

**Public Library Association
Executive Committee
Fall Meeting
October 19 & 20, 2007**

Holiday Inn Chicago Mart Plaza
350 North Orleans
Chicago, IL

Logistics

Friday

- Breakfast will be available from 7:30-8:30 a.m. Room number will be provided before you arrive.
- Coffee break 10:00-10:20,
- Lunch with other divisions will be from 12:00-1:00 p.m. Room number forthcoming.
- Concurrent session, 1:00-4:00 (?), after lunch the Concurrent session will begin. The concurrent session is joint meeting with the other divisions and the ALA Executive Board. This meeting will be facilitated by Gale Wood, and will focus on the *7 Measures of Success* book.
- Afternoon coffee break, Room number forthcoming.
- Dinner, the PLA Executive Committee will have a group dinner. The location and reservation details will be provided on site.

Saturday

The PLA Executive Committee will reconvene Saturday 8:30 a.m. – 3:00 p.m., breakfast is available in the same location as Friday from 7:30-8:30 a.m., the break, lunch location and schedule remains the same. Dinner is on your own.

AGENDA

1. Welcome and introductions
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 documents 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

3. Draft 2007 Annual Conference Board Actions
4. Publications Report
5. Membership Report
6. "Public Libraries" Magazine Report
7. Education Activities Report
8. 2009 Spring Symposium Update

Document Number

2008.2
2008.3
2008.4
2008.5
2008.6
2008.7

Discussion / Decision Items

9. 2008 National Conference Report, *Faubel* 2008.8
10. Request to Revise Speaker Honoraria and Expense Reimbursement Policies, *Bostrom*. 2008.9 onsite

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.

11. FY 2007 Year End Financial Analysis and Mgmt Rpt, <i>Southard</i>	2008.10
12. FY 2007 Year-to-date by Project Report, <i>Southard</i>	2008.11
13. Gates Project, <i>Southard & Chau</i>	2008.12
14. Volunteer Restructuring, Report from AC 2007 Board Mega Issue Discussion, <i>Southard & Sanders</i>	2008.13
15. Discussion ALA and Divisions relationship as related to recent postings on the Council list. <i>Sanders & Southard</i>	<i>no doc</i>
16. Update on Leadership Development Activities, <i>Southard</i>	<i>no doc</i>
17. New Business:	
• Debrief of the ALA/Division concurrent session	<i>no doc</i>

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.

**PLA Board of Directors II
ALA Annual Conference
Washington, D.C.
Monday, June 25 2007**

DRAFT ACTIONS

Present: Susan Hildreth, President; Dan Walters, Past President; Jan Sanders, President Elect;

Issues and Concerns Cluster: Anne Marie Gold (Chair), Carolyn Anthony, Ann Cousineau, Mario Gonzalez, Larry Neal, Neel Parikh;

Library Development Cluster: Kendi Kelley (Chair), Alan Harkness, Danis Kreimeier, Josie Parker, Kathleen Reif;

Library Services Cluster: Sari Feldman (Chair), Eva Poole, Cathy Elizabeth Sanford, Carol Sheffer, Marcellus Turner, Art Weeks;

PLA Councilor: Norman Maas;

ALTA Representative: Dale Ross;

PLA Staff: Greta Southard (Executive Director) Linda Bostrom, Kathleen Hughes, Julianna Kloeppel, Angela Thullen and Louisa Worthington;

Visitors: Paul Meyer, meeting facilitator;

Excused Absence: Jose Aponte (Library Development).

During the PLA 2007 Annual Conference in Washington, D. C. the PLA Board of Directors took the following actions:

By consent approved the agenda with the addition of the following agenda item(s): Financial Analysis Overview and Management Report 2007.65, FY2007 Year-To-Date by Project 2007.66 and Adoption of the 2007-2008 Budget 2007.67 Friday agenda items deferred to Monday Board meeting.
Approved

By consent, accepted the following reports: 2007 Conference Program Coordinating Committee Report 2007.68, Recommended Preconferences for 2008 National Conference 2007.71. *Approved*

Discussion items:

1. Financial Analysis Overview and Management Report 2007.65, FY2007 Year-To-Date by Project 2007.66 and Adoption of the 2007-2008 Budget 2007.67, Budget & Finance Chair, Clara Bohrer. General discussion, Bohrer reported out the PLA is in sound financial condition. While the 2007 Spring Symposium did not meet budget, she noted that it was a programmatic success to our members and a fine result for our first sizeable continuing education event with out a trade show in the west. As of the April 2007 performance report, the PLA ending net asset balance was \$ 509,636. She noted that the search to fill the vacant deputy position was underway and that PLA would see some salary savings from that as well as the receipt of the Gates Grant. The grant will pay for a bit of the salaries for 3 existing staff, and will fully fund the 2.5 staffers to be hired to manage the grant.

Regarding FY 2008 Budget 2007.67 the budget projects \$ 4,953,603 in revenues and \$ 4,122,289 in expenses as a result of the upcoming 2008

National Conference with a projected year end net asset balance of \$1,053,836. The budget includes support for the following:

- \$50,000 for ECRR evaluation project;
- \$50,000 for Leadership scholarships/initiative;
- \$100,000 unallocated monies in the Future Funds line to support strategic initiatives the Board may identify during the course of the year.

Motion to approve the FY 2008 Budget. *Approved*

2. Susan Hildreth reported out on the work of the Leadership Task Force for Luis Herrera, chair, who was unable to attend AC, 2007.64. Hildreth reiterated the recommendations the TF sent forward to the Executive Committee in the spring which were approved, see 2007.52. The TF is focusing on how to develop leaders for the profession and most specifically how to create change and change agents in public libraries. The TF has developed a list of programs that meet their criteria to assist in the development of change agents and promote organizational change in public libraries. PLA will fund scholarships to specific programs, scholarship recipients will be obligated to assist in the field research to determine the value of the program they participated in to help us assess whether or not we could work with that educational entity as a developmental partner for future PLA leadership training programs.

Also, reviewed the 3M Leadership Institute opportunity. 3M will host a one day leadership workshop at the 2008 PLA National Conference. Report out of the information provided to the Executive Committee at the spring meeting:

Jan Sanders is the point person working with 3M. Jan has also been in communication with George Needham and Joan Frye-Williams regarding a potential workshop agenda and participant selection process. Current thoughts:

- Application process and limited to 100 participants;
 - Develop an online application process similar to the online award application process;
 - Mention in the National Conference program book, but do not include as a registration event;
 - Applicants must have a project idea to work on;
 - Limited to one person per institution;
 - Need to determine the appropriate staff target level in an organization, i.e. is this for senior management, middle managers, director, etc. Based on EC discussion determined that senior level management should be the target audience;
 - Interested in people who will ultimately will become organizational change agents and decision makers;
 - 3M is willing to host an event to reconnect the invitational leadership participants at an event at the 2008 Annual Conference.
3. Susan Hildreth reported on the Every Child Ready to Read proposal follow up information received from the Association for Library Service to Children (ALSC) Board. ALSC did not approve the trainers' proposal, therefore PLA will not provide the monies for the project; ALSC expressed some concerns regarding the [staff?] capacity to handle the evaluation project, however, the

- when asked would provide advise or information to the board;
 - The Executive Committee expounded and expanded on the work of the Board from the Midwinter meeting;
- Key concepts: 3 types of member groups are needed by an association—1) those who govern (Boards/Executive Committees), 2) those who do the ongoing work of the association (Committees) and 3) those who are created for limited specific tasks (Task Forces);
- Board key concepts:
 - No need for representative board, but rather a need for a competency based board. When creating a competency based Board the Board needs to analyze the issues the organization will be facing over the next 3-5 years and determine what kind of skills the Board will need to represent the membership as a whole. The Board then gives direction to the Nominating Committee regarding the skills the elected leaders should possess;
 - Boards in general are getting smaller;
 - Competencies of the Board should also be taken from the strategic plan;
 - The Nominating Committee becomes a stronger placeholder in developing organizational leadership that is reflective of the work that the organization wishes to accomplish via the strategic plan;
 - Smaller Board would mean that the full Board would make decisions for the organization, no need for an Executive Committee
 - Note to Paul—after the above comment I have a note that says: Add No Slide.
- Nominating Committee Key concepts:
 - 7 members;
 - Immediate past president serves as chair;
 - Expand the number of people on the committee to allow greater representation to find the people with the competencies needed;
 - President Elect responsible for the appoints to the committee;
 - Members serve one year term [I think we meant one election cycle];
 - Committee may play a role in developing leaders and mentoring;
 - May want to stagger the terms on the committee—discussion as to whether or not people should be appointed for one or two year terms; [Parking lot issue]
 - A standing committee that is named in the bylaws;
 - Would require a more proactive call for nominations and define competencies so that people could funnel names to the Nominating Cmt;

- Board delivers to the Nominating Cmt the competencies, the committee then finds people who meet those competencies;
- Nominating Committee is a neutral third party, not a committee of the Board;
- Standing Committee Key Concepts:
 - Permanent committees of the organization; however, they are not named in the bylaws, but are the committees necessary for completion of the ongoing work of the enterprise;
 - Program Coordinating Committee---I have a note here that says change? Need to compare to your slide.
 - Awards Committee—consist of the individual chairs from the Awards jury.
 - Note: why do we need a separate PLA Legislative Committee. Recommendation: Do not need a standing legislative committee
 - PLA representative to the ALA Legislative Assembly could become a responsibility of a board member—or not---if a responsibility of the board member, then we need someone who has the competencies needed re: active and knowledgeable in how to work with/on legislative issues.
 - Much discussion on assemblies and how PLA's voice is heard at the ALA level and how to handle that link;
 - No final conclusions on how to deal with Legislative Committee, much discussion;
 - Publications Committee I also have a note here that says change
 - —not a reporting up relationship, the cmt would decide who/what they need to get the work done
 - Question—someone asked whether or not committees would still have a written charge and get an invitation to serve on xx cmt or to do xx task, and would sign a document that says they agree to do so. Group reply was yes.
- Advisory Groups Key Concepts:
 - Current subject interest groups housed in the existing Cluster Committee structure would be turned into Advisory Groups, they are not standing committees;
 - Must check our definitions against ALA definitions—may have to change our 'titles';
 - 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.
 - Need robust community technology to support COPs

- Could provide venue for COPs to have face to face meetings **if they desire** not mandatory that these groups meet. Could say anyone interested in xx topic meet at Starbucks at xx time/location.
- Consider creating a virtual membership category—how would this fly? What would be the restrictions/limitations imposed by ALA?? Could this somehow coordinate with an organizational membership?
- COPs could be a very powerful way of empowering people

General Feedback:

- Yes, the Board is in agreement we should move forward;
- Create a smaller TF to work through the issues. Suggested: five people of which, one with expertise in bylaws; create a timeline and implementation plan; translate these concepts into new bylaws, cross walk them against existing bylaws to easily show changes (redline); create new organizational chart reflective of the new structure; have someone work through putting together more of the nit picky details; need a bylaws groupie.
- Pilot a couple of COPs—perhaps
 - Technology in Public Libraries
 - Readers Advisory
- TF to put together the COP rules and / or pilot of the COP
- Need to come up with a transition plan/strategy.

Motion to approve in concept the reorganization recommendations. Approved.

Charge the incoming president (president elect, Jan Sanders) to create a task force to continue to move the reorganization forward and a task force to more fully develop the notion of the COPs. Report out at the fall meeting, October 2007, with the intent that the bylaws change and reorganization be presented to the PLA membership for a vote within one year of the final report to the Board.

Meeting adjourned.

ALSC Board will continue their deliberations and make a decision at their next and final AC Board meeting.

Motion to support fully support the evaluation proposal and authorize the expenditure of \$50,000 to fully support the initiative. *Approved*

- Kathleen Reif and Clara Bohrer reported out on the ALA Advocacy Coordinating meeting they attended. They reiterated to ALA that PLA was fully prepared to be good ambassadors and will cooperate in any way possible regarding ALA's advocacy activities, and that PLA will be pleased to be involved in any planning or initiatives that the new ALA Office of Advocacy undertakes.

Suggested that talking points be provided to the PLA Board regarding the Gates Grant so that our advocacy initiatives are explained in a logical and cohesive manner.

4. Continuation of the Midwinter Mega Issue Discussion as related to the PLA strategic plan 2007.70. Our central question is: how can PLA become a more nimble organization and utilize our member volunteer work force more effectively? Paul Meyer reported out on the work undertaken with the Executive Committee at the spring meeting. General discussion included:
 - Trust is very important in making governance and organizations work well;
 - Knowledge is key to making good decisions, the Board and staff must collect data and information so that the Board will have the necessary tools to make good decisions;
 - Nimbleness is another key element for effective associations--how can we ensure that we are a nimble organization is one of our central questions;
 - The Board must have the will to govern well and be nimble;
 - Sub questions from the central question of how to utilize the volunteer work force more effectively:
 - How to infuse technology into solution building;
 - How to respond to the ALA committee meeting requirements;
 - How to respond to the competition for volunteer time;
 - How to ensure involvement and retention of PLA members;
 - Review of concepts discussed at the January Board meeting, see Board of Directors: Volunteer Work Group Mega Issue Discussion Report, January 20, 2007;
 - Confirmed that the Board is committed to changing the way we work and organizational structure;
 - Key concepts from above referenced January 20, 2007 report:
 - Create work groups as needed for tasks that sunset when the task is complete;
 - Reduce the number of standing committees;
 - Create advisory groups as needed or as interested is sparked, function like content discussion groups who

6-19-07

ALA BOARD LIAISON TALKING POINTS

2007 ALA ANNUAL CONFERENCE

FY 2008 BUDGET HIGHLIGHTS

Thanks to the dues increase voted by ALA's members, the association's proposed FY 2008 budget includes funding for a number of new initiatives:

- A new Office for Library Advocacy
- Ongoing Advocacy Institutes and Outcome Based Advocacy Training
- I Love Libraries Advocacy website
- A new Half time lobbyist for the Washington Office
- A new full time librarian at the ALA library
- Ongoing continuation of the emerging leaders program

The 08 budget also includes funding for several important technological enhancements:

- An ongoing **social network**, similar to facebook or myspace.
- **My ALA** - an individualized home page that will help members manage their interaction with the association.
- **Website redesign.** (*see below*)
- **New Usability Officer.** As recommended in the usability assessment, ALA has approved the creation of a Chief Usability Officer position for 2008. This person will advocate for a culture of user-centered design throughout the organization; participate in product design processes; create usability test plans; develop and administer usability tests; promote usability standards and protocols throughout the organization; champion changes and enhancements that have a direct positive impact on the user experience and assist with quality assurance testing.

WEB REDESIGN

Work continues on the process of assessing the usability of the ALA website and rolling out a redesigned site.

ALA's usability consultants have been conducting card sort and prioritization exercises and an extensive content inventory on certain sections of the site.

They have created new information architectures for the Education & Careers and Awards sections, and have produced draft wire frames of these sections and the home page for preview here at Annual Conference.

There will be two computer kiosks in the registration area of the Washington Convention Center available for people to look at the wire frames, and to provide feedback on the wire frames. ALA's usability consultants will also be conducting 18

evaluation sessions with Conference attendees. User comments will be used to identify further improvements prior to the next phase - graphic design.

The redesigned site should be available this fall.

In the future, ongoing evaluation, analysis and redesign will be a permanent part of the site.

NEW OFFICE FOR LIBRARY ADVOCACY

The Office for Library Advocacy supports the efforts of advocates seeking to improve libraries of all types by developing

- resources
- a peer-to-peer advocacy network
- training for advocates

...at the local, state and national level.

In order to achieve this goal, the new office will work closely with the Public Information Office, the Chapter Relations Office, and the Office for Government Relations, and other ALA units involved in advocacy on behalf of particular types of libraries or particular issues. The goal is to help better integrate these efforts into the overall advocacy planning and strategies of the association.

The office will be staffed by two full time professionals.

The office will also be responsible for ongoing development of ALA's advocacy web site for the public, for ongoing advocacy institutes and an advocate's newsletter (with ALTA).

I LOVE LIBRARIES.ORG

Ilovelibraries.org is ALA's new Web site for the general public, where people can learn more about the excitement and vitality of today's libraries, share their stories, and become active advocates at the local, state and federal level.

Ilovelibraries.org is an opportunity to reach out to a broader audience. One of our goals has been to repurpose as much of our own rich content as possible from the www.ala.org pages, or to "tweak it" so that it's appropriate for a general audience.

The website will include

- feature stories on the great things happening in today's libraries;
- book reviews
- ways for viewers to share their story about their library or nominate their favorite librarian for "librarian of the year"
- and links to advocacy software which will allow users to voice their support on issues affecting libraries at the local, state and national level

Please note that Ilovelibraries.org is a "work in progress", and we expect to be constantly improving the site. Beginning this summer, we will be seeking member input and editorial ideas to help make illovelibraries.org more useful for the library community.

Visit at www.ilovelibraries.org or click on the ilovelibraries button on the upper left-hand of www.ala.org.

LIBRARY DAY ON THE HILL

The Library Day on the Hill event is looking to be a huge success. Over 900 ALA Annual Conference attendees registered for the event (That's about double the number that typically come to DC for ALA's spring Legislative Day).

Several dozen Members of Congress signed up to have READ posters of themselves made.

An exhibit in the Rayburn House Office Building will let legislators know about 21st century library services. Displays will show legislators what libraries mean to America; from public libraries to school libraries and from research libraries to special libraries.

A "Parade of Bookmobiles" will also be in DC as part of this event.

KEY LEGISLATIVE ISSUES

Appropriations

On June 7, the House Labor, Health and Human Services and Education Appropriations Subcommittee, with jurisdiction over many library programs, voted to fund in FY 2008 \$253,517,000 for IMLS, which was an increase over last year. The bill included \$167.5 million for the State Programs, \$3.638 million for Native American and Hawaiians, \$12.375 million for national leadership grants, \$23.76 for Laura Bush recruitment and education programs and \$2 million for research and analysis.

Improving Literacy Through School Libraries is level funded at \$19.486 million again this year.

On June 12, the Appropriations Committee met and amended the subcommittee bill to give the Library of Congress' NLS \$12.5 million of the \$19.1 million requested for the new technology for Talking Books. The full House is expected to pass the bill very soon.

No Child Left Behind

With No Child Left Behind (NCLB) reauthorization underway, the Washington Office (WO) is working to include school librarians in two ways:

- in an amendment calling for a school library in every school headed by a state-certified school library media specialist
- as part of the "highly qualified" section of NCLB; as well as strengthening the Improving Literacy Through School Libraries program.

The Washington Office is working with Senator Reed's office to develop the language for the amendment, continues to meet with Congressional staff to ensure ALA's proposed language is included as part of reauthorization, and has been meeting with other education groups in Washington to discuss support for our language.

In May, during National Library Legislative Day, WO staff and all of the youth divisions' presidents met with key Congressional staff about the "highly qualified" language.

Public Access to Federally-Funded Research

ALA is advocating for change of the National Institutes of Health (NIH) Public Access Policy from voluntary to mandatory as part of the NIH appropriations process.

All kinds of libraries and all kinds of users would benefit from public access to NIH funded research—from scientists to health clinic workers to parents of children with genetic diseases.

A mandatory NIH policy would mean public access to the results of billions (annually) of dollars of NIH-funded scientific research, within 12 months of publication in peer-reviewed journals.

E-Government

OITP research has shown that many public libraries have become the de facto provider of e-government services in their communities. As federal agencies have shifted resources to the Web, any reference service that they provided in the past has been pushed down to public libraries. Some federal agencies' Web sites now say "Go to your public library for more information."

Public libraries are the "perfect fit" for helping their communities access government information. The technology tie-in is the need for more bandwidth for public libraries - it is not possible to serve the public when there are too few computers and slow connections.

OITP has been making connections with federal policy organizations interested in e-government, and recently made contact with the Department of Homeland Security regarding the role libraries could play in the area of emergency operations.

A joint meeting of the COL Government Information subcommittee, GODORT and PLA members has been scheduled at Annual, to begin identifying their role in the evolution of e-government service provision in public libraries – policy development, needs assessment, and staff training are likely topics of discussion.

Our goal is development of proposed legislation (and funding) to support the provision of e government services through libraries.

EMERGING LEADERS

Plans are already underway for the second Emerging Leaders program to be offered in 2008.

120 new librarians will have two days of workshops, participate in projects, network with peers, get an inside look into ALA structure, and have an opportunity to serve on an ALA, Division, Chapter, or Round Table committee, taskforce or workgroup.

Applications will be available online July 1, 2007 at: wikis.ala.org/emergingleaders.
Deadline for submission will be August 15, 2007.

60 of the 120 slots will be sponsored, and 60 open, and every effort will be made to achieve representation by type of library, geography, and diversity. The 60 sponsored candidates will be chosen from among the Divisions and Round tables, Ethnic affiliates and Chapters and AASL Affiliates.

To be sponsored, applicants should apply directly to a division, chapter, or round table. Each sponsor will contribute \$1000 for expenses (\$500 each conference). A full list of sponsoring units will be included as part of the online application.

CULTURAL COMMUNITIES FUND

The Cultural Communities Fund is the first-ever endowment created to support cultural programming for public audiences in all types of libraries nationally. CCF will finance training and continuing education for librarians; programming support for libraries; and national model programs like "Let's Talk About It".

Funds raised for CCF will be matched by the terms of a Challenge Grant from the National Endowment for the Humanities. We're asking everyone to consider donating to CCF at any level, to help reach the annual Challenge Grant goal of \$277,000 by July 31. Gifts will be matched on a 1-to-3 basis by NEH.

To make your donation to the Cultural Communities Fund, or to find out more, please visit <http://www.ala.org/ccf>. Donations will also be gratefully accepted at the PPO exhibit booth, #2659. Donors will receive a CCF ribbon for their conference badges.

PROMOTING LIBRARIES TO THE HISPANIC COMMUNITY

As part of the second phase of the Campaign for America's Libraries, we are seeking commitments from libraries with large Spanish speaking populations to participate in a media partnership to promote library services to the Hispanic community through radio and outdoor billboards.

To date, 13 libraries in the top 20 markets have indicated interest. They reach five million Spanish speaking people.

SOCIALLY RESPONSIBLE INVESTING

During their most recent conference call, the Endowment Trustees took action to hire Blackrock as a portfolio manager to actively manage an SRI account. The initial investment totals \$250,000.

This selection is the result of the Trustees ongoing effort to examine the SRI question. The Trustees will continue to examine and monitor the issues surrounding SRI investing.

Date: October 9, 2007
To: PLA Executive Committee
From: Kathleen Hughes
Re: PLA Publications

INFORMATION ITEM

Sales

Sales figures finished the fiscal year at \$95,190.53, which is approximately \$60,000 ahead of the budgeted figure of \$35,000.00. Sales figures at this time last year were at \$41,651.00. Strong-sellers this year included, "Field Guide to Emergency Response," "Libraries Prosper with Passion, Purpose, and Persuasion! A PLA Toolkit for Success," "Nursery Rhymes, Songs, and Fingerplays," and the "Every Child Ready to Read" training kit.

Expenses

Expenses are \$31,000 over budget. As of the final report, expenses were at \$140,204.75. Much of this year's expenses can be attributed to funding the cost of work on the "Results" series as well as higher printing costs attributed to the PLA Toolkit and the Nursery Rhymes book. Also, higher sales have resulted in higher order processing/fulfillment charges from our warehouse/distribution center.

PLA Publishing Activities

Results Series

In the past year ALA released "Human Resources for Results - The Right Person for the Right Job" by Jeanne Goodrich and Paula M. Singer and "Managing Facilities for Results - Optimizing Space for Services" by Cheryl Bryan

PLA Monographs/Publications

This year, PLA released "Field Guide to Emergency Response," "Libraries Prosper with Passion, Purpose, and Persuasion! A PLA Toolkit for Success," and Nursery Rhymes, Songs, and Fingerplays."

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. TechNotes added this year include:

- eContent (electronic versions of books, journals, etc.)
- Educational Software
- RFID Technology (update)
- Virtual Reference (update)

PLA Blog (www.plablog.org)

From January 1 to August 31 of 2007, we averaged, per day:

1,698.84 Sessions

3,495.02 Pageviews

5,577.76 Hits

43,218 Pageviews specifically on the home page

PLDS

As you may know, this year, in addition to the print copy of the report, we offered an option to purchase a subscription to an online database. So far, we have sold 66 subscriptions (\$250.00 each) and nearly 600 copies of the print version. At this point last year, we had sold 494 copies of the 2006 report.

Notes Page

Date: 10/19/07
To: PLA Board
From: Louisa Worthington
Re: Membership

INFORMATION ITEM

As of August 2007, PLA had 10,935 members.

For comparison purposes:

- In August 2006, a National Conference year, membership was at 11,016.
- In August 2005, a non-national conference year membership was at 9,485.

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 10,935, 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 – 64

New Hampshire – 73

Vermont – 29

Massachusetts – 299

Connecticut – 187

Rhode Island – 43

Total Northeast: 695

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

New Jersey - 343

New York - 858

Pennsylvania - 342

Delaware - 42

D.C. - 45

Maryland - 311

Total Middle Atlantic: 1941

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

Virginia - 276
West Virginia – 45
Kentucky - 113
Tennessee - 79
North Carolina - 244
South Carolina - 130
Georgia - 208
Florida - 432
Alabama - 129
Mississippi - 45
Arkansas - 86
Louisiana – 140
Missouri - 160
Texas - 456

The South: 2,543

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

Ohio - 564
Michigan - 478
Indiana - 268
Wisconsin – 209
Illinois - 906
Minnesota – 200
Iowa - 132
North Dakota - 15
South Dakota - 20
Kansas - 147
Nebraska - 73

The Midwest: 3,012

The Southwest (New Mexico, Arizona, and Nevada)

New Mexico - 50
Arizona - 171
Nevada - 79

The Southwest: 300

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

Oklahoma - 105
Colorado - 187
Wyoming – 44
Montana - 28
Utah - 58

California - 925
Idaho - 37
Oregon - 130
Washington - 322
Alaska - 31
Hawaii - 48

The West: 1,915

Division Overlap Report

(As of 10/09/07)

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

PLA ONLY	6142	56.6%
AASL	420	4.0%
ACRL	633	6.0%
ALCTS	682	6.4%
ALSC	1438	13.6%
ALTA	572	5.4%
ASCLA	463	4.4%
LAMA	2241	21.1%
LITA	798	7.5%
RUSA	1381	13.0%
YALSA	1386	13.1%
CLENE	213	2.0%
EMIERT	226	2.1%
ERT	129	1.2%
FAFLRT	71	0.7%
GLBTRT	172	1.6%
GODORT	169	1.6%
IFRT	672	6.2%
IRRT	348	3.2%
LHRT	122	1.1%
LIRT	171	1.6%
LRRT	241	2.2%
LSSIRT	95	0.9%
MAGERT	62	0.6%
NMRT	396	3.7%
SRRT	577	5.3%
STORT	97	0.9%
VRT	89	0.8%

Notes Page

Date: October 9, 2007
To: PLA Executive Committee
From: Kathleen Hughes
Re: "Public Libraries"

INFORMATION ITEM

Ad sales in fiscal year 2007, though steady, ended a bit behind budget for "Public Libraries." The final performance report shows that gross advertising revenue is at \$53,805.20, the budgeted figure is \$70,000.00. For comparison purposes, at the end of the last fiscal year (FY 06) advertising sales were at \$61,000. We are confident that our new advertising sales representatives and their invigorated marketing efforts will help to increase advertising revenue in the upcoming fiscal year.

Our subscription base is up, we currently have 764 subscriptions, at this time last year we had 602 subscriptions. Subscription revenues also are up, budgeted to be \$35,000 – subscription revenues actually are at \$36,308.

In terms of expenses, we were budgeted to be at \$151,971; the actual expenses total is \$169,836, making us approximately \$17,000 over budget. As for the journal's subscription equivalent, it was budgeted to be at \$73,121; however we are actually at \$80,365.

Notes Page

October 9, 2007

To: PLA Executive Committee

From: Linda Bostrom
PLA Manager of Professional Development

Re: Report on Educational Activities, Fall 2007

PLA 2008 National Conference Programming

The programming schedule currently includes 128 programs. A mystery author panel and an author panel on either humor or horror/fantasy are in the process of being added. We have reserved a small number of program slots for programs that may warrant repeating or any late-breaking hot topics. You can find a list of programs by track as part of the Preliminary Program which you all received and on the NC conference website in the PDF of the Preliminary Program. The live, searchable version of the program schedule will be going live on the website very soon.

Attendees can let us know which scheduled programs they are most likely to attend by taking the Session Preference Survey, now available on the NC website, www.placonference.org. This survey assists staff with making program room assignments, as well as identifying programs of high interest that may warrant repetition.

Some program highlights include the Authors Readers Theatre, featuring award-winning children's/YA authors Avi, Brian Selznick, Pam Munoz Ryan and Sara Weeks; David Walsh from the National Institute on Media and the Family; a film presentation about "bookmobiles" in remote areas of the world; and the top names in library consulting.

Thirteen preconferences, plus a Sustaining Libraries Symposium (part of the Gates Foundation grant) and the Leadership Institute (with support from 3M) are being held in conjunction with the National Conference.

CPLA Workshops

PLA launched a series of CPLA workshops beginning with its first held on August 1-2. A total of five workshops have been held; an additional one was canceled due to low registration. We've had an average of 35 attendees per workshop. There has been a great deal of interest in these workshops by both certification candidates and noncandidates.

Results Boot Camp

PLA is sponsoring Results Boot Camp 3, October 29-November 2, 2007 in Salt Lake City. Fifty-six applicants from 23 states and Canada were accepted into the program. Results Boot Camp is a weeklong, intensive learning experience that was designed to give attendees the skills they need to develop a strategic plan, write related goals and objectives, identify library activities and the staff required to carry them out, assess technology needs, and write useable policies. Be sure to check out the PLA Blog during the workshop for postings on this event.

e-Learning @ PLA

The PLA e-Learning courses have been moved to a new open source platform, Moodle, which will reduce our cost. Existing courses have been reconfigured to conform to the new platform. The series of 18 short—1-2 hours—courses being developed in support of the new Service Responses will be available sometime this Fall. PLA will re-launch the e-Learning site when all is ready.

ALA 2008 Annual Conference

The slate of programs to be presented at the 2008 ALA Annual Conference in Anaheim was distributed to the Board at the 2007 Annual Conference. Since then the three conditionally approved programs resolved their problems and two additional programs have been added, bringing the total number of programs to be presented to 22. The newly added programs are:

Early Literacy Training for Child Care Providers: A Proven Program for Success. Dorothy Stoltz; PLA/LS Services to Preschool Age Children and their Caregivers

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

Not Evolutionary—Revolutionary! Library Reorganization Project 2010-Style. Charles Brown; PLA 2008 Conference Program Coordinating Committee

The Public Library of Charlotte & Mecklenburg County (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. Discover how PLCMC set out to "America's Best" by strategizing and innovating new ways of collaborating, communicating, and providing extraordinary customer service.

Date: October 10, 2007

To: PLA Executive Committee

From: Melissa Faubel Johnson, CMP
Meeting & Special Events Planner

Re: 2009 PLA Spring Symposium Update

INFORMATION ITEM

The 2009 PLA Spring Symposium will be held April 2 – 4, 2009, at the Renaissance Nashville Hotel, in Nashville, TN. PLA staff researched a number of cities and analyzed all options. Overall, Nashville had the best package for attendees and for PLA.

Program planning will start in the spring of 2008, after the PLA National Conference.

Notes Page

Date: October 10, 2007

To: PLA Executive Committee

From: Melissa Faubel Johnson, CMP
Meeting & Special Events Planner

Re: 2008 PLA National Conference, March 25 – 29, 2008 – Minneapolis, MN

Plans for the PLA 2008 National Conference in Minneapolis, MN, are progressing on schedule.

Exhibits

Exhibit sales are ahead of previous years. As of October 10, 2007, 746 booths and 14 table tops are sold. This compares to 701 booths and 19 table tops sold as of October 24, 2005. Currently, there are 8 booths on hold. 140 booths and 6 table tops remain available.

Registration

The preliminary program was mailed in September, and the online version is available at www.placonference.org. Registrations have begun to come in to the ALA registration office by mail, fax or via the Internet. As of October 10, 2007, 575 attendees are registered for the full conference. This compares to 454 attendees as of October 25, 2005. All other conference events (meal events, tours & preconferences) are steadily picking up registrants.

Special Event Speakers

The following speakers are confirmed for the opening/closing sessions and author luncheons:

Preconference Author Lunch – Meg Cabot

Opening Session – John Wood

Children's Author Lunch – Pat Mora, writer, and Raúl Colón, illustrator

Audio Publishers Assoc Dinner – Scott Brick, Dan Musselman & Jacqueline Winspear

Young Adult Author Lunch – Nancy Pearl

Friday Adult Author Luncheon – Louise Erdrich

Closing Session – Kevin Nealon

The Thursday Adult Author Luncheon speaker(s) will be confirmed soon.

Housing

The PLA housing block is currently 61% sold. However, due to high interest, a number of hotels are sold out on nights prior to and/or after the conference (shoulder nights). We are in the process of securing additional hotels that will accommodate entire stays. In the meantime, attendees are instructed to complete the housing form and fax it to the housing bureau. Once additional rooms have been secured, housing requests will be processed. PLA staff continues to monitor the status of the room blocks at the various conference hotels and is in close contact with the PLA Housing Bureau and the Minneapolis Convention and Visitors Bureau.

Notes Page
2008.9 provided onsite

Date: October 10, 2007

To: PLA Executive Committee

From: Melissa Faubel Johnson, CMP
Meeting & Special Events Planner

Re: 2008 PLA National Conference, March 25 – 29, 2008 – Minneapolis, MN

Plans for the PLA 2008 National Conference in Minneapolis, MN, are progressing on schedule.

Exhibits

Exhibit sales are ahead of previous years. As of October 10, 2007, 746 booths and 14 table tops are sold. This compares to 701 booths and 19 table tops sold as of October 24, 2005. Currently, there are 8 booths on hold. 140 booths and 6 table tops remain available.

Registration

The preliminary program was mailed in September, and the online version is available at www.placonference.org. Registrations have begun to come in to the ALA registration office by mail, fax or via the Internet. As of October 10, 2007, 575 attendees are registered for the full conference. This compares to 454 attendees as of October 25, 2005. All other conference events (meal events, tours & preconferences) are steadily picking up registrants.

Special Event Speakers

The following speakers are confirmed for the opening/closing sessions and author luncheons:

Preconference Author Lunch – Meg Cabot

Opening Session – John Wood

Children's Author Lunch – Pat Mora, writer, and Raúl Colón, illustrator

Audio Publishers Assoc Dinner – Scott Brick, Dan Musselman & Jacqueline Winspear

Young Adult Author Lunch – Nancy Pearl

Friday Adult Author Luncheon – Louise Erdrich

Closing Session – Kevin Nealon

The Thursday Adult Author Luncheon speaker(s) will be confirmed soon.

Housing

The PLA housing block is currently 61% sold. However, due to high interest, a number of hotels are sold out on nights prior to and/or after the conference (shoulder nights). We are in the process of securing additional hotels that will accommodate entire stays. In the meantime, attendees are instructed to complete the housing form and fax it to the housing bureau. Once additional rooms have been secured, housing requests will be processed. PLA staff continues to monitor the status of the room blocks at the various conference hotels and is in close contact with the PLA Housing Bureau and the Minneapolis Convention and Visitors Bureau.

Notes Page
2008.9 provided onsite

TO: PLA Executive Committee
FR: Greta K. Southard
RE: Year End Financial Analysis and Management Report as of August 07 Second Close

Total Revenues Budgeted/Actual/Remaining:	\$ 1,119,500	\$ 1,216,301	\$ (96,801)
Total Direct Expenses Budgeted/Actual/Remaining:	\$ 1,771,653	\$ 1,888,569	\$ (116,916)
Overhead Budgeted/Actual/Remaining:	\$ 78,949	\$ 90,926	\$ (11,977)
Net Revenue (Expense) Budgeted/Actual/Variance	\$ (732,502)	\$ (764,594)	\$ 32,092
Beginning/Ending Net Asset Balance:	\$ 955,024	\$ 190,429	

In terms of our two year conference planning cycle, this is year in which we spend down our fund balance. At year end we have a remaining fund balance of \$190,429. A note of caution however, in future years we should ensure that in our spend down year our fund balance is at least \$500,000, to ensure we have sufficient funds available for conference planning.

As of second close, PLA revenues are \$1,216,301 or 8.6 % ahead of budget and expenses are \$1,980,896 or 6.9% over budget. Overall, PLA is \$ (32,092) or 4.3% over budget on a net revenue/expense basis. Overall, as a composite, registration fees for PLA continuing education offerings came in slightly over budget \$2,373. While over 700 people attended the PLA Spring Symposium, on a net basis the event lost \$25,212. Registration fees (less direct expenses) were returned to the California Library Association for the workshop they sponsored. As a result, registration fees were \$157,953 which was \$7,046 under budget. Bank service fees were higher than anticipated, as were speaker fees. ALA received \$33,960 in overhead from this event.

Sales remain brisk for PLA publications and products. As anticipated, PLA received \$9,936 in royalties from ALA Editions that were recorded in the second close. In FY07 PLA released two new titles in the Results Series, *Managing Facilities for Results* and *Human Resources for Results*. We are currently developing yet another manuscript in the series dealing with how to implement your strategic plan. We expect to deliver that manuscript to ALA Editions in FY08. PLA released its new advocacy toolkit, *Libraries Prosper with Passion, Purpose and Persuasion!* at the ALA Annual Conference. We have sold 117 copies of the publication. PLA realized significant sales on other new products as well, most notably *Field Guide to Emergency Response a Vital Tool for Cultural Institutions* 186 and the *Nursery Rhymes, Songs, and Fingerplays* 1,058 copies sold respectively.

This year PLA has hired two new advertising representatives one to cover the east coast and one to cover the west coast. However, at year end advertising revenue is \$15,594 under budget. We will continue to closely monitor ad sales and expect to see an increase in ad revenue in FY08. Subscription revenues are 1,308 ahead of budget due in part to the magazine subscription drive targeting trustees and non-members which garnered 119 new subscriptions. Sponsorships related to the PLA Partners program did not meet budget this year.

This was the second year for the pilot "Grow Your Own" Institutional Scholarship Program. "Grow Your Own" provides for the educational needs of public library staff working toward obtaining a master's degree in library and information science. This year, PLA received more than 45 scholarship applicants and awarded one \$8,000 scholarship to each of nine employing public libraries for

reimbursement of an employee's tuition costs at the undergraduate or graduate level for a total disbursement of \$72,000 in scholarship monies.

The PLA Leadership Development Task Force is dedicated to creating leadership training opportunities focused on developing "change agents" within the public library profession. Currently, as a result of efforts on the part of Jan Sanders, PLA President, the Task Force is working with 3M Corporation to conduct a leadership training preconference prior to the PLA National Conference in Minneapolis. The Task Force has also recommended that PLA implement a scholarship program that would provide funds for deserving PLA members to attend university programs that focus on executive leadership skills. Finally, this year PLA also sponsored a member to participate in the ALA Emerging Leaders Program, an initiative of ALA president Leslie Burger. The program, which kicked off at the 2007 Midwinter Meeting in Seattle, aims to prepare 100 young librarians for ALA and professional leadership. A note of caution, future funding for all of the above scholarship programs should be secured to ensure their sustainability.

PLA presented the first Gordon M. Conable Award at the ALA Annual Conference in Washington, D.C., to honor a public library staff member, a library trustee, or a public library that has demonstrated a commitment to intellectual freedom and the Library Bill of Rights. The award consists of a \$1,500 honorarium and a commemorative plaque. Library Systems & Services, LLC (LSSI), where Conable was executive vice president at the time of his death in January 2005, sponsors the award. Another new award was approved by the PLA Board and the ALA Awards Committee, the PLA Polaris Innovation in Technology John Iliff Award. This award will be given during FY08 and provides a \$1000 honorarium funded by Polaris.

PLA presented 2 preconferences at the ALA Annual Conference with a combined registration of over 200 people. We also podcast some of our AC programming and sold titles relevant to our programs in the ALA bookstore. As previously mentioned in other reports, PLA applied to be a course provider for 9 CPLA courses; all courses have been approved by the ALA/APA. While PLA delivered one unbudgeted CPLA course in August, the actual registration fees will be recorded in FY08 as the bulk purchaser of the registration has just paid the invoice in October. We are partnering with regional library systems, state library associations, and state libraries to host the courses. This minimizes our financial exposure as we use the host site as the venue to conduct the course rather than a hotel. We will not be contracting for hotel meeting space or sleeping rooms for the CPLA courses. We have commitments to present up to 18 CPLA courses in FY08 in addition our National Conference and the regular CE programming that we present.

As you know general discussions with the Gates Foundation began at the 2006 Midwinter meeting regarding PLA's program of work. At that time the Foundation was introducing new staff to ALA, and meeting with various Offices and Divisions to better understand ALA. PLA staff worked with the Foundation in the spring of 2006 as advisors to a preconference the Foundation was planning as part of their Rural Libraries Sustainability program. At the 2006 Annual Conference the Foundation advised PLA leadership and staff that they would like to continue discussions with PLA regarding our program of work, most specifically, the progress on the development of our advocacy toolkit. Those discussions continued in FY07 and culminated in February 2007 with the Foundation asking PLA to develop a grant proposal for the creation and delivery of advocacy training for libraries participating in the Foundations' Opportunity Online Hardware grant program. ALA received notification that the

\$7.7 million grant was approved late June. Over the three year period, ALA will receive \$926,924 in overhead from this grant. Year one grant monies were disbursed to ALA in June.

PLA is managing the project which will provide advocacy training to over 4,000 library staff and supporters as identified in the Opportunity Online Hardware program. Several PLA staff and contractors will devote time to the project in addition to the dedicated project staff. As a result of the grant, PLA will realize some savings in salaries and professional service fees in FY07, as well as in future fiscal years. An additional \$3,900 in professional service fees savings will be reflected in the third close. Also to note, transfers will be made to remove charges from three closed NC06 conference projects and reflect them in the appropriate NC08 projects; these changes will also be reflected in the third close.

The PLA deputy director position was filled as of September 24, 2007, by the hiring of Joseph Potaczek. While the deputy position was vacant, PLA recognized some salary savings, which was however, offset by higher professional service expenses. The 2.5 positions associated with the Gates Grant project were not filled until September and October or the beginning of the new fiscal year. Kathleen Chau is the grant project manager and Sue Zillman is the communications/marketing specialist. The program coordinator, Mary Rose Hirsh, will be starting on October 22.

In FY07 PLA made significant investments in developing new products that will produce revenue and drive programming in future fiscal years. Overall, PLA is performing as expected and poised for continuing success.

Notes Page

**Public Library Association
FY 2006-2007 Financial Report
Year-To-Date Report by Project
Second Close**

	<u>FY2006 Budget</u>	<u>FY2006 Final close</u>	<u>FY2007 Budget</u>	<u>FY2007 Second Close</u>
<u>1 Administration (0000)</u>				
Revenue	\$0.00	\$0.00	\$0.00	\$0.00
Expenses				
Salaries/Benefits	\$529,036.00	\$380,633.09	\$578,404.00	\$463,599.00
Operating	<u>\$74,823.00</u>	<u>\$81,967.18</u>	<u>\$88,991.00</u>	<u>\$93,618.00</u>
TOTAL	\$603,859.00	\$462,600.27	\$667,395.00	\$557,217.00
<u>2 Service to Members (3000)</u>				
Revenue				
Dues	\$443,705.00	\$470,578.98	\$459,100.00	\$451,037.53
Others	<u>\$1,300.00</u>	<u>\$8,982.38</u>	<u>\$700.00</u>	<u>\$304.01</u>
TOTAL	\$445,005.00	\$479,561.36	\$459,800.00	\$451,341.54
Expenses				
Operating	\$255,505.00	\$197,727.56	\$252,205.00	\$306,241.83
<u>3 Committee Planning (3002)</u>				
Revenue	\$0.00	\$0.00	\$0.00	\$0.00
Expenses	\$23,545.00	\$31,096.31	\$19,545.00	\$33,492.05
<u>4 Regional CE (3007)</u>				
Revenue	\$26,250.00	\$41,435.00	\$26,250.00	\$39,640.00
Expenses	\$61,429.00	\$137,763.26	\$73,199.00	\$88,921.49
<u>5 Regional CE-Meal Events (3010)</u>				
Revenue	\$3,000.00	\$0.00	\$3,000.00	\$17,261.75
Expenses	\$2,600.00	\$1.53	\$2,600.00	\$9,579.25
<u>6 Advocacy (3018)</u>				
Revenue	\$10,000.00	\$14,491.65	\$10,000.00	\$12,054.80
Expenses	\$50,155.00	\$68,977.86	\$23,575.00	\$94,588.12
<u>7 PLA Partners (3020)</u>				
Revenue	\$104,000.00	\$25,968.27	\$69,000.00	\$46,349.30
Expenses	\$89,650.00	\$25,968.27	\$63,150.00	\$11,723.26

	<u>FY2006 Budget</u>	<u>FY2006 2nd close</u>	<u>FY2007 Budget</u>	<u>FY2007 Second Close</u>
<u>8 AC Preconference (3026)</u>				
Revenue	\$18,750.00	\$0.00	\$26,250.00	\$22,640.00
Expenses	\$17,106.00	\$0.00	\$14,394.00	\$18,588.54
<u>9 Public Libraries (3030)</u>				
Revenue				
Subscriptions	\$31,000.00	\$34,207.01	\$35,000.00	\$53,805.20
Advertising (Net)	\$63,000.00	\$44,256.20	\$43,800.00	\$49,692.95
Other	\$50.00	\$2,855.14	\$50.00	\$3,470.03
TOTAL	\$94,050.00	\$81,318.35	\$78,850.00	\$89,471.77
Expenses				
Manufacturing/Dist.	\$60,813.00	\$80,806.70	\$63,865.00	\$53,571.14
Professional Services	\$20,280.00	\$7,790.00	\$1,000.00	\$14,881.93
CPU	\$12,552.00	\$5,637.00	\$13,437.00	\$12,211.56
Other	\$79,459.00	\$72,217.72	\$73,669.00	\$53,875.57
TOTAL	\$173,104.00	\$166,451.42	\$151,971.00	\$169,836.89
<u>10 Web-CE (3040)</u>				
Revenue	\$90,000.00	\$3,831.00	\$20,000.00	\$3,709.00
Expenses	\$127,555.00	\$91,099.83	\$17,150.00	\$57,742.28
<u>12 2008 NC General Program (3041)</u>				
Revenue			\$0.00	\$0.00
Expenses			\$37,440.00	\$21,648.57
<u>11 NC 2008 Exhibit Registration (3042)</u>				
Revenue			\$0.00	\$0.00
Expenses			\$57,025.00	\$53,918.02
<u>12 NC 2008 Promotion (3043)</u>				
Revenue			\$0.00	\$0.00
Expenses			\$48,300.00	\$27,534.86
<u>13 NC 2008 Open/Close Session (3045)</u>				
Revenue			\$0.00	\$0.00
Expenses			\$10,000.00	\$0.00
<u>11 Publications (3058)</u>				
Revenue				
Books	\$12,000.00	\$39,033.22	\$35,000.00	\$95,200.53
Fulfillment/Returns	-\$850.00	-\$13,308.00	-\$850.00	\$1,509.20
Royalties	\$27,000.00	\$15,925.79	\$29,000.00	\$22,725.16
TOTAL	\$38,150.00	\$41,651.01	\$63,150.00	\$116,416.49
Expenses				
Manufacturing/Dist.	\$8,200.00	\$11,110.41	\$10,900.00	\$59,378.43
Operating	\$99,840.00	\$113,121.11	\$102,086.00	\$90,898.14
TOTAL	\$108,040.00	\$124,231.52	\$112,986.00	\$150,276.57

	<u>FY2006 Budget</u>	<u>FY2006 2nd close</u>	<u>FY2007 Budget</u>	<u>FY2007 Second Close</u>
<u>12 NC 2006 General Program (3061)</u>				
Revenue	\$995,000.00	\$1,304,188.00		
Expenses	\$458,045.00	\$831,559.21		
<u>13 NC 2006 Exhibit Registration (3062)</u>				
Revenue	\$1,400,000.00	\$1,550,213.35		
Expenses	\$741,860.00	\$963,709.24		
<u>14 NC 2006 Promotion (3063)</u>				
Revenue	\$115,000.00	\$129,823.14		
Expenses	\$114,793.00	\$126,498.99		
<u>15 NC 2006 Registration (3064)</u>				
Revenue	\$0.00	\$0.00		
Expenses	\$72,600.00	\$43,576.37		
<u>16 NC 2006 Opening/Closing Session (3065)</u>				
Revenue	\$0.00	\$18,000.00		
Expenses	\$65,000.00	\$64,430.28		
<u>17 NC 2006 Programs (3066)</u>				
Revenue	\$0.00	\$10,442.32		
Expenses	\$123,800.00	\$143,755.21		
<u>18 NC 2006 PLA Store (3067)</u>				
Revenue	\$2,500.00	\$0.00		
Expenses	\$2,374.00	\$1,170.00		
<u>19 NC 2006 Tours (3068)</u>				
Revenue	\$48,000.00	\$0.00		
Expenses	\$40,600.00	\$0.00		
<u>20 NC 2006 Meal Events (3069)</u>				
Revenue	\$100,000.00	\$139,971.73		
Expenses	\$98,000.00	\$132,491.55		
<u>21 NC 2006 Preconferences (3070)</u>				
Revenue	\$87,500.00	\$114,738.95		
Expenses	\$72,263.00	\$58,541.92		

	<u>FY2006 Budget</u>	<u>FY2006 2nd close</u>	<u>FY2007 Budget</u>	<u>FY2007 Second Close</u>
<u>22 2007 Spring Symposium (3071)</u>				
Revenues	\$0.00	\$0.00	\$165,000.00	\$157,953.84
Expenses	\$6,325.00	\$7,032.00	\$156,075.00	\$183,166.45
<u>18 Preschool Literacy (3120)</u>				
Revenue	\$70,000.00	\$93,926.73	\$96,250.00	\$109,685.58
Expenses	\$40,540.00	\$46,190.21	\$44,747.00	\$39,094.39
<u>19 Public Library Data Service (3172)</u>				
Revenue Sales	\$76,950.00	\$26,883.33	\$76,950.00	\$131,825.54
Royalties	<u>\$20,000.00</u>	<u>\$18,790.41</u>	<u>\$10,000.00</u>	<u>\$23,071.41</u>
Returns				<u>\$5,569.60</u>
Total	\$96,950.00	\$45,673.74	\$86,950.00	\$149,327.35
Expenses				
U of I Contract	\$50,000.00	\$71,027.00	\$50,000.00	\$51,819.00
Other	<u>\$46,451.00</u>	<u>\$29,169.60</u>	<u>\$35,382.00</u>	<u>\$45,668.74</u>
TOTAL	\$96,451.00	\$100,196.60	\$85,382.00	\$97,487.74
<u>20 Certified Public Library Administrators (3189)</u>				
Revenue	\$15,000.00	\$0.00	\$15,000.00	\$0.00
Expenses	\$21,118.00	\$15,467.87	\$14,863.00	\$25,630.55

BALANCE SHEET STATEMENT

	<u>FY2006 Budget</u>	<u>FY2006 2nd Close</u>	<u>FY2007 Budget</u>	<u>FY2007 Close</u>
Fund Balance	\$950,404.31	\$950,404.31	\$955,023.00	
Revenue	\$3,758,955.00	\$4,095,274.60	\$1,119,500.00	
Expenses	<u>-\$3,516,341.00</u>	<u>\$3,840,655.00</u>	<u>\$1,852,002.00</u>	
Net	\$1,193,018.31	\$1,205,023.90	\$222,521.00	
Transfer to Endowment		-\$250,000.00	\$0.00	
Fund Balance*		\$955,023.00	\$222,521.00	

TO: PLA Executive Committee

From: Greta Southard and Kathleen Chau

RE: Gates Project Update

DISCUSSION ITEM

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 librarians over the next three years. The first year's funds have been received.

The training will support libraries that are eligible to receive Bill & Melinda Gates Foundation Opportunity Online hardware grants, which require grantees to match foundation funds with local dollars. It will also be available to non-grantees on a limited basis. The training will be offered in sites around the country for grantees beginning in 2008, during the PLA National Conference and spring symposia, and available online for those unable to attend an event.

Foundation grantees are encouraged to send teams of up to three people including trustees to their local learning event so that they will develop an advocacy action plan specific to their local community environment. Each participant will receive *Libraries Prosper with Passion, Purpose, and Persuasion: A PLA Toolkit for Success*, which will provide them with processes for implementing their advocacy plan. Ongoing support will also be provided through an online "Community of Practice" that will be maintained throughout the life of the project.

Employees Kathleen Chau, project manager, and Mary Hirsh, project coordinator, have been hired. Contracts have been signed with GMMB, for curriculum development and implementation; Sandra Nelson, for instructional design; and Sue Zillman, for communications management. Progress is being made with the curriculum development and communications plan.

On September 21, 2007 a kick off meeting was held with representatives from PLA, GMMB, Gates and intermediaries from each state in the first year of the project. Discussions centered on learning expectations, detailed specifics of the grant, grantee requirements, event locations and size, and curriculum development. Since then over half the events for 2008 have been scheduled in March and April.

Notes Page

THE PUBLIC LIBRARY ASSOCIATION (PLA)

Board of Directors:
Continuation of Mega Issue Discussion on:

*How do we maximize our volunteer work force
and create a more nimble structure in order to
respond effectively and efficiently to member
needs?*

June 25, 2007

Prepared by:
Paul D. Meyer, CAE
Principal Partner
TECKER CONSULTANTS, L.L.C.
703.449.9019
pmeyer@tecker.com
www.tecker.com

INTRODUCTION

On June 25, 2007, the Public Library Association's (PLA) Board of Directors met to discuss the recommendations developed by the PLA Executive Committee on how to address the Mega Issue:

How do we maximize our volunteer work force and create a more nimble structure in order to respond effectively and efficiently to member needs?

The Executive Committee used the work begun by the Board at their January 2007 meeting as their knowledge base and starting point for discussion. Recommendations made by the Executive Committee are included below with additional comments made by the Board of Directors. The recommendations put forward by the Executive Committee responded directly to the recommendations created by the Board during their January meeting (see complete report from meeting for additional details).

Paul D. Meyer, CAE, Principal Partner, Tecker Consultants, provided an external context for the discussion on governance change. He presented to the Board the information used by the Executive Committee has important considerations in thinking about a new governing and volunteer workforce structure for PLA.

Paul Meyer's presentation included:

- Trust is very important in making governance and organizations work well;
- Knowledge is key to making good decisions, the Board and staff must collect data and information so that the Board will have the necessary tools to make good decisions;
- Nimbleness is another key element for effective associations--how can we ensure that we are a nimble organization is one of our central questions;
- Key concepts: 3 types of member groups are needed by an association— 1) those who govern (Boards/Executive Committees), 2) those who do the ongoing work of the association (Committees) and 3) those who are created for limited specific tasks (Task Forces);

Not-for-profit Board Trends:

- There is no single "right" structure emerging;
- Boards are getting smaller;
- Boards are moving toward competency/knowledge-based;
- Associations are eliminating or decreasing the role of Executive Committees;
- Nominating Committees are evolving into Leadership Development Committees;
- Use of advisory groups is increasing;
- Boards are transitioning from representative positions to at-large positions;
- Boards are embracing the value of diverse opinions;
- Process is being emphasized more than structure;
- Movement toward defining and delegating rather than reacting and ratifying;
- Informed dialogue is becoming increasingly important;

- Information collection and analysis is becoming more important/research agendas expanding;
- Agendas are changing – consent agenda is the norm/four-part agenda
- Focus on strategy and “mega issues” for both the association and field/industry/profession are being discussed;
- Use of technology tools for discussion between meetings;
- Communication to focusing on the “what” and the “why” decisions are being made;
- “Oversight” is a key word – leadership oversight, cultural oversight, and operational oversight;
- Better understanding of association finances is becoming crucial;

Volunteer Work Force (Committees) Trends:

- Flexible structures to allow groups to discontinue or morph – less standing committees and more task forces;
- Competent leadership/facilitation skills;
- Are delegated an appropriate level of decision-making authority;
- Assigned a specific charge connected to strategic direction;
- Are not micro-managed by leadership;
- Understand resource opportunities/limitations – staff and financial;
- Include diverse/cross-functional experience;
- Are held accountable for outcomes rather than just outputs;
- Regularly evaluate need/willingness to disband;
- Serve for necessary period of time;

DISCUSSION ON RECOMMENDATIONS

Next, Paul Meyer presented to the Board the draft recommendations created by the Executive Committee and the Board provided comments and suggestions provided below.

Future Board of Directors (timeframe for change was not determined)

- 10 member Board including:
 - President
 - President-elect
 - Past President
 - ALA counselor
 - Six at-large Board members with staggered terms (two elected each year)
 - One Alta ex-officio member
 - No representation from specific committees with the exception of Budget and Nominating
 - Competencies needed on the Board are driven by strategic plan

Comments From Board on Board of Directors Recommendations:

- The Board supported the recommendations above.

Nominating Committee

- Seven Member Nominating Committee
 - Past President serves as Chair
 - Expand Nominating Committee to allow for greater representation
 - President-elect appoints Nominating Committee
 - Members serve one-year terms and/or through election cycle
- Committee plays a role in developing and mentoring new leaders.

Comments from Board on Nominating Committee Recommendations:

- Generally, Board supported recommendations above.
- There was some discussion over the importance of staggered terms and the possibility of two-year terms to create greater continuity.
- Requires a more proactive call for nominations and defined competencies created by the Board.
- Nominating Committee is a neutral party not a committee of the Board.

Standing Committees (Ongoing)

Characteristics:

- Considered permanent committees.
- Support ongoing association activities and operations.
- May have budget responsibilities.
- Appointed by the PLA leadership.

Recommended Standing Committees:

- Program Coordinating Committee – Responsible for:
 - Annual Programs
 - Symposium
 - National conference
- Nominations Committee (past president as chair)
- Budget Committee
- Bylaws Committee (subset of board when needed)
- Awards Committee Juries (President appoints juries) – Awards jurors sit on Awards Committee
- National Conference Committee (Chair serves on Program Coordinating Committee)
- Legislative Committee (direct responsibility to Board)
- Publications Committee – Responsible for:
 - PLA monographs
 - Electronic communication advisory
 - Public library advisory
 - Statistical report
 - University press books?

All other committees that currently exist and not mentioned above will be disbanded.

Comments from Board on Standing Committee Recommendations:

- Generally, Board supported recommendations above.
- There was some discussion on whether the Legislative Committee should be a standing committee. It was suggested that ad hoc groups may be a better approach to responding to legislative issues. PLA Representative to the ALA Legislative Assembly could become a responsibility of the Board.
- There was significant discussion on how to maintain PLA's voice on the ALA level and how to handle that link. No final conclusions were made.
- Publication Committee – there would not necessary be a reporting up requirement to the Board.
- Committees will continue to have written charges and members will be appointed to serve.

Advisory Groups

Characteristics:

- Primary role is to advise the PLA Board of Directors and Executive Committee on areas of relevant issues and/or areas of practice.
- Do not have budget authority.
- Ongoing, but reviewed annually for relevance.
- Members serve multi-year and staggered terms.
- Members are appointed based on their expertise in the subject area.
- Work product consists of policy statements, white papers, research, etc. for use by the PLA leadership in decision-making.

Recommended Advisory Groups:

- Intellectual Freedom (Chair continues to be liaison to IFC)

Comments from Board on Advisory Group Recommendations:

- Clarification Provided: Current subject interest groups housed in the existing Cluster Committee structure would be turned into Advisory Groups, they are not standing committees.
- Board suggested that PLA check our definitions against ALA definitions—may have to change names.
- Board supported recommendations outlined above.

Working Teams (Groups) or Task Force

Characteristics:

- Project driven.
- Shorter term – provide beginning and end point.

- Subject to annual review for continued relevance.
- Specific charge/task is provided.
- Members may be appointed by the group's leader.
- Disbanded when work is accomplished.
- May have budget responsibility.

Comments from Board on Working Teams Recommendations:

- Board supported recommendations outlined above.

Communities of Practice (COPs)

Characteristics:

- 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 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.

Comments from Board on Communities of Practice Recommendations:

- Board supported recommendations outlined above.
- It was noted that the association will need robust community technology to support COPs
- May be appropriate to provide a venue for COPs to meet face-to-face, but not required.
- COPs could be a very powerful way of empowering people.

Parking Lot Issue for Future Discussion:

- Consider provided a virtual membership category—how would this fly? What would be the restrictions/limitations imposed by ALA?? Could this somehow coordinate with an organizational membership?

MOTION AND NEXT STEPS

Motion was put forward to approve, in concept, the reorganization recommendations outlined above. The motion was approved.

Next Steps:

- Create a task force of members to discuss bylaws implications, create an implementation strategy and timeline.
- Create a COP pilot program possibly considering the topics: technology in public libraries and readers advisory.
- Report out at the fall meeting, October 2007, with the intent that the bylaws change and reorganization be presented to the PLA membership for a vote within one year of the final report to the Board.