**PLA Board of Directors 2018 Fall Meeting**

**November 4, 2018, Nashville, TN**

**Action Items/Discussions Requiring Follow Up**

*The following actions were drafted based on discussion at the 2018 Fall board meeting.*

1. **75th anniversary.** Staff (Drago, others) will provide the board with a report on plans for the 2019/2020 activity to celebrate PLA’s 75th anniversary before the next board meeting.

STATUS: Staff has developed a draft plan for the board’s review at Midwinter 2019.

1. **Canadian Library Association.** Staff (O’Keefe) will provide ideas on how a limited-time PLA membership, without requiring ALA membership, or other strategies could provide Canadian libraries with access to PLA resources and networking.

STATUS: In-progress.

1. **International/PO/Membership**. Le Conge Ziesenhenne keynoted the October 2018 Life After Life conference in Turkey, and requested help investigating and responding to ideas from the attendees.
   1. Staff (Plagman, Lopez) will investigate the potential of doing a Turkish translation of the project Outcome materials
   2. Staff (O’Keefe) will consider opportunities related to “sister library” programs.
   3. Staff (Hirsh) will explore the potentials for involving librarians globally in the PLA 2020 Conference in Nashville.
   4. Staff (Hughes) will relay information on opportunities for Turkish librarians and other attendees at the Life After Life event to do podcasts for Public Libraries Online.

STATUS: Staff have internally discussed inviting participants from the PLA-based African Leadership Academy to co-present with PLA Leadership Academy alumni at PLA 2020. Google translate has been installed on the Project Outcome site, allowing for any language translation available within the application to be used. We are working on planning podcasts for the upcoming year and will look into Life After Life Event possibilities.

1. **Strategic Plan.** 
   1. Staff (Allen) will track and report on aspects of the strategic plan that are *not* being addressed by PLA (“gaps”) at future meetings.
   2. Staff (Maycock, Faubel, Drago) will consider how to strengthen the relationship between conference/programming and the strategic plan, particularly for the Nashville event.
   3. Staff (O’Keefe) will suggest incentives for members to retain their membership during non-conference years in order to reduce the number of members who cycle off.

STATUS: A report on the strategic plan status is included in the Midwinter 2019 materials and briefly addresses potential “gaps” in addressing the goals and objectives. The staff planning team for the Nashville conference continues to meet regularly and is considering the strategic plan.

1. **Leadership Model.**
   1. Staff (Hirsh, Maycock) will consider how to share leadership model documentation with a larger audience for use in staff development, strategic planning and other purposes, including issues such as development of ancillary materials (how-tos or checklists) and involvement of state libraries to reach smaller library directors.
   2. Staff (Hughes) will include an article on PLA’s leadership model in an upcoming issue of Public Libraries.
   3. Le Conge Ziesenhenne will reference the new leadership model in an upcoming President’s column.

STATUS: To date, work has primarily focused on updating the 2019 Leadership Academy to reflect the new model. We will plan to include an article on PLA’s leadership model in an upcoming issue of Public Libraries.

1. **Financial reports**
   1. All staff will help brainstorm ways that PLA might use its fund balance or other funds to build on and accelerate success and present ideas to the board at the 2019 Midwinter Meeting.

STATUS: The Chair of the PLA Budget & Finance Committee has requested the B&F have the opportunity to consider. A report will be ready by ALA Annual.

1. **ALA Council Communication**
   1. Staff (Deutsch, O’Keefe) will develop a communications plan for reaching out to Council members (upon election and routinely thereafter) to thank them for serving, introduce PLA leadership, and encourage dialogue.
   2. Staff (Macikas, Faubel, Stewart) will schedule and plan a breakfast event for invited Councilors for Sunday morning during the ALA 2019 Midwinter Meeting in Seattle.
   3. Staff (Deutsch, Allen, others) will consider how PLA can promote and encourage involvement in ALA Council elections, perhaps with a voting guide and/or “meet the candidates” event.
   4. Members to be determined (Clara Bohrer as Budget and Finance Chair, and/or Vailey Oehlke and Felton Thomas as members of ALA’s organizational review committee) will be asked to write columns for Public Libraries magazine about PLA’s support of ALA activities via overhead and other means.

STATUS: In progress: An outreach plan is being developed. Once the agenda has been finalized, a handout with key messages about PLA will be created for ALA Councilors attending the breakfast. This messaging will also inform the content of a targeted email planned for all public librarian Council members.

1. **Fiscal officer**
   1. Staff (Macikas) will draft job requirements for the new fiscal officer position, based on language used by other divisions and PLA board discussions.
   2. Staff (Deutsch, Hughes, Stewart, others) will develop and distribute the ballot and other communications about the new position as needed, including justification provided via a member email and an article in Public Libraries magazine.

STATUS: In progress: Staff created and began implementation of a comprehensive plan for member communications related to the 2019 ballot measure. To date, FAQs have been created, a detailed explanation of the ballot measure has been posted [here](http://www.ala.org/pla/about/people/election#measure) on the PLA website, a press release has been issued, an email announcement has been sent to all PLA members, and articles have appeared in *Public Libraries* magazine and *PLA e-News* about the proposal. A job description has also been written for the new FO position and is included in the Consent Agenda, under Organizational Excellence and Governance, item D.