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**PLA Board of Directors Meeting**

**June 24, 2023**

**ALA Annual Conference, Chicago**

**Palmer House, Crystal Room**

**Meeting Minutes**

**Present:** Sonia Alcantara-Antoine, PLA President-elect; Clara Bohrer; Stephanie Chase; Michael Colford; Melanie Huggins, PLA Past-President*;* Mary Ellen Icaza; Dr. Maria McCauley, PLA President; Dr. Brandy McNeil; Dara Schmidt; Erica Freudenberger

**Guests:** Larry Neal, ALA Executive Board Liaison, Melissa Walling, Associate Executive Director of ALA Offices and Member Relations

**PLA Staff:** Katina Jones, Mary Hirsh, Mary Davis Fournier, Samantha Lopez, Steven Hofmann, Melissa Faubel-Johnson

1. Welcome and Introductions, *Dr. Maria Taesil Hudson McCauley, President*

2. EDISJ work, *Sonia Alcántara‐Antoine, President‐elect*

Question: What has surprised you the most about our EDISJ work?

**Action Item:** Adoption of the agenda

The agenda was adopted.

**Approved by Consent:**

* May 5, 2023 Board Meeting Minutes, 2023.43
* May 18, 2023 Special Board Meeting Minutes, 2023.44
* PLA President’s Report to ALA Council and Executive Board, 2023.45
* PLA Combined Committees Report, 2023.46
* PLA Conference Report, 2023.47

**Action/Discussion/Decision Items Document Number**

1. Reflections, *Dr. Maria Taesil Hudson McCauley* ............................................. no document
   * Maria McCauley reflects on the previous work of being the PLA President and will be transitioning to the past president of PLA.
   * Continues and hopes that we will focus on how to live out statements of EDISJ work by continuing to support PLA members and others.
2. PLA President Update, *McCauley* .......................................................... no document

* Welcomes Sonia Alcántara‐Antoine as the new PLA President elect.

1. PLA President‐elect Update, *Sonia* *Alcántara‐Antoine*....................................... no document
   * + - 1. BCPL: Was selected to host a press conference for the White House.
         2. BCPL is also the recipient of an award for Digital Literacy and ACP workshops. Additional information is linked [here](https://www.ala.org/news/press-releases/2023/06/pla-awards-127-million-more-200-public-libraries-digital-literacy-and-acp).
2. PLA Liaison to ALA Executive Board Update, *Larry Neal* ........................... no document

ALA AC 2023 doing well; over 15K in attendance, exceeded budget for exhibitors.

* Anticipating a loss for LibLearnX. Survey results from 2022 were mixed.
* IFLA selected Dubai, which is controversial
* The ALA EB filled 2 vacant positions by appointing Karen Schneider and Amy Lappin bringing the number of board members from 13 to 15.
* Progress in staffing at ALA is being made
* Noted the statement from President Biden about book bans.

1. PLA Division Councilor Board Update, *Stephanie Chase………………….*no document

* Chase reported on a resolution for the Rainbow Round Table, which requested a change of the ALA Annual Conference during the month of Pride events. Discussion covered:
  + - The difficulty with conflicts for conference dates.
    - The consideration of holding Annual Conference later in the Spring
    - Being cautious of additional conferences that are being held and not having them held back-to-back for staff attending more than one.
    - What is the business case for the conference being moved? Looking at the data presented to see if it is beneficial for the annual conference to be moved.
    - If it were to move, consider the last week of July as it is a relatively low activity period for public library directors.

1. ALA Membership Report, *Melissa Walling, ALA AED, Offices & Member Relations*

ALA Membership Survey Report from Avenue M .................................... 2023.47

* + Challenges: High Inflation and Tight Budgets, 60% members pay dues themselves, Consistent Feedback (value is not equal to cost), Complex and Hard to Navigate.
  + Objective: Conducting an In-depth member needs assessment for ALA. Benchmark progress since the 2018 survey using research data to help inform the alignment of value, benefits and price in ALA’s dues structure
  + Data was gathered via electronic surveys launch on Tuesday, November 22, 2022 and closed on Monday, December 12, 2022.
  + Survey distributed via email to 59,808 ALA contacts (members, former members, and never-members). 6,921 surveys were collected and 97% were completed with a response rate of 12%. The survey’s margin of error of +/- a 95% confidence level is more important to measure.
  + Three-quarters of respondents are optimistic about the current state of librarianship (56% Somewhat optimistic and 20% Very optimistic).

PLA Membership update ...................................................................... 2023.48

Walling reviewed library community challenges:

* + Respondents have dealt with high stress situations in their library due to new trends and developments in the fields and budget constraints (biggest professional challenge).
  + Accessibility, race, disability, ethnicity, socioeconomic class or economic situation are top areas that respondents feel that library communities need to improve.
  + Professional Budget
    - 60% of respondents pay all of their own ALA membership dues
    - 65% pay for Division, Round Table Dues, Conference/Events travel
    - Registration is more likely to be paid by employer or split between the respondent and employer.
    - Due to the COVID-19 pandemic 1/3 of respondents have decreased the budget for membership and professional resources.
    - 13% of former members did not renew their ALA membership due to budget for professional membership decreasing.

What would improve the membership experience in ALA?

* + - Lower cost of membership dues
    - Removing requirement of joining ALA to join Divisions or Round Table
    - Decrease the cost of education
  + Membership Focus Areas
    - Reinvigorate Student Chapters and student engagement
    - Operationalize recruiting and reinstatement campaigns
    - Increase of onboard and engagement opportunities through chat and office hours
    - Continue to focus on collaboration opportunities with divisions
  + Goals of the ALA Pivot Plan area not being met in the membership revenue stream. The goal was close to 60,000 members and 75% in divisions, but those targets are not being achieved.

1. PLA Executive Director Update, *Mary Davis Fournier* .................................... no document
   * + Davis Fournier recognized PLA staff, with details of roles in PLA’s success during the year.
2. Strategic Plan Update, 2023‐2026 *Davis Fournier* ........................................ no document

* Fournier provided an overview of progress on strategic goals.
* Providing tools, training and communications advancing principles in libraries. Actively leading in ALA. Examples: Data and research projects and content for web CE offerings, “Let’s Talk Race webinar”
* Apply EDISJ principles, prioritize and align resources to increase membership and revenue.
* Seek and maintain a range of partnerships and funders to introduce and increase opportunities into the field; and owning this work with partners. Examples: DigitalLearn models on workforce devo and access to healthcare.
* Committing to put dollars in the budget; Example: Spanish translation for all DigitalLearn materials and captioning on all web CE.
* Professional growth: Grow the knowledge, skills and confidence of workers at all levels within local public libraries.
* Advocacy & awareness: Amplify the broad national impact of public libraries by aggregating and sharing data and stories (brought AARSL into the convos)
* Next steps: development of measurement rubric, identification of anticipated outcomes; Board retreat for Year 2 of strategic plan; Staff retreat for Year 2 of strategic plan; Implementation, learning, reflection and refresh

1. EDISJ Committee Update, *Tamara King, Co‐Chair, PLA Committee on Equity, Diversity,*

*Inclusion and Social Justice* ............................................................................. no document

* Each member of the committee where split into two groups subcommittee #1 or #2
  + Subcommittee #1
    - 30-day challenge for libraries to do EDISJ every day
    - Working on their list for the EDISJ challenge
  + Subcommittee #2
    - Discussion of policy and procedure
    - Progressive supremacy policy
    - Included a list of questions for polling so all libraries can see the results
* Challenge:
  + Having only two years for work to get in sync is challenging. Ask board consider terms of three years instead of two
  + Considering that everyone on the committee is not all on the same page (some are in the beginning stages while others are further along) Encouraging the recruitment of a people who is currently doing EDISJ work to the committee

1. PLA Committees Discussion, *McCauley, all* ................................................... no document

Responding to the desire to better align committees with PLA strategic goals and their role as “committees of the board.” Consider making PLA board member liaison to PLA Committees for the following reasons:

* + Board Liaisons are important for knowing what the next steps are
  + Allows the opportunity to get to know the people who are doing the work.
  + Allows the committee members direct access to the board
  + Discussion in favor of Board liaisons to committees appointed by the president.
  + Huggins felt there are too many committees for staff to manage closely
  + Alcántara-Antoine requested staff to provide an overview of the committee structure with possible recommendations.

13. PLA Fiscal Officer Report, *Clara Bohrer*

ALA accepted PLA revisions to the FY24 budget.

a. Operating Agreement Work Group Update ............................................ 2023.49a&b

Bohrer presented the work of the group to date as an informational item. Discussion at the BARC/PBA/Divisions agenda will take place on Monday.

* Implementation operation group started in October 2022 and a consultant was hired in February 2022 to hire models and get objectives completed.
* There were no real implementation specifics in what was being said with information or data.
* Emphasize that there needs to be more information and time for the models to be completed for each unit. Context is VERY important as well.
* Fournier presented the overview of four overhead scenarios and analysis

14. Service Recognition of Board Members, *Davis Fournier, all* ........................... no document

* Outgoing board member thanks: Stephanie Chase, Melanie Huggins, Dr. Brandy McNeil, Dara Hanke Schmidt
  + Leadership transition: PLA President Maria Taesil Hudson McCauley passes baton to incoming PLA President Sonia Alcántara‐Antoine (effective July 1, 2023)

15. New Business, *all* ................................................................................................ no document

2023-24 Meeting Dates:

Fall: November 1-2, 223 in Chicago (in person)

Winter: January 18, 2024 1 p.m. (Virtual)

Spring: March 14, 2024 1 p.m. CT (virtual)

Summer: \*June 20, 2024, Thursday *before* at ALA Conference 2024

\*New meeting time for Annual conference meeting

Meeting adjourned at 5:00 PM CT.