Communities of Practice*, (Boston: Harvard Business School Press, 2002), 4-5.

How does a Community of Practice differ from other kinds of groups?

A community of practice differs from other kinds of groups in the way they define themselves, how they can exist over time, and how set their own boundaries:

- A community of practice is different from a *business or functional unit* in that it defines itself in the doing, as members develop among themselves their own understanding of what their practice is about. As a consequence, the boundaries of a community of practice are more flexible than those of other organized units. The membership within a community of practice involves anybody that participates and

contributes. The participation level can vary in both the how and the how much.

- A community of practice is different from a *team* in that sharing, learning, or interest in an area is what defines it, whereas a team is more defined by roles and a specific common goal. In other words, a CoP is more about the knowledge than the task.
- A community of practice is different from a *network* in the sense that it is "about" something; it is not just a set of relationships. For example, a network would be *we are all librarians*. Whereas a community of practice would say *we are librarians looking to know something*. It has an identity as a community with a common interest of knowledge and learning, for the sake of knowledge and learning.
- interest/discussion group/roundtable would go here...

What are the components of a Community of Practice?

Communities of Practice are truly diverse in their sizes and formats. They can be large or small, local or dispersed throughout the world. Nevertheless, it is essential that all CoPs maintain three components: a domain; a community; and a practice. The **domain** involves the common ground that unites participants, for example, librarians working in rural public libraries. It is imperative that the domain is a topic that encourages participation amongst members yet is also relevant to the umbrella organization. Furthermore, the domain guides the type of knowledge that a CoP will steward. The **community** creates the learning environment within a CoP, for example a monthly meeting to discuss customer service issues within libraries. A CoP is not just a website, a database, or a collection of best practices [citation]--it is defined by its members, their interactions, and relationships. This is one reason that ongoing dialogue and planned interactions are so crucial to CoP success. Finally, the **practice** is defined as the language, documents, information, etc. that community members share, for example, the "jargon" that librarians regularly use but is foreign to nonpractitioners. Although a CoP takes into account existing research and documentation, members should also be investigating the innovations occurring in their field.

Domain=What...What are the concerns, what are we talking about?

Community=Who, When, Where...Who is participating, when do we interact, where do we interact?

Practice=Why and How...Why are these interactions significant, why do they contribute to the organization, to the profession? How should the information be documented?

What is the mission of PLA's Community of Practice initiative?

The Public Library Association strives to form a dynamic community of practitioners who stimulate, engage, and share their knowledge, experience, and expertise with other PLA members.

The PLA community of practice initiative accomplishes its mission by providing a forum for members to:

- Discuss subjects of interest

- Exchange best practices and resources on clearly defined topics
- Network with others in the field
- Create recommendations of programs and services to the PLA Board
- Evolve project work teams into more agile communities
- Maintain involvement with dissolved committees
- Share topics of interest in the field with non-members

How do I benefit from a community of practice? How does forming/joining a community of practice maximize the value of PLA membership?

Communities of Practice have benefits for both participants and organizations. Some of these benefits occur quickly while others take much longer to materialize. Individuals who belong to CoPs get a chance to network with peers, share ideas, learn from colleagues, and contribute to an organization. As a result, many participants feel a boost in their morale, there is a sense that they are connected and actually assist in problem solving within their field. In turn, organizations find that their CoP participants are more energized and provide valuable contributions to organizational issues. In addition to professional development opportunities and their social component, CoPs can produce real outcomes such as better documentation, improved skills for practitioners, and faster problem solving capabilities.

Benefits of becoming a member of an online PLA CoP (vs. logging in as a guest) will depend on levels of access PLA decides to grant to guests. However, **online membership benefits** could include:

- **Ability to post and participate in online discussions.** Online discussions will enable members to build relationships, share resources, and work on online projects.
- **Access community restricted knowledge.** This is an incentive for non-PLA members to join.
- **Subscribe to updates.** This makes it easier for members to keep track of updates by having emails sent to their email inbox. Depends on Drupal functionality.
- **Access to member contact information.** Having this as a member-only privilege not only protects member privacy, but is added incentive to join PLA. Member profiles allow CoP members to easily find other members with similar or shared interests.
- **Access to collaborative workspace.** This is a vital component of an online community of practice. Members should be able to easily work together on projects, presentations, and other activities using web tools.
- **Ability to share articles, resources, and other content.** This is a vital component of an online community of practice. Members should be able to easily work together on projects, presentations, and other activities using web tools.
- **Ongoing identity building as an organization or profession.** Ongoing communication helps to sustain interest in topical information and helps to build towards a more cohesive and knowledgeable community.
- **Other features dependent on Drupal's capabilities**

Guest benefits could include:

- View limited content and discussions (enough to tease guests into becoming members)
- Information and results from the shared knowledge of the community

III. Guidelines for Starting a PLA Community of Practice

All PLA members have the ability to contact PLA and apply to start a community of practice. Below are the steps that a member should follow in this process. Please review the [Online Community Builder's Purpose Checklist](#) before applying.

1. Submit an online PLA Community of Practice Application. Applications will be reviewed by PLA Sponsors.
2. You will be notified via email if your community is approved. Inside your approval confirmation, you will find your Administrator's Account information for PLA Space.

Note: The applicant who originally applied for the community is the default Administrator. For security purposes, each community will have only one Admin. You can transfer your administrative privileges to another member if you choose.

3. Begin populating the public portion of your community site by posting your proposed statement of purpose, mission statement, etc to attract prospective members. Remember that as your community grows, this statement of purpose may change somewhat. That's OK.
4. All active PLA members will receive an email notification whenever a new community is registered on PLA Space. You can also actively recruit colleagues to join your community.
5. Members who are new to your community should complete their Member Profiles.
6. Once your community has adequate membership, or within 60 days of the community's formation (which ever comes soonest), you should schedule your first "formation meeting." This meeting should clearly establish your official domain, timeframe, and additional rules of engagement for your community.

Remember that only you can decide what constitutes adequate membership, since the purpose of your community dictates its ideal size.

7. Submit to the PLA Sponsors your official domain and timeframe after your formation meeting.
8. After PLA reviews your domain charter, you will be assigned a PLA Sponsor. This establishes a doorway of communication between the community and PLA.
9. As your community grows, consider the various member roles necessary to sustain a thriving community, especially a Community Leader(s), a Reporter, an Event Coordinator, and active members. See *Roles In a Community of Practice* for more information.
10. Schedule regular meeting times – whether they are online, by phone, or face to face – to establish and maintain rhythm in your community.
11. Time bound communities expire upon the completion of their charge. The community space will be deleted six months after the completion date. Perpetual communities will be deleted after six months of inactivity.

Minimum Elements each CoP should include

- A descriptive statement that outlines the purpose of the CoP. This could be the "mission statement" of the CoP.
- Members
- Member profiles
- Links to Community Guidelines
- Individualized community guidelines or code of cooperation
- Online discussions
- Shared resources

IV. Guidelines for Maintenance of a Community of Practice

The way you interact and participate in PLA CoPs will shape the communities of practice. In order for this structure to work for you, we ask participants to understand and observe the following guidelines. These guidelines were developed to foster frank dialogue, mutual respect and a sense of community among all in the organization.

- **Engage in a professional, congenial community.** Please realize that *thousands* of people may eventually see your messages as archived for future decades. They may include individuals you know, patrons, or someone you may

employ or seek employment from in the future. Information blindly or impulsively posted may come back to haunt you.

- **Foster useful, dynamic discussions and ask questions.** We encourage frank and thoughtful dialogue. Realize that your posts will be read over time. When posting, please keep your comments consistent with the subject and purpose of the conversation thread. Deliberate disruption -- such as consistent off-topic commentary -- will not be tolerated. We reserve the right to remove posts and whole conversations that are of an abusive or disruptive nature (from Salon Table Talk guidelines). Give your message posts a meaningful and accurate subject line descriptor. This will enable members to easily follow and find topics that interest them.
- **Own your own words.** You are responsible and liable for words you post on the CoP site.
- **Fashion a community that works for you.** Help others find you by keeping your personal profiles updated. However, respect the privacy of others, as well as your own. Be active in developing norms for your community. "Lurking" is okay. Sometimes you will want to read what the community is doing before you jump in.
- **Build a community spirit that you can take pride in.** Welcome new members as you would want to be welcomed. Make sure conversations are inclusive. Suggest content/discussions that would be helpful to other members of the CoP or other practitioners (way of recruiting new people to PLA).
- **Respect the role of CoP moderators.** But help the moderator ensure that all are following the spirit of these guidelines. It takes a village to maintain a Community of Practice. Members should report inaccurate, out-of-date, or off-topic content to content owner or Moderator
- **Play nice with others.** Disturbance of the general peace and public slander (insults or attacks) are inappropriate as well as using profanity or expressions of obscenity, sexism, racism, and other types of prejudice. . We encourage spirited discussion and debate but remember that disagreeing with an idea is different from attacking an individual.
- **PLA respects freedom of expression.** PLA will not censor or edit messages and content contributed to the site, unless it violates the community guidelines or terms of use.

- **Use the CoP for it's intended purpose** (link to mission statement of PLA and individual CoP) and not to promote personal agendas (is there something in PLA documents about this?)
- Activities that are grounds for revoking membership (need to be worked out with PLA):
- Depending on the requirements of Drupal, there may be some best practices that should be included here, such as don't attach a file that is larger than X size, etc.
- **Observe basic netiquette.**
 - Do not type in all caps. It reads like screaming. Use **asterisks** or *_underlines_* to emphasize a word.
 - Respect the privacy of others, as well as your own.
 - Be yourself (i.e. don't pretend to be someone else online).
 - Avoid unsolicited or repetitive attempts to communicate, especially should the receiver not respond, or request that you cease. In person, you might say excuse me, or some appropriate introduction before interrupting, or before speaking to a stranger. Consider doing the same for on-line, e-mail, and conversations. Remember there are human beings with feelings who read your messages.
 - Please be **very** cautious about using sarcasm and humor. Without nonverbal cues and voice tone, "subtle" humor can easily be interpreted as searing sarcasm.
 - In the online environment without facial and verbal cues to convey emotions, words can be misread. Use your words, or emoticons, to convey emotion.
 - You must have copyright rights to content you contribute to the site. PLA needs to define this.

Terms of Use

Here information should be included about membership accounts, copyright, non-commercial and personal use only, links to Third Party Websites, unlawful or Prohibited Uses, use of the Services, account termination and modification, etc. This should be written by PLA legal council with input from coordinators of the CoPs.

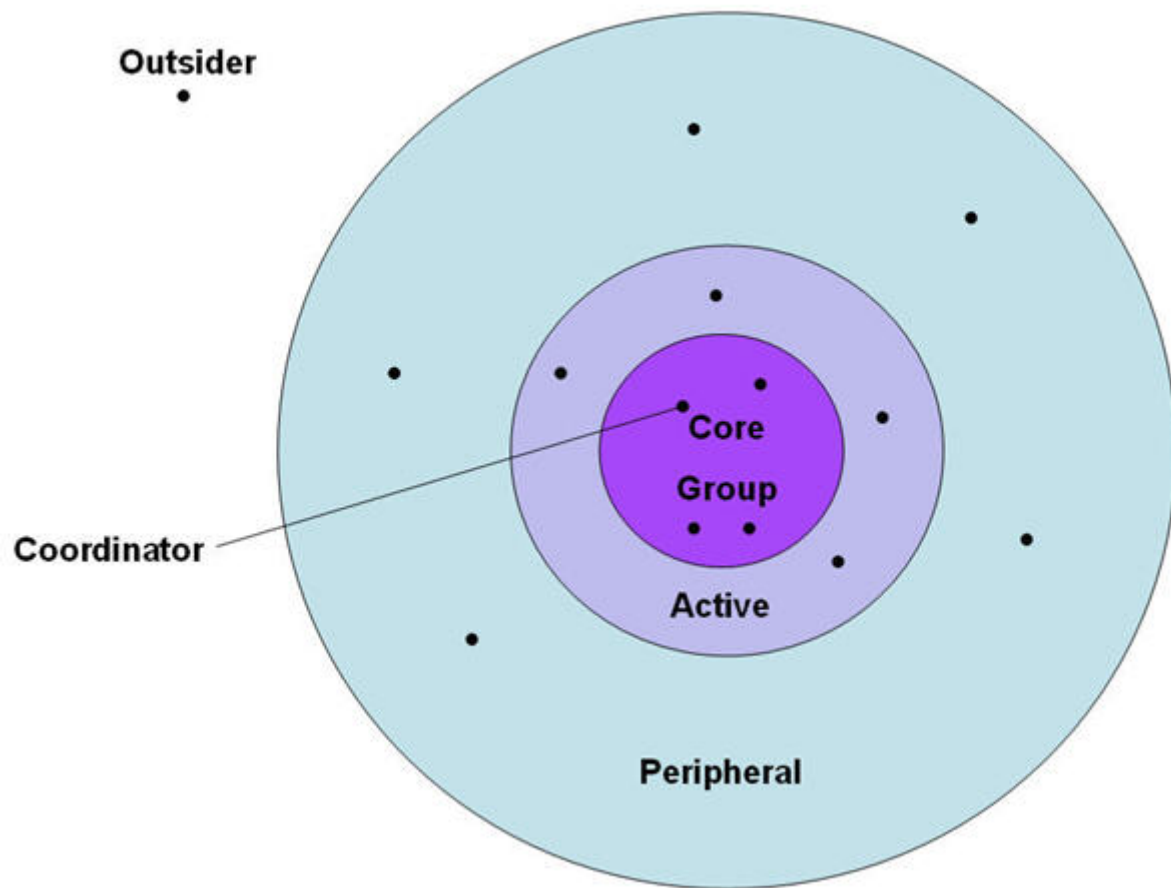
- Spamming is the Internet term that refers to the sending of unsolicited email generally an advertisement but may also be a form of "Soap Box". No member may use the list of CoP members to send unsolicited email (spam). The list is private and each member has the expectation that their membership will not expose them to unwanted email. Members found to be spamming shall immediately be removed from the CoP.

Community Building and Sustainability Strategies

Online communities require nurturing and maintenance just as F2F communities do. Below are some suggestions for making sure members of your CoP remain active and engaged. A healthy CoP also is welcoming to new members and values the contributions of all its members.

- Design for evolution
- Open a dialogue between inside and outside perspectives. A skillful and reputable coordinator who is knowledgeable about the inside workings of the CoP, PLA, or the topic is crucial for helping lead the community. It is necessary also to have members who have this "insider" knowledge to act as leader followers helping guide the development of the community. However, outside perspectives can prevent the community from becoming a stale "echo chamber" and will bring new ideas, new members, and a fresh perspective. There should be spaces and behavior that support both.
- Invite different levels of participation (engagement). Because people have different reasons to participate in a community (...), they should be allowed to participate at different levels. There should be visible management sponsorship, but without micro-management. See continuum of engagement.
- Develop both public and private spaces. Connections will happen in both public spaces and events, but private spaces for networking, relationship building, and problem -solving are necessary as well.
- Focus on value. Create a mission that energizes a core group to remain active, engaged, and have a sense of belonging. Content and discussions should address the details of members' practice. There should be strategic relevance of the mission of the CoP. Ensure that adequate resources are devoted to the CoP. Vibrant, respectful, professional relationships among members and a body of knowledge, methods, stories, cases, tools, documents that continues to grow and remain relevant to members' practice will keep members engaged.
- Combine familiarity with excitement. This is especially important as members migrate from one platform to the next. Create familiar spaces, but cycle new ideas and new people in enough to keep things interesting. Involve experts.
- Create the right rhythm and mix of activities. Plan formal events, activities, and structures to help celebrate milestones or to build a sense of purpose or comraderie as well as to enable knowledge sharing, but also allow informal and/or spontaneous events and activities. There is a dance of formal and informal structures.

Degrees of Community Participation (Wenger, 57, Figure 3-1)



Coordinator = organizes events and connects community members

Core group = small core group of people that actively engage in discussions, take on projects, identify strategy and topics for community to address, move community along learning agenda, and as community matures, takes on much of CoP leadership as auxiliaries to coordinator (10-15% of CoP)

Active = attend meetings regularly, occasionally contribute discussions in public forum (15-20% of CoP)

Peripheral = largest group, rarely participate. Instead keep to the sidelines and watch interactions. People on sidelines often learn from activity, gain their own insights and put them to good use. They may have private conversations about issues discussed in public forums.

Outsider = those who are not members of the CoP but who may have an interest in it. Includes "intellectual neighbors".

People will move through these levels, along a "continuum of engagement" in both directions. A successful CoP will not force engagement at any level, but instead will "build benches" (Wenger, 57) on the sidelines and enable easy transition from one level of engagement to another. They make opportunities for various levels of interaction that are private, semi-private, and public which keeps all members connected.

NOTES (find place for these):

- **Welcome new members (this is the role of the Community leader, but all CoP members should take this on as well).**
- **Observe basic Netiquette (link to a Netiquette document here)**
- **Organize cyclical events, both virtual and F2F**
- **Do suggest content/discussions that would be helpful to other members of the CoP or other practitioners (way of recruiting new people to PLA)**
- **Do engage in discussions and ask questions**
- **Do interact with peers and subject matter experts (can guest presenters be enabled?)**

Online Content Building Strategies

Will there be resource sharing on PLA CoPs? If not, this section is not necessary.

Content Management

PLA's CoP content principles and information architecture should be designed to encourage and allow maximum participation by all members, including contributing resources. This must be balanced with the need to ensure relevant, authoritative, and fresh sources of information. Without good content management processes in place, the community quickly becomes a dumping ground and eventual graveyard of content, useful to no one. See content management roles in Roles within a CoP document. Include here more detailed information architecture recommendations that facilitate good content management behavior.

Content Acquisition

Something about copyrighted material (PLA should craft this). Ideally, there will be a box you can select when you contribute content that states you have the right to distribute and you have read the community guidelines which will automate the permissions process

V. Roles In a Community of Practice

Administrator:

The Administrator is responsible for the general upkeep of the CoP. This person assumes the administrative duties of the CoP, including moving, deleting, and editing posts and content, as well as banning users.

Community Leader:

This person is charged with holding together the community of practice. Although other CoP leaders may organically emerge as the community begins sharing knowledge and engaging each other, each CoP must have an appointed Community Leader at the outset. The Community Leader ensures a sustainable community by fostering continued rhythm, support, contribution, and communication within the CoP. A Community Leader also acts as a point person when communicating with the PLA Sponsor in the event the CoP wishes to present a formal project proposal to PLA.

PLA Sponsor:

The Sponsor is the link between a CoP and PLA. A Sponsor will likely be assigned to several CoPs. The Sponsor maintains relationships with the various communities through their Community Leaders and also provides input to a CoP when it wishes to present a formal project proposal to PLA.

Member:

Members are the body of the CoP who share their knowledge and experience through discussions. Members are encouraged to engage other members within the community.

Reporter

The Reporter identifies, captures, and edits relevant knowledge, best practices, and new approaches and lessons learned into documents. A reporter also can be utilized to bring minutes back to the CoP after a face-to-face meeting.

Events Coordinator

Coordinate, organize, and plan community events or activities.

VI. Migration from Existing Structure to Future Structure (PLA Technology Committee as Case Study)

Is a Community of Practice Right for My Committee?

Your PLA committee is disbanding and you're considering carrying on as a community of practice. Answer these questions to help you determine if a community of practice is a viable alternative.

1. Does your committee already have one or two members in place who are passionate about the committee's charge and are willing to serve as the conversation facilitators of the CoP?

Rationale: Stuckey and Smith (2004) argue that there are identifiable features to a successful CoP, and most importantly the ability to sustain the community, the chief of which is the need for 'leadership' which, in the case of a CoP, may be a moderator, facilitator or list owner.

2. Does your committee already have a high level of trust?

Rationale: Your PLA community of practice will primarily interact in a virtual workspace with limited face-to-face interaction (although live meetings are encouraged!) Face-to-face interaction and socializing builds trust and consolidates group membership. If your committee does not have a high level of trust, you may find your members working autonomously and not fully engaging the community.

3. Is your committee as a whole tech savvy? Do committee members have access to adequate technology?

Rationale: Don't overlook the basics. Not only will your community members need access to the Internet, but they should also feel competent with common Web 2.0 technologies, such as blogs and wikis.

4. Is your committee committed to communicating actively and regularly?

Rationale: Communication is fundamental in the development of trust and community. Regular communication allows your community of practice to grow and fulfill its objectives.

5. Does your committee have a well-established culture and members have a sense of belonging?

Rationale: If your committee already has developed routines, expectations, language, etc, then communicating online will be easier.

6. Is your committee geographically dispersed?

Rationale: A committee in which some members are geographically close (ie, same library system) can undermine the development of the virtual aspect of the community of practice, since some members might choose to spend more time interacting amongst themselves instead of with the rest of the community.

** This questionnaire is adapted from Patricia Gannon-Leary and Elsa Fountainha'(2007), ["Communities of Practice and Virtual Learning Communities: Benefits, Barriers, and Success"](#).*

Migration: A Plan

Note: Taken from Wegner, Chapter Four: The Early Stages of Development. I don't know if we should even go into the mature stages or simply do a page on sustaining communities and their pitfalls.

Assessment and Foundation Building

1. Determine intent (primary roles include: helping; best-practice; knowledge-stewarding; innovation)
2. Determine the domain and make it interesting (find issues that are important, will inspire, encourage membership)
3. Encourage support by describing the community's potential for impact
4. Identify potential coordinators and leaders

5. Question potential members regarding their wants/needs
6. Make connections
7. Create a preliminary design

***"When a community is able to combine a good understanding of what already exists with a vision of where it can go, it is ready to move to the [next] coalescing stage." p.82

Building Momentum and Demonstrating Value

1. Make membership valuable to the individual
2. Launch the community--kickoff events can be dramatic or low-key, depending upon the community
3. Create regular events and comfortable spaces
4. Acknowledge the value of the community's coordinators
5. Develop the core group of members
6. Share--ideas, concerns, methods
7. Only document what is necessary and organize the documentation process early
8. Create value
9. Build buy-in from management or key administrators

Integrate

1. Honor the roots of the members personal commitment and passion
2. Integrate the community into the organization as a whole
3. Align key structural and cultural elements

Appendix

Community of Practice Selected Readings

1. What is a Community of Practice (CoP)? and What are the Benefits of a Community of Practice?

"Cultivating Communities of Practice: A Quick Start-Up Guide" by Etienne Wenger,
http://www.ewenger.com/theory/start-up_guide_PDF.pdf

"Communities of Practice: A Brief Introduction" by Etienne Wenger,
<http://www.ewenger.com/theory/>

"Communities of Practice: Learning as a Social System" by Etienne Wenger,
<http://www.co-i-l.com/coil/knowledge-garden/cop/lss.shtml>

Stamps, David. "Communities of Practice: Learning and Work as Social Activities."
Training 34.n2 (Feb 1997): 34(9)

Burk, Mike. "Communities of Practice." *Public Roads* 63.6 (May 2000): 18

2. How to start a CoP

"Cultivating Communities of Practice: A Quick Start-Up Guide" by Etienne Wenger,
http://www.ewenger.com/theory/start-up_guide_PDF.pdf

Blouin, Anne. "Creating an Environment for Collaborative Learning." *Association Management* 57.5 (May 2005): 14(1)

Stamps, David. "Communities of Practice: Learning and Work as Social Activities."
Training 34.n2 (Feb 1997): 34(9)

Burk, Mike. "Communities of Practice." *Public Roads* 63.6 (May 2000): 18

Powazek, Derek M. (2002). Design for Community. New Riders. Chapter 3 "Design Matters....Architectural and Visual Design for Successful Communities."

Wegner, E., McDermott, R., and Snyder, W. (2002). Cultivating Communities of Practice. Harvard Business School Press. Chapter 3 "Seven Principles for Cultivating Communities of Practice.", Chapter 4 "The Early Stages of Development."

3. Guidelines for maintenance of CoP

[Defense Acquisition University Community of Practice Implementation Guide](#), v3.0, October 2007, Published by the Defense Acquisition University Press.
<https://acc.dau.mil/copguide>

“Cultivating Communities of Practice: A Quick Start-Up Guide” by Etienne Wenger,
http://www.ewenger.com/theory/start-up_guide_PDF.pdf

Blouin, Anne. “Creating an Environment for Collaborative Learning.” *Association Management* 57.5 (May 2005): 14(1)

Vestal, Wesley. "Sustaining Communities of Practice." *KM World* 15.3 (March 2006): 8(4)

Burk, Mike. “Communities of Practice.” *Public Roads* 63.6 (May 2000): 18

Powazek, Derek M. (2002). Design for Community. New Riders. "Chapter 11: Killing Your Community" pp. 244 - 250

Wegner, E., McDermott, R., and Snyder, W. (2002). Cultivating Communities of Practice. Harvard Business School Press. Chapter 6 "The Challenge of Distributed Communities."

Wegner, E. Communities of Practice: Quick Start Up Guide,
http://www.ewenger.com/theory/start-up_guide_PDF.pdf.

[Sample Online Interaction Guidelines, Rules and Policies](#)
<http://www.fullcirc.com/community/sampleguidelines.htm>

4. Roles within a CoP

Blouin, Anne. “Creating an Environment for Collaborative Learning.” *Association Management* 57.5 (May 2005): 14(1)

Smith, M.K. (2003) "Communities of Practice", *The Encyclopedia of Informal Education*, www.infed.org/biblio/communities_of_practice.htm. Last updated: 23 October 2007



Public Library Association APPLICATION FOR COMMUNITY OF PRACTICE

GENERAL INFORMATION

Evaluations of applications are based on the intent of the proposed community of practice. Information **MUST BE COMPLETE** so that all applications can be given equitable consideration. This application must be submitted online. Please do not fax or email this form to PLA. **YOU MUST COMPLETE ONE APPLICATION FOR EACH COMMUNITY FOR WHICH YOU APPLY.**

Date of Application _____

Proposed Community Name _____

Name _____
LAST FIRST MIDDLE

Address _____

ZIP NUMBER STREET CITY STATE

Email: _____ ALA Number _____

Are you a PLA member ? YES NO

Statement of Intent

Use the text field below to describe the purpose of your community of practice. Be sure to answer the following questions in your statement.

- What is the intent of your proposed community?
- What is the initial vision or mission that you plan to communicate to potential members?
- How many members do you anticipate are necessary for your community to be successful?
- How will PLA members and prospective PLA members benefit from your community?
- What is the desired outcome of your community (completion of a project, discussion of issues, networking, etc)?
- How is your proposed community consistent with the goals of PLA?

TO: PLA Executive Committee

RE: IFLA 2009-2013 Call for Nominations

ACTION REQUESTED/INFORMATION/REPORT:

Discussion/Action

ACTION REQUESTED BY:

Jan Sanders, PLA President
Greta Southard, Executive Director

DRAFT OF MOTION:

DATE: May 5, 2008

BACKGROUND: PLA has received a request from the ALA International Relations Committee. We are asked to provide nominations to fill a committee appointment on the Public Libraries Section Committee. Committee members can serve on a committee for up to two consecutive terms. Barbara Gubbin's term is expiring in 2009; however, she is eligible to serve a second term. See attached memo from the ALA International Relations Committee. How does the EC wish to proceed regarding this nomination?

Attachments

M E M O R A N D U M

TO: **ALA Division Presidents and Executive Directors**
ALA Round Table Chairs and Staff Liaisons
American Libraries

FROM: Blanche Woolls, Chair, International Relations Committee IFLA
Subcommittee

RE: Nominations for membership on IFLA Section Committees for the term
2009-2013

DATE: February 19, 2008

The ALA International Relations Committee (IRC) requests the assistance of your unit in determining nominations from the association to section standing committees of the International Federation of Library Associations and Institutions (IFLA). We would appreciate having this topic placed on your 2006 Spring Meeting or Annual Agenda. Would you also forward this request to all of your committees and subcommittees to inform them about IFLA committee openings and opportunities for nominating individuals. We further would appreciate your communicating this request through your regular publications and discussion lists.

Prior to July 31, 2008, would you please send any nomination(s) to Delin Guerra, dguerra@ala.org, at the International Relations Office. Please contact Michael Dowling at mdowling@ala.org or 800-545-2433, ext. 3200 if you have any questions about the process.

Enclosed are

- 1) Timetable for Nomination of ALA Representatives to IFLA Section Committees, 2009-2013
- 2) Guidelines for Nominations of ALA Representatives and the IFLA Election Process
- 3) ALA Units and IFLA Sections
- 4) List of Current ALA Representatives to IFLA Section Committees

Thank you.

Distribution: Sha Li Zhang, Lynn Sipe, Howard Teague, George Abbott, Howard Besser,

Whitney Coe, Glenn Patton, William Garrison, John Hostage, David Miller, Edward O'Neill, Wanda Dole, Robert Krall, Joan Stein, Ismail Abdullahi, Paul Smart, Michael Leach, Marcy Allen, Jackie Druery, Beacher Wiggins, Win Shih, Linda Goff, Emily Horning, Alison Ernest, Frank Cervone, Lois Chan, Courtney Deines-Jones, Barbara Genco, Pat Muller, William Sannwald, Anders Dahlgren, Hermina Anghelescu, Caryn Carr, John Jewel, Tess Tobin, Clara Chu, Lynn Connaway, James Mullins, Keith Fiels, Kathleen Imhoff, Sue Kellerman, Nancy Gwinn, Carla Montori, Lorraine Jackson, Barbara Gubbin, Richard Clement, Barbara Paulson, Barbara Immroth, University of Texas, Billie Joy Reinhart, Gina Wakimoto, Anne McKee, Elizabeth Cooper, Lynne Rudasill, C. Colleen Cook, Sherrie Schmidt, Gilliam McCombs,

CC: American Association of Law Libraries; Art Libraries Society of North America Assn. for Library & Information Science Education; Association of Research Libraries; Medical Library Association; Special Libraries Association; The Library of Congress

TIMETABLE FOR NOMINATION OF ALA REPRESENTATIVES TO IFLA SECTION STANDING COMMITTEES

February 2008

IRC requests membership assistance in soliciting suggestions for nominations to IFLA section standing committees

February -July 2008

Membership groups and individuals submit nominations with resumes and rationale to IRO

August 2008

IRO prepares list of section standing committee candidates for review by IRC

September 2008

IRC forwards a list of all nominees with IRC recommendations to the Executive Board through the Board's Administrative Subcommittee

October 2008

The ALA Executive Board decides slate of ALA-endorsed candidates for IFLA section standing committees

February 2009

Nominations due at IFLA Headquarters in The Hague, Amsterdam

March 2009

Election by postal ballot for those committees that have more candidates than open committee positions open

2) GUIDELINES FOR NOMINATIONS OF ALA REPRESENTATIVES AND THE IFLA ELECTION PROCESS

Objective

An ALA member will be nominated and officially endorsed for a four-year term to every IFLA section standing committee at each IFLA election.

Eligibility

Any ALA member may be suggested for nomination to an IFLA standing committee. A list of IFLA standing committees and current ALA representatives is attached. Individuals can only serve on one IFLA committee at a time. Candidates can serve on a committee for up to two consecutive terms.

Qualifications

A nominee should be an expert in the field covered by the section and have a working knowledge of at least one working language of IFLA (English is an IFLA working language), and should have reasonable expectation of attending meetings of the standing committee without cost to IFLA or to ALA. ALA divisions and other units may seek outside funding to support the attendance of their representatives.

Documentation

The ALA Executive Board requires that the suggestions for nominations be accompanied by a resume and a rationale from the nominating body or individual. If nominated, IFLA requires that the following be provided:

- (a) An indication of acceptance of the nomination by the individual;
- (b) A short statement detailing the nominee's qualifications and indication of present position;
- (c) Affirmation that the person can fulfill the working language and travel requirements

IFLA Election Process

IFLA elections are held biennially. In 2009, elections will be held for committees, divisions, sections, and round tables for the period 2007-2011. A list of IFLA sections and ALA representatives with their terms of office is attached.

IFLA regulations state that each member (association or institution) registered for a section can nominate a single candidate for that section standing committee at each election. ALA is registered for all IFLA standing committees.

Nominees will be declared elected when the number is fewer than the number of vacancies on a particular standing committee. If the number of nominees exceeds the number of vacancies, a postal ballot will be taken by the IFLA Secretariat before the next IFLA conference. The vacancies will be declared filled by the candidates with the highest number of votes. If two or more candidates obtain an equal highest number of votes, another election will take place between those candidates at the next IFLA conference. At the meeting the members present or represented shall vote. In case of a tie, the chair will determine the successful candidate by drawing lot.

In the spring 2009, IFLA Headquarters will send orientation information to new standing committee members. Standing committee members assume their duties at the next IFLA conference. At this meeting, members elect the standing committee's chair and secretary.

Future IFLA conferences

2008 Quebec City, Canada

2009 Milan, Italy

2010 Brisbane, Australia

2011 TBA (Mexico or Central America)

Responsibilities of ALA Representatives

The term of office on an IFLA standing committee is four years with the possibility of a second four-year term. Thus, the maximum term of service is eight years. No person shall be a member of more than one section standing committee at one time, unless he or she is a member of a regional section standing committee.

ALA representatives on IFLA section standing committees are required to:

- 1) Report to their constituencies on appropriate developments and information originating from their respective committees; these communications may be published in ALA journals or newsletters, or as special reports to ALA members;
- 2) Transmit a copy of the report(s) to the International Relations Committee.

The ALA International Relations Committee's charge is to:

- 1) Seek and/or encourage candidates from ALA divisions, committees, other groups, or the membership at large.
- 2) Formulate a list of names of all suggested candidates for nominations to IFLA standing committees according to the election cycle.
- 3) Indicate in the IRC's best judgment the most qualified candidate per standing committee.
- 4) Transmit the list to the ALA Executive Board's Administrative subcommittee, which will forward its recommendations to the Executive Board.

3) ALA UNITS AND IFLA SECTIONS

To assure that highly qualified candidates represent ALA on IFLA section standing committees the following units are asked to bring forward nominations for ALA representatives. Once selected to serve on IFLA committees the representatives should report back to the units, with copies to the International Relations Office, on activities within the IFLA section.

<u>Standing Committee</u>	<u>Unit</u>
Acquisition & Collection Development	ALCTS
Art Libraries	ACRL
Audiovisual & Multimedia	VRT
Bibliography	ALCTS
Cataloguing	ALCTS
Classification & Indexing	ALCTS
Continuing Prof Development and Workplace Learning	COE
Document Delivery & Resource Sharing	RUSA
Education & Training	COE
Genealogy and Local History	RUSA
Geography & Maps Libraries	MAGERT
Government Information & Official Publications	GODORT
Government Libraries	FLRT
Health Biosciences Libraries	IRC
Information Literacy	*ACRL/AASL
Information Technology	LITA

Knowledge Management	ALCTS
Libraries for Children and Young Adults	ALSC/*YALSA
Libraries for the Blind	ASCLA
Libraries Serving Disadvantaged Persons	OLOS
Library Buildings & Equipment	LAMA
Library History	LHRT
Library & Research Services for Parliaments	ASCLA
Library Services to Multicultural Populations	EMIERT
Library Theory & Research	LRRT
Management & Marketing	LAMA
Management of Library Associations	IRC
Metropolitan Libraries	PLA
National Libraries	IRC
Newspapers	ALCTS
Preservation & Conservation	ALCTS
Public Libraries	PLA
Rare Books & Manuscripts	ACRL
Reading	ALSC
Reference & Information Services	RUSA
School Libraries & Resource Centers	AASL
Science & Technology Libraries	ACRL
Serials and Other Continuing Resources	ALCTS
Social Science Libraries	ACRL
Statistics and Evaluations	CORS
University Libraries and other General Research Libraries	ACRL

* Denotes which unit with shared responsibility has the turn for 2009-2013

4) Current ALA Representatives to IFLA Standing Committees

Current ALA Representatives to IFLA Standing Committees

Standing committee	ALA representative	Term
Acquisition and Collection Development	Sha Li Zhang, UNC Greensboro	2007-20011
	Lynn Sipe, Univ. of California	2005-2009 2nd term
Art Libraries	Howard Teague	2007-2011
Audiovisual and Multimedia	George Abbott, Syracuse University	2005-2009
	Howard Besser, NYU	2007-2011
Bibliography	Whitney Coe	2005-2009 2nd term

	Glenn Patton	2007-2011
Cataloguing	William Garrison, Univ. of Colorado at Boulder	2003-2007
	John Hostage, Harvard Law School	2005-2009
Classification & Indexing	David Miller, Curry College	2007-2011 2nd term
	Edward O'Neill, OCLC	2005-2009
Continuing Professional Development and Workplace Learning	Wanda Dole, Arkansas-Little Rock	2005-2009
Document Delivery & Resource Sharing	Robert Krall, Univ of Penn	2007-2001
	Joan Stein, Carnegie Mellon University	2005-2009
Education and Training		
	Ismail Abdullahi	2005-2009
Genealogy and Local History Section		
	Paul Smart, Family Search Center	2005-2009
Geography & Maps Libraries		
	Michael Leach, Harvard University	2005-2009
Government Information and Official Publications	Marcy Allen, Penn State	2007-2011
	Jackie Druery, Queens University	2005-2009
Government Libraries	Beacher Wiggins, LC	2007-2011
Health and BioSciences Libraries	Win Shih	2007-2011
Information Literacy	Linda Goff, California State University Sacramento	2005-2009

	Emily Horning, Yale Univ.	2005-2009
	Alison Ernest	2007-20011
Information Technology	Frank Cervone, Northwestern	2007-2011
Knowledge Management	Lois Chan, University of Kentucky	2005-2009
Libraries for the Blind	Courtney Deines-Jones	2005-2009
Libraries for Children and Young Adults	Barbara Genco	2007-2011
Libraries	Pat Muller, Henrico County, VA	2005-2009
Libraries Serving Disadvantaged Persons		
Library Buildings & Equipment	William Sannwald	2007-2011
	Anders Dahlgren, Library Planning Associates	2005-2009
Library History	Hermína Anghelescu	
Library and Research Services for Parliments	Caryn Carr, State Library of Penn	2005-2009
	John Jewel, State Lib CA	2007-2011
Library Services to Multicultural Populations	Tess Tobin, NYCC Tech	2007-2011
	Clara Chu, UCLA	2005-2009 2nd term
Library Theory & Research	Lynn Connaway, OCLC	2007-2011
Management and Marketing	James Mullins, Purdue University Libraries	2007-2011 2nd Term
Management of Library Associations	Keith Fiels, American Library Association	2007-2011 2nd Term
Metropolitan Libraries	Kathleen Imhoff, Lexington PL	2007-2011
National Libraries		
Newspapers	Sue Kellerman, Penn State	2007-2011
Preservation and Conservation	Nancy Gwinn, Smithsonian	2003-2007 2nd term
	Carla Montori, Safe Sound Archive, Philadelphia	2005-2009
Public Libraries	Lorraine Jackson	2007-2011
	Barbara Gubbin, Jacksonville PL	2005-2009

Rare Books and Manuscripts	Richard Clement, Kansas	2007-2011
	Barbara Paulson, National Endowment for Humanities	2005-2009
Reading Reference and Information Services	Virginia Walters	2009-2013
	(No current ALA Reps)	
School Libraries and Resource Centers	Linda Veltze	
	Barbara Immroth, University of Texas	2005-2009 2nd term
Science and Technology Libraries	Billie Joy Reinhart,	2005-2009
Serials and Other Continuing Resources	Gina Wakimoto, Univ Colorado	2007-2001
	Anne McKee, Greater Western Library Alliance	2005-2009
Social Science Libraries	Elizabeth Cooper	2007-2011
	Lynne Rudasill, Univ. of IL	2005-2009
Statistics and Evaluations	C. Colleen Cook, Texas A&M University	2007-2011 2nd Term
	Sherrie Schmidt, Arizona State University	2005-2009
University Libraries and other General Research Libraries	Gilliam McCombs, Southern Methodist Univ.	2005-2009

TO: PLA Executive Committee

RE: Request for PLA Representative on the Library of Congress, Cataloging
Publications Division (CIP), Advisory Group (CAG)

ACTION REQUESTED/INFORMATION/REPORT:

ACTION

ACTION REQUESTED BY:

Jan Sanders, PLA President
Greta Southard, Executive Director

DRAFT OF MOTION:

DATE: May 5, 2008

BACKGROUND: Oxanna Horodecka sent the PLA President the following letter requesting PLA representation on CAG. Essentially, the group would like someone who is conversant with CIP and willing to help shape the program, and able to attend two meetings a year (ALA's Annual Conference and Midwinter meetings).

Dear Jan:

I am writing to ask you, as President of the Public Library Association (PLA) to appoint a new PLA representative to the Library of Congress, Cataloging in Publication Division (CIP), Advisory Group (CAG). It is my understanding that as of ALA Midwinter that appointment has not yet been made.

Oksana Kraus served as the PLA representative on CAG for a decade. At the last ALA Annual Meeting in Washington, DC, she notified us that she would like to step down from that responsibility, because of new professional obligations. We were very grateful to her and very sorry that she could no longer serve on CAG.

At this point, we need a new PLA CAG representative, who could start his/her appointment at ALA Annual. I have asked Oksana Kraus to contact you and to pass on any information or recommendations which may help you arrive at your decision.

The CIP Advisory Group includes about a dozen people who represent the various library communities (academic libraries, school libraries, public libraries, special libraries, university libraries), publishers, book sellers, and bibliographic utilities. This group or one similar to it has existed for pretty much the entire life of the CIP program (37 years).

Its mission is to provide input regarding important CIP issues--the scope of the program, eligibility of publishers, the development of

the ECIP program, etc. At recent meetings we discussed the results of the CIP nationwide survey of US libraries and US publishers and MARC customers, the need for new CIP cataloging partnerships, etc.

The members of CAG have been enormously helpful over the years because they are well informed about librarianship in general and CIP in particular. CAG has functioned fairly informally so we have some members who have served on CAG for a number of years, as Oksana did, while others have rotated every two years.

What's important is to have members who know something about CIP, are interested in helping to shape the future of the program and provide feedback representative of their particular community and, of course, who attend the meetings regularly (twice a year-- at each of the ALA's conferences-- Saturday morning). There are seldom work assignments for members so this aspect is not demanding for members. We have a list-serve, so we can obtain some feedback and thoughts on various issues between meetings, but it does not generate a significant amount of email traffic.

I hope this is helpful. If I can provide any further information, please let me know.

Once the decision is made at PLA and you have made the appointment, please let me know who is PLA's new CAG representative. It is very important that we have PLA's input.

Waiting to hear from you,
Oxana Horodecka

Oxana Horodecka
Coordinator of Electronic Programs
CIP Division
Library of Congress
Washington, DC 20540
202-707-8665
ohor@loc.gov

TO: PLA Executive Committee

RE: ALA's Advocating for All Libraries: Saving the Library Ecosystem mtg.

ACTION REQUESTED/INFORMATION/REPORT:

DISCUSSION

ACTION REQUESTED BY:

Greta Southard, Executive Director

DRAFT OF MOTION:

NA

DATE: May 6, 2008

BACKGROUND:

ALA President Elect, Jim Retting is convening a library advocacy planning meeting at the up coming ALA Annual Conference. PLA should discuss whom to send to this event and our role relative to our strategic plan and current projects

From Jim Retting:

Dear Colleagues,

I have been busy developing initiatives for my term as ALA president in 2008-2009. I you to join me in developing one of these initiatives in particular: advocacy for all types of libraries.

I believe that we need to sustain and strengthen our advocacy efforts on behalf of *all* libraries. I think of our school, public, academic, and other types of libraries as parts of an integrated library ecosystem. If one part of the system is threatened or suffers, the entire system is threatened and suffers. We know that libraries offer incredible lifelong learning opportunities, yet no one type of library can deliver learning opportunities from cradle to grave. Through our library ecosystem, however, we offer these opportunities in abundance.

How can we convey this message to decision-makers and the public at large? How can we strengthen our efforts for the benefit of every type of library?

We'll begin to answer those questions at a planning session hosted by the ALA Office for Library Advocacy at the ALA 2008 Annual Conference in Anaheim. Please join me, Carol Brey-Casiano, Chair of the ALA's new Advocacy Committee, and Marci Merola, Director of the Office for Library Advocacy, at:

Advocating for All Libraries: Saving the Library Ecosystem
Saturday, June 28, 1:30 to 3:30 p.m.
Hilton Anaheim, Huntington Room

Please RSVP to rsvp@ala.org no later than June 9, 2008; write "Planning Session" in the subject line. For more information, please visit www.ala.org/rettigadvocacy.

See you in Anaheim!

Sincerely,

Jim Rettig
2007-2008 ALA President-Elect