Public Library Association
Executive Committee
Fall Meeting
October 19 & 20, 2007
Merchants North Room

Holiday Inn Chicago Mart Plaza
350 North Orleans
Chicago, IL

Logistics
Friday
- Breakfast will be available from 7:30-8:30 a.m. *Western Stage, 14th Floor*
- Coffee break 10:00-10:20, *14 th Floor Foyer Area*
- Lunch with other divisions will be from 12:00-1:00 p.m. *Sauganash East Ballroom*
- 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, same as morning
- Dinner, the PLA Executive Committee will have a group dinner. We have a 6:00 p.m. reservation at the *Kinzie Chop House*, 400 N. Wells St. casual dress.

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.

<mark>REVISED</mark>
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, 2007.1.

Consent Items	Document Number
3. Draft 2007 Annual Conference Board Actions	2008.2
4. Publications Report	2008.3
5. Membership Report	2008.4
6. "Public Libraries" Magazine Report	2008.5
7. Education Activities Report	2008.6
8. 2009 Spring Symposium Update	2008.7

Discussion / Decision Items	
9. 2008 National Conference Report, *Faubel*	2008.8

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.

10. Request to Revise Speaker Honoraria and Expense Reimbursement   2008.9 onsite
    Policies, *Bostrom.*

11. FY 2007 Year End Financial Analysis and Mgmt Rpt, *Southard*   2008.10
12. FY 2007 Year-to-date by Project Report, *Southard*   2008.11
13. Gates Project, *Southard & Chau*   2008.12
14. Volunteer Restructuring, Report from AC2006 Board Mega Issue   2008.13
    Discussion, *Southard & Sanders*
15. Discussion ALA and Divisions relationship as related to recent postings   *no doc*
    on the Council list.   *Sanders & Southard*
16. Update on Leadership Development Activities, *Southard*   *no doc*
17. New Business:
    • Debrief of the ALA/Division concurrent session   *no doc*
    • Request to Change Speaker Honoraria and Expense Reimbursement   2008.14 onsite
      Policy.

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.

October 18, 2007

To: PLA Executive Committee

From: Linda S. Bostrom,
        Manager, Professional Development

Re: Request Changes to Policies for PLA National Conferences, Policies Governing
        Speakers

ACTION ITEM

PLA will be hosting its first paperless National Conference in 2008. Because we want to
encourage full participation in the paperless aspect, PLA Policies Governing Speakers
need to be amended.

In the Policies for PLA National Conferences, item #25 in the Policies Governing
Speakers section titled "Policies Governing Speakers" currently reads thusly:

25. All speakers may be reimbursed for the duplication costs of hand-outs to be
distributed to program attendees with the prior approval of PLA staff (maximum $50 per
program.

I recommend that this section be eliminated and the rest of the items be renumbered.

A copy of the Policies Governing Speakers as it currently exists is attached.

Policies Governing Speakers

21. In accordance with ALA practice, PLA or ALA members will not receive honoraria nor have expenses reimbursed for presenting regular conference programs.

22. Public library staff who are not members of PLA or ALA will receive a one-day waiver of the registration fee for the day they are speaking. They will not receive honoraria nor have expenses reimbursed for presenting regular conference programs.

23. Librarians who are not members of PLA or ALA and who do not work in public libraries will receive a one-day waiver of the registration fee for the day they are speaking. They can have expenses reimbursed for presenting regular conference programs but will receive no honoraria.

24. Speakers who are not covered by policies 21, 22, and 23 will receive a one-day waiver of the registration fee for the day they are speaking. They are eligible to receive honoraria, fee to be established on a case-by-case basis, and to be reimbursed for expenses.[1]

25. All speakers may be reimbursed for the duplication costs of hand-outs to be distributed to program attendees with the prior approval of PLA staff (maximum $50 per program).

26. Honoraria and expenses for eligible speakers (see #24) will be negotiated by PLA staff in consultation with the Conference Committee.

27. Requests for equipment to be used by speakers must he submitted to Division staff for review within a time frame established by the staff in consultation with the Conference Committee.

28. Decisions concerning the taping of program sessions will be made by PLA staff. A release form signed by the speaker must be on file before a conference program may be taped.

[1]Reimbursable expenses to include: a pre-established per diem, travel expenses and hotel costs at the conference hotel.

Adopted by the PLA Board of Directors, January 1991; revised July 1996.

October 18, 2007

To: PLA Executive Committee

From: Linda S. Bostrom,
         Manager, Professional Development

Re: Request Change to Speaker Honoraria and Expense Reimbursement Policies,
         Appendix I to the PLA Guide

ACTION ITEM

Under "Specific policies" it states:

The following guidelines enable speakers at the PLA National Conference and at PLA
programs at ALA Annual Conference to determine their individual eligibility for
reimbursement and honoraria.

1. Members of the ALA are *not* eligible for travel or lodging reimbursement, honoraria,
    or registration fee waivers.

2. Speakers who are not members of ALA may be eligible as follows:
    *   those who are <u>librarians presently working in public libraries</u> are eligible for
        waivers of the conference registration fees only on the day(s) they are speaking

For ALA conferences, PLA must now pay the registration fee for any speaker in a PLA-
sponsored program who is a nonmember librarian presently working in a public library, I
recommend that the first bullet under item 2 be amended to read thusly:

"those who are librarians presently working in public libraries are eligible for waivers of
the conference registration fees on the day(s) they are speaking, at PLA National
Conferences only."

A copy of the complete, current Speaker Honoraria and Expense Reimbursement Policies
is attached.

**SPEAKER HONORARIA AND EXPENSE REIMBURSEMENT
POLICIES**

General policies:
- All speaker honoraria, expense reimbursement, and registration fee waivers must be agreed upon in advance, reviewed by the appropriate PLA committee (National Conference Program Committee or ALA Annual Conference Program Coordinating Committee) and approved by the PLA office.
- Each speaker approved for honorarium or reimbursement of expenses must sign an ALA/PLA Letter of Agreement in advance of the conference.
- Requests for reimbursement of approved travel, hotel and per diem expenses must be submitted on the conference Speaker Reimbursement Form within one month of the event *with original receipts attached.*
- All speakers are eligible for reimbursement of expenses related to the duplication of handouts for program attendees not to exceed $50 *per program.* PLA staff should be notified in advance of the conference if speakers intend to request this reimbursement for handout duplication.
- Honoraria amounts are variable and subject to the approval of appropriate PLA committee and PLA staff.
- Reimbursement of travel expenses when approved shall not exceed the following: one night of lodging at the single room rate in a conference hotel without incidentals such as movies or use of the health club; meals and ground transportation in amounts not to exceed the per diem established for the host city (check with PLA staff to determine the per diem); airfare to the conference city at the coach or lowest discounted rate available *or* reimbursement of automobile transportation to the conference site at current approved rate per mile.
- All speakers approved for travel and housing reimbursement must use PLA travel and housing services to make arrangements.

Specific policies:
The following guidelines enable speakers at the PLA National Conference and at PLA programs at ALA Annual Conference to determine their individual eligibility for reimbursement and honoraria.

3. Members of the ALA are *not* eligible for travel or lodging reimbursement, honoraria, or registration fee waivers.

4. Speakers who are not members of ALA may be eligible as follows:
   - those who are <u>librarians presently working in public libraries</u> are eligible for waivers of the conference registration fees only on the day(s) they are speaking
   - those who are <u>librarians *not* presently working in public libraries</u> are eligible for waivers of the conference registration fees only on the day(s) they are speaking as well as reimbursement of travel and lodging expenses
   - those who are <u>not librarians</u> are eligible for waivers of the conference registration fees only on the day(s) they are speaking, reimbursement of travel and lodging expenses, and honoraria as approved by the appropriate PLA committee and PLA staff

ALA Divisions Update
September 2007

American Association of School Librarians
Julie Walker, Executive Director

Association of College & Research Libraries
Mary Ellen Davis, Executive Director

Assoc. for Library Collections & Technical Services
Charles Wilt, Executive Director

Association for Library Service to Children
Diane Foote, Executive Director

Association for Library Trustees & Advocates

Assoc. of Specialized & Cooperative Library Agencies
Barbara Macikas, Executive Director

Library Administration and Management Association
Kerry Ward, Executive Director

Library and Information Technology Association
Mary Taylor, Executive Director

Public Library Association
Greta Southard, Executive Director

Reference and User Services Association
Barbara Macikas, Executive Director

Young Adult Library Services Association
Beth Yoke, Executive Director

Ten Things to Know (and Love!) about Divisions:

1) Divisions generate enough revenue to cover their own staffs, benefits, and basic services (two divisions receive a "small division" subsidy that covers 50% of these expenses).

2) Divisions generate a great deal of programming for members: 170 out of 288 programs (60%) at ALA Annual Conference 2006 were put on by divisions.

3) Divisions bring a depth of expertise to their role as Council-designated spokespeople for matters in each division's area of responsibility.

4) Divisions extend the reach of ALA through liaisons and work with organizations as diverse as the National Council for Accreditation of Teacher Education, the American Institute of Architects, the Coalition for Networked Information, and the National Forum on Information Literacy.

5) Divisions contribute to the ALA general fund through payment of overhead on revenues; cumulatively, the divisions' contribution averaged $1,312,609 in FY2005 and FY2006.

6) Each division has a strategic plan that complements the ALA Ahead to 2010 plan.

7) Out of 66,075 ALA members, 32,972 belong to divisions (FY2005 stats); divisions provide a home for members that addresses their specific professional interests, including offering opportunities to get involved in nearly 600 standing committees, in addition to the 40 committee opportunities with ALA or Council.

8) Divisions lead the way in innovation: a division hosted ALA's first Web site, first blog, first electronic-only newsletter, first Internet Cafe at an ALA conference, and first Web-based continuing education offering.

9) Division members tend to be highly active members of ALA as evidenced by participation in Annual Conference and Midwinter Meeting: division members made up 67% of registrants at Annual Conference in New Orleans, contributing 77.3% of registration revenues; and 88% of registrants at Midwinter in San Antonio, contributing 90.2% of registration revenues.

10) Divisions provide visibility for the Association to the general public through such projects as the Smartest Card Campaign, the Newbery and Caldecott Awards, and Teen Read Week.

What kinds of issues do divisions bring before the ALA Executive Board?

National conference locations
IFLA and other appointments
Buying property
Some grants
FTE requests

We look forward to working with you!

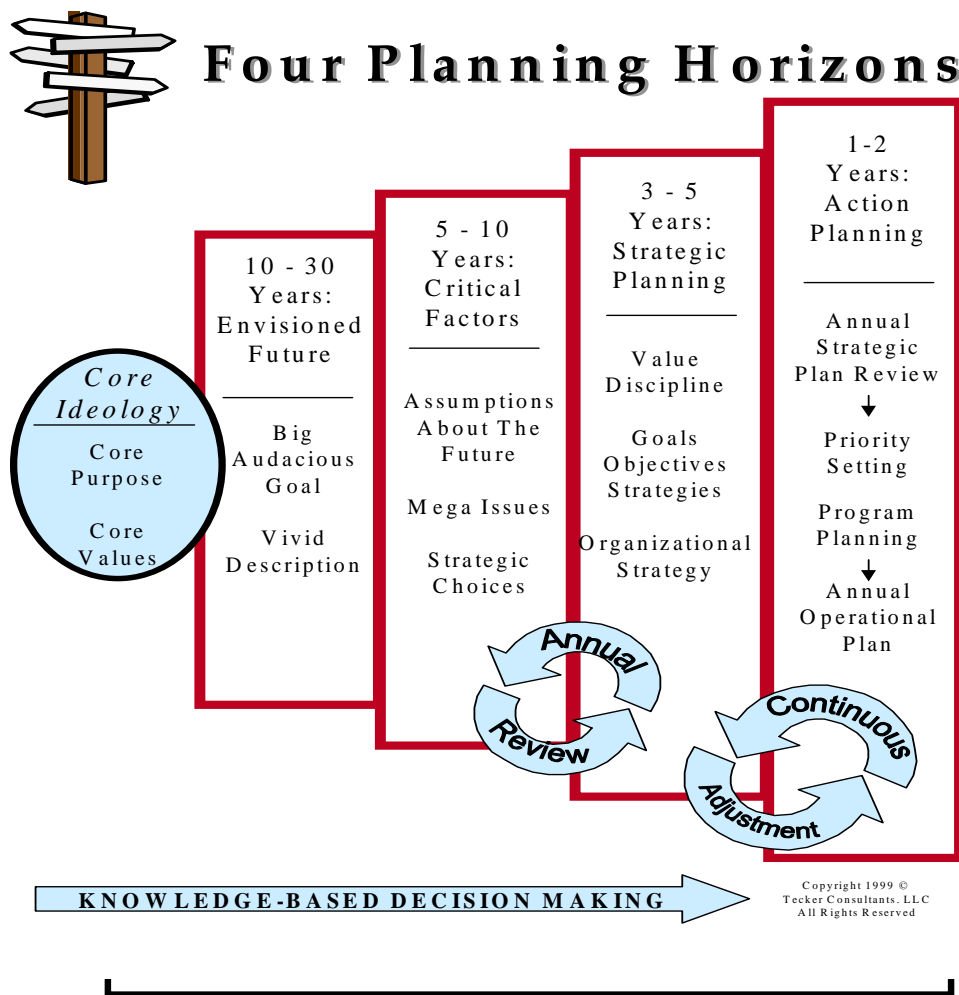*The Public Library Association*

Strategic Plan

Ratified
By the PLA Board of Directors June 24, 2005

Prepared by:
TECKER CONSULTANTS, L.L.C.
427 River View Executive Park
Trenton, NJ 08611
609-396-7998
http://www.tecker.com

Overview

The **Public Library Association** (PLA) has embarked on a process that will lead to the completion of a long-range strategic plan for the organization. This will facilitate (a) PLA's identification of the future needs of members, and (b) PLA's options for satisfying those needs.

On **January 18-19th, 2002,** a selected group of PLA volunteer leaders met to consider strategic questions about the organization's future, and to continue the process of developing a strategic long-range plan. Glenn Tecker, President and CEO of Tecker Consultants, LLC (TC), and Paul D. Meyer, CAE, Principal Partner, led the group in the process. During the session, the group engaged in dialogue and deliberation, which yielded a number of insights. The framework used for the discussion was a model of strategic judgments organized into four time-related horizons:

Four Planning Horizons

Core Ideology
Core Purpose
Core Values

10 - 30 Years:
Envisioned Future
————
Big Audacious Goal
Vivid Description

5 - 10 Years:
Critical Factors
————
Assumptions About The Future
Mega Issues
Strategic Choices

3 - 5 Years:
Strategic Planning
————
Value Discipline
Goals Objectives Strategies
Organizational Strategy

1 - 2 Years:
Action Planning
————
Annual Strategic Plan Review
↓
Priority Setting
Program Planning
↓
Annual Operational Plan

Annual Review

Continuous Adjustment

KNOWLEDGE-BASED DECISION MAKING

Using the Four Planning Horizon's model, the group created the following:

- Consideration of factors in the long-range planning horizon (10-30 years into the future), and the articulation of a core purpose, core values, and a vivid description of future success;
- Creation of a set of assumptions about the future of PLA, public libraries, and public librarians;

- Identification of a set of mega issues (drawn from qualitative research conducted on sample of PLA's membership, but in need of further illumination) – critical questions that will need to be answered in order for PLA to position itself strategically in the future;

- Long-range visioning articulated in five goal statements with strategic objectives and preliminary strategies that identify where PLA could be in the next several years and how it can get there. The vision attempts to focus on how the organization will provide beneficial outcomes to members.

The following report reflects the draft plan created by the group

10-30 Year Planning Horizon
~ Core Ideology & Envisioned Future ~

Core ideology *describes an association's consistent identity that transcends all changes related to its relevant environment. It consists of two elements -* *core purpose* *– the association's reason for being – and core* *values* *– essential and enduring principles that guide an association.* *Envisioned future* *conveys a concrete yet unrealized vision for the association. It consists of a* *big audacious goal* *– a clear and compelling catalyst that serves as a focal point for effort – and a* *vivid description* *– vibrant and engaging descriptions of what it will be like to achieve the big audacious goal.*

Core Ideology

Core Purpose: To strengthen public libraries and their contribution to the communities they serve.

Core Values:
- Provides visionary leadership ever open to new ideas.
- Dedicated to life-long learning.
- Focused on and responsive to member needs.
- Committed to a free and open exchange of information and active collaboration.
- Respects diversity of opinion and community needs.
- Committed to excellence and innovation.

Envisioned Future

Big Audacious Goal (BHAG): Make the library card the most valued card in every wallet.

Vivid Description:

1. The Public library is regarded as a critical contributor to the creation of vibrant and educated communities and is funded accordingly. It is the primary recipient of corporate giving.

2. Public libraries are regarded by the public as their first choice for facts, fiction, and the latest information technologies.

3. 100% literacy in North America is reached and public libraries are recognized as playing a significant role in obtaining this goal.

4. Public libraries are staffed by highly skilled, well trained, and competitively compensated professionals who reflect the diverse demographics of the communities they serve.

5. Public librarians are recognized as the information experts and as leaders in their respective communities.

6. Every public library in North America looks to PLA for providing education and training for their staffs and trustees. PLA members have access to affordably priced training opportunities at their convenience and that meet their professional life-long learning needs.

7. PLA membership represents 100% of North America's professional public librarians.

5-10 Year Planning Horizon
~ Assumptions About the
Relevant Future ~

In order to make progress against the 10-30 year Envisioned Future; an association must constantly anticipate the strategic factors likely to affect its ability to succeed, and to assess the implications of those factors. This process of building foresight about the future will help PLA to constantly recalibrate its view of the relevant future, a basis upon which to update the strategic plan on an annual basis. As the outcome-oriented goals that will form the basis of the long-range strategic plan will be based on this foresight, annual review of these statements will be an appropriate method of determining and ensuring the ongoing relevance of the strategic plan.

Key Questions:
1. What assumptions will we make about the relevant future environment of our industry/profession/issues arena?
2. What one or two innovations or occurrences (which are not possible today) could happen – which, if they did happen, would fundamentally change our industry/profession?

ASSUMPTIONS

Demographics:

1. The need for a more diverse library staff will increase in order to reflect changing communities.

2. Library professionals will continue to age along with the U.S. population.

3. Membership in organizations will become less and less important to younger library professionals.

4. The impact of home schoolers and charter schools may affect the role of and the services provided by public libraries.

5. New immigrants from other countries without a public library system will need assistance in understanding the role and services of the American public library.

6. Demand for services to immigrant children will increase due to more immigrant family units.

7. There is a growing gap in socioeconomic conditions and the income level defining poverty continues to rise.

8. Changes in immigration laws could impact our current and future immigrant population.

Business and Economic Climate:

1. **Library budgets will continue to compete unfavorably with education and public safety budgets.**
2. **Private fundraising, as well as other forms of alternative funding streams, will become more and more necessary.**
3. **Libraries must be able demonstrate return on investment (ROI) to the public and to decision-makers.**
4. **State, local, and/or federal funding may go away.**
5. **Increasing skepticism toward public funding of libraries as a public service, reflective of increasing skepticism of all public services.**

Social Values and Politics:

1. **Stratification of social values will increase creating more tension between conservative and liberal views.**
2. **National political agendas will change and the public's support for those political agendas will continue to fluctuate.**
3. **Public libraries will remain a symbol of democracy providing a strategic opportunity for growth and financial support.**
4. **Libraries are usually not "at the decision-making table" on all levels – local, state, and national.**
5. **The library as a place for the community to congregate will continue to grow.**
6. **Definitions of family will continue to change.**
7. **Libraries are viewed as "in loco parentis".**

Legislation/Regulation:

1. **The legal environment will require more time, energy, and expertise.**
2. **Copyright and digital licensing will be settled and will affect what, how, and at what price libraries provide information.**

3. Confidentiality/privacy laws will become more complex and will affect patron use, records maintenance, and requirements for registration and perhaps marketing practices.

4. Employment law will become more complex and require greater management and increased overhead costs.

5. Funding laws and regulations on tax limitations will intensify and threaten funding.

Technology/Science:

1. Technology will allow libraries the opportunity to attract and serve new client groups--- only if library staff and volunteers appear technology savvy.
2. Technology will affect everything libraries do.
3. Technology training will continue to be a challenge.
4. If the structure of the Internet changes, the role of public libraries may change in providing validity to the information provided.
5. Information literacy.

5-10 Year Planning Horizon
~ Mega Issues ~

Mega issues are issues of strategic importance, which represent choices the organization will need to make in defining the ultimate direction of its long-range plan. These issues represent potential impediments to achievement of the Envisioned Future, and form a basis for dialogue about the choices facing the organization. These questions can serve as an ongoing "menu" of strategic issues that, using a knowledge-based approach in gathering insights relative to PLA's strategic position and directional choices for each of the issues, can be used by the Board to create regular opportunities for strategic dialogue about the issues facing the industry.

Mega-Issue Questions:

- How should PLA assist in educating the public on all the aspects of what public librarians and public libraries do for them?
- How does PLA change the image of librarians and public libraries?
- How can PLA transfer best practices into a knowledge base that all librarians can use?
- How can PLA provide services to non-MLS library staff?
- How can PLA assist libraries in using public support for libraries in obtaining additional funding?
- How does PLA assist library staff to become more proactive in their communities?
- How can PLA assist libraries in continuing to provide value in an increasingly rich information world?
- How can PLA assist in bringing more people into the profession especially in high-level positions within the library?
- How does PLA change the perception of the industry in order to attract young people to the profession?
- Where do we go from here, what is the future of the library profession?
- How will libraries distribute information in the future? Will it be centralized or decentralized?
- What will libraries look like in the future? How will they be set-up?
- How should libraries measure success in the future?
- How will libraries train and satisfy multi-generational staffs?
- Is it more important to support public libraries or public librarians?
- How will libraries provide resources to growing diverse populations?
- What is the best organizational structure to serve the public library community?
- How do we determine the appropriate "comfort level" with technology for staff and library patrons?
- How will the association respond to the unique needs of large metropolitan libraries versus small and medium size libraries?

- How can the association assist libraries in measuring their success?
- How should the association take advantage of electronic technologies to reach more librarians?
- How does the association speed-up the decision making process in order to respond more quickly to member's needs?
- How can PLA assist librarians in mapping their career path and making the transition from practitioner to manager?
- How can PLA work with librarians/libraries to improve their advocacy skills to support the mission of public libraries?
- How can PLA sunset ineffective roles and operations that are no longer relevant?
- How can PLA effectively manage and promote growth and development of leaders in the organization and in public libraries?
- What research needs to be conducted to assist public libraries in demonstrating their value to funders?

3-5 Year Planning Horizon
~ Outcome-Oriented Goals ~

The following thinking represents PLA's long-range goals for the next three to five years. These goals are outcome-oriented statements that represent what will constitute PLA's future success. The achievement of each goal will move the organization toward realization of its vision. The goals are not in any order of priority. All of the goals will need to be accomplished, if PLA is to fully achieve its vision.

Goals:

Goal: Advocacy & Recognition

Public libraries will be recognized as the destination for a wide variety of valuable services and their funding will be a community priority.

Goal: Literate Nation

PLA will be a valued partner of public library initiatives to create a nation of readers.

Goal: Staffing & Recruitment

Public libraries will be recognized as exciting places to work and will be staffed by skilled professionals who are recognized as the information experts, are competitively paid, and reflect the demography of their communities.

Goal: Training and Knowledge Transfer

PLA will be nationally recognized as the leading source for continuing education opportunities for public library staff and trustees.

Note: *The Strategies listed on the next several pages are identified as high, middle or low priority. High priority items should begin as soon as plan is approved. Middle priorities could be started within a year of the plan's approval and low priority items should be reviewed again before pursuing.*

Advocacy & Recognition

Public libraries will be recognized as the destination for a wide variety of valuable services and their funding will be a community priority.

Strategic Objectives and Strategies:

1. *Increase the number and variety of partnerships with other organizations in advocacy efforts.*

   ### Strategies:

   a. *Identify partners. (High)*

      - *Internal to the Profession:*

      - *External Professional Groups:*

      - *Non-traditional*

2. *Increase the number of trustees and friends participating in local and state advocacy for libraries.*

   ### Strategies:

   a. *Increase PLA marketing of advocacy materials to trustees, friends and library advocates. (High)*

   b. *Expand PLA's relationship with friends, trustees and library advocates. (High)*

   c. *Create work group tasked with analyzing and identifying the most strategic way for PLA and ALTA to work together to enhance library development and service. (High)*

3. *Increase the number of libraries successfully selling their value and services.*

   ### Strategies:

a. *Develop a research agenda to support the value of libraries and library service. (High)*

b. *Develop customizable advocacy materials for public libraries. (High)*

c. *Market the Smartest Card materials directly to institutional members. (High)*

d. *Market the Smartest Card materials directly to public libraries. (High)*

4. *Increase the level and stability of funding for public libraries throughout the country.*

Strategies:

a. *Develop partnerships for legislative actions. (High)*

b. *Develop legislative network. (Middle)*

c. *Develop education and/or advocacy materials that support legislative efforts. (Middle)*

Literate Nation

PLA will be a valued partner of public libraries' initiatives to create a nation of readers.

Strategic Objectives and Strategies:

1. *Increase the amount of PLA's tangible and intangible assets focused on literacy.*

Strategies:

   a. *Monitor the Every Child Ready to Read Memorandum of Understanding with ALSC and use of the brand; develop process for vetting new product requests. (High)*

   b. *Maintain and market the existing product. Evaluation of the results of the initiative, (project goal was to change public library practice) should occur after materials have been in the field for at least 2 years. (High)*

   c. *Task the Basic Education and Literacy Resources and Services Committee with the development of a strategy, implementation plan and evaluation mechanism for the promotion of adult literacy. (High)*

   d. *Task a work group with the development of a strategy, implementation plan and evaluation mechanism for the promotion of information literacy. (High)*

   e. *Direct PLA committees to develop programs devoted to all types of literacy. (Middle)*

2. *Increase the number of key audiences aware of services already provided by libraries that contribute to literacy development.*

Strategies:

   a. *Strategies, implementation plan and evaluation mechanism to be determined by other work groups and ratified by the Board.*

Staffing & Recruitment

Public libraries will be recognized as exciting places to work and will be staffed by skilled professionals who are recognized as the information experts, are competitively paid, * and reflect the demographics of their communities.

* ALA will address this issue via ALA-APA.

Strategic Objectives and Strategies:

1. *Increase the number and diversity of people selecting public librarianship as a career.*

   ### Strategies:

   a. *Monitor, evaluate and determine the feasibility of continuing the Scholarship Pilot Programs, Spectrum and Institutional Scholars.   (High)*

   a. *Identify strategies for mentoring new public librarians; both in the workplace and in PLA as an organization. (High)*

   b. *Monitor and evaluate the mentoring component of Spectrum Scholarship and Institutional Scholarship pilot programs. (High)*

   c. *Monitor and maintain the electronic recruitment tool kit site and   ensure PLA inclusion in the ALA recruitment activities. (Middle)*

   d. *Plan and present programs that address issues relevant to recruitment. (Middle)*

   e. *Task a work group to develop strategies, implementation plan, and evaluation mechanism to increase the awareness of PLA and public library work to high school and college students. (High)*

2. *Increase the awareness that library science students have about PLA and public library work.*

   ### Strategies:

   a. *Provide annual update to library schools about the work of the   Public Library Association. (Middle)*

b. *Task a work group to develop strategies, implementation plan and evaluation mechanism to increase the awareness of PLA and public library work to library school students. (High)*

c. *Task a work group to develop strategies, implementation plan and mechanism for evaluation to promote public library field   work/internships available to students and to promote to libraries the   importance of offering internships to library students. (Middle)*

d. *Appoint a Task Force, composed of those who participated in the development of the strategic plan, to develop strategies to promote the growth and development of leaders within public libraries and PLA. (Middle)*

Training and Knowledge Transfer

PLA will be nationally recognized as the leading source for continuing education opportunities for public library staff and trustees.

Strategic Objectives and Strategies:

1. *Increase the number of public library staff members at all levels participating in continuing education and training opportunities.*

Strategies:

   a. *Create and deliver more regional and local programs. (High)*

   b. *Survey members to determine CE needs. (High)*

   c. *Provide new networking opportunities. (Middle)*

   d. *Offer mentoring opportunities at education programs and national meetings. (Middle)*

2. *Investigate how to better align the volunteer workforce in meaningful volunteer opportunities to move the strategic plan forward.*

Strategies:

   a. *Expand opportunities for volunteers to get involved in single commitment association projects. (High)*

   b. *Explore, evaluate new technologies to facilitate broader member participation in PLA. (Middle)*

   c. *Increase the use of technology to further the work of the association. (High)*

3. *Increase the number of relevant audiences aware of PLA and its program of offerings.*

Strategies:

a. *Partner with other ALA divisions, state chapters, and outside groups to develop and present programs to be presented in a PLA venue or that of an outside group. (High)*

b. *Publish on topics of identified interest in a variety of communication formats. (High)*

c. *Strengthen our electronic presence. (High)*

Policies Relating to Committee and Board Service

1) **Member Service Policy** (ALA Policy Manual, 4.4, Rev. February 1995)

No person shall concurrently serve in more than three separate positions. Governing board, committee, liaison, subcommittee, and other responsibilities that require service in another position (e.g., service on a committee that entails assembly representation) are not in conflict with this policy. Appointment procedures and forms used at all stages of the appointment process shall remind members of their responsibility to adhere to this policy.

2) **Requirements for Committee Service** (ALA Policy Manual 4.5)

Members of all ALA and unit committees are expected to attend all meetings. Failure to attend two consecutive meetings or groups of meetings (defined as meetings of a committee that take place at one Midwinter Meeting or Annual Conference) without an acceptable explanation constitutes grounds for removal upon request by the chair to and approval of the appropriate appointing official or governing board.

3) **Conflict of Interest Policy**

When any such interest become relevant to any subject requiring action by the Board of Directors or any of its committees, the board member having a conflict shall call it to the attention of the Board or committee, and the Board member shall not vote on the subject in which the member has a conflict of interest, shall not use personal influence, and in those cases where the quorum of the meeting is called for the purpose of voting on the subject has not been established, the Board member shall not be counted.

If excluded from voting because of a conflict of interest, a Board member will be required to briefly state the nature of the conflict, and may be requested to answer pertinent questions of other board members when that Board member's knowledge of the subject will assist the Board or any of its committees. The Board may request that a Board member thus excluded from voting on a subject leave the meeting temporarily while the subject is debated and voted upon. The minutes of the meeting shall reflect that a disclosure was made, that the Board member who stated a conflict of interest did abstain from voting, and, in those cases where the quorum was not already established, that the Board member was not counted in determining the quorum.

In addition, if any Board member, who by reason of his or her institutional affiliation or any other pertinent matter, anticipates that in the future certain issues to be placed before the board may place him or her in a position of conflict of interest, the Board member shall disclose such conflict in writing to the Board and make it a matter of record.

Adopted by the PLA Board of Directors, ALA Midwinter Mtg. January 1991.

Policy on the Use of PLA's Name

The Public Library Association is empowered by ALA's bylaws "to act for the ALA as a whole on any matter determined by Council to be the responsibility of the division." (ALA Bylaws, Article VI, Section 2b). The authority for acting on behalf of PLA rests with the PLA Board of Directors. This includes but is not limited to the issuing of public statements on behalf of PLA or public libraries, entering into a commitment with financial liability, and endorsing or supporting projects or policies of other institutions or organizations.

All PLA units are responsible to the PLA Board of Directors which determines policies. The Board's actions, however, may be overset by the membership. Therefore, ultimately the responsibility for the use of the Public Library Association name rests with the aggregate membership. In practice, the Board of Directors acts on its behalf. The Executive Committee acts for the Board between meetings. Units do not have the authority to speak for the Association unless this authority has been specifically delegated to the unit by the Board of Directors. Units, of course, have the authority to speak on behalf of the unit when communicating to members about association issues and activities.

Adopted by the PLA Board of Directors, ALA Annual Conference June 1991.