Public Library Association
Board of Directors Meeting II
ALA Midwinter Meeting
Philadelphia, PA
Monday, January 14, 2008

Location
Pennsylvania Convention Center, Rm 203B
1:30-4:30 p.m., box lunch available

Agenda

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

    Additional items may be added to the agenda prior to the adoption of the agenda. Items may also be removed from the consent agenda and moved to a discussion item. The PLA policies related to Board service and the strategic plan have been included in your board packets as reference material, see 2008.15; you will also find a Board Roster. These are not agenda items.

2. **Consent agenda**   Document Number
    a. 2007 Annual Conference Board Actions   2008.16
    b. 2007-2008 Fall Executive Committee Notes   2008.17
    c. Membership Report   2008.18
    d. PLA Publications Report   2008.19
    e. Partners Program Status Report   2008.20
    f. "Public Libraries" Magazine Report   2008.21
    g. Every Child Ready to Read Evaluation Task Force Rpt   2008.22
    h. Strategic Opportunities Update   2008.23
    i. Educational Activities Update   2008.24
    j. Revised Slate of PLA Programs at 2008 ALA Annual Conference   2008.34

    Discussion agenda
3. Emily Sheketoff, Washington Office Report   (1:45-2:10)   2008.25

4. Mario Gonzalez, liaison from the ALA Executive Board, *potential visit*   no doc

5. Review of the ALA Council Agenda. The purpose of this
     Agenda item is to seek input from the PLA Board prior to
     Council sessions so that the PLA councilor can adequately
     And accurately represent PLA's point of view at Council
     Meetings, *Maas*
     a. Proposed Revisions to the ALA Code of Ethics   2008.36
     b. Views on opening up all electronic lists   no doc

 6. Report from Budget and Finance Cmt Chair, *Bohrer & Southard*
     Relating to the following documents:
     a. FY06-07 Year End Financial Analysis & Management Rpt   2008.26
     b. FY06-07 Audited Year-to-Date by Project Rpt   2008.27
     c. FY07-08 Financial Analysis & Management Report, through Nov.   2008.28
     c. FY07-08 Year-to-Date by Project Rpt, through Nov.   2008.29
     d. Introduction to the FY2009 Budget Planning Process   2008.30 on site

7. Report from Molly Fogarty, PLA representative to the ALA Dec 12   2008.37
meeting regarding the process to use to come to consensus on government
Information issues, i.e. responding to request from outside sources on the
Association's point of view on an issue. This conversation is an outcome of
an issue that arose last year when two groups within ALA had differing points
of view on a issue; both parts of the organization responded with their differing views.

8. ALA Emerging Leader Program Update, *Sanders*   2008.31

9. Report from our representative to the ALA/APA Task Force on Support
Staff Certification meeting, *Anthony*   no doc

10. Sunil Iyengar, National Endowment for the Arts, briefing on NEA   2008.32
Report, "To Read or Not To Read"

11. 2008 National Conference Report, *Faubel-Johnson*   2008.33

12. Gates Advocacy Project Status Report, *Chau*   2008.35

13. Report out from the Cluster Steering Committees regarding any   no doc
issues arising from committee meetings.

    a. Issues and Concerns Steering Committee

    b. Library Development Steering Committee

    c. Library Services Steering Committee

14. New Business:

PLA Board of Directors I
ALA Annual Conference
Washington, D.C.
Friday, June 22 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, Anne Marie Gold, Mario Gonzalez, Larry Neal, Neel Parikh;
Library Development Cluster: Kendi Kelley (Chair), Jose Aponte, Danis Kreimeier, Jose Parker, Kathleen Reif;
Library Services Cluster: Sari Feldman (Chair), Eva Poole, Cathy Elizabeth Sanford, Carol Sheffer, Marcellus Turner, Art Weeks;
PLA Councilor: Norman Maas;
PLA Staff: Greta Southard (Executive Director) Linda Bostrom, Kathleen Hughes, Julianna Kloeppel, Angela Thullen and Louisa Worthington;
Visitors: Nann Blain Hilyard, ALA Board Liaison;
Excused Absence: Danis Kreimeier (Library Development), Cathy Elizabeth Sanford (Library Services), Carol Sheffer (Library Services).

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: Request for the solicitation for names for the Nominations Committee, verbal report from chair, Dan Walters. *Approved*

> **By consent**, accepted the following reports: President's Report (2007.50); 2007 Midwinter Board Actions (2007.51); 2006-2007 Spring Executive Committee Actions (2007.52); 2007 PLA Election Results (2007.53); Membership Report (2007.54); PLA Partners Committee Report (2007.55); *Public Libraries* Report (2007.56); Publications Report (2007.57); 2007 Spring Symposium Report (2007.58); Educational Activities Update (2007.59); Washington Office Annual Conference Report (2007.60). *Approved Consent Agenda*

> **Discussion Items:**

1. Announcements:
   -
   - Request from the chair of the Nominations Committee for candidate names for the 2008;
   - President Hildreth read the Election Report, welcoming the following to the PLA Board: Carol Sheffer, Michael Golrick, Marcia Warner, Sara Dallas, Irene (Rene) Blalock, Audra Caplan, Lillian Snyder (see 2007.53);
   - President Hildreth reminded the Board that later in the meeting we would welcome the liaison from the ALA Executive Board;

- Receipt of final approval of the Gates Foundation Grant proposal. PLA was asked to submit a grant proposal to provide in-person and electronic advocacy training to the *Opportunity Online Hardware Grantees* (another Gates grant administered by the State libraries or their intermediaries). PLA will develop customized training for the 32 states participating in this program. Additionally, PLA will offer the training to non-grantees at PLA sponsored events such as National Conferences and Spring Symposium. The monies are awarded to ALA, PLA will administer the three year $7,771,767 grant that will provide advocacy training to over 4,000 participants. The formal announcement will take place on Monday at the PLA President's Program. The press release will be available at that event and talking points will be distributed to the PLA Board.

2. Nann Blaine Hilyard, ALA Executive Board Liaison provided an update on ALA activities and issues. See the attached ALA EB talking points for issues covered by Hilyard.

   Topics covered in general PLA Board discussion included:
   - Request for the liaison to take back to the ALA Executive Board our interest in working with the new ALA Office for Grassroots Advocacy;
   - Our interest in having a representative on any ALA task force working on E-Government;
   - Discussion of librarians' role regarding social issues, Hilyard advised us to provide direction to our Councilor with respect to any resolutions pending before Council;
   - Suggestion that perhaps requiring only 25 signatures to be a petition candidate for ALA Council should be changed to require more signatures PLA as a body are interested in seeing change in the construct of Council, specifically, we'd like to see 2 representatives from each Division rather than 1 and we are interested in the idea of term limits. We feel these would be useful areas for ALA to explore.

3. Norman Maas, Division Councilor, reported out on the Council's agenda. No controversial issues, no direction given to our Councilor.

4. Sue Nespeca, Every Child Ready to Read @ Your Library Proposal for Next Steps--Request to Revise the Product, 2007.62. The request is to convene a meeting of the trainers with the purpose of revising the ECRR training script, which is the product we sell in the ECRR training kit. General discussion touched upon the following issues:

   - Do we have the appropriate number of trainers (7), do we need more? [note from GS—product originally conceived and designed as a turnkey operation this data point was not brought out in the discussion];
   - Noted that training has occurred at state conferences;
   - Questions regarding the viability of tweaking the product prior to conducting any evaluation of the initiative itself;

- Nespeca conveyed that the trainers are in full support of the evaluation proposal that is also on the Board's agenda;

Discussion of 2007.62 was tabled to introduce 2007.63, Every Child Ready to Read @ Your Library Proposal for Next Steps—Evaluation of the Initiative, Clara Bohrer, Toni Garvey, Elaine Meyers. Proposal to evaluate the impact the ECRR product has had on the field. General discussion touched upon the following:

- What has been the impact—has the product served its intended purpose and changed practice in the field?
- Discussed the need to look at a bigger macro picture of practice in the field in order to leverage this product and the issue of early literacy for library advocacy purposes;
- The work of the trainers and task force who created the initial product is valued and appreciated;
- General consensus that our early literacy product constituted important work that we and ALSC need to have ownership of and that both divisions should be encouraged to move forward together on this proposal.

Regarding 2007.62:
Motion to allocate up to $5,000 to support the training initiative for minor modifications to the training script that would not impact the product and PLA's approval is contingent on ALSC also approving the request. *Approved*, however the vote was not unanimous.

Regarding 2007.63:
Motion to support the evaluation of the ECRR initiative approved in concept. The Board will revisit the funding requested in the proposal after the Budget and Finance Committee has had the opportunity to review and provide a recommendation regarding the level of funding to support this project. *Approved.*

5. Susan Hildreth, request from ALA to continue the support of the Emerging 2007-2008 Leader Program, nominate a PLA member to serve on a task force and provide a project idea for the next iteration of the program 2007.61.
Motion to allocate $2,000 in the 2007-2008 PLA budget to support up to 2 PLA emerging leaders next year. *Approved*

The Board also tasked the following Board members with these responsibilities: Larry Neal, to serve as the PLA nominee for the EL program task force; Ann Cousineau, Alan Harkness and Larry Neal to serve as the work group responsible for developing a PLA project idea. [Note from Southard: Project ideas are due to Lorelle Swader, ALA by September 1].

6. 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 deferred to Monday Board meeting. Thus providing the Budget & Finance Committee an opportunity to review the documents and make a recommendation regarding funding the ECRR Evaluation of the Initiative Proposal 2007.63.

7. New business:

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.

- Carolyn Anthony reported out the ALA had received an IMLS grant to fund the development of a library support staff certification program. Asked whether or not the Board wanted her to continue as our representative to this initiative (Certification of Library Support Staff Task Force chaired by Nancy Bolt). Board directed her to continue as our representative. Currently the TF is working on draft library support staff competencies.
- Susan Hildreth reported that PLA sent two representatives to ALA's Friday preconference on federal advocacy and media training, D. Kreimeier and R. Goldberg.
- Susan Hildreth distributed ALA's National Library Agenda handout.
- Jan Sanders, incoming President will be responsible for appointing the 2 PLA representatives to the ECRR Evaluation Task Force pending recommendation from Budget & Finance Committee. Names suggested are: Sari Feldman and Kathleen Reif.
- Service recognition awards thanking the following departing Board members for their time, expertise and good stewardship of PLA:
  - Dan Walters, Past President
  - Jose Aponte
  - Anne Marie Gold
  - Mario Gonzalez
  - Kendi Kelley
  - Carol Sheffer
  - Arthur Weeks

8. Meeting adjourned.

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 asses whether or not we could we 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 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 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;

- o Members serve one year term [I think we meant one election cycle];
- o Committee may play a role in developing leaders and mentoring;
- o 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]
- o A standing committee that is named in the bylaws;
- o Would require a more proactive call for nominations and define competencies so that people could funnel names to the Nominating Cmt;
- o Board delivers to the Nominating Cmt the competencies, the committee then finds people who meet those competencies;
- o Nominating Committee is a neutral third party, not a committee of the Board;
- Standing Committee Key Concepts:
  - o 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;
  - o Program Coordinating Committee---I have a note here that says change? Need to compare to your slide.
  - o Awards Committee—consist of the individual chairs from the Awards jury.
  - o Note: why do we need a separate PLA Legislative Committee. Recommendation: Do not need a standing legislative committee
  - o 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.
  - o Much discussion on assemblies and how PLA's voice is heard at the ALA level and how to handle that link;
  - o No final conclusions on how to deal with Legislative Committee, much discussion;
  - o Publications Committee I also have a note here that says change
  - o —not a reporting up relationship, the cmt would decide who/what they need to get the work done
  - o 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:

- o Current subject interest groups housed in the existing Cluster Committee structure would be turned into Advisory Groups, they are not standing committees;
- o Must check our definitions against ALA definitions—may have to change our 'titles';
- o Work Teams (Groups) doing a project of the association, may morph into a community of practice;
- o 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 fact 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
  - o Technology in Public Libraries
  - o 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.

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 ilovelibraries.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.

PLA Executive Committee
Fall Meeting
October 19 & 20, 2007
Chicago, IL

ACTIONS

Present:

Jan Sanders, President; Carol Sheffer, President-Elect, Susan Hildreth, Past President; Carolyn Anthony, Issues and Concerns Cluster Chair; Alan Harkness, Library Development Cluster Chair; Marcellus Turner, Library Services Cluster Chair; Norman Maas, Division Councilor; Greta Southard, PLA Executive Director.

Staff in attendance: Linda Bostrom, Kathleen Chau, Kathleen Hughes, Joseph Potaczek, Angela Thullen, Louisa Worthington; Susan Zillman.

1. **By consent** approved the adoption of the revised agenda.

2. **By consent**, accepted the following reports on the consent agenda:

    a. Draft 2007 Annual Conference Board Actions, 2008.2; Publications Report, 2008.3; Membership Report, 2008.4; "Public Libraries" Magazine Report, 2008.5; Education Activities Report, 2008.6; 2009 Spring Symposium Update Report 2008.7

3. Received 2008 National Conference Report, 2008.8. Registration is open and tracking 100% ahead of comparable point in time—however—this early indicator should not be relied up on as a precursor for ongoing registration uptake; have sold 746 booths and 17 table-tops in exhibit hall; have run out of hotel rooms on Tuesday and Friday nights (shoulder nights), however, securing 4 additional hotels, all rooming requests will be filled. The housing block is 65% sold.

4. Voted to approve, request to Changes to Policies for PLA National Conferences, Policies Governing Speakers, 2008.9 to eliminate item number #25 of said policy which provides for reimbursement to speakers for duplication costs of hand-outs to be distributed to program attendees, and renumber the remainder of the policy. Approved.

5. Voted to approve, request to Change Speaker Honoraria and Expense Reimbursement Policies, Appendix 1 to the PLA Guide, 2008.14. The following guidelines enable speakers at the PLA National Conferences and at PLA programs at ALA Annual Conference to determine their individual eligibility for reimbursement and honoraria. Policy will be revised to read: Speakers who are not members of ALA may be eligible as follows: those who are *librarians presently working in public libraries* are eligible fro waivers of conference registration fees only on the day(s) they are speaking, at PLA National Conferences only.

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6. Received FY2007 Year-End Financial Analysis and Management Report, 2008.10 and accompanying FY2007 Year-To-Date by Project Report. Reports are based on the second ALA close, by the fourth and final close; expect to end the year about 8% under budget with a Fund Balance of 190,000 rather than the $233,000. Produced a high print run (10,000 copies) of the PLA Toolkit based on initial discussions with the Gates Foundation regarding the advocacy training grant. The grant will pay for each participant to receive a copy of the toolkit. The Executive Director articulated concern about the sustainability of the Institutional Scholarship Pilot project. Dues income is not sufficient to support this initiative. Executive Committee (EC) asked President Elect Sheffer to liaison to the Awards Committee with the intent of analyzing the sustainability of the pilot project. EC determined that PLA was not ready to do an annual appeal as initially discussed by the Budget & Finance (B&F) Committee at 2007 Annual Conference. Concern was expressed about the timing as related to the potential appeal to the membership to approve a bylaws change. Asked that B&F look at the feasibility of tying an annual appeal to a specific program.

7. Received Gates Project Report, 2008.12. Project staff has been hired: Kathleen Chau, project manager; Mary Hirsh, program coordinator; Susan Zillman, independent contractor to fill the part-time communications manager position, contracted with Sandra Nelson to provide library lens on the instructional design of the curriculum. RFP conducted to hire the communications firm to serve as the communications and advocacy expert in the development of the curriculum. Negotiations still in progress with the firm identified as best suiting our needs. Convened a meeting in September with the year one state intermediaries and the Gates Foundation to provide an overview of the program currently in development.

8. Reviewed the discussion generated by the ALA concurrent session. The focus of that session was facilitated discussion/group work as related to the Seven Measures of Success book. Alan Harkness volunteered to represent PLA on the subsequent work group that ALA is convening also know as the "committee of 12".

9. Reviewed the Volunteer Restructuring Report, 2008.13. The report was created from the 2007 Annual Conference Board Mega Issue discussion regarding organizational restructuring. The entire report is included for purposes of clarity regarding the decisions made by the EC. The EC decisions are noted via track changes:

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
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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:
  o President
  o President-elect
  o Past President
  o ALA counselor
  o Six at-large Board members with staggered terms (two elected each year)
  o One Alta ex-officio member appointed by ALTA

  Our Practice or overriding principles include:
  - No representation from specific committees on the PLA Board with the exception of Budget and Nominating as related to the following practices;
  - Our practice will be that the most recent past president is asked by the president to chair the nominating committee, see next section for more detail;
  - Our practice will be to appoint the President, President Elect, and Past President to the Budget & Finance Committee in addition to members at large to ensure organizational continuity in the development of our budget priorities and strategies.
  o Our practice will be that Competencies needed on the Board are driven by strategic plan

Comments from Board on Board of Directors Recommendations:
- The Board supported the recommendations above.

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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.
- Practice/policy document will be created codifying the function, purpose and intent of the nominating committee

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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.

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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
    - Note, the Program Coordinating Committee is large, more than the current 12 appointments.

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- 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)—determined that this will be an Advisory Group to the Board, not a standing committee named in the Bylaws.

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- Publications Committee – Responsible for:
  - PLA monographs
  - Electronic communication advisory
  - Public library advisory
  - Statistical report

o   University press books?—decided to delete this committee. Will not make new appointments to this committee. Southard to notify the Association of University Press Publishers of our decision.

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 during times when PLA does not decide to appoint a Legislative Advisory Group.
- 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.

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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 ALA IFC)
- Legislative Advisory (Chair continues to be liaison to ALA Legislative Assembly)

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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.—EC determined that membership is required, non-members will not have access to COP. | **Formatted:** Highlight |

- 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.

Additionally, the EC determined that the following steps should be taken:
- In the future, the All Committee meeting should be retained. At this meeting, the President will make remarks and update the members on the state of the association.
- Development of a transition plan
- New Bylaws will be drafted. **Those Bylaws will not include the provision for an Executive Committee. The Board will operate as a committee of the whole. The Board will be responsible for attending 4 meetings a year: Fall, Midwinter, Spring, and Annual Conference.
- President is responsible for appointing liaisons.
- More electronic lists will be developed.
- Advisory groups can petition the Board to become a task force once the task is complete the group reverts back to the original status of an advisory group. ** This provision must be created in the new Bylaws.
- **The Board has the authority to create work groups, appoint task forces, and to disband or sunset such groups when their project is complete.
- The membership will need to be informed and educated as to the new opportunities for involvement.
  - Information will be posted on the website;
  - New processes and procedures will be drafted explaining how we work;
  - Self registration form will be available on the website for the creation/participation in a community of practice; communities of practice will be activated based on adherence to the ground rules governing participation;
  - Pilot a few communities of practice this spring to assess transition issues. Potential committees to pilot as communities of practice include: Technology in Public Libraries Cmt; Cataloging in Public Libraries; Readers Advisory Cmt.
  - Self registration form will be available on the website and feed a database for service on committees. President Elect will make appointments for committee service to commence during their presidential year.

- Look at the possibility of creating a virtual membership only category.

To do's included:
- Draft Bylaws
- Create timeline
- Develop a transition plan
- Develop communication plan
- Develop new processes to include
  - Draft over riding principles/practices policy documents
  - Draft job descriptions for Board positions to guide the work of the Nominating Committee, and to be used to inform the potential Board candidates of their responsibilities
  - Draft competencies for service on the Nominating Committee
  - Develop new Board meeting schedule

Date: 1/3/2008
To: PLA Board
From: Louisa Worthington
Re: Membership

INFORMATION ITEM

As of November 2007, PLA had 11,355 members.

For comparison purposes:
- In November 2006, a National Conference year, membership was at 11,674.
- In November 2005, a non-national conference year membership was at 10,454.

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 11,355, 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 – 63
New Hampshire – 75
Vermont – 28
Massachusetts – 296
Connecticut – 186
Rhode Island – 44
Total Northeast: 692

The Middle Atlantic (New York, New Jersey, Pennsylvania, Delaware, Washington, DC, and Maryland)
New Jersey - 340
New York - 867
Pennsylvania - 342
Delaware - 42
D.C. - 44
Maryland - 321
Total Middle Atlantic: 1,956

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

Virginia - 277
West Virginia – 46
Kentucky - 114
Tennessee - 83
North Carolina - 245
South Carolina - 129
Georgia - 211
Florida - 434
Alabama - 125
Mississippi - 42
Arkansas - 86
Louisiana – 139
Missouri - 159
Texas - 466
The South: 2,556

The Midwest (Ohio, Michigan, Indiana, Wisconsin, Illinois, Minnesota, Iowa, North Dakota, South Dakota, Kansas, Nebraska)
Ohio - 562
Michigan - 476
Indiana - 270
Wisconsin – 215
Illinois - 899
Minnesota – 209
Iowa - 136
North Dakota - 15
South Dakota - 21
Kansas - 147
Nebraska - 73
The Midwest: 3,023

The Southwest (New Mexico, Arizona, and Nevada)
New Mexico - 50
Arizona - 180
Nevada - 81
The Southwest: 311

The West (Oklahoma, Colorado, Wyoming, Montana, Utah, California, Nevada, Idaho, Oregon, Washington, Alaska, and Hawaii)
Oklahoma - 111
Colorado - 240
Wyoming – 42
Montana - 28
Utah - 57

California - 939
Idaho - 39
Oregon - 131
Washington - 321
Alaska - 125
Hawaii - 49
The West: 2,082

Division Overlap Report

(As of 12/21/07)

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

PLA ONLY	5420	52.2%
AASL	333	3.2%
ACRL	500	4.8%
ALCTS	601	5.8%
ALSC	1314	12.7%
ALTA	559	5.4%
ASCLA	412	4.0%
CLENE	190	1.8%
EMIERT	209	2.0%
ERT	110	1.1%
FAFLRT	65	0.6%
GLBTRT	161	1.6%
GODORT	155	1.5%
IFRT	565	5.4%
IRRT	281	2.7%
LAMA	2046	19.7%
LITA	719	6.9%
LHRT	115	1.1%
LIRT	160	1.5%
LRRT	227	2.2%
LSSIRT	78	0.8%
MAGERT	58	0.6%
NMRT	374	3.6%
RUSA	1222	11.8%
SRRT	497	4.8%
STORT	96	0.9%
VRT	67	0.6%
YALSA	1223	11.8%

<u>Division Membership Comparison</u>
(As of November 2007)

PLA	11,355
AASL	9,544
ACRL	13,273
ALCTS	5,055
ALSC	4,231
ALTA	1,198
ASCLA	992
LAMA	5,331
LITA	4,251
RUSA	5,358
YALSA	5,685

Date: January 2, 2008
To: PLA Board of Directors
From: Kathleen Hughes
Re: PLA Publications

INFORMATION ITEM

Sales
PLA publications sales figures are at $31,978.46 as of the most recent report, currently $20,279.46 ahead of the budgeted figure of $11,699.

Expenses
Expenses are lower than budgeted at this point in the fiscal year. Expenses are at $6,903.31, expenses were budgeted to be $34,165.00. This can be attributed to publication-related expenses that have not yet posted.

Net Revenue
Net revenue is budgeted to be -$22,426; it is currently at $23,844.67. We anticipate that sales of (and royalties from) our several new products will keep sales strong in this fiscal year.

PLA Publishing Activities

New from the *Results* Series
Strategic Planning for Results by Sandra Nelson, available December 2007.
Human Resources for Results: The Right Person for the Right Job, by Jeanne Goodrich and Paula M. Singer, available August 2007.

PLA Publications
- PLA Advocacy Toolkit – The PLA Advocacy Toolkit, "Libraries Prosper with Passion, Purpose, and Persuasion!" was released at the 2007 ALA Annual Conference and at that same time made available via the ALA Online Store. Sales to date: 342
- Nursery Rhymes Book – Released March 2007. Sales to date: 1,267
- Field Guide to Emergency Response, Released April 2007 – Sales to date: 211
- PLA Digital Download – Public Library Services Responses – PLA's first foray into Electronic Publishing was released in April, 2007. Sales to date: 232

Technotes
The Technology in Public Libraries committee continues to review the current PLA TechNotes for relevance; suggesting updates where needed or proposing new topics for the TechNotes contractor, Richard Boss to explore.

PLA Blog
The PLA Blog continues to grow more sophisticated. Last year we increased the number of Podcasts, interviews, and other innovations hosted on the Blog and also expanded the scope of our PLA program

coverage by covering programs held at the PLA Spring Symposium (in addition to those held at Annual Conference and Midwinter). We plan to continue that trend this year.

PLDS

Last year, PLA introduced a new PLDS product. In addition to the print version, we began offering access to the PLDS Online Database. A subscription to the PLDS Database ($250) provides unlimited Web access to data and reports from the Public Library Data Service Survey for one year (12 months). We have received nearly 70 orders for this new product. Orders for the 2007 print version also were strong with 667 having been sold as of the December report. For comparison purposes, in December 2006, we had sold 799 copies of the 2006 report.

TO: PLA Board of Diretors

FROM: Joe Potaczek, CAE
            PLA Deputy Executive Director

RE: **Partners Program Status Report**

DATE: January 2, 2008

For FY 2007-08, PLA has received pledges for a total $180,900 as of January 1, 2008. Of this, $112,900 is direct dollars to PLA; $47,000 is for in-kind merchandise, including registration tote bags, badge holders, notepads and pens and other materials to support national conference; and $21,000 is for awards and administrative fees.   This compares to a total of $177,500 raised in 2003-2004, our last national conference year. Budget for FY 2007-08 is $129,000. Some new additions to this year's group include: Brainfuse and Integrated Technology Group. Partner donations are ongoing and there are several promising prospects remaining before the Minneapolis conference. Thanks to our PLA Partner Committee, chaired by Tom Shepley, for their contributions.

Attachment

C: Tom Shepley , Chair, PLA Partner Program

Year   2007-08

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

Year   2007-08

Company	Purpose	Direct	Indirect	Awards	Total
Polaris Library Systems	Gold	5,000			5,000
Polaris Library Systems	John Illif Award			1,500	1,500
Proquest	Platinum	10,000			10,000
Queens Public Library	Gold		5,000		5,000
Random House	Silver		1,000		1,000
R. R. Bowker	Silver	2,000			2,000
Tech Soup	Silver	1,000			1,000
The Library Corporation	Platinum	1,150	10,000		11,150
Tutor.com	Silver		1,000		1,000
Userful	Gold		5,000		5,000
Webjunction	Platinum	10,000			10,000
Wiley Publishing	Silver		1,000		1,000
World Book	Silver	1,250			1,250
TOTAL		**112,900**	**47,000**	**21,000**	**180,900**

Date: January 2, 2008
To: PLA Board of Directors
From: Kathleen Hughes
Re: "Public Libraries"

Current Advertising Sales
Ad sales so far in fiscal year 2008 are fairly strong. The most recent report (November, 2007) shows advertising sales at $19,086.50, the budgeted figure is $12,096.00. Advertising sales at this time last year were at $10,791.00.

Subscriptions
Subscription revenue also is ahead of budget. We budgeted $5,800 and; the actual figure is $10,164.99. Our subscription base has grown as a result of various subscription promotions and is currently at 775. Subscriptions were at 621 at this time last year.

Expenses
In terms of expenses the budgeted figure is $29,985; the actual figure is $25,612.57. As for net revenue -- we are budgeted to be at -16,273.00; we are currently at $3,968.54.

Date: January 2, 2008

 To: PLA Board of Directors
           ALSC Board of Directors

From: Clara N. Bohrer
           Chair, PLA/ALSC ECRR Evaluation Task Force

 Re: Update on Task Force Activities—Midwinter 2008

Members of the task force include: Toni Garvey, Elaine Meyers, Kathleen Reif
(PLA representative), Sari Feldman (PLA representative), Viki Ash (ALSC
representative) and Virginia Walter (ALSC representative).

The task force developed and widely distributed a request for proposal to
evaluate the ECRR initiative. A total of 5 proposals were received by the
December 3, 2007 deadline and judged against a set of criteria established by
the task force. After careful review and discussion, the task force selected the
evaluation proposal received from Susan Neuman, ED.D.   Ms. Neuman is
currently a professor of educational studies at the University of Michigan
specializing in early literacy development. From 2001-2003, she served as U.S.
Assistant Secretary for Elementary and Secondary Education with the U.S.
Department of Education. She has an extremely impressive list of research and
publications in the field of early literacy, as well as experience with public
libraries. She is one of the key national/international figures in early literacy
today.

The task force will hold its first meeting with Ms. Neuman at Midwinter to review
and refine the scope of evaluation for the identified audiences, as well as
establish an overall project timeline.

January 2, 2008

To: PLA Board of Directors

From: Joe Potaczek, CAE
        PLA Deputy Executive Director

Re: Strategic Opportunities Update

PLA and International City/County Management Association's Public Libraries Initiative

PLA provided a communication to all members on December 6, 2008 in conjunction with the International City/County Management Association (ICMA) about the ICMA's Local Government and Public Libraries Partnership Initiative, funded by the Bill & Melinda Gates Foundation. Specifically, PLA forwarded a link to the ICMA publication _Management Perspective - Local Government Managers and Public Libraries: Partners for a Better Community_.

Local Government Managers and Public Libraries: Partners for a Better Community is an executive brief which ICMA sent to all local government managers along with a suggestion that they use the Management Perspective as a focus for discussion with their librarian.

The publication features ways that libraries are used to address economic, educational, and social issues that challenge their communities, which include providing:

- A civic and economic anchor that attracts businesses and patrons to transitional neighborhoods
- A destination for creating community and civic engagement
- Services for hard-to-reach populations, including teenagers, immigrants, and senior residents
- Internet access in a world that requires online transactions and communication for jobs, schools, and social services for those without computers
- On-line databases and support for start-up businesses and a developing workforce.

PLA members were asked to refer to the Management Perspective to start a conversation about library advocacy with their respective city or county manager. PLA members can find more information about the initiative at www.icma.org

PLA and the National Endowment for the Arts "Big Read" program

PLA is currently working with the National Endowment for the Arts (NEA) to distribute NEA's Big Read materials to PLA members. The Big Read is an initiative of the National Endowment for the Arts, designed to restore and advance literary reading in America. The NEA is partnering

with the Institute of Museum and Library Services (IMLS) on this project. The 2004 report, Reading at Risk: A Survey of Literary Reading in America by the National Endowment for the Arts, found that not only is literary reading in America declining rapidly among all groups, but that the rate of decline has accelerated, especially among the young.

The PLA is working with NEA to provide a set of Big Read materials to PLA members Included in the material are Readers Guides, Teachers Guides, Audio Guides, Publicity Materials and Spanish reader's guides that focus on the promotion of a series of classic American literature. Big Read Materials and distribution are being funded by the NEA. Big Read materials are expected to be distributed via mail to PLA members by the end of February 2008. NEA's Big Read website is www.neabigread.org

PLA and Allstate Foundation

A meeting is planned for early February with representatives from the Allstate Foundation, PLA and the ALA development office. Allstate is interested in exploring ways libraries could provide outreach information and resources on domestic violence education and intervention.

January 2, 2008

To: PLA Board of Directors

From: Linda Bostrom
       PLA Manager of Professional Development

Re: Report on PLA Educational Activities

ALA 2008 Annual Conference
PLA is sponsoring 22 programs in Anaheim. Programs to take note of include one on Read Between the Lions featuring Christopher Cerf, a reprise of the PLA NC program, DEWEY OR DON'T WE, ALA President Loriene Roy and PLA Past-President Susan Hildreth speaking about adult literacy, and a program about the re-organization of the Public Library of Charlotte and Mecklenburg County with Charles Brown. A complete list of the PLA-sponsored programs is attached to this report.

Also, the Conference Communications Committee (an internal ALA staff group) approved—on a test basis—a new addition to annual conference beginning in 2008, the presentation of juried papers. Ernie DiMattia will be PLA's representative on the jury vetting the papers. You can find more information about this pilot project at http://www.ala.org/ala/eventsandconferencesb/annual/2008a/proposals.htm.

CPLA Regional Workshops

In 2007, PLA launched a series of CPLA workshops beginning with its first held on August 2-3. A total of nine workshops with an average attendance of 30 have been held; an additional three were canceled due to low registration. There has been a great deal of interest in these workshops by both certification candidates and noncandidates. Thirteen workshops are scheduled in 2008. I will be scheduling workshops for 2009 and seeking additional host partners in the coming months.

e-Learning @ PLA

The PLA e-Learning courses have been moved to a new open source platform, Moodle, which will greatly reduce our cost. Existing courses have been reconfigured to conform to the new platform. A series of 18 short—1-2 hours—courses have been developed in support of the new Service Responses publication (publicity flyer will be available in Philadelphia). PLA will re-launch the e-Learning site when all is ready, in February 2008.

PLA 2008 National Conference Programming

The programming schedule currently includes 129 programs. A mystery author panel has been added. We have reserved a small number of program slots for programs that may warrant repeating or any late-breaking hot topics. The schedule of programs is now available at www.placonference.org, under the Information for Attendees heading.

The results of the Session Preference Survey, which closed on December 17, will assist staff in making room assignments for the programs. Those should be done by the time we meet in Philadelphia. The survey also helps to identify programs of high interest that may warrant repetition. The NC08 Program Subcommittee will be reviewing this information at the Midwinter Meeting.

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, hosted by 3M, are being held in conjunction with the National Conference.

Results Boot Camp

Results Boot Camp 3 was held, October 29-November 2, 2007 in Salt Lake City. Fifty-three applicants from 23 states attended. 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.

This workshop continues to fill a need apparently not being met by library schools. The attendees are always enthusiastic and continue to recommend the workshop to colleagues. Results Boot Camp 4 is tentatively scheduled to be held October 20-24, 2008.

Spring Symposium 2009

SS09 will be held in Nashville, April 2-4, 2009. A tentative slate of workshops should be available in late spring for the PLA Executive Committee meeting.

DATE: January 2, 2008

TO: PLA Board of Directors

FROM: Linda Bostrom, Manager of Professional Development

RE: Revised Slate of PLA Programs for ALA AC08

Approved Programs

The following slate of programs was accepted by the PLA Board of Directors at the 2007 ALA Annual Conference:

1. How Branding Can Increase the Relevance of Your Library. James A. Keller, Queens Library; no PLA committee sponsor.
Description: Attendees will learn how to do a marketing audit of their library, develop a strategic positioning, create an annual marketing plan, and learn how to minimize expenses through available resources. The intention is to raise awareness of the library, its relevance and value among key stakeholders: customers, government, trustees, donors, etc. The interactive Q&A session will allow for addressing specific concerns/interests of attendees. The seminar will deal only with libraries, not corporate or consumer brands, but the same techniques that have been used successfully for well known products and companies will be applied. *Saturday, June 28, 1030am-Noon*

2. Selling Your Story: How to Use the PLA Service Responses to Market Your Library. Bonnie Young, PLA/LD Marketing Public Libraries Committee
DESCRIPTION: How many times have you heard "I didn't know the library did that"? The PLA Service Responses provide an effective framework for a marketing program that will make certain that everyone in your community understands the variety of services the library offers – and that they will want to use those services. *Sunday, June 29, 1:30-3:30pm*

3. **Get the Word Out: How to Do It Marketing for Small and Rural Libraries. Beth Nicholson; PLA/LD Small and Medium-sized Libraries Committee**
DESCRIPTION: No matter how small your library, effective marketing is the key to success and to your library's future. Come hear how small libraries across the country are leveraging simple marketing techniques to make their libraries vital to their communities. Marketing basics and practical tips for developing a strategy, effectively executing that strategy, and measuring effectiveness will be provided. *Sunday, June 29, 1:30-3:30*

4. Libraries Prosper with Passion, Purpose & Persuasion! A Toolkit for Success. Kathleen Reif; PLA @ Your Library Task Force and PLA/LD Marketing Public Libraries Committee.
DESCRIPTION: Learn about the PLA Advocacy Toolkit which was released in mid-2007 and how libraries around the country have put it to use. *Saturday, June 28, 1:30-3:30pm*

5. Why Public Libraries Close. Christie Koontz; PLA/IC Research and Statistics Committee.
DESCRIPTION: Results from a study sponsored by OCLC of 400 public library closures will be presented. The research examined in depth the reasons for the closures and impacts of closures on library users. Interviews with staff and analysis of locations and market demographics using geographic information systems (GIS) were used for analysis. *Saturday, June 28, 1:30-3:30pm*

6. Teens in Your Branch Library: From Trauma to Triumph? Laurel Winter; PLA/LD Branch Libraries Committee.
DESCRIPTION: If you work in a branch library near a Jr. High or High School, you're familiar with the feeling. Every afternoon, as the clock hand nears that certain time, you prepare for the influx of teens and tweens that arrive after school. What do you do when you have 60 young adults crammed in a 6-10,000 foot space? How do you balance the needs of this active group with the other groups your library serves? Join us for a panel discussion of what others are doing in similar situations. No guaranteed answers. We'll have some suggestions actions that might help. Please join panel speakers Deva Walker of Cleveland Public Library, Sara Ryan of Multnomah County Library and others for this engaging discussion. *Saturday, June 28, 1:30-3:30pm*

7. Read Between the Lions: Public Television and Public Libraries Join Forces to Improve Literacy. Kathleen Deer, Family Place Libraries™; PLA 2008 Conference Program Coordinating Committee.
DESCRIPTION: Hear how three public libraries in different communities utilized entertaining, research-based episodes of the award-winning educational program, *Between the Lions* to create engaging, hands-on, library-based Reading Dens to increase and improve the literacy practices and skills of kindergarteners and their parents. Research presented from preliminary results of a federal NICHD grant. *Monday, June 30, 10:30am-Noon*

8. Reach Out and Touch Someone: Public and School Libraries Collaborate for Student Success. Rhona Klein, Washington State Library. Sponsored by PLA
DESCRIPTION:
Are you interested in collaborating with your local school to contribute to student success? Please join librarians from Washington State who will share their experiences

and findings from a recent LSTA-funded grant designed to foster public and school library collaboration to improve student learning. Come find out about some of the best practices to use in your community. And for little to NO money! This panel will discuss the highlights of the grant work, and the tremendous benefits of working collaboratively between libraries. *Monday, June 30, 10:30am-Noon*

9. Healthy and Secure Computing in a Library 2.0 World. Barbara Gersh, PLA/LD Practical Applications of Technology in Public Libraries Committee.
DESCRIPTION: Public libraries increasingly use tools such as blogs, wikis, and MySpace to serve patrons. What are the implications? What new skills are required for front line staff? How is tech support provided? The MaintainIT Project will report on best practices in public libraries for staff training, technical support, and technology planning. *Saturday, June 28, 10:30am-Noon*

10. DEWEY OR DON'T WE. Marshall Shore, PLA/LS Adult Continuing and Independent Learning Committee.
DESCRIPTION: Learn how the Maricopa County Library District implemented a non-Dewey bookstore model in a Public Library. *Saturday, June 28, 10:30am-Noon*

11. Pacs in the Library 2.0 World. Sara Dallas; PLA/LD Public Library Systems Committee.
DESCRIPTION: The Pac is one way people find the information they need in their local library, in the region or via the web. New technologies are being used throughout the country to make the search more accurate, user friendly and community based. This program will explore various enhancements including federated searching, Delicious, Aquabrowser, and interactive tools such as user submitted book reviews. Training issues for staff and the public will also be discussed. *Monday, June 30, 10:30am-Noon*

12. Uncover the World: Programming Your Way Through Dewey. Louise C. Lareau; PLA/LS Library Services to Elementary School Age Children and their Caregivers.
DESCRIPTION: As more non-fiction material comes into our libraries, we need to find new ways to develop programming, which highlights these exciting resources. Although non-fiction material has always been popular amongst our young male patrons, there is need to reach out to other populations, especially those intimidated by the Dewey Decimal system. There is a wealth of browsable, non-fiction material in our libraries and we need to get the word out that these resources are not only to be used for homework. The authors on the panel will discuss their creative process and the ways in which they feel non-fiction material can enrich the lives of both children and caregivers. Examples of non-fiction programming will also be presented. *Sunday, June 29, 1:30-3:30pm*

13. Stretching Existing Staff: New Service Delivery Models. Sylvia Mora-Ona, PLA/IC Workload Measures and Staff Patterns Committee.
DESCRIPTION: Need more staff but the budget does not allow it? The PLA Workload Measures and Staffing Patterns Committee can help you by providing existing service delivery models from libraries across the U.S. Learn about self-directed service, new space planning in view of service delivery, one point information service and many other exciting ways that progressive libraries have confronted staffing. *Saturday, June 28,10:30am-Noon*

14. Library Fundraising on Steroids!: Going Beyond the Used Book Sale…
Robert Karatsu, Assistant Library Director, Rancho Cucamunga; PLA committee sponsorship pending.
DESCRIPTION: Are you are looking for new ideas for on-going fundraising programs? Have you ever considered either a Library Telethon or a House Raffle? The Rancho Cucamonga Public Library has done both (actually, seven telethons and two house raffles!) and will give their insights, tips and advice to other libraries who are thinking of new fundraising programs. These telethons and house raffles have raised over $1,000,000 for the Library, and besides being a fundraising vehicle, they are also excellent marketing and PR tools. Come learn what is involved with getting a telethon on the air, how to program a weekend of live entertainment, getting your telethon on the web, using PayPal to collect donations, and more. With the House Raffle, find out the basics of how this type of fundraiser works, and how you can work with a 501©(3) organization to minimize staff involvement. *Saturday, June 28, 10:30am-Noon*

15. What the User Expects and How to Get There. Denise Siers; PLA/LD Practical Applications of Technology in Libraries.
DESCRIPTION Libraries are increasingly facing competition in providing users easy to navigate and understand interfaces. This program is designed to give participants specific ideas on what is available and how to practically achieve it. *Saturday, June 28, 1:30-5:30pm*

16. Adult Learners: Helping Libraries Make MAGIC! Dale Lipschultz and Sandra Newell; PLA/LS Basic Education and Literacy Resources and Services Committee.
DESCRIPTION: ALA President Loriene Roy, and California State Librarian, Susan Hildreth, will set the stage for this engaging and dynamic presentation on the added value of literacy and adult learners in your public library. Public library literacy programs are a vital service in communities and the adult learners in these programs, with leadership development and support, are uniquely positioned to advocate and promote all library services, including literacy. Panel presentations from librarians, literacy coordinators and adult learners, will describe several national adult learner projects that

prepare learners to advocate for their library and discuss their role in adding value to the community through their library outreach and advocacy. This session is for libraries who partner with adult education providers as well as for those managing literacy programs. *Sunday, June 29, 1:30-5:30pm*

17. Digital Storytelling: Where Outreach, Local History, Programming and Technology Collide. Kathleen Low, California State Library; no PLA committee sponsor.
DESCRIPTION: Don't have enough staff to do the outreach, programming, and partnership building your library wants to undertake? Then establishment of a digital storytelling project may just be what your library needs to begin accomplishing the above with little additional staff. Learn how libraries have done this, and how you can too. *Saturday, June 28, 1:30-3:30pm*

18. Public Programs in a Shoebox: What If You Don't Have a Community Room? Larry Grieco; PLA/LD Rural Library Services Committee.
DESCRIPTION: This program features a panel discussion in which several librarians in rural libraries present descriptions of public programs that have worked in their libraries even though they lacked space such as a community room. The panel will offer recommendations to participants for overcoming space constraints in public programming. *Saturday, June 28, 10:30am-Noon*

19. Teen Parents Raising Readers: Teen Staff Making It Happen. Maryann Mori, Teen Specialist, Evansville Vanderburgh Public Library; no PLA committee sponsor.
DESCRIPTION: This program provides information, hands-on activities, and techniques that will enable teen staff to share early literacy information from the Every Child Ready to Read@your library project in pregnant/parenting teen programs. Learn how to conduct programs that not only empower teens themselves with a better understanding of reading, but also leave them with new ways to interact with their children that support later reading development. *Saturday, June 28, 1:30-5:30pm*

20. PLA 101: ALA Annual Conference for First Time Attendees
Claudia Sumler, Harford County (Md.) Public Library; sponsored by PLA.
DESCRIPTION: If you work in a public library and are attending your first ALA Annual Conference, this program is for you! Come learn the ropes from ALA veterans who will share tips on how to navigate your way through this huge event and how to get the most out of the experience. Additional speaker: Michelle Bayuk, Marketing Director, The Children's Book Council (N.Y.). *Saturday, June 28, 8:00-9:00am*

The following programs have been added to the slate since AC07:

21. 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. *Sunday, June 29, 4:00-5:30pm*

22. Not Evolutionary—Revolutionary! Library Reorganization Project 2010-Style. Charles Brown; PLA 2008 Conference Program Coordinating Committee
The Public Library of Charlotte & Mecklinburg 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. *Saturday, June 28, 10:30am-Noon.*

MEMO TO PLA

**FROM: EMILY SHEKETOFF
                       WASHINGTON OFFICE**

DATE: DECEMBER 19, 2007

EXECUTIVE SUMMARY

- As part of the effort to include school libraries in NCLB by way of the Strengthening Kids' Interest in Learning and Libraries (SKILLs) Act, the WO has been working on multiple fronts. With an ongoing message in the Legislative Action Center (LAC), and links on the ALA home page and in American Libraries Direct, the response has been overwhelming: over 4300 messages have been sent from the LAC to Members of Congress by over 1300 advocates.

- Congress combined the 11 unfinished appropriations bills into an omnibus bill and, in order to avoid another Presidential veto, lowered the funding levels for all programs, including library programs. The bill also includes a 1.74% across-the-board cut.

- In a victory for libraries and the cause of literacy, the President signed into law the Improving Head Start Act (H.R. 1429). Head Start is a comprehensive child development program with the aim of increasing the school readiness of young children in low-income families.

- For the past year, the WO has been working with Sen. Jack Reed and Rep. Xavier Becerra (D-CA) on loan forgiveness for librarians. In April, the Librarian Incentive to Boost Recruitment and Retention in Areas of Need (LIBRARIAN) Act of 2007 was introduced in both the U.S. Senate and the House of Representatives.

- Work continues on updating and increasing the effectiveness of the Legislative Action Center (LAC) as well as the other advocacy tools on the web site addressing federal legislative issues.

- A major shift in the approach to kids Internet safety issues is welcomed in new bills. Some of the same proponents of blocking and filtering have now gotten behind an "education" approach to Internet safety.

- Rather like the copyright issues, there has been much discussion, some oversight hearings, and debate at the Federal Communications Commission (FCC), but there has been little action on broadband in terms of legislation or regulation.

- Unfortunately there has been little reform of universal service. Many of the major stakeholders, such as Verizon and AT&T, have become quiet (but not timid)

about pushing for Universal Service Fund (USF) reform during this Congress. While parts of their industry want to stabilize the USF, on the whole, they risk losing more should the issue be opened up.

- ALA remains in support of network neutrality and continues to watch this issue closely.

- The Freedom of Information Act Amendments of 2007 (H.R. 1309) and the OPEN Government Act of 2007 (S. 849) include reforms to FOIA to reduce backlogs and delays in responding to requests; provide incentives for agency compliance; and in general, strengthen FOIA.

  o The Office of Government Relations (OGR) has been working with a coalition of open government groups to move legislation that would improve several bills in various stages for the 110th Congress. In addition to FOIA, the ALA is also supporting the Presidential Records Act and the Whistleblower Protection Enhancement Act.

- The ALA Committee on Legislation has identified E-government as an important legislative initiative.

  o OGR has had several meetings and discussions with staff in the Senate's Homeland Security and Governmental Affairs Committee to generate awareness and support for our E-government efforts and to develop legislation that reflects the reality that public libraries are the primary providers for E-government services.

  o WO is working to bring about legislation that reflects the reality that public libraries are the primary providers for E-Government services as needed.

- OGR is actively working in the area of open access to publicly funded research, especially with the Alliance for Taxpayer Access (ATA), a coalition of over 60 library, non-profit, and patient advocacy groups.

  o National Institutes of Health (NIH) Public Access Policy: Both the House and Senate included language in their FY 2008 Labor-HHS bill to make this program mandatory. Unfortunately, the House failed to override the President's veto of the bill containing the NIH Public Access language.

- ALA's Committee on Legislation (COL), OGR, and the Office for Information Technology Policy (OITP) hosted a one-day meeting to find ways to build consensus and communicate more effectively issues that are in dispute within the Association, such as government information issues. Representatives from ALA units attended.

- ALA firmly opposes the use of NSLs – specifically to obtain library records – and has urged immediate reforms of NSL procedures. OGR continues to work for reforms to NSLs and other surveillance activities.

- OGR, in conjunction with the Association of Research Libraries (ARL), has worked extensively since September on the Foreign Intelligence Surveillance Act reform legislation. Two bills – one in the House and another in the Senate – were our focus. Both presented privacy implications for library users including warrantless surveillance.

- OITP completed a study that provides findings and recommendations on improving broadband connectivity in public libraries. It identifies a number of difficult challenges in ensuring adequate access to broadband in public libraries.

- Based on an April 2006 workshop in Chicago and other inputs, the Task Force on Digitization Policy developed its Principles for Digitized Content. These principles were approved by the ALA Council at the 2007 ALA Conference.

- OITP has received a grant from the Bill & Melinda Gates Foundation to continue its work on encouraging libraries to participate in E-rate. The first year of the project was a tremendous success, and we received funding to continue the two yearly training sessions for state E-rate coordinators and related activities, for three years.

- ALA continues its work with the Digital Television (DTV) Transition Coalition, an ad hoc group of broadcasters, manufacturers and public interest organizations that is preparing for the 2009 transition from analog to digital television signals.

    o ALA's comments on the DTV Consumer Education Initiative encouraged the Commission to create a consumer education program that goes beyond informing consumers of the coupon program; rather, this program should explain to consumers the reasons for the transition.

    o December 1-7 was DTV Awareness Week, with libraries across the country co-hosting DTV community education events with the Federal Communications Commission (FCC).

- Congress has called upon the FCC to determine the extent to which advanced services, better known as broadband, are being deployed. Based upon research completed by ALA, U.S. libraries do not have affordable broadband available to meet the demand of patrons.

- ALA encouraged the FCC to reconsider its data collection efforts when obtaining subscription data from broadband providers. At present, the FCC considers broadband to be 200 Kbps, in one direction (which is approximately 4 times the speed of dial-up).

- To assess its role in the network neutrality debate, the FCC sought comments on the practices of the broadband industry. ALA suggested the FCC to preserve the open nature of the Internet to ensure the public has access to all lawful content within the libraries they rely upon for computer access.

- Representatives of OITP and the Office for Research and Statistics (ORS) met with FCC leaders in November to review the results of the Library Connectivity and Public Library Funding and Technology Access Studies.

- Following on the heels of OITP's very popular paper on the topic, we are continuing to work with researchers from the Information Institute of Syracuse to explore how libraries are using Web 2.0 applications.

- The Kansas State Library, with support from OITP, hosted a summit on broadband access in public libraries and communities.

- On July 20, ALA participated in a session hosted by the Internet Caucus Advisory Committee in regards to safe computing on the Internet. Members of Congress and their staff toured the open house to collect information from organizations to hold town-hall meetings in their districts during the August recess.

- The OITP Copyright Advisory Committee has developed a "slider" tool to determine when a work is in the public domain.

- The OITP Copyright Advisory Committee has selected eight ALA members from a pool of 37 self-nominees who will serve as Copyright Scholars for the Copyright Advisory Network (CAN).

- OITP is collecting data in support of the Computer & Communications Industry Association complaint to the Federal Trade Commission regarding false and misleading copyright warnings provided by publishers and motion picture distributors.

- OITP is initiating a project with the Video Round Table (and any additional divisions or roundtables who have an interest and wish to volunteer) to develop a best practices document for librarians and educators who purchase or use videos, DVDs, or other media in the classroom.

- The WO is participating in a new policy fellowship summer program organized and sponsored by Google. In the summer of 2008, a Fellow will work in the WO for 10 weeks under the direction of OITP and OGR.

- Recent developments at the World Intellectual Property Association (WIPO), the United Nations Educational, Scientific and Cultural Organization (UNESCO), and

the Organization for Economic Co-operation and Development (OECD) require that ALA engage more fully in the international copyright arena.

- o With funds from the MacArthur Foundation, OITP has selected three copyright advocates – knowledgeable copyright librarian experts – to enhance and deepen our participation in these international meetings. The eight librarians selected as this year's copyright scholars met in Washington, DC, to evaluate and improve the Copyright Advisory Network.

- OITP has long benefited from the help and support of individuals in the academic and research community. The OITP Advisory Committee has decided to institutionalize this important role through the creation of the OITP Fellows Program.

  - o R. David Lankes has been named the first **OITP Fellow** through December 2008.

- The Library Copyright Alliance has established a fund to be housed at ALA in honor of law librarian and fair use advocate Robert L. Oakley, who died unexpectedly in September 2007.

- Mark Bard, OITP's Information Technology Specialist, remains unconscious but stabilized. Mark is out of the hospital and currently at a rehabilitation facility in Virginia. The full extent concerning Mark's recovery is largely unknown.

- We completed the upgrade of our blog, *District Dispatch*, to a new and improved server. It is now accessible at wo.ala.org/districtdispatch.

School Libraries Effort

As part of the effort to include school libraries in NCLB by way of the Strengthening Kids' Interest in Learning and Libraries (SKILLs) Act, the WO has been working on multiple fronts. With an ongoing message in the Legislative Action Center (LAC) and links on the ALA home page and in *American Libraries Direct*, the response has been overwhelming: over 4300 messages have been sent from the LAC to Members of Congress by over 1300 advocates.

Further, a School Library Task Force, comprised of several WO staffers, school library media specialists and AASL leaders from across the country, was created to better galvanize librarians into advocacy.

Appropriations

Congress finally passed a fiscal year (FY) 2008 Labor, Health and Human Services, Education and Related Agencies appropriations (Labor-HHS) bill in November. Despite the extremely tight budget environment, in which many programs were cut significantly or eliminated altogether, the conference report funds the Institute of Museum and Library Services (IMLS) at $277,131,000, an increase of $29,926,000. The Library Services and Technology Act (LSTA) was funded at $224,066,000, with $171,500,000 million for the State Grant program.

Unfortunately, the President vetoed the bill and the House was unable to override the veto. Congress combined the 11 remaining appropriations bills into an omnibus bill and in order to avoid another veto, lowered the funding levels for all programs. The bill also included a 1.74% across-the-board cut.

The conference agreement also includes language that gives IMLS the authority and resources to carry out the mission of the U.S. National Commission on Libraries and Information Science (NCLIS) and includes $400,000 for NCLIS's close-out activities.

Funding for Selected Programs	FY 2008 Conference Agreement
Library State Grants	$160,885,000
Native American Library Services	$3,574,000
National Leadership Grants for Libraries	$12,159,000
Recruitment of Librarians for the 21st Century	$23,345,000

Head Start

In a major victory for libraries and the cause of literacy, the President has signed into law the Improving Head Start Act (H.R. 1429). Head Start is a comprehensive child development program with the aim of increasing the school readiness of young children in low-income families.

With members of the Association for Library Service to Children (ALSC), ALA advocated for language to be included in the bill that provides opportunities for libraries to play a greater role in Head Start programs. That language was included in the final bill. By recognizing the important role that public libraries play in improving literacy and school readiness in the Head Start reauthorization bill, libraries across the country can continue to develop new, innovative programs to provide young children with the tools they need to succeed in school and life.

Higher Education

For the past year, we have been working with Sen. Jack Reed (D-RI) and Rep. Xavier Becerra (D-CA) on loan forgiveness for librarians. In April, the Librarian Incentive to Boost Recruitment and Retention in Areas of Need (LIBRARIAN) Act of 2007 was introduced in both the U.S. Senate (S. 1121) and the House of Representatives (H.R. 1877).

In recent months, several bills dealing with federal student loan forgiveness have emerged from the U.S. House of Representatives and the Senate.

One loan bill from which librarians benefit is the College Cost Reduction Act of 2007 (H.R. 2669). In September, U.S. House and Senate conferees reached an agreement on this bill. The legislation creates a new student loan forgiveness plan through the Direct Loan program for public service employees. Qualifying areas of employment include librarians. The President signed the bill.

Under the program, the Secretary of Education shall forgive the following:

- The remaining loan balance for a borrower who has been employed in a public sector job and making payments on such loans for a period of 10 years (which need not be consecutive).

Such borrowers shall be eligible to have one tenth of the remaining loan balance forgiven for each of the 10 years in which the borrowers have made payments.

Congress is currently reauthorizing the Higher Education Act. The Senate version, S. 1642, includes Perkins loan forgiveness for public or school librarians that serve in an area of high need (areas that receive Title I funding). A percentage of the loan is forgiven each year over a period of five years. This bill adopts language and criteria used in the LIBRARIAN Act.

The latest bill was introduced by House Education and Labor Committee Chairman George Miller (D-CA). The bill includes a program designed to encourage students to enter vital public service jobs by authorizing up to $2,000 a year for five years in loan forgiveness for public service employees, including librarians who work in a public library or a high-need school.

COPYRIGHT

Legislation

Over the last six months, the House and Senate Committees on the Judiciary focused their efforts on patent reform, leaving copyright issues on the back burner. However, several hearings regarding piracy and filtering technology, copyright education, and the role of higher education in policing institutional networks were held. Even though data indicates that the bulk of piracy occurs oversees, Congress has continued to focus on the individual consumer of protected content with a special focus on college students.

The Freedom and Innovation Revitalizing U.S. Entrepreneurial (FAIR USE) Act of 2007 – which would amend the Digital Millennium Copyright Act by codifying the Library of Congress exceptions for circumvention of technological measures identified in Section 1201 rulemakings and requiring rights holders to label works that contain technological controls – stalled in the House Judiciary Committee. Rights holders have vehemently opposed versions of this bill, introduced in each of the last three Congressional sessions by Rep. Rick Boucher.

A number of bills aimed at boosting copyright enforcement have been introduced in both the House and the Senate. The Prioritizing Resources and Organization for Intellectual Property (PRO IP) Act of 2007 Act seems to have the most traction. It would create a new United States Intellectual Property Enforcement Representative, appointed by the President, a new Intellectual Property Enforcement Division in the Department of Justice, and additional intellectual property attachés to staff U.S. embassies, all paid for by U.S. tax dollars. In addition, the bill would ratchet up statutory damages for infringement of compilations, such as a CD with 12 songs, by increasing statutory damages tenfold in some cases. Critics have said the bill will not curtail the oversees piracy market, such as "knock offs" sold by street vendors, because only one percent of imported cargo are examined upon entry into the United States. The bill would also ease the requirements of copyright registration in order for rights holders to bring court infringement proceedings prior to registering their works (currently a requirement for statutory damage awards). PRO IP is a horrendous bill that would chill innovation and fair use. ALA has signed on to a letter opposing the legislation.

There has been no Congressional action on orphan works legislation for the past several months. Orphan works are those works for which a copyright holder cannot be identified or contacted. Legislation would practically eliminate any risk associated with using protected works when a "reasonable search" fails to identify the rights holder.

Section 108 Study

The Section 108 Study Group has not yet to finalize its report on proposed changes to Section 108 – reproductions for libraries and archives – to account for the digital environment. The Library of Congress and the Copyright Office initiated the study in April 2005 by appointing to the Study Group representing both rights holders and users of protected works. Since that time, the Washington Office has prepared two reports with comments (www.ala.org/ala/washoff/woissues/copyrightb/section108/Section108.cfm) to the Study Group and participated in two public roundtables.

Litigation

The *Greenberg v. National Geographic* litigation continues with the Appellants request for an *en banc* review of the latest 11th Circuit Court of Appeals decision. ALA participated in the request that National Geographic be allowed to submit a brief to the proceeding, which has been granted. The next step will be scheduling the oral argument in the case. The Greenberg case centers on whether the National Geographic has the right to reproduce and distribute licensed works of freelance writers in the CD-ROM version of its microfiche publication.

International Copyright

At the September WIPO General Assembly meeting, the delegates voted to continue work on the "development agenda," which would bring developing nations into an intellectual property legal framework and on traditional knowledge and cultural expression, which would consider IP protection for traditional knowledge like folklore. These activities will have a profound effect on world trade and access to information as well as the United States' own copyright and patent laws. OITP is working with the Library Copyright Alliance to further international copyright advocacy for libraries through its International Copyright Advocate program. (See OITP section for more.)

ADVOCACY

Grassroots Advocacy

Work continues on updating and increasing the effectiveness of the Legislative Action Center (LAC), as well as the other advocacy tools on the website addressing federal legislative issues. OGR staff has spoken at numerous state conferences and other venues this fall. There was also an advocacy workshop for GODORT members in mid-October.

Online Advocacy

OGR's Grassroots Coordinator Erin Haggerty left ALA this summer for a new position as a law librarian in Washington, DC. The new grassroots coordinator, Rosalind Reynolds, has begun to update the Federal Library Legislative and Advocacy Network

and is also working with the WO Communications Director and others to assure the best utilization of our online advocacy tools.

Since the end of June, nearly 7500 messages have been sent to Congress by almost 2400 advocates using the LAC.

TELECOMMUNICATIONS AND THE INTERNET

Education vs. Filtering – Interactive Web Sites

A major shift in the approach to kids Internet safety issues is welcomed in new bills. Some of the same proponents of blocking and filtering have now gotten behind an "education" approach to Internet safety. This Fall has seen clear recognition by some members of Congress that Internet education surpasses mandated blocking and filtering requirements. The ALA Washington Office has been monitoring and working on several key proposals including:

- To Direct the Attorney General to Provide Grants for Internet Safety Education Programs (H.R. 3577): a bill by Rep. Linda Sanchez (D-CA).

- Safeguarding America's Families by Enhancing and Reorganizing New & Efficient Technology Act of 2007 (H.R. 3461): a bill introduced by Rep. Melissa Bean (D-IL) that would establish a public awareness campaign on Internet safety. It includes in the program activities relating to best practices, a national outreach and education campaign, and information access and exchange. ALA attended a press event in her home district supporting this bill.

- Safer Net Act (H.R. 1008): another bill sponsored by Rep. Bean that would "improve public awareness in the United States regarding safe use of the Internet through the establishment of an Office of Internet Safety and Public Awareness within the Federal Trade Commission."

- Protecting Children in the 21st Century Act (S. 1965): a bill sponsored by Sen. Ted Stevens (R-AK) that would "protect children from cyber-crimes, including crimes by online predators, to enhance efforts to identify and eliminate child pornography, and to help parents shield their children from material that is inappropriate for minors." There is a companion bill in the house.

- e-KIDS Act of 2007 (H.R. 3871): a bill introduced by Rep. Brad Ellsworth (D-IN), which would require certain schools having computers with Internet access that receive services at discounted rates (i.e. the E-rate) to certify that, as part of the required Internet safety policy, the schools are educating minors about appropriate online behavior.

Broadband

Rather like the copyright issues, there has been much discussion, some oversight hearings and debate at the FCC, but there has been little action on broadband in terms of legislation or regulation. There have been various discussions with Hill offices, potential allies, and others, especially as the results of the ALA Office for Information Technology Policy (OITP) connectivity study have become available. The promotion of broadband deployment and ensuring that libraries have ubiquitous and affordable connectivity to advanced services remains a high priority for ALA. While the discussion continues, little action has been seen.

Universal Service and the E-rate

Unfortunately, this is also the same dynamic for reform of universal service. Many of the major stakeholders, such as Verizon and AT&T, have become quiet (but not timid) about pushing for Universal Service Fund (USF) reform during this Congress. While parts of their industry want to stabilize the USF, on the whole, they risk losing more should the issue be opened up. Not an unusual dynamic given the pace of telecommunications reform in general.

Network Neutrality

While there are still bills on the books in this Congress, the debate is much quieter than the last Congress. ALA remains in support of real net neutrality and continues to watch this issue closely. Again, the subtle balance between Congressional legislative action and regulatory action by the Federal Communications Commission (FCC) keeps this issue, as well, in the "discussed but no action" column.

ALA remains active in various telecommunications coalitions, including Education and Library Networks Coalition (EdLiNC), focusing primarily on E-rate issues, and with the Alliance for Public Technology.

GOVERNMENT INFORMATION

Open Government Legislation

The Freedom of Information Act (FOIA)

The Freedom of Information Act Amendments of 2007 (H.R. 1309) and the OPEN Government Act of 2007 (S. 849) include reforms to FOIA to reduce backlogs and delays in responding to requests; provide incentives for agency compliance; and in general, strengthen FOIA.

- H.R. 1309 passed in March (308-117) and S.849 passed in the Senate by unanimous consent in August.

OGR has been working along with a coalition of open government groups to move legislation that would improve the Freedom of Information Act, Presidential Records Act, and whistleblower protections. Activities include strategy meetings, meetings with Congressional staff, group letters, and press. ALA was quoted in two articles concerning the Presidential Records Amendment Act. All of these bills have passed the House and are either stalled in the Senate or in pre-conference discussions.

E-Government

The ALA Committee on Legislation has identified E-government as an important legislative initiative. As government agencies at the local, state and federal level increasingly move to the online world to directly provide services, tremendous opportunities and demands have been created for libraries. Public libraries assist members of their community with government services in many ways: in completing job applications, filing unemployment claims, contacting Immigration and Naturalization services and signing up for voter registration, to name a few. **These are essential services for the public, which have consequently added up to an unfunded mandate for libraries.**

OGR has had several meetings and discussions with staff in the Senate's Homeland Security and Governmental Affairs Committee to generate awareness and support for our E-Government efforts and to develop legislation that reflects the reality that public libraries are the primary providers for E-government services. ALA developed questions for Chairman Lieberman to ask during a hearing on E-government in December. The focus of the hearing was E-government and Web 2.0. ALA also submitted a statement for that hearing. The Committee proposed the possibility of a Capitol Briefing on E-government and Libraries. Working with OITP, OGR has prepared documentation on E-government and begun pre-planning for an E-government Summit. In addition, the gathering and analysis of information related to E-government is ongoing in order to identify the resources that would be most helpful to local libraries as they manage these new demands.

- The IRS recently announced new requirements for small tax-exempt organizations. Groups that normally would not have had to file returns may now have to file an annual electronic notice.

- The WO is working to bring about legislation that reflects the reality that public libraries are the primary providers for E-government services as needed. Financial support is required to provide training, technology (including broadband services) and the necessary resources to provide a government service that is reliable, trusted, expert and available to citizens in their communities. In their expanding role as front line service providers during emergencies and natural disasters, support and more coordination with federal, state and local agencies is also necessary.

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- We are in the process of completing background information and analyzing the state of play to help with the process and to assess other types of support (beyond legislation) that could be helpful to local libraries as they manage these new demands.

Open Access to Publicly Funded Research

OGR is actively working in this area especially with the Alliance for Taxpayer Access (ATA), a coalition of over 60 library, non-profit and patient advocacy groups. Through the ATA, we are working on various aspects of improving open access.

- **National Institutes of Health (NIH) Public Access Policy**
  Both the House and Senate included language in their fiscal year (FY) 2008 Labor-HHS bill to make this program mandatory. Unfortunately, the House failed to override the President's veto of the bill containing the NIH Public Access language. OGR will be monitoring to ensure the NIH language remains in the bill as Congressional leaders try to reach a compromise on the appropriations bills.

Deliberative Dialogue – Finding Common Ground

In mid-December, COL and the OITP Advisory Committee hosted a one-day meeting to find ways to build consensus on government information issues. Representatives from certain ALA units – including COL, GIS, GODORT, ACRL, ALCTS and possibly ASCLA, LAMA and LITA – attended. The meeting, held on December 12 at the WO, was lead by a facilitator knowledgeable in "deliberative dialogue," who also has experience in library-related settings.

21st Century Right to Know Initiative

ALA is a member of this coalition and attended the kick-off retreat in Pocantio, NY, convened by OMB Watch.

Library of Congress Cataloging Hearing

OGR prepared ALA President-elect Jim Rettig as a witness for an October 24 oversight hearing before the U.S. House of Representatives' Committee on House Administration on the Library of Congress titled "Issues in Library Management." OGR prepared the verbal testimony and the written statement.

PRIVACY & SURVEILLANCE

FBI National Security Letter Abuses/USA PATRIOT Act Reform

ALA firmly opposes the use of National Security Letters (NSLs) – specifically to obtain library records – and has urged immediate reforms of NSL procedures. OGR continues to

work for reforms to NSLs and other surveillance activities.

- o At the 2007 Annual Conference, ALA passed a resolution calling for Congress to reform laws governing the government's use of NSLs.

- o OGR has worked closely with the office of Sen. Russ Feingold (D-WI) over the past few months in reviewing and offering feedback on the Senate NSL reform legislation: the national Security Letter Reform Act of 2007. That bill is co-sponsored by Sen. John Sununu (R-NH).

- o OGR worked with sponsors of new national security letter reform legislation, the National Security Letters Reform Act of 2007 (H.R. 3189), introduced by Rep. Jerrold Nadler (D-NJ) in July 2007. WO Executive Director Emily Sheketoff spoke at the press conference held in association with the introduction of the bill to voice ALA's support.

- o OGR continues to support the National Security Letter Judicial and Congressional Oversight Act (H.R. 1739), introduced by Rep. Harman (D-CA).

- o In September, OGR attended a meeting with other organizations hosted by Speaker Pelosi's office to discuss reforms to the Foreign Intelligence Surveillance Act (FISA), which was controversially updated just before Congress left for summer recess. WO is analyzing legislation and monitoring this issue closely to determine our best position and next actions. We have also begun to work closely with ARL as well as our consultants as the FISA reform issue heats-up.

Foreign Intelligence Surveillance Act (FISA) Reform

OGR, in conjunction with the Association of Research Libraries (ARL), has worked extensively since September on the Foreign Intelligence Surveillance Act reform legislation. Two bills – one in the House and another in the Senate – were our focus. Both presented privacy implications for library users including warrantless surveillance.

ALA and ARL, working with two consultants, prepared an extensive amount of letters and documentation on the library community concerns, including a statement for the record for a Senate Judiciary Committee hearing on FISA reform. These materials were distributed to fellow organizations, as well as Congressional offices, and communicated in several personal visits. ALA participated in several press interviews and was quoted in at least four articles.

OFFICE FOR INFORMATION TECHNOLOGY POLICY (OITP)

Completed Report on Public Library Connectivity

OITP completed a study that provides findings and recommendations on improving broadband connectivity in public libraries. The study team of Rick Weingarten and Mark

Bard, with consultants Nancy Bolt and John Windhausen, identifies a number of difficult challenges in ensuring adequate access to broadband in public libraries. These challenges include the varying needs across states, the need for training and support, the lack of understanding of why public libraries need broadband, and the need for planning. Collaboration and aggregation among public libraries and multiple funding models can help to mitigate some of these challenges. The report is available at http://www.ala.org/ala/washoff/contactwo/oitp/papersa/public_version_final.pdf. This study was supported by a grant from the Bill & Melinda Gates Foundation.

Rick Weingarten Retired

After 12 years of service, Dr. Rick Weingarten retired as Director of OITP on June 29. Rick was honored at a reception at the 2007 Annual Conference.

New OITP Director Appointed

On August 13, Dr. Alan Inouye began his tenure as Rick's successor. From 2004 to 2007, Alan served as the Coordinator of the President's Information Technology Advisory Committee in the Executive Office of the President. Alan completed his Ph.D. in library and information studies at the University of California at Berkeley.

Completed Digitization Principles

Based on an April 2006 workshop in Chicago and other inputs, the Task Force on Digitization Policy developed its Principles for Digitized Content. These principles were approved by the ALA Council at the 2007 ALA Conference and may be accessed at http://www.ala.org/ala/washoff/contactwo/oitp/digtask.cfm.

Improving Library E-rate Participation Project

OITP has received a grant from the Bill & Melinda Gates Foundation to continue its work on encouraging libraries to participate in E-rate. The first year of the project was a tremendous success, and we received funding to continue the two yearly training sessions for state E-rate coordinators and related activities, for three years.

The third state library E-rate coordinator training was held in Arlington, VA, November 6-8. This session included a full-day training for coordinators who are new to the E-rate program. The feedback from the three days of training was very positive.

On January 10, OITP will make a presentation to the Chief Officers of State Library Agencies (COSLA). The purpose of the presentation is to explain to state leadership the value and potential of the E-rate program, and to encourage them to support a dynamic state E-rate coordinator and send that person to ALA training.

E-rate

ALA proposed a major simplification of the E-rate application and disbursement process to the FCC in October 2005. Since that time, we have continued to meet with stakeholders and decision makers to explain our proposal. We met with the FCC again in June, and with a large group of service providers in September. We are hopeful that the FCC will issue a rule on simplification in the next few months.

Digital Television (DTV) Transition Update

On February 19, 2009, free over-the-air analog television broadcast as we know it will end as the country transitions to an all-digital signal. The impact of this change may be immense, as millions of Americans may need to purchase a digital converter box to receive the new signal. Responsibility for the transition, the coupon program that will provide discounts on the converter boxes and the education program is shared by the Federal Communications Commission (FCC) and the National Telecommunications and Information Administration (NTIA). A wide range of commercial and public interest groups – including ALA – has also gotten involved to work toward a smooth transition.

ALA continues its work with the DTV Transition Coalition, an ad hoc group of broadcasters, manufacturers and public interest organizations that is preparing for the 2009 transition from analog to digital television signals. We have also reached out to the NTIA and the FCC, which are the governmental groups leading this effort. On September 25, ALA president Loriene Roy participated in a panel discussion at an NTIA-sponsored public meeting on DTV.

December 1-7 was the FCC/ALA DTV Awareness Week, with libraries across the country co-hosting DTV community education events.

- The WO has promoted DTV Awareness Week with a toolkit for librarians to use in educating their patrons and two podcasts, one featuring the FCC's Catherine Seidel and the other featuring ALA President Loriene Roy.

Additionally, ALA is working with public broadcasting, the NTIA, and other organizations on education initiatives.

Filings with the Federal Communications Commission (FCC)

DTV Consumer Education Initiative

ALA's comments on this proceeding encouraged the Commission to create a consumer education program that goes beyond informing consumers of the coupon program; rather, this program should explain to consumers the reasons for the transition. We also strongly encouraged the Commission to reach out to libraries in their communications efforts, since libraries play a key role in E-Government and are trusted sources of information.

Deployment of Advanced Services

Congress has called upon the FCC to determine the extent to which advanced services, better known as broadband, is being deployed in a timely manner. Based upon research completed by ALA, U.S. libraries do not have affordable broadband available to meet the demand of patrons. ALA emphasized this and other points with comments filed with the FCC as they conduct their review. Further, we called upon members to file their own experience with broadband deployment and provided them with a template to base their comments on. Between the 10 comments filed by libraries and ALA, the FCC received 11 comments, out of a total of 83 filings, from the library community.

Data Collection of Advanced Services

ALA encourages the FCC to reconsider its data collection efforts when obtaining subscription data from broadband providers. At present, the FCC considers broadband to be 200 Kbps, in one direction (which is approximately four times the speed of dial-up). Further, if one subscriber in a zip code obtains a broadband connection, according to current data collection methods, the entire zip code has access to the service. ALA called upon the FCC to increase the speed it considers broadband, to collect more refined geographic data and disseminate this information more widely to improve consumer's information on broadband deployment.

Broadband Industry Practices/Network Neutrality

To assess its role in the network neutrality debate, the FCC sought comments on the practices of the broadband industry. ALA encouraged the FCC to preserve the open nature of the Internet to ensure the public has access to all lawful content within the libraries they rely upon for computer access.

Meetings with the FCC - November 16, 2007

Representatives of OITP and the Office for Research and Statistics (ORS) met with FCC leaders in November to review the results of the Library Connectivity and Public Library Funding and Technology Access Studies. It was a great opportunity to educate the FCC once again on the key role libraries play in providing access to technology and information.

Project on Participatory Networking

Over the last year, OITP has been working with Syracuse University Professor David Lankes on a project exploring the trend of participatory networking in libraries, specifically to how libraries use Web 2.0 applications. This collaboration resulted not only in a major paper exploring the topic, but an interactive project known as the Participatory Librarianship Starter Kit (http://ptbed.org/). This effort gives those in the

library community an opportunity to contribute their thoughts and ideas on collaboration and conversation.

The library and information science academic community is very interested in the Starter Kit. We will be promoting the Starter Kit and encouraging instructors and students to contribute their own participatory projects, with a presentation at the 2008 Association for Library and Information Science Education (ALISE) conference in Philadelphia.

Kansas Broadband Summit

The Kansas State Library, with support from OITP, hosted a summit on broadband access in public libraries and communities. John Carlin, former Governor of Kansas and former Archivist of the United States, kicked off a day of discussion. John Windhausen, Linda Schatz and Nancy Bolt, consultants to ALA, and Mark Bard, from OITP, participated in the discussions on improving broadband connectivity to communities and libraries.

Internet Safety Town Hall

On July 20, ALA participated in a session hosted by the Internet Caucus Advisory Committee in regards to safe computing on the Internet. Members of Congress and their staff toured the open house to collect information from organizations to hold town hall meetings in their districts during the August recess. As a result of our participation, ALA educated members of Congress that education, not filtering or other technological measures, is key to keeping children safe online. Further, libraries and ALA experienced a rise in visibility pertaining to this "hot" topic, supplying members, such as Bob Goodlatte (R-VA), with materials for a meeting he held at Lynchburg (VA) Public Library. Additionally, contacts within other organizations were established who can contribute to working on this important issue.

Public Domain Slider

The OITP Copyright Advisory Committee, with support from the John D. and Catherine T. MacArthur Foundation, has developed a tool to determine when a work is in the public domain. Did you know that many creative works published **after** 1923 are in the public domain? Because of changes in the law regarding the requirements necessary to gain copyright protection, public domain status is a confusing maze. The slider tool can be used to determine the copyright status of a work by manipulating the sliding panel of the tool. All executive board members will receive their very own slider from Emily when she makes her report. An electronic version of the instrument is underway. Plans to sell the sliders through ALA Graphics are in process.

Copyright Scholar Program

The OITP Copyright Advisory Committee has selected eight ALA members from a pool of 37 self-nominees who will serve as Copyright Scholars for the Copyright Advisory Network (CAN, www.librarycopyright.net). CAN, an electronic bulletin board and web

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site where librarians can discuss copyright and copyright queries, has been in operation since 2005. The wildly popular site is managed by OITP but run by ALA members and volunteers. With an average of over 1200 views a day, CAN provides librarians with a valuable free service focusing on the problems facing librarians when dealing with copyright at their institutions. The Scholar program ensures that all queries posted on the Network forum are addressed within a 48-hour period (excluding holidays). Excellent service and knowledgeable copyright experts are the hallmarks of this continuing program. **For more information about this year's scholars, see: http://www.wo.ala.org/districtdispatch/?cat=9**

Copyright Scholar Training, October 11-12, 2007

The eight librarians selected as this year's copyright scholars met in Washington, DC, to evaluate and improve the Copyright Advisory Network service (www.librarycopyright.net). The scholars decided to expand the service blog and use a wiki to collectively develop FAQs.

CCIA Complaint Regarding Misleading Copyright Notices

OITP is collecting data in support of the Computer & Communications Industry Association (CCIA) complaint to the Federal Trade Commission (FTC) regarding false and misleading copyright warnings provided by publishers and motion picture distributors. A misleading copyright notice is a copyright statement that overstates the authority of copyright holders and their legal control over use of protected works. A good example is "home use only" which is consistently used by the motion picture industry at the beginning of a video or DVD, whether rented or owned. Home use only videos can be used in the face-to-face classroom (17 U.S.C. §110(1)), and, to a slightly lesser extent, in the distance education classroom (§110(2)), because of exemptions provided to non-profit educational institutions. Another example is "all rights reserved," printed on the verso of a book of public domain materials. False copyright warnings confuse library patrons and can lead to schools and colleges mistakenly purchasing additional rights to use a work that are not required by law.

Best Practices on the Use of Video and Other Media

OITP is initiating a project with the Video Round Table (and any additional divisions or round tables who have an interest and wish to volunteer) to develop a best practices document for librarians and educators who purchase or use videos, DVDs, or other media in the classroom. People are often confused by public performance limitations, replacement and preservation of media, and tiered pricing models. Libraries also need to better understand new licensing terms that are often associated with new media. Are additional rights for streaming media on a secure classroom website necessary? Can faculty use media clips in the classroom without a license? What about digitizing clips for interlibrary loan? These questions and many others will be addressed in the best practices document.

Bill & Melinda Gates Foundation Meeting

Representatives of OITP and the WO participated in a grantees meeting of the U.S. Libraries Program of the Bill & Melinda Gates Foundation in October in Seattle, WA. This meeting provided an opportunity for ALA to foster our successful relationship with the Foundation, to discuss our pending proposal for a project to increase library participation in the E-rate program, and to discuss possible follow-on activities on library connectivity.

Emily Sheketoff spoke with a representative from the International City/County Management Association who produced a pamphlet for city managers recommending they work more closely with their public librarians.

Google Policy Fellow

The WO is participating in a new policy fellowship summer program organized and sponsored by Google. In the summer of 2008, a Fellow will work in the WO for 10 weeks under the direction of OITP and OGR. Google will pay the Fellow a stipend, but the company will not be involved in assigning work tasks. A number of other DC policy organizations, such as the Center for Democracy and Technology and Public Knowledge, are also participating in this program.

International Copyright Advocate Program

Recent developments at the World Intellectual Property Association (WIPO), the United Nations Educational, Scientific and Cultural Organization (UNESCO), and the Organisation for Economic Co-operation and Development (OECD) require that ALA engage more fully in the international copyright arena. With funds from the MacArthur Foundation, OITP has selected three copyright advocates – knowledgeable copyright librarian experts – to enhance and deepen our participation in these international meetings.

The advocates met in Washington in early December for further training and other preparation. New initiatives in the international arena include the development agenda (a program to assist developing countries in promoting intellectual property as an aid to social and cultural development, economic growth, and wealth creation), traditional knowledge (policies to protect traditional knowledge and folklore from misuse and misappropriation), and the economics of copyright. A WIPO study is also underway regarding library exceptions to copyright law.

OITP Fellows Program

OITP has long benefited from the help and support of individuals in the academic and research community. The OITP Advisory Committee has decided to institutionalize this important role through the creation of the OITP Fellows Program. R. David Lankes has been named the first **OITP Fellow** through December 2008. With this position, Lankes

will lead a collaborative research project with OITP on the evolving landscape of information technology and its implications for the education of the next generation of library and information science professionals.

Robert Oakley Memorial Scholarship Fund

The Library Copyright Alliance has established a fund to be housed at ALA in honor of law librarian and fair use advocate Robert Oakley who died unexpectedly in September. Donations from all of the major library associations, their members, and others will contribute to the scholarship fund, which will provide the means for study, travel, research, and/or conference support for librarians in their early- to mid-careers who are interested and/or active in the fields in which Robert Oakley was expert: intellectual property, public policy, copyright and their impacts on libraries, and the ways libraries serve their communities. The award will encourage and expand interest in and knowledge of these aspects of librarianship as well as bringing the next generation of advocates, lobbyists, and scholars to the forefront with opportunities they might not otherwise have. A website with more information about Bob Oakley and the fund is under development.

Mark Bard Update

Mark Bard, OITP's Information Technology Specialist remains unconscious but stabilized. Mark is out of the hospital and currently at a rehabilitation facility in Virginia. The full extent concerning Mark's recovery is largely unknown. However, he exhibits some movement, opens his eyes infrequently, and recognizes familiar voices. OITP will continue to share updates on Mark's condition as they become available.

WASHINGTON OFFICE COMMUNICATIONS

New Communications Director

WO Communications Specialist Andy Bridges was promoted to Communications Director. Andy has been with the Washington Office since May 2006 and acted as Interim Communications Director since November 2006.

W. Alston Roberts III was hired as Communications Specialist. His new duties revolve mainly around the WO's website presence.

District Dispatch Blog

We completed the upgrade of our blog, *District Dispatch*, to a new and improved server. The blog now lives at http://wo.ala.org/districtdispatch and is the primary source of news and information for the WO, not to mention home to the podcast.

OUTREACH

Emily Sheketoff and Harford County public librarian Jamie Watson met with officials of the Internal Revenue Service (IRS) to discuss products and programs the IRS would like

to provide libraries to better serve the small business community.

Emily Sheketoff attended the anniversary of the A + program promoting collaboration between public and school libraries and the Howard County Public Schools.

League of Women Voters

The League is interested in working with libraries as this country heads toward next year's election cycle. They have some exciting things available to libraries that want materials/online information or programming.

PLA Board of Directors
Midwinter 2007-2008
2008.26

PLA Fall Executive Committee 2007-2008
2008.10
REVISED BASED ON FOURTH CLOSE

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

Total Revenues Budgeted/Actual/Remaining:	$ 1,119,500	$ 1,217,361	$ (97,861)
Total Direct Expenses Budgeted/Actual/Remaining:	$ 1,771,653	$ 1,883,975	$ (112,322)
Overhead Budgeted/Actual/Remaining:	$ 78,949	$ 90,885	$ (11,936)
Net Revenue (Expense) Budgeted/Actual/Variance	$ (732,502)	$ (757,499)	$ 24,997
Beginning/Ending Net Asset Balance:	$ 955,024	$ 197,525	

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 and product development.

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.

PLA Board of Directors
Midwinter 2007-2008
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REVISED BASED ON FOURTH CLOSE

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

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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.

New information:
PLA Endowment Net Asset Balance: $837,989. PLA did not make a contribution to the Endowment in FY07; however, a $250,000 contribution is planned for FY08 should we be in the financial position to do so.

Public Library Association
FY 2006-2007 Financial Report
Year-To-Date Report by Project
Audited 4th Final Close

	FY2006 Budget	FY2006 Final close	FY2007 Budget	FY2007 Final Close
1 <u>Administration (0000)</u>				
Revenue	$0.00	$0.00	$0.00	$0.00
Expenses				
Salaries/Benefits	$529,036.00	$380,633.09	$578,404.00	$456,942.00
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	$556,154.00
2 <u>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	$306,749.45
3 <u>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
4 <u>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
5 <u>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
6 <u>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
7 <u>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

	FY2006 Budget	FY2006 2nd close	FY2007 Budget	FY2007 Final Close
8 AC Preconference (3026)				
Revenue	$18,750.00	$0.00	$26,250.00	$22,640.00
Expenses	$17,106.00	$0.00	$14,394.00	$18,596.67
9 Public Libraries (3030)				
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	$87,170.26
TOTAL	$173,104.00	$166,451.42	$151,971.00	$167,834.89
11 Web-CE (3040)				
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
12 2008 NC General Program (3041)				
Revenue			$0.00	$0.00
Expenses			$37,440.00	$21,648.57
13 NC 2008 Exhibit Registration (3042)				
Revenue			$0.00	$0.00
Expenses			$57,025.00	$88,192.81
14 NC 2008 Promotion (3043)				
Revenue			$0.00	$0.00
Expenses			$48,300.00	$27,534.86
15 NC 2008 Open/Close Session (3045)				
Revenue			$0.00	$0.00
Expenses			$10,000.00	$0.00
16 NC 2008 Programs (3046)				
Revenue			$0.00	$0.00
Expenses			$0.00	$1,027.33
17 Publications (3058)				
Revenue				
Books	$12,000.00	$39,033.22	$35,000.00	$95,190.53
Fulfillment/Returns	-$850.00	-$13,308.00	-$850.00	$1,509.20
Royalties	$27,000.00	$15,925.79	$29,000.00	$24,475.16
TOTAL	$38,150.00	$41,651.01	$63,150.00	$118,166.49
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	$88,960.48
TOTAL	$108,040.00	$124,231.52	$112,986.00	$148,338.91

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

	FY2006 Budget	FY2006 2nd close	FY2007 Budget	FY2007 Final Close
28 2007 Spring Symposium (3071)				
Revenues	$0.00	$0.00	$165,000.00	$157,953.84
Expenses	$6,325.00	$7,032.00	$156,075.00	$183,166.45
29 Preschool Literacy (3120)				
Revenue	$70,000.00	$93,926.73	$96,250.00	$109,685.58
Expenses	$40,540.00	$46,190.21	$44,747.00	$38,831.04
30 Public Library Data Service (3172)				
Revenue Sales	$76,950.00	$26,883.33	$76,950.00	$131,825.54
Royalties	$20,000.00	$18,790.41	$10,000.00	$23,071.41
Returns				$5,569.60
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	$46,451.00	$29,169.60	$35,382.00	$44,609.05
TOTAL	$96,451.00	$100,196.60	$85,382.00	$96,428.05
31 Certified Public Library Administrators (3189)				
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

	FY2006 Budget	FY2006 2nd Close	FY2007 Budget	FY2007 Close
Fund Balance	$950,404.31	$950,404.31	$955,023.00	$955,024.31
Revenue	$3,758,955.00	$4,095,274.60	$1,119,500.00	$1,217,361.73
Expenses	-$3,516,341.00	$3,840,655.00	$1,852,002.00	$1,974,860.77
Net	$1,193,018.31	$1,205,023.90	$222,521.00	$197,525.30
Transfer to Endowment		-$250,000.00	$0.00	$0.00
Fund Balance*		$955,023.00	$222,521.00	$197,525.50

December 31, 2007

To:	**PLA Board of Directors**
From:	**Greta K. Southard**
Re:	**FY07-08 Financial Analysis and Management Report, through November 2007**

Total Revenues Budgeted/Actual/Remaining:	$ 4,953,603	$ 279,821	$ 4,673,781
Total Direct Expenses Budgeted/Actual/Remaining:	$ 3,892,523	$ 415,064	$ 3,477,457
Overhead Budgeted/Actual/Remaining:	$ 812,748	$ 21,067	$ 791,680
Tax Budgeted/Actual/Remaining:	$ 1,512	$ 242	$ 1,270
Net Revenue (Expense) Budgeted/Actual/Variance	$ 1,061,080	$ (135,242)	$ 145,502
Beginning/Ending Net Asset Balance:	$ 196,385	$ 61,142	

Summary

PLA revenues are $27,191 or 8% under budget and expenses are $172,693 or 29% under budget budget. Overall, PLA is $145,502 or 51% under budget on a net revenue/expense basis. PLA began the FY08 year with a fund balance that was $37,000 less than planned as related to original FY07 budget resulting in a lower than anticipated fund balance.

Membership

PLA November membership report shows 11,355 members, for comparison purposes, November 2006 was 11,674 and November 2005 was 10,454. However, November performance report shows membership revenues as $14,284 under budget. This appears to be a timing issue, budget allocation was based on November 2006 actual when November 2005 actual should have been the basis of comparison for allocation purposes based on membership prior to a National Conference rather than membership after a National Conference. However, the $50 membership fee and the membership numbers still to not correlate to revenue as one would expect due to the timing of member renewals.

Products

Overall, registration for regional continuing education (PLA Bootcamp, CPLA workshops) is ahead of budget by $16,616. However, expenses outpace registration for these events due to higher catering, bank service, overhead, professional service fees. Publication sales are $14,709 or 44% over budget due to the release of the *Passion, Purpose, Persuasion Toolkit* and brisk sales of the Nursery Rhyme materials; however, sales of the Every Child Ready to Read Kit are $32,557 or 72% under budget. ALA Editions will be releasing PLA's newest title in the Results series at Midwinter, *Strategic Planning for Results*. We anticipate that sales will be brisk for this title resulting in additional royalty payments to PLA. Currently, royalties are $2000 under budget—this is a timing issue. Sales of the *Public Library Data Statistics* (PLDS) report have tapered off resulting in the project being $5,727 or 162% under budget on a net revenue basis, marketing efforts will renewed and intensified. Donations are 9,751 or 31% under budget; however this is a timing issue. As of this writing, partner pledges for direct dollars amount to $112,900 billing is underway for the uncollected pledges. The performance report shows $21,500 collected. Additionally, we have secured $50,000 in-kind donations which is information that would not show up in the performance report.

Advertising for Public Libraries magazine is on the uptake. Advertising revenue is $6,990 or 57% ahead of budget while expenses are controlled and $4,372 or 14% under budget. Net result is

the magazine has $3,968 net revenue instead of ($16,273) resulting in the magazine being 124% ahead of budget.

Registration for PLA's signature event, the National Conference is 62% ahead of comparable point in time as compared to the 2006 registration figures. As of December 24, there were 2031 registrants as compared to 1266 for the 2006 conference. Early Bird registration closes January 18, 2008. This translates into over $400,000 in deferred registration revenues. Over 197 people have signed up for the new member reception, the housing block is under control and new properties are being added as needed to fill the housing demand. Exhibit sales are on budget with over $1,500,000 in deferred revenue. 3M is partnering with us in the sponsorship of a free leadership preconference. A competitive process was instituted by the PLA Leadership Task Force to select the 100 participants for this event. PLA is also partnering with the Gates Foundation in delivering a free advocacy training preconference based on the curriculum being developed for the grant project. Overall, projects related to National Conference are performing as expected with two notable exceptions to budget---higher insurance fee was paid ($21,000) to include anti-terrorist threat coverage, and due to the increased pace of registration, bank service fees are over budget by $15,363.

Staffing
The PLA Marketing and Membership Specialist position is vacant (Angela Thullen was hired by PPO December 17 to fill a Communications Officer position). As a result, Joe Potaczek, Deputy Director, and I have re-evaluated work flow and staffing needs. We anticipate turning that position into a 'Manager, Digital and New Media' with control over our web presence and development of future digital products, such as virtual conferences, continuing education, etc. As a result, reporting relationships and work flow is being restructured. We will realize some salary savings, but anticipate hiring a replacement as soon as possible. In the interim, we are hiring PLA former staffer, Brendan Dowling on a temporary basis for the ongoing updating of the website.

Endowment
The PLA Endowment currently has $871,238 in principle. PLA will continue the practice of reinvesting the interest rather than drawing monies out of the spending account.

Gates Grant
Staff and contractors have been hired for the daily project management, development of the curriculum, development of website, development of registration process, branding of materials; the hiring of trainers is underway as well as well as the hiring of an elearning contractor. Venues have been selected and contracts are in place for the delivery of 7 continuing education events March through April 2008 in the states participating in year one of the Bill & Melinda Gates Foundation companion project, the Opportunity Online Hardware grant. Planning is underway with the state intermediaries for round two of the companion grant projects. We anticipate delivering training to the round two grantees next fall. ALA received the first payment of $2,660,287 year one of the 3 year grant in June. As of this writing, $123,105 has been spent. The bulk of the expenses will come as we deliver the training----the grant is paying for the full participation of the attendee—food, travel, and housing. At this time ALA has recovered $16,057 of the $316,241 in overhead associated with year one of the project.

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

	FY2007 Budget	FY2007 Final Close	FY2008 Budget	FY2008 November
1 Administration (0000)				
Revenue	$0.00	$0.00	$0.00	$0.00
Expenses				
Salaries/Benefits	$578,404.00	$456,942.00	$637,846.00	$129,010.50
Operating	$88,991.00	$93,618.00	$92,044.00	$21,610.46
TOTAL	$667,395.00	$556,154.00	$729,890.00	$150,260.96
2 Service to Members (3000)				
Revenue				
Dues	$459,100.00	$451,037.53	$517,255.00	$114,513.18
Others	$700.00	$304.01	$3,500.00	$76.82
TOTAL	$459,800.00	$451,341.54	$520,755.00	$114,590.00
Expenses				
Operating	$252,205.00	$306,749.45	$430,105.00	$9,650.12
3 Committee Planning (3002)				
Revenue	$0.00	$0.00	$0.00	$0.00
Expenses	$19,545.00	$33,492.05	$30,800.00	$908.18
4 Regional CE (3007)				
Revenue	$26,250.00	$39,640.00	$68,750.00	$33,670.00
Expenses	$73,199.00	$88,921.49	$110,288.00	$44,746.82
5 Regional CE-Meal Events (3010)				
Revenue	$3,000.00	$17,261.75	$3,000.00	-$60.00
Expenses	$2,600.00	$9,579.25	$2,600.00	$2.42
6 Certified Public Library Administrators (3189)				
Revenue	$15,000.00	$0.00	$67,500.00	$28,855.00
Expenses	$14,863.00	$25,630.55	$60,078.00	$36,231.82
7 Web-CE (3040)				
Revenue	$20,000.00	$3,709.00	$34,250.00	$0.00
Expenses	$17,150.00	$57,742.28	$26,870.00	$0.00

	FY2007 **Budget**	FY2007 **Final Close**	FY2008 **Budget**	FY2008 **November**
8 Advocacy (3018)				
Revenue	$10,000.00	$12,054.80	$85,000.00	$657.60
Expenses	$23,575.00	$94,588.12	$61,855.00	$1,457.45
9 PLA Partners (3020)				
Revenue	$69,000.00	$46,349.30	$129,000.00	$21,500.00
Expenses	$63,150.00	$11,723.26	$59,850.00	$148.12
10 Preschool Literacy (3120)				
Revenue	$96,250.00	$109,685.58	$96,250.00	$7,750.88
Expenses	$44,747.00	$38,831.04	$48,026.00	$2,611.44
11 Public Libraries (3030)				
Revenue				
Subscriptions	$35,000.00	$53,805.20	$36,250.00	$10,164.99
Advertising (Net)	$43,800.00	$49,692.95	$49,400.00	$18,263.40
Other	$50.00	$3,470.03	$50.00	$1,152.74
TOTAL	$78,850.00	$89,471.77	$85,700.00	$29,581.20
Expenses				
Manufacturing/Dist.	$63,865.00	$53,571.14	$24,325.00	$11,070.20
Professional Services	$1,000.00	$14,881.93	$500.00	$4,006.13
CPU	$13,437.00	$12,211.56	$13,437.00	$0.00
Other	$73,669.00	$87,170.26	$109,070.00	$10,536.26
TOTAL	$151,971.00	$167,834.89	$147,332.00	$25,612.57
12 Public Library Data Service (3172)				
Revenue Sales	$76,950.00	$131,825.54	$121,788.00	$15,502.45
Royalties	$10,000.00	$23,071.41	$10,000.00	$0.00
Returns		$5,569.60	$3,800.00	$1,128.16
Total	$86,950.00	$149,327.35	$127,988.00	$14,374.29
Expenses				
U of I Contract	$50,000.00	$51,819.00	$50,000.00	$1,500.00
Other	$35,382.00	$44,609.05	$41,298.00	$5,101.33
TOTAL	$85,382.00	$96,428.05	$91,298.00	$20,101.33
13 Publications (3058)				
Revenue				
Books	$35,000.00	$95,190.53	$46,800.00	$31,978.46
Fulfillment/Returns	-$850.00	$1,509.20	-$2,340.00	$1,230.48
Royalties	$29,000.00	$24,475.16	$30,000.00	$0.00
TOTAL	$63,150.00	$118,166.49	$76,960.00	$30,140.78
Expenses				
Manufacturing/Dist.	$10,900.00	$59,378.43	$11,400.00	$516.17
Operating	$102,086.00	$88,960.48	$125,234.00	$6,387.14
TOTAL	$112,986.00	$148,338.91	$136,634.00	$6,903.31

	FY2007 **Budget**	FY2007 **Final Close**	FY2008 **Budget**	FY2008 **November**
14 2008 NC General Program (3041)				
Revenue	$0.00	$0.00	$1,432,100.00	$0.00
Expenses	$37,440.00	$21,648.57	$611,637.00	$35,160.20
15 NC 2008 Exhibit Registration (3042)				
Revenue	$0.00	$0.00	$1,827,500.00	$0.00
Expenses	$57,025.00	$88,192.81	$804,752.00	$18,182.00
16 NC 2008 Promotion (3043)				
Revenue	$0.00	$0.00	$13,000.00	$0.00
Expenses	$48,300.00	$27,534.86	$120,010.00	$47,150.20
17 NC 2008 Open/Close Session (3045)				
Revenue	$0.00	$0.00	$20,000.00	$0.00
Expenses	$10,000.00	$0.00	$61,000.00	$0.00
18 NC 2008 Programs (3046)				
Revenue	$0.00	$0.00	$0.00	$0.00
Expenses	$0.00	$1,027.33	$127,900.00	$5,010.51
19 NC 2008 PLA Store (3047)				
Revenue			$1,200.00	$0.00
Expenses			$1,200.00	$0.00
20 NC 2008 Tours (3048)				
Revenue			$100.00	$0.00
Expenses			$100.00	$0.00
21 NC 2008 Meal Events (3049				
Revenue			$100,000.00	$0.00
Expenses			$84,000.00	$1,163.71
22 NC 2008 Preconferences (3050)				
Revenue			$122,500.00	$0.00
Expenses			$69,185.00	$1,555.25

	FY2007 Budget	FY2007 Final Close	FY2008 Budget	FY2008 November
23 AC Preconference (3026)				
Revenue	$26,250.00	$22,640.00	$26,250.00	-$120.00
Expenses	$14,394.00	$18,596.67	$16,383.00	$7.00
24 2009 Spring Symposium (3072)				
Revenues			$0.00	$0.00
Expenses			$8,000.00	$50.00
25 2007 Spring Symposium (3071)				
Revenues	$165,000.00	$157,953.84	$0.00	$275.00
Expenses	$156,075.00	$183,166.45	$0.00	$77.39

BALANCE SHEET STATEMENT

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

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

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

2008 Endowment Principle	$871,238
August 2008 Contribution	$250,000
Projected Principle Balance	$1,121,238

January 4, 2008

TO: PLA Board of Directors
FR: Greta K. Southard
RE: ALA Draft Protocol for Responding to a Formal Request for an "Official" ALA
          Position

Action Item

The attached document is related to Molly Fogarty's report regarding PLA's participation in the December 12 meeting regarding process to follow to come to consensus on requests for ALA position statements as related to government information issues.

PLA has been asked to review and respond back to ALA.

EBD #12.33
2007-2008

TO: ALA Executive Board

RE: Draft Protocol for Responding to a Formal Request for an "Official" ALA
              Position

ACTION REQUESTED/INFORMATION/REPORT:

        Information and discussion

CONTACT PERSON:

        Keith Michael Fiels, 1-800-545-2430 x1392, kfiels@ala.org

BACKGROUND:

This protocol is intended to serve as a guideline when formal requests or invitations are
received for official comments on government rules and regulations or from
governmental or other non-governmental organizations for the "official ALA" position or
for formal support for that other organization's position.

This draft protocol was developed as a follow-up to discussions at the 2007 Annual
Conference. At that time, it was felt that a more formal statement of respective roles and
responsibilities of the Officers, Board and various units and committees and others would
be useful in improving communication and coordination.

This protocol has been developed by the Executive Director in consultation with the
Washington Office and Office for Intellectual Freedom. It is recommended that,
following Board discussion, the draft document be further circulated to divisions, round
tables, committees and other units.

In the meantime, it should be useful in helping to clarify what have been some areas of
confusion in the past.

Attachments:

Draft Protocol

American Library Association

Protocol
for
Responding to a formal request for an "Official" ALA position

This protocol is intended to serve as a guideline when formal requests or invitations are received for official comments on government rules and regulations or from governmental or other non governmental organizations for an "official" ALA position or for formal support for that other organization's position.

1. **Is there already an official position?**

   There may be an existing ALA policy or a Council resolution. In this case, the policy or resolution would serve as the official statement. In many instances, however, an official statement involves an interpretation of ALA policy.

2. **Who can issue an official statement?**

   In general, an official statement involving an interpretation of ALA policy will be issued by the President or Executive Board or the Divisions (within ALA policy and their Council-designated area of responsibility).

   Many ALA Committees have also been granted specific responsibilities for the interpretation of ALA policy as part of their Council-approved charge (an example is the Intellectual Freedom Committee, which has responsibility "To recommend such steps to safeguard the rights of library users, libraries and librarians in accordance with the First Amendment and Library Bill of Rights…in matters touching upon intellectual freedom and censorship). In the case of legislative and regulatory issues, The Committee on Legislation has specific responsibility "To seek rulings and interpretations of laws and regulations affecting the welfare and development of libraries [and] to represent the ALA before Executive and Legislative branches of government as required at all levels." The COL also has the authority "To recommend legislative policy and programs for Council approval."

   If a unit or committee has specific responsibilities for interpreting or implementing ALA policy, it may handle requests in accordance with its Council-approved charge or Council-designated area of responsibility, in consultation with the President and

Executive Director. If a unit that does not have specific responsibilities receives a request for an official statement, it should be forwarded to the President or Executive Director so that it may be appropriately referred and appropriate units consulted. In the case of legislative and regulatory requests, it may also be referred to the Committee on Legislation.

3. Who needs to be consulted?

When an issue requires an interpretation of ALA policy, any ALA units or committees that may reasonably have an interest in the issue should be consulted in developing an official statement. It is the responsibility of the unit or committee with the primary responsibility to initiate this dialog with other units. In some instances, a request falls within the Council-approved charge of more than one committee. In such an instance, it is expected that the committees will work together in preparing an official statement.

4. What about joint statements with outside organizations?

The development of a joint statement with an outside organization or the "signing on" to another organization's official statement should only occur once all appropriate ALA units or committees have been consulted and an ALA position agreed upon.

5. What if there is not sufficient time to consult all parties or if there is a difference of opinion among units?

The unit or committee with delegated responsibility is responsible for the decision as to whether or not an official statement based on an interpretation of ALA policy will be issued. In some instances, the Association may not be able to take an official position if appropriate units or committees with a reasonable interest in an issue cannot be consulted.

 In some instances, a difference of opinion may exist regarding the interpretation of ALA policy that cannot be resolved between units or committees. If the matter falls within the responsibility of more than one unit or committee, no official statement would be issued until agreement has been reached. The ideal goal is to reach consensus prior to issuing a statement.

January 2, 2008

To: PLA Board of Directors
From: Jan Sanders and Greta Southard
RE: ALA Emerging Leaders Program

Attached are the list of the 2008 Emerging Leaders Selected Projects and the 2008 participant list. Below is background information on the project provided by Lorelle Swader, ALA Staff Liaison, June 2007.

Background
In 2006, building on her theme of Libraries Transform Communities, President Leslie Burger focused the Association's attention on furthering its investment in leadership development for its members by sponsoring the Emerging Leaders Initiative. This program is designed to identify new librarians and provide them with the training and practical experience needed to assume leadership positions within ALA, its divisions, units and chapters. More than 300 people applied for the program, 116 were selected and will complete their training and projects by the 2007 Annual Conference.

In recognition of the value of this leadership training program based on member feedback, in order to provide more opportunities for new members to become actively involved in the association, and in recognition of the need to prepare the next generation of ALA leaders, the FY 2008 ALA budget provides for ongoing continuation of the program as part of the services provided by the ALA Office for Human Resource Development and Recruitment (HRDR).

Based on feedback from participants and the divisions, offices and chapters that sponsored Emerging Leaders participants and developed hands-on projects for them, it is clear that an ongoing member-based advisory group is needed to continue to refine and improve the Emerging Leaders Program for the future.

This Task Force will serve as an interim advisory body for the 2008-2009 Emerging Leaders program until a permanent advisory body is established for 2009-2010.

The President's Task Force on the Emerging Leaders Program may also identity and recommend additional opportunities for leadership development for ALA members.

Charge
Working in coordination with the ALA Office for Human Resource Development and Recruitment, the Task Force will:

·   Assist in the planning of future Emerging Leaders programs
·   Work with ALA staff to incorporate member and participant feedback into ongoing improvements and enhancements to the program
·   As needed, develop recommendations for new leadership training initiatives for association members
·   Assist in the identification of grant and other sources of funding to support program ideas
·   Assist in the development of the charge for a permanent advisory group.

Composition
The Task Force will consist of 12 people: two at-large members and ten members to be chosen from among those nominated by the divisions, offices and chapters. The Task Force will be chaired by ALA Past President Leslie Burger.

Staff Liaison will be Lorelle Swader, Director, HRDR

2008 Emerging Leaders Selected Projects (as of 11/07)

Sponsor	Project Name	Description

A PLA — Best Practices from PLA's Grow Your Own Institutional Scholarship Program

In addressing PLA's strategic goal of ensuring that public libraries are staffed by highly skilled, well-trained and competitively compensated professionals who reflect the diverse demographics of the communities they serve. PLA has created the highly successful "Grown Your Own Institutional Scholarship Program". This project seeks to present the success stories and best practices used by the institutions receiving these grants.

Expected Outcomes:

The Emerging Leader team is expected to deliver the following:

1) A mock-up of pages for the PLA website that fit within the current design template
2) Content that represents the wide range of libraries receiving the grants.
3) Quotes, photos and background of some of the people receiving grants from their institutions.
4) Documents or other materials from the recipient libraries that could be adapted.
5) Links to application materials.

B PLA — Public Library Association Communities of Practice (CoP) Incubator

The Public Library Association is in the midst of restructuring and has identified Communities of Practice as a potential integral part of its future. Communities of Practice will be formed either as a transition from an existing committee or unit as a new community. This EL team will be charged with developing guidelines, how-to's, best practices and promotional materials to encourage the formation and growth of new communities.

Expected Outcomes:

The Emerging Leader team is expected to deliver the following:

A presentation to the PLA All Committee meeting at ALA Annual 2008 about:

1) Purpose and benefit of CoPs
2) How to start a CoP
3) Guidelines and policy recommendations for creation, use and dissolution
4) Recommendations on how to p0romote and build the community

5) Sample of how a current PLA committee could be transformed into a CoP

6) Evaluation of ALA's CoP environment versus other tools such as Moodle (moodle.org)

C   AASL   Evaluate Current Intellectual Freedom brochures and Resource Guides aimed at School Libraries, emphasis on elementary school LMSs.

One of the critical features of the library media profession has been its traditionally vigorous defense of intellectual freedom as rooted and defined in the ALA Code of Ethics. Point II in the ALA Code of Ethics deals with Intellectual Freedom and Point IV with Intellectual Property Rights. Both are critical to the maintenance of the individual's right to read.

Recent postings on the school library electronic discussion list, LM_NET, indicate that this issue has not gone away when a librarian asked for suggestions on how to deal with the naked boy in Maurice Sendak's book, *In The Night Kitchen*. The original poster's response to the list that "the consensus [from LM_NET members] seems to be to draw either a diaper or shorts on the boy" caused quite a bit of discussion about the ethics of censorship vs. the problems of librarians who must live in the real world and deal with their local community standards.

That librarians would publicly post their solution to avoiding a potential censorship problem by suggesting that it is acceptable to rip out pages, go after an offending illustration with a Sharpie marker, or simply glue pages together indicates a need to look at the profession's current outreach on this issue. One would assume that the profession's stance on intellectual freedom would make a librarian at least take these actions in private and not defiantly write about them on a public forum. Postings and current press articles indicate that books at the elementary level have been particularly under attack.

Expected Outcomes:

AASL would like for an Emerging Leader team to evaluate current intellectual freedom brochures and resource guides specifically aimed at the school library media specialist with particular emphasis on the resources for elementary school LMSs. This groups' focus is to define intellectual freedom as it pertains to school library selection policy, suggest methods to improve the communication and education of intellectual freedom concepts and intellectual property rights, provide links to policies addressing the review of instructional materials, and develop new web-based materials that would specifically address the current climate of intellectual freedom

in the schools.

D   ALSC Design a new member
marketing campaign!

We'd like to know what ALSC can do to appeal to your peers, including those who are young or experienced, those considering the MLS or newly-minted MLS, and/or any other demographic you can identify as significant to the possible future ALSC member base. The chair of the ALSC Membership Committee will be your member contact: in addition, ALSC seeks to hire a membership marketing specialist on the staff side this year, which indicates that this project is in a high-priority area for the division right now!

Expected Outcomes:

The expected end result is a set of recommendations (which demographics to approach, how to reach them, what aspects of ALSC would most appeal, is there anything we should offer that we currently don't in order to appeal to these folks?) some or all of which ALSC may choose to implement. We expect to place a much higher emphasis on attraction and retention of members beginning in fall 2007, so there is an excellent opportunity here to design a program that may actually be implemented.

Comments/Other Information:

There are 16,000 public libraries in the US and just over 4,200 ALSC members. We also count school librarians, children's book publishers, children's literature professors, and reviewers and review editors among our ranks, so you can see there is tremendous room for growth for us. Learn to lead in ALA by helping lead us to reach our full potential!

E   IRRT Help Develop Free
Web-Based tutorials and
Professional Development
Opportunities that
Librarians in other
countries could access.

IRRT has a large number of members from other countries. Due to logistics and costs, many of these librarians are never able to make it to an ALA conference. Yet, they join IRRT and would like to receive benefit from this membership. One of the most frequent request for IRRT and the ALA IRO office is to help identify free web-based tutorials and professional development opportunities that librarians in other countries could access. The project consists of establishing criteria for the evaluation of the free web-based tutorials and learning opportunities, then searching for and reviewing the quality of the free professional development opportunities, and finally designing a website/wiki/other to use to disseminate the information to IRRT international

members. IRRT would then take over the project to maintain and update it on a yearly basis.

Expected Outcomes:

The Emerging Leaders team would define the criteria for inclusion of tutorials and professional development opportunities, identify the tutorials and professional development opportunities, and design a tool for distribution of the information to intereste3d IRRT members in other countries.

F	**ALA Rec Assem**	Organization, Usability, Content Development and Marketing of the ALA Career Recruitment Clearinghouse	The ALA Library Career Recruitment Clearinghouse was established in 2007 by the ALA Recruitment Assembly as a resource for individuals and organizations to share information and exchange ideas related to library career recruitment. Although the Clearinghouse meets some of the initial needs of library career recruiters, it is not well known and not yet a dynamic, interactive resource that is has the potential to be. The Recruitment Assembly requests assistance from the Emerging Leaders Program with organization and usability, content development, and marketing of the Clearinghouse.

Expected Outcomes:

1) The Clearinghouse wiki will be better organized and easier to use.
2) The Clearinghouse wiki content will be more robust and up-to-date.
3) The Clearinghouse wiki will be more dynamic with interactive discussion among individuals who participate in or want to learn how to participate in library career recruitment.
4) The Clearinghouse will be better know to members of the library profession.
5) The Clearinghouse will inspire more people to participate in library career recruitment initiatives.
6) The ALA Recruitment Assembly will be better know to members of the library profession.

G	**LAMA**	Development of Core Leadership Competencies for the Profession	The development of core leadership competencies for the profession is a key objective envisioned in the LAMA strategic plan. The deliverable is the critical first step in refining an d promoting a list of competencies or standards that library educators could consult when planning curricula, and that aspiring and experienced library leaders could master in order to advance their careers,

and the profession. The Emerging Leader project team would complete this project through research, interviews, literature review, etc. It is expected that much of the research will be done online, via telephone, and will also draw on the experiences of the emerging leaders themselves. The team should be able to conduct this research in the allotted time frame. The project should interest those who have already defined themselves as future leaders.

Expected Outcomes:

In defining and identifying the projects, please seek to address the following question - What should the project team accomplish and produce for your unit? The project team will deliver a proposed set of core leadership competencies for the profession. Under the guidance of the LAMA Member Leader, the project team will decide how to define such competencies, and how many to define. The following is provided as an example of what the project team may choose to deliver. It is from "Competencies for Excellence for Reference Librarians" from the King county Library System.

Http://faculty.washington.edu/jernel/521/kccomp.htm

Competencies

Basic knowledge of Information Resources

1) Possesses and continually develops broad general knowledge

2) Continually builds upon basic knowledge of information resources

3) Develops areas of specialization

4) Demonstrates awareness of library-system resources

H   ALCTS Creation of an online version of the division's New Leader's Orientation.

The ALCTS Emerging Leader project proposal to the creation of an online version of the Development Committee coordinates an event to introduce new member and officer appointees to the inner workings of the division. In addition to remarks from the ALCTS President, President-Elect, and Executive Director, the Division Committee Chairs provide tips on the top essentials new leaders need to know about the organization. An online alternative to the in-person gathering will provide an overview for new leaders with needed pointers to the wealth of information available on the ALCTS Web site.

The Emerging Leaders assigned to this project will need to:

1) become familiar with the division structure and Web resources

2) review past orientation evaluations

3) seek input from presenters

4) design the orientation Web site

5) collaborate with the ALCTS Office re: technical considerations

I ALA SAA AAM Extend impact in speaking on broad issues of access, preservation, and advocacy for the value of archives of all types.

The ALA/SAA/AAM Combined Committee on Archives, Libraries and Museums (CALM) is seeking to extend its impact in speaking on broad issues of access, preservation, and advocacy for the value of archives of all types. The Committee would welcome assistance from a team in enabling access to key documents for the committee and supporting the committee as it sets plans for programming at the meetings of the 3 organizations in support of this goal.

Expected Outcomes:

1) Population of the existing wiki with links to key documents, development of
    committee blog, or other means for inter-meeting communication

2) Background research on the issues confronting the committee

Other information:

For background information on the types of issues CALM will be working with, please see "Digital Readiness and Cultural Heritage Institutions" accessible through http://www.ala.org/ala/alalibrary/libraryliaisonedcommittees/alasaaamjointcommittee/ calmadditionaldocuments/calmadddocuments.cfm

J IFRT Brainstorm for the use of new technologies to facilitate IRFT's goals

The Emerging Leaders team will become familiar with the IFRT, our goals (education for and advocacy of intellectual freedom), resources, membership and audience. They will then brainstorm the use of new technologies (for example blogs, rss feeds, chat, wiki's, virtual realities, and anything else that they discover) to facilitate IFRT's goals.

Expected Outcomes:

1) What should the project team accomplish and produce for your unit?

2) Is the product a plan or a deliverable?

The team will prepare a report documenting the new technologies that they explored including an analyzed, prioritized list of practical ways in which we might use these new technologies to get out our message. Their report will be a key element in the work of

our newly reconstituted Communications Committee.

K   RUSA Outlining how mentoring activities within the division can be developed and sustained

A 2007 Emerging Leaders group worked on a project that looked at RUSA recruitment issues identified mentoring as an area where development was needed.

See: http://wikis.ala.org/emergingleaders/index.php/Project_A

This project would build on their work. A great deal of mentoring takes place informally within RUSA and its sections, and formal programs have been developed from time to time, but not on a sustained basis. For 2008, we propose that an Emerging A 2007 Emerging Leaders group worked on a project that looked at RUSA recruitment members of RUSA to determine what kind of mentoring they would like to receive, research the literature on mentoring for best practices, and produce a proposal for the Executive Committee and Board of Directors outlining how mentoring activities within the division can be developed and sustained.

Expected Outcomes:

Information on membership recruitment and retention would be created that could be used to develop new programs for RUSA members and potential members. A mentoring plan for the association would be developed.

L   RUSA Explore the possibility of RUSA chapters or other forms of cooperation with reference units in state and local organizations

This project will explore the possibility of RUSA chapters or other forms of cooperation with reference units in state and local organizations. RUSA has not had a local chapter structure in a good many years. The "Group A" Emerging Leaders from 2007, who were charged with looking at RUSA recruitment issues, identified this as an area where development was needed.

See: http://wikis.ala.org/emergingleaders/index.php/Project_A

for more information about the 2007 project.

RUSA has recently compiled a list of Reference units within the various state and regional ALA chapters, and would like to explore cooperative work or chapter relations with these units.

Expected Outcomes:

The Emerging Leader group would identify possible areas of cooperation, contact the local units to see how active they are and what level of interest they have in cooperation, and, if warranted, produce a concrete proposal for cooperation or formal

chapter relations that could be submitted to the Executive Committee and Board of
Directors. Possible formal or informal collaborative projects or relationships
could result.

M   RUSA Create recruitment videos

A 2007 Emerging Leader project (Project CC)

See: http://wikis.ala.org/emergingleaders/index.php/Project_CC

was to create a recruitment video. We propose this year to build on that and to create
additional recruitment videos for librarianship and RUSA. With the experience of the
first group as our guide, at least two videos to be displayed on YouTube, librarycareers.
org, and other appropriate outlets will be created. One video would be aimed at getting
people interested in librarianship and one would be aimed at getting people to join
ALA/RUSA

Expected Outcomes:

New recruitment tools for the association and the profession would be created. The
Emerging Leaders would have the opportunity to produce, edit and promote the product.

N   RUSA Create a guide to excellent
creative business libraries or
business centers to provide
examples of innovation and
best practices.

The goal of this project is to create a guide to excellent, creative business libraries or
business centers (academic and public), in order to provide examples of innovation and
best practices. This would probably entail surveying the literature, surveying BRASS-L
membership and business librarian listservs to elicit the best of what's out there -
and perhaps looking at past nominations for and winners of several of the BRASS
awards for leads. The project would be to help libraries build or improve business
centers or business libraries to serve their communities in the best ways possible, as
well as new ways of reaching younger business people.

Expected Outcomes:

Outcomes would be a guide to excellent, creative services (virtual business centers,
SecondLife/MySpace presences, online business instruction, innovative small business
outreach, YouTube projects, etc.) This could be worked into BRASS program at a future
SecondLife/MySpace presences, online business instruction, innovative small business
article on this topic in the business press or a BRASS/RUSA publication. The project
will address the desire/need for continuing improvement in serving traditional and
newer types of business communities.

O   RUSA Design and conduct a survey on how interlibrary loan operations are staffed in different size and types of libraries

Design and conduct a survey focused on how interlibrary loan operations are staffed in different sizes and types of libraries. A possible part 2 (0r 3) of the project could be to design a "databank" for the survey results that would allow interested persons to search for data relevant to their library environment.

This project is a natural follow-up to previous work done within STARS and other organizations, including a survey conducted earlier this year by the STARS Task Force on Qualifications for Interlibrary Loan Operations Management, contact persons: David Larsen, U of Chicago Library, d-larsen@uchicago.edu and Susan Lieberthal, Stonybrook U Library, susan.lieberthal@stonybrook.edu. Information re: staffing in research libraries is also included in *Assessing ILL/DD Services: New Cost Effective Alternatives,* Mary E. Jackson, with Bruce Kingma and Tom Delaney,

Expected Outcomes:

The results of the survey will be available to libraries via RUSA web page and would provide useful planning information.

P   RUSA Design and populate a wiki for BRASS

The goal of the project is to design and populate a wiki for BRASS. This would make more materials available from the front-page - committees, publications, handbook, The goal of the project is to design and populate a wiki for BRASS. This would make current source of information needed in the day to day business of the section. The wiki would also include sections that would link to current ideas and topics, e.g. How is Web 2.0 being implemented in Business Libraries. A project challenge will be design of the main page - what to make available from the top level. This is the type of problem that new librarians will be facing in their professional lives - what is essential and helpful to patrons. The focus for the Emerging Leader will be to think of the membership of BRASS as patrons and design the wiki to meet their needs. This may mean surveying the membership or attending committee meetings to sample ideas and input. Emerging Leaders will juggle a multitude of ideas and input while focusing on a basic design that can later be expanded.

Expected Outcomes:

A wiki will be developed that will be immediately useful to all members and allow for sharing new ideas and practices.

S **ALA** Help plan 5 year anniversary   Emerging Leaders are just the people ALA-APA needs to help us plan our Anniversary
  APA celebration, work on fund-   Celebration. ALA-APA will be five years old in 2008 and we want to have a fun fundraising
  raising reception for ALA 2008   reception for the event at the ALA Annual Conference in Anaheim. The event will also
  honor those who have contributed to ALA-APA's creation and successes. It will involve:

1) knowledge of and enthusiasm for the missions of ALA-APA - better pay and
   certification

2) learning how to communicate with vendors and other donors

3) creativity and writing ability for invitations and publicity

4) attention to detail for planning the event up to the date it occurs

5) (wo)manpower staffing the event

6) working closely with ALA-APA and the Promotion and Fundraising Committee

Expected Outcomes:

The team will develop and execute the plan, with assistance from ALA-APA staff and the
Promotion and Fundraising Committee. This is our *first major event* and the Emerging
Leaders will be challenged with coming up with a plan that has donor (vendor and
individual) support and a fiscally sound budget. The evening will be enjoyable and
meaningful to those who will be honored. The event should attract at least 50 RSVPs as
well as walk-in guests. IF the event is not possible in 2008, a well-thought out plan will
be in place for 2009.

T **ALA** Develop a policy statement   The American Library Association receives the entries for the biennial Library Building
  on how the entries for the   Awards, cosponsored by ALA/LAMA and the American Institute of Architects. These have
  biennial Library Building   been indexed in a brief manner, but in a way that would enable making the information
  Awards will be managed and   about the entries available on the web. However, policies for access and further
  accessed.   development of the capability is necessary.

Expected Outcomes:

1) Policy statement on how the collection will be managed and accessed going forward.

2) Sustainable process for providing access to the records of the award entries developed.

Other information

See http://www.ala.org/awp_library for more information

U **ACRL** Develop a "curricular design"   The ACRL project involves Emerging Leaders in developing the "curricular design" for

for the 2008 ACRL 101 program
June 2008.

the 2008 ACRL 101 program to be offered at Annual Conference on Sat, June 28, 2008 (from 10:30am -noon). The ACRL 101 program debuted at Annual Conference in Wash. DC and is intended to welcome ACRL members who are first-time conference attendees and is intended to welcome ACRL members who are first-time conference attendees the ACRL Membership Advisory Committee. The committee will provide guidance and oversight to the "emerging leaders" who choose to work on this project. The ACRL And is intended to welcome ACRL members who are first-time conference attendees First-Time Attendee Orientation at the ACRL 13th National Conference (March 2007). The program will be part "ACRL Membership Meeting" and part "ACRL 101" There will be an assessment piece as well.

Expected Outcomes:

The Emerging Leaders will be responsible for the following:

1) Attending (if at all possible) the Midwinter Meeting of the ACRL Membership Committee on Sunday, Jan. 13, 2008 from 4pm -6pm (location to be determined)

2) Re-designing session content (and timing) to build upon/improve the 2007 presentation.

3) Inviting (and confirming) all speakers/other representatives (sections, ACRL Board Members, etc.) who will be presenting/staffing the breakout tables in consultation with the ACRL Membership Advisory Committee.

4) Creating a PowerPoint slide show (in consultation with presenters) to support presentation.

5) Providing an outline of ACRL-related handouts to be included in packets so that ACRL staff can assemble and ship to Anaheim before Annual Conference

6) Draft email invitation to first-time attendees (ACRL staff will send)

7) Draft email invitation to ACRL members who are attending Annual Conference (to invite them to "ACRL Membership Meeting" portion of the presentation)

8) Promoting the event on ALA Annual Conference wiki, ACRL New Member wiki, etc.

9) Designing assessment instrument (email survey to be sent after conference)

10) Helping to decorate the space prior to the event.

11) Recommend content from the 101 program for the ACRL new member wiki

Other information

ACRL staff can support this project by developing a timeline for deliverables (which

include plans as well as products). It would be very helpful to have the Emerging Leaders attend the ACRL 101 presentation in Anaheim. There may be other key contacts as the project evolves.

V   ALA   Workplace Wellness. Develop two documents and participate and assist at events that will take place at 2008 ALA Conference, Documents are a Health Passport and other is an Environmental Scan.

An Emerging Leaders cohort is invited to participate in one of Dr. Loriene Roy's ALA Presidential Initiatives, Workplace Wellness. Cohort members will develop two documents and participate and assist at events that will take place at the 2008 ALA Annual Conference. One document is a Health Passport, a form on which ALA members record their daily health goals and personal records. The second document is an Environmental Scan, a check-list to use to assess the safety of the workplace. Both documents will be available in .pdf and .doc formats by National Library Workers Day in April 2008. Cohort members will also assist onsite at a Wellness Fair and Exercise Pavilion on Sat. June 28. Finally, Cohort members m ay funnel relevant content to the Workplace Wellness Webmaster, Mr. Henry Stokes.

Expected Outcomes:

1) Two documents, a Health Passport and an Environmental Scan, available for ALA members by National Library Workers Day, April 2008

2) A successful Wellness Fair and Exercise Pavilion that will take place on Sat, June 28, from 10am - 2pm. Help in set-up may be required.

3) Relevant content shared with the Workplace Wellness Webmaster

X   ASCLA   Assist ASCLA with Web accessibility analysis of ALA websites, including a Section 508 audit of ALA pages to improve access for people with disabilities.

The project will assist ASCLA with a Web accessibility analysis of ALA websites, including performing a Section 508 audit of ALA pages to improve access for people with disabilities. The *ALA Handbook of Organization, 2006-2007* states that the "ALA website must conform to the currently accepted guidelines for accessibility, such as those issued by the World Wide Web Consortium (p.53)p; however, a number of members with disabilities have expressed concern about areas of inaccessibility within the ALA domain.

Expected Outcomes:

1) A report of the results of the audits will be developed and submitted to the appropriate ALA webmaster. The reports will include recommendations for needed

attention to comply with accessibility standards.

2) Webmasters within the American Library Association will have a clearer
   understanding of current standards of web accessibility for people with disabilities
   to ensure access as pages are updated.

Comments/Other Information

Completion of this project would be a critical step toward making ALA's web pages
accessible to all.

Y   ALA   Highlight how Library and Info Science Education is working with practitioners to provide graduate students with practical experience.

One of Dr. Loriene Roy's ALA Presidential Task Forces is "Supporting LIS
Education Through Practice". The aim of this task force is to highlight how Library
and Information Science Education is working with practitioners to provide graduate
students with practical experience. An Emerging Leaders group will assist in the
planning and delivery of an Education Forum at the 2008 ALA Annual Conference and
in developing a database of Capstone/Fieldwork/Practicum opportunities. The Forum
will take place on the afternoon of Friday, June 27th and will focus on master's
student's experiences.

Expected Outcomes:

1) A successful Education Forum to take place at the 2008 ALA Annual Conference,
   featuring the work of master's students in LIS programs.

2) A searchable web-based database of Capstone/Fieldwork/Practicum opportunities
   involving input from ten (approximately 20%) of LIS programs

Z   ALA   Planning and Implementing A Gathering of Readers, an online celebration of indigenous children's reading and culture.

One of Dr. Loriene Roy's ALA Presidential Initiatives is described as the Circle of
Literacy. This Emerging Leaders cohort will be involved in Planning and Implementing
A Gathering of Readers, an online celebration of indigenous children's reading and
culture. A prototype website for the project exists at:
http://www.ischool.utexas,edu/~gathread .
A Gathering of Readers is inviting 50 to 100 schools around the world that serve
indigenous children to share information about how the school supports both literacy
and culture. The Emerging Leaders will be involved in extending invitations,
communicating with the participating sites, and soliciting and sharing content for the
website. The Gathering of Readers celebration will take place during National Library

Week, April 2008.

Expected Outcomes:

Content from 50 to 100 tribal schools around the world on a content rich website.

Content featuring indigenous authors and their works.

AA   ALA   Capturing Our Stories: A National Oral History Program of Retired/Retiring Librarians

In addition to expressing her concerns through three Task Forces, Dr. Loriene Roy is supporting several demonstration projects during her year as ALA President. One of these projects is a national oral history program of Retired/Retiring Librarians. An Emerging Leaders Cohort will assist in the development of the project by gathering information for the project website, receiving training on oral history methodology, conducting one or more interviews, and serving up the content on the project website.

Expected Outcomes:

Contributions to a website highlighting Capturing our Stories.

BB   EL   A Digital Library on the EL wiki of provocative, useful, informative leadership readings

Choose from the best print and web-published thinking on the role of the leader; may include abstracts and summaries of the best schools of leadership thought.

Expected Outcomes:

A well-chosen and useful compendium of the best of leadership thought

DD   EL   Conduct and publish interviews of current or former ALA leaders with emphasis on leadership stories and lessons learned

What can the millenials learn from the traditionalists and the boomers? This group will choose people to be interviewed, develop a script, conduct interviews and publish stories to the wiki.

Expected Outcomes:

Another addition to the EL Leadership Wiki could be stories from prominent library leaders who could share their lessons learned on their path to leadership

Project	Last Name	First Name	Sponsor
A	Crump	Amy	**PLA**
A	English	Sarah	
A	Johnson	Willie	
A	Reed	Troy	**PLA**
AA	Avalos	Xima	**ACRL-IS**
AA	Chavez	Kristl	**REFORMA**
AA	O'Connor	Meaghan	
AA	Raffensberger	Kristy	
B	Chanse	Andrew	
B	Di Pilato	Renée	
B	Inlow-Hood	Emily	
B	Lubin	Rebecca	
B	Turner	Jay	
BB	Alcorta	Marissa	
BB	Bullard	Kristen	
BB	Sheils	Megan	
BB	Williams	DeAnza	
C	Crews	Annalisa	
C	Goode	Victoria	**AASL**
C	Koch	Andrea	**NYSLMS**
C	Moss	Amanda	**WEMTA**
C	Turner	Carrie	**AASL**
D	Anduri	Lauren	
D	Creger	Amber	
D	Gleason	Kerry	
D	Tarango	Patricia	**ALSC**
D	Trujillo	Jessica	**ALSC**
DD	Engstrom	Jennifer	
DD	Squicciarini	Stephanie	**NYLA**
DD	Wuensch-Harden	Carrie	
DD	Spelman	Michael	
DD	Alburo	Jade	**APALA**
DD	Brown-Harden	Kimberly	
E	Artzner	Katherine	**OLC**
E	Celis-Carbajal	Paloma	
E	Kear	Robin	**IRRT**
E	Park	Laura	**APALA**
E	Gray	LaVerne	**BCALA**
F	Ros	Amanda	
F	Bennett	Miranda	
F	Gray	Jody	
F	Troy-Horton	Rebecca	

G	Jenkins	Keisha	
G	Riehle	Catherine	
G	Weare	William	
G	Ammons-Stephens	Shorlette	**LAMA**
G	Cole	Holly	
H	Atiso	Kodjo	**IRRT**
H	Irwin	Rebekah	**ALCTS**
H	Porter	Michael	
H	Samples	Jacquie	
H	Sanders	Wayne	
I	Baildon	Michelle	**APALA**
I	Conners	David	
I	Dority Baker	Marcia	**NLA**
I	Hanlin	Mary	
I	Cole	Heather	
J	Farris	Stella	**TASL**
J	Maksin	Melanie	
J	McCraw	Jenny	
J	Pressley	Lauren	**LITA**
J	Shave	Ellen	
K	Badman	Derik	
K	Jenkins	Latanya	**RUSA**
K	Renfro	Crystal	**GLA**
K	Sweeney	Patrick	
L	Ford	Emily	
L	Leeder	Kim	
L	Walsh	Robert	
L	Cavallaro	Nicole	
M	Buchsbaum	Kathy	
M	Cackowski	Beth	
M	Gómez	Sol	
M	Ma	Sally	
M	Tang	Neely	
N	Doucett	Elisabeth	
N	Kwong	Wing Yee Vincci	**CALA**
N	Strange	Julie	
N	Trujillo	Adriana	
N	Yen	Julie	
O	Shippert	Linda	**NMRT**
O	Land	Carla	**YALSA**
O	Zhong	Ying	**CALA**
O	Sewell	Bethany	
P	Lee	Julien	
P	Beard	Regina	
P	Bridges	Laurie	
P	Howland	Jared	
P	Jeter	Melissa	

S	Little	Darcell	**BCALA**
S	Murphy	Amanda	**OLC**
S	O'Hara	Elin	
S	Vallandingham	Denise	
T	Ancelet	Lisa	
T	Bowers	Steven	
T	Chimato	Mary	
T	Evenson	Reese	**LAMA**
U	Williams	Joseph	
U	Collier	Elda	**ACRL-CJCLS**
U	Flanary	Allinee	**ACRL**
U	Lopez	Monica	
V	Jeffress	Sara	
V	Turner	Jennifer	
V	Warren-Gross	Laura	
V	Chaffin	Ted	**LIRT**
X	Aldrich	Alan	
X	Edwards-Johnson	Adriana	
X	Morales	Olivia	**ASCLA**
X	Sklar	Annelise	**GODORT**
X	Witt	Michael	
Y	Krichten	Molly	
Y	Bocchino	April	**NJASL**
Y	Stohr	Sarah	
Y	Warlick	Stefanie	
Y	Wonder	Valerie	
Z	Collins	Georgia	
Z	Fiske	Amy	
Z	Josephides	Analu	
Z	Lutz	Laura	
Z	Stephens	Wendy	

January 2, 2008

To: PLA Board of Directors
From: Greta K. Southard
Re: NEA Report, "To Read or Not To Read"

Information Item

Sunil Iyengar, Director, Research & Analysis, National Endowment for the Arts will present a brief overview on the recent NEA report, "To Read or Not to Read". The Board is provided with an executive summary of the report. The full report can be found at: http://www.nea.gov/research/toRead.pdf

National Endowment for the Arts

To Read or Not To Read

A Question of National Consequence

Executive Summary

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the Web site of the National Endowment for the Arts.*

Preface

To *Read or Not To Read* gathers and collates the best national data available to provide a reliable and comprehensive overview of American reading today. While it incorporates some statistics from the National Endowment for the Arts' 2004 report, *Reading at Risk,* this new study contains vastly more data from numerous sources. Although most of this information is publicly available, it has never been assembled and analyzed as a whole. To our knowledge, *To Read or Not To Read* is the most complete and up-to-date report of the nation's reading trends and—perhaps most important—their considerable consequences.

To Read or Not To Read relies on the most accurate data available, which consists of large, national studies conducted on a regular basis by U.S. federal agencies, supplemented by academic, foundation, and business surveys. Reliable national statistical research is expensive and time-consuming to conduct, especially when it requires accurate measurements of various subgroups (age or education level, for example) within the overall population. Likewise, such research demands formidable resources and a commitment from an organization to collect the data consistently over many years, which is the only valid way to measure both short and long-term trends. Few organizations outside the federal government can manage such a painstaking task. By comparison, most private-sector or media surveys involve quick and isolated polls conducted with a minimal sample size.

When one assembles data from disparate sources, the results often present contradictions. This is not the case with *To Read or Not To Read.* Here the results are startling in their consistency. All of the data combine to tell the same story about American reading.

The story the data tell is simple, consistent, and alarming. Although there has been measurable progress in recent years in reading ability at the elementary school level, all progress appears to halt as children enter their teenage years. There is a general decline in reading among teenage and adult Americans. Most alarming, both reading ability and the habit of regular reading have greatly declined among college graduates. These negative trends have more than literary importance. As this report makes clear, the declines have demonstrable social, economic, cultural, and civic implications.

How does one summarize this disturbing story? As Americans, especially younger Americans, read less, they read less well. Because they read less well, they have lower levels of academic achievement. (The shameful fact that nearly one-third of American teenagers drop out of school is deeply connected to declining literacy and reading comprehension.) With lower levels of reading and writing ability, people do less well in the job market. Poor reading skills correlate heavily with lack of employment, lower wages, and fewer opportunities for advancement. Significantly worse reading skills are found among prisoners than in the general adult population. And deficient readers are less likely to become active in civic and cultural life, most notably in volunteerism and voting.

Strictly understood, the data in this report do not necessarily show cause and effect. The statistics merely indicate correlations. The habit of daily reading, for instance, overwhelmingly correlates with better reading skills and higher academic

Photo by Vance Jacobs

achievement. On the other hand, poor reading skills correlate with lower levels of financial and job success. At the risk of being criticized by social scientists, I suggest that since all the data demonstrate consistent and mostly linear relationships between reading and these positive results—and between poor reading and negative results—reading has played a decisive factor. Whether or not people read, and indeed how much and how often they read, affects their lives in crucial ways.
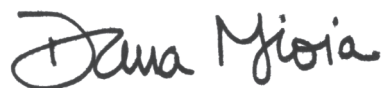
All of the data suggest how powerfully reading transforms the lives of individuals—whatever their social circumstances. Regular reading not only boosts the likelihood of an individual's academic and economic success—facts that are not especially surprising—but it also seems to awaken a person's social and civic sense. Reading correlates with almost every measurement of positive personal and social behavior surveyed. It is reassuring, though hardly amazing, that readers attend more concerts and theater than non-readers, but it is surprising that they exercise more and play more sports—no matter what their educational level. The cold statistics confirm something that most readers know but have mostly been reluctant to declare as fact—books change lives for the better.

Some people will inevitably criticize *To Read or Not To Read* as a negative report—understating the good works of schools, colleges, libraries, and publishers. Certainly, the trends reported here are negative. There is, alas, no factual case to support general growth in reading or reading comprehension in America. But there is another way of viewing this data that is hardly negative about reading.

To Read or Not To Read confirms—without any serious qualification—the central importance of reading for a prosperous, free society. The data here demonstrate that reading is an irreplaceable activity in developing productive and active adults as well as healthy communities. Whatever the benefits of newer electronic media, they provide no measurable substitute for the intellectual and personal development initiated and sustained by frequent reading.

To Read or Not To Read is not an elegy for the bygone days of print culture, but instead is a call to action—not only for parents, teachers, librarians, writers, and publishers, but also for politicians, business leaders, economists, and social activists. The general decline in reading is not merely a cultural issue, though it has enormous consequences for literature and the other arts. It is a serious national problem. If, at the current pace, America continues to lose the habit of regular reading, the nation will suffer substantial economic, social, and civic setbacks.

As with *Reading at Risk,* we issue this report not to dictate any specific remedial policies, but to initiate a serious discussion. It is no longer reasonable to debate whether the problem exists. It is now time to become more committed to solving it or face the consequences. The nation needs to focus more attention and resources on an activity both fundamental and irreplaceable for democracy.

Dana Gioia
Chairman, National Endowment for the Arts

Executive Summary

In 2004, the National Endowment for the Arts published *Reading at Risk: A Survey of Literary Reading in America.* This detailed study showed that Americans in almost every demographic group were reading fiction, poetry, and drama—and books in general—at significantly lower rates than 10 or 20 years earlier. The declines were steepest among young adults.

More recent findings attest to the diminished role of voluntary reading in American life. These new statistics come from a variety of reliable sources, including large, nationally representative studies conducted by other federal agencies. Brought together here for the first time, the data prompt three unsettling conclusions:

- **Americans are spending less time reading.**

- **Reading comprehension skills are eroding.**

- **These declines have serious civic, social, cultural, and economic implications.**

A. Americans Are Reading Less

Teens and young adults read less often and for shorter amounts of time when compared with other age groups and with Americans of the past.

1. Young adults are reading fewer books in general.

- Nearly half of all Americans ages 18 to 24 read no books for pleasure.
- The percentage of 18- to 44-year-olds who read a book fell 7 points from 1992 to 2002.

Percentage of Young Americans Who Read a Book Not Required for Work or School

Age group	1992	2002	Change	Rate of decline
18–24	59%	52%	-7 pp	-12%
25–34	64%	59%	-5 pp	-8%
35–44	66%	59%	-7 pp	-11%
All adults (18 and over)	61%	57%	-4 pp	-7%

pp = percentage points

Source: National Endowment for the Arts

2. Reading is declining as an activity among teenagers.

- Less than one-third of 13-year-olds are daily readers.
- The percentage of 17-year-olds who read nothing at all for pleasure has doubled over a 20-year period. Yet the amount they read for school or homework (15 or fewer pages daily for 62% of students) has stayed the same.

Percentage of Students Reading for Fun

Reading frequency	Age 13			Age 17		
	1984	2004	Change	1984	2004	Change
Never or hardly ever read	8%	13%	+5 pp	9%	19%	+10 pp
Read almost every day	35%	30%	-5 pp	31%	22%	-9 pp

pp = percentage points

Source: U.S. Department of Education, National Center for Education Statistics

• Voluntary reading rates diminish from childhood to late adolescence.

Percentage Who Read Almost Every Day for Fun

	1984	1999	2004
9-year-olds	53%	54%	54%
13-year-olds	35%	28%	30%
17-year-olds	31%	25%	22%

Source: U.S. Department of Education, National Center for Education Statistics

Percentage Who Read a Book the Previous Day (Outside School or Work)

	In 2004	
	For at least 5 minutes	For at least 30 minutes
8- to 10-year-olds	63%	40%
11- to 14-year-olds	44%	27%
15- to 18-year-olds	34%	26%

Source: The Henry J. Kaiser Family Foundation, *Generation M: Media in the Lives of 8-18 Year-Olds* (#7251), 2005

3. College attendance no longer guarantees active reading habits.

• Although reading tracks closely with education level, the percentage of college graduates who read literature has declined.

Percentage of Literary Readers Among College Graduates

| 1982	1992	2002	Change 1982–2002	Rate of decline 1982–2002
82%	75%	67%	-15 pp	-18%

pp = percentage points

Source: National Endowment for the Arts

• 65% of college freshmen read for pleasure for less than an hour per week or not at all.
• The percentage of non-readers among these students has nearly doubled—climbing 18 points since they graduated from high school.

• By the time they become college seniors, one in three students read nothing at all for pleasure in a given week.

Percentage of U.S. College Freshmen Who Read Little or Nothing for Pleasure

Reading per week:
- None
- Less than 1 hour
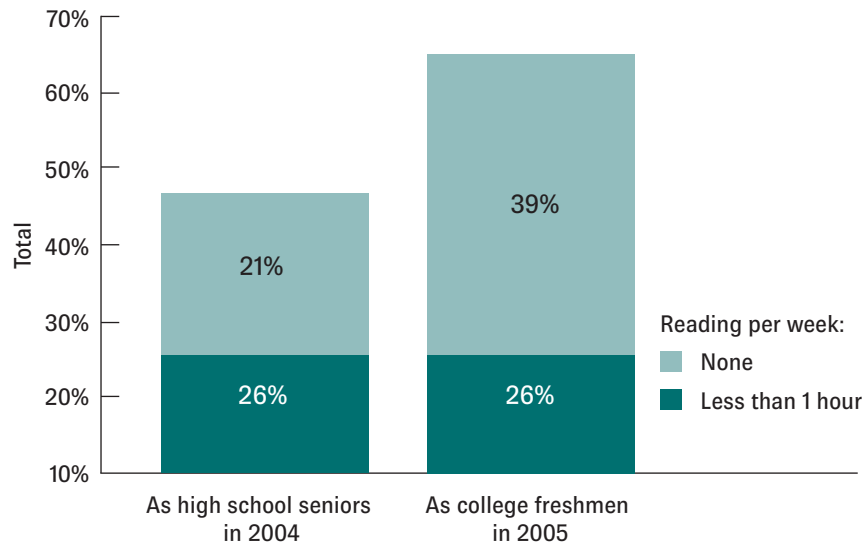
Source: University of California, Los Angeles, Higher Education Research Institute

Percentage of U.S. College Seniors Who Read Little or Nothing for Pleasure

Reading per week:
- None
- Less than 1 hour
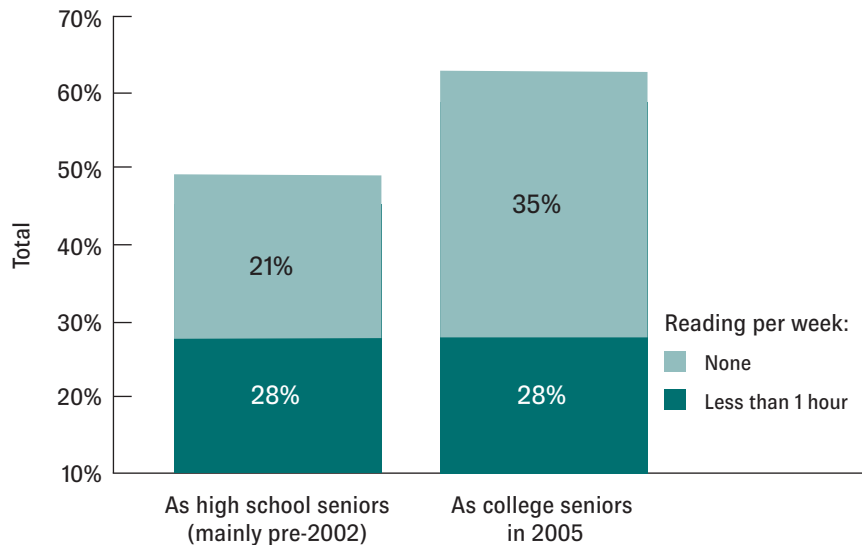
Source: University of California, Los Angeles, Higher Education Research Institute

4. Teens and young adults spend less time reading than people of other age groups.

• Americans between 15 and 34 years of age devote less leisure time than older age groups to reading anything at all.
• 15- to 24-year-olds spend only 7–10 minutes per day on voluntary reading— about 60% less time than the average American.

• By contrast, 15- to 24-year-olds spend 2 to 2½ hours per day watching TV. This activity consumes the most leisure time for men and women of all ages.

Average Time Spent Reading in 2006

	Hours/minutes spent reading	
	Weekdays	Weekends and holidays
Total, 15 years and over	:20	:26
15 to 24 years	:07	:10
25 to 34 years	:09	:11
35 to 44 years	:12	:16
45 to 54 years	:17	:24
55 to 64 years	:30	:39
65 years and over	:50	1:07

Source: U.S. Department of Labor, Bureau of Labor Statistics

• Literary reading declined significantly in a period of rising Internet use. From 1997–2003, home Internet use soared 53 percentage points among 18- to 24-year-olds. By another estimate, the percentage of 18- to 29-year-olds with a home broadband connection climbed 25 points from 2005 to 2007.[i]

Percentage of 18- to 24-Year-Olds Reading Literature

	1982	1992	2002
Percentage reading literature	60%	53%	43%
Change from 1982	#	-7 pp	-17 pp
Rate of decline from 1982	#	-12%	-28%

pp = percentage points
Source: National Endowment for the Arts

5. Even when reading does occur, it competes with other media. This multitasking suggests less focused engagement with a text.

• 58% of middle and high school students use other media while reading.
• Students report using media during 35% of their weekly reading time.
• 20% of their reading time is shared by TV-watching, video/computer game-playing, instant messaging, e-mailing or Web surfing.

Percentage Using Other Media While Reading
7th-12th Graders in 2003–2004

	% who use other media while reading
Most of the time	28%
Some of the time	30%
Most/some	58%
Little of the time	26%
Never	16%
Little/never	42%

Source: The Henry J. Kaiser Family Foundation, *Media Multitasking Among Youth: Prevalence, Predictors and Pairings* (# 7592), 2006

[i] U.S. Census Bureau, *Computer and Internet Use in the United States,* 1997 and 2003, and Pew/Internet & American Life Project, *Home Broadband Adoption 2007.*

Percentage of Time Spent Reading While Using Other Media

7th- to 12th-Graders in 2003–2004

|	Percentage of reading time
Reading while:	
Watching TV	11%
Listening to music	10%
Doing homework on the computer	3%
Playing videogames	3%
Playing computer games	2%
Using the computer (other)	2%
Instant messaging	2%
E-mailing	1%
Surfing websites	1%
Using any of the above media	35%

Source: The Henry J. Kaiser Family Foundation, *Media Multitasking Among Youth: Prevalence, Predictors and Pairings* (# 7592), 2006

6. American families are spending less on books than at almost any other time in the past two decades.

- Although nominal spending on books grew from 1985 to 2005, average annual household spending on books dropped 14% when adjusted for inflation.[ii]

Average Annual Spending on Books, by Consumer Unit

Adjusted for Inflation
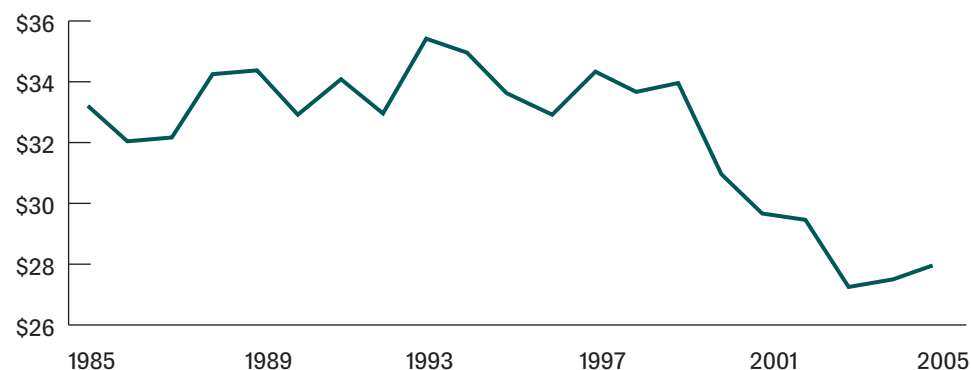
The Consumer Price Index, 1982–1984 (less food and energy), was used to adjust for inflation.
Source: U.S. Department of Labor, Bureau of Labor Statistics

- Over the same period, spending on reading materials dipped 7 percentage points as a share of average household entertainment spending.
- Amid year-to-year fluctuations, consumer book sales peaked at 1.6 billion units sold in 2000. From 2000 to 2006, however, they declined by 6%, or 100 million units.[iii]
- The number of books in a home is a significant predictor of academic achievement.

[ii] For the purpose of this analysis, "family" or "household" is used instead of the Bureau of Labor Statistics' technical term "consumer unit." In addition to families and households, a consumer unit may describe "a person living alone or sharing a household with others or living as a roomer in a private home or lodging house or in permanent living quarters in a hotel or motel, but who is financially independent."

[iii] Albert N. Greco and Robert M. Wharton, *Book Industry TRENDS 2007* (New York, N.Y.: Book Industry Study Group, 2007), various pages.

Average Test Scores by Number of Household Books, Grade 12 (2005–2006)

Reported number of books at home	Average science score	Average civics score	Average history score*
More than 100	161	167	305
26–100	147	150	289
11–25	132	134	275
0–10	122	123	265

* Science and civics scores range from 0 to 300. History scores range from 0 to 500.

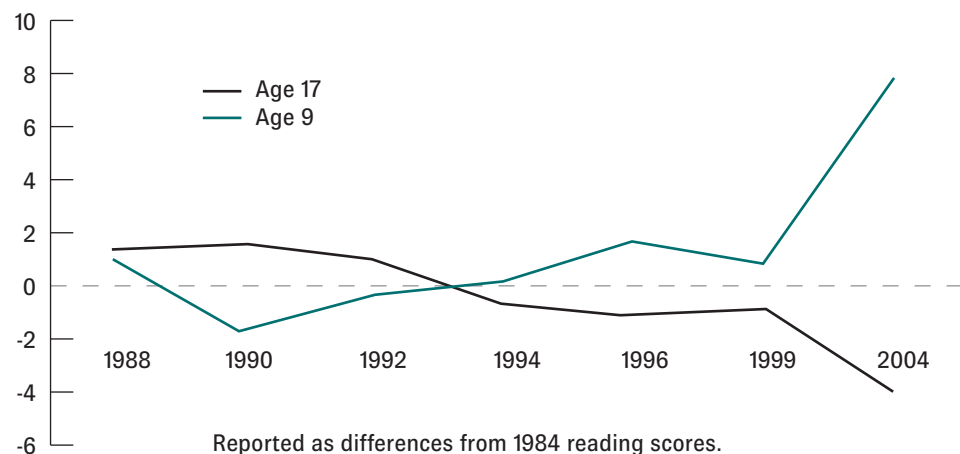Source: U.S. Department of Education, National Center for Education Statistics

B. AMERICANS ARE READING LESS WELL

As Americans read less, their reading skills worsen, especially among teenagers and young males. By contrast, the average reading score of 9-year-olds has improved.

1. Reading scores for 17-year-olds are down.

- 17-year-old average reading scores began a slow downward trend in 1992.
- For more than 30 years, this age group has failed to sustain improvements in reading scores.
- Reading test scores for 9-year-olds—who show no declines in voluntary reading—are at an all-time high.
- The disparity in reading skills improvement between 9-year-olds and 17-year-olds may reflect broader differences in the academic and social climate of those age groups.

Trend in Average Reading Scores for Students Ages 17 and 9

Reported as differences from 1984 reading scores.

Test years occurred at irregular intervals.

Trend analysis based on data from the U.S. Department of Education, National Center for Education Statistics.

2. Among high school seniors, the average score has declined for virtually all levels of reading.

- Little more than one-third of high school seniors now read proficiently.[iv]

Percentage of 12th-Graders Reading at or Above the Proficient Level

1992	2005	Change	Rate of decline
40%	35%	-5 pp	-13%

pp = percentage points

Source: U.S. Department of Education, National Center for Education Statistics

- From 1992 to 2005, the average score declined for the bottom 90% of readers. Only for the very best readers of 2005, the score held steady.

Change in 12th-Grade Reading Scores, by Percentile: 1992 and 2005

Percentile	1992	2005	Change
90th	333	333	0
75th	315	313	-2
50th	294	288	-6
25th	271	262	-9
10th	249	235	-14

All score changes from 1992 are statistically significant.

Source: U.S. Department of Education, National Center for Education Statistics

- The reading gap is widening between males and females.

Average 12th-Grade Reading Scores by Gender

	1992	2005
Female	297	292
Male	287	279
Male-female gap	-10	-13

Source: U.S. Department of Education, National Center for Education Statistics

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iv For 12th-graders, "Proficient" corresponds with a reading score of 302 or greater (out of 500).

3. Reading proficiency rates are stagnant or declining in adults of both genders and all education levels.

- The percentage of men who read at a Proficient level has declined. For women, the share of Proficient readers has stayed the same.[v]

Percentage of Adults Proficient in Reading Prose, by Gender

	1992	2003	Change	Rate of decline
Female	14%	14%	0 pp	0%
Male	16%	13%	-3 pp	-19%
Both genders	15%	13%	-2 pp	-13%

pp = percentage points

Source: U.S. Department of Education, National Center for Education Statistics

- Average reading scores have declined in adults of virtually all education levels.[vi]

Average Prose Literacy Scores of Adults, by Highest Level of Educational Attainment: 1992 and 2003

Education level:	1992	2003	Change
Less than/some high school	216	207	-9
High school graduate	268	262	-6
Vocational/trade/business school	278	268	-10
Some college	292	287	-5
Associate's/2-year degree	306	298	-8
Bachelor's degree	325	314	-11
Graduate study/degree	340	327	-13

Source: U.S. Department of Education, National Center for Education Statistics

- Even among college graduates, reading proficiency has declined at a 20%–23% rate.

Percentage of College Graduates Proficient in Reading Prose

	1992	2003	Change	Rate of decline
Bachelor's degree	40%	31%	-9 pp	-23%
Graduate study/degree	51%	41%	-10 pp	-20%

pp = percentage points

Source: U.S. Department of Education, National Center for Education Statistics

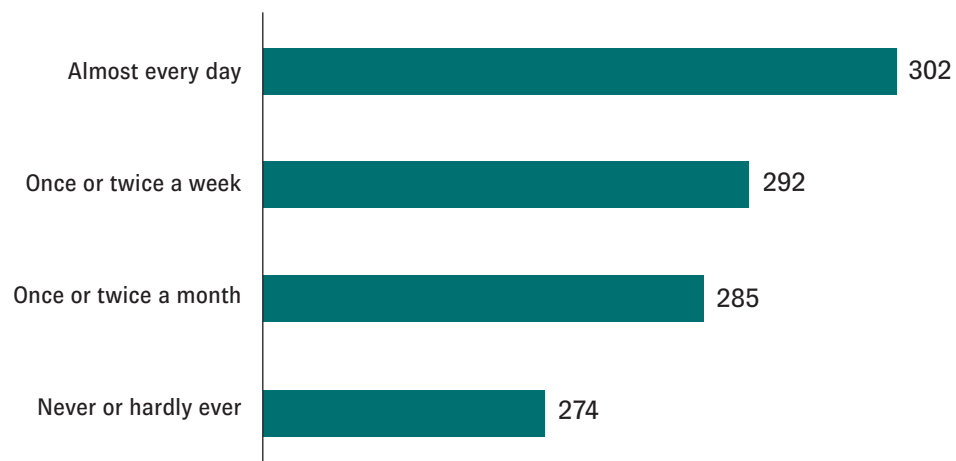[v] For adults, "Proficient" corresponds with a prose literacy score of 340 or greater (out of 500).

[vi] Exceptions are adults still in high school and those with a GED or high school equivalency. In both cases, score changes from 1992 to 2003 were not statistically significant.

4. Reading for pleasure correlates strongly with academic achievement.

- Voluntary readers are better readers and writers than non-readers.
- Children and teenagers who read for pleasure on a daily or weekly basis score better on reading tests than infrequent readers.
- Frequent readers also score better on writing tests than non-readers or infrequent readers.

Average Reading Scores by Frequency of Reading for Fun

Grade 12 in 2005

|	
Almost every day	302
Once or twice a week	292
Once or twice a month	285
Never or hardly ever	274

Reading scores range from 0 to 500.

Source: U.S. Department of Education, National Center for Education Statistics

Average Writing Scores by Frequency of Reading for Fun

Grade 12 in 2002

Almost every day	165
Once or twice a week	154
Once or twice a month	149
Never or hardly ever	136
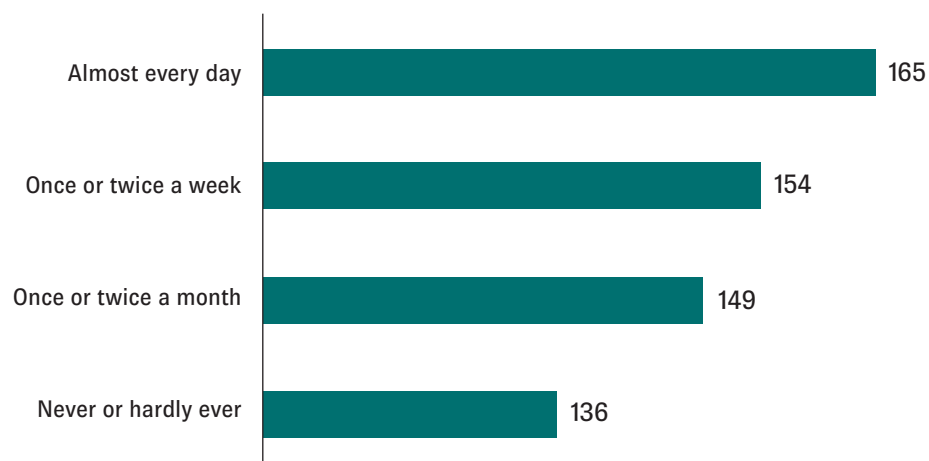
Writing scores range from 0 to 300.

Source: U.S. Department of Education, National Center for Education Statistics

C. The Declines in Reading Have Civic, Social, and Economic Implications

Advanced readers accrue personal, professional, and social advantages. Deficient readers run higher risks of failure in all three areas.

1. Employers now rank reading and writing as top deficiencies in new hires.

- 38% of employers find high school graduates "deficient" in reading comprehension, while 63% rate this basic skill "very important."
- "Written communications" tops the list of applied skills found lacking in high school and college graduates alike.
- One in five U.S. workers read at a lower skill level than their job requires.[vii]
- Remedial writing courses are estimated to cost more than $3.1 billion for large corporate employers and $221 million for state employers.[viii]

Rated Very Important by Employers

Percentage of employers who rate the following basic skills as "very important" for high school graduates:

Reading comprehension	63%
English language	62%
Writing in English	49%
Mathematics	30%
Foreign languages	11%

Source: The Conference Board, *Are They Really Ready to Work?,* 2006

Percentage of Employers Who Rate High School Graduates as Deficient in Basic Skills

Writing in English	72%
Foreign languages	62%
Mathematics	54%
History/geography	46%
Government/economics	46%
Science	45%
Reading comprehension	38%
Humanities/arts	31%
English language	21%

Source: The Conference Board, *Are They Really Ready to Work?,* 2006

Percentage of Employers Who Rate Job Entrants as Deficient in Applied Skills

High school graduates deficient in:		College graduates deficient in:	
Written communication	81%	Written communication	28%
Leadership	73%	Leadership	24%
Professionalism/work ethic	70%	Professionalism/work ethic	19%
Critical thinking/problem solving	70%	Creativity/innovation	17%
Lifelong learning/self direction	58%	Lifelong learning/self-direction	14%

Source: The Conference Board, *Are They Really Ready to Work?,* 2006

2. Good readers generally have more financially rewarding jobs.

- More than 60% of employed Proficient readers have jobs in management, or in the business, financial, professional, and related sectors.
- Only 18% of Basic readers are employed in those fields.
- Proficient readers are 2.5 times as likely as Basic readers to be earning $850 or more a week.

Percentage Employed in Management and Professional Occupations, by Reading Level in 2003

	Management, business and financial	Professional and related	Total in either job category
Proficient	19%	42%	61%
Basic	8%	10%	18%
Below Basic	3%	4%	7%

Source: U.S. Department of Education, National Center for Education Statistics

Percentage of Full-Time Workers by Weekly Earnings and Reading Level in 2003

	$850–$1,149	$1,150–$1,449	$1,450–$1,949	$1,950 or more	Total earning $850 or more
Proficient	20%	13%	13%	12%	58%
Basic	12%	5%	2%	4%	23%
Below Basic	7%	3%	1%	2%	13%

Source: U.S. Department of Education, National Center for Education Statistics

3. Less advanced readers report fewer opportunities for career growth.

- 38% of Basic readers said their reading level limited their job prospects.
- The percentage of Below-Basic readers who reported this experience was 1.8 times greater.
- Only 4% of Proficient readers reported this experience.

Percentage of Adults Who Said Their Reading Skills Limited Their Job Opportunities, by Reading Level in 2003

	A little	Some	A lot	Total
Proficient	2%	1%	1%	4%
Basic	14%	15%	9%	38%
Below Basic	13%	22%	35%	70%

Source: U.S. Department of Education, National Center for Education Statistics

4. Good readers play a crucial role in enriching our cultural and civic life.

- Literary readers are more than 3 times as likely as non-readers to visit museums, attend plays or concerts, and create artworks of their own.
- They are also more likely to play sports, attend sporting events, or do outdoor activities.
- 18- to 34-year-olds, whose reading rates are the lowest for any adult age group under 65, show declines in cultural and civic participation.[ix]

Participation Rates for Literary Readers in 2002

	Literary readers	Non-readers	Gap between groups
Visit art museums	43%	12%	-31 pp
Attend plays or musicals	36%	10%	-26 pp
Attend jazz or classical concerts	29%	9%	-20 pp
Create photographs, paintings, or writings	32%	10%	-22 pp
Attend sporting events	44%	27%	-17 pp
Play sports	38%	24%	-14 pp
Exercise	72%	40%	-32 pp
Do outdoor activities	41%	22%	-19 pp

pp = percentage points
Source: National Endowment for the Arts

5. Good readers make good citizens.

- Literary readers are more than twice as likely as non-readers to volunteer or do charity work.[x]

Percentage of Literary Readers Who Volunteered in 2002

Literary readers	Non-readers	Gap between groups
43%	16%	-27 pp

pp = percentage points
Source: National Endowment for the Arts

- Adults who read well are more likely to volunteer than Basic and Below-Basic readers.

Percentage of Adults Who Volunteered, by Reading Level in 2003

	Less than once a week	Once a week or more	Total who volunteered	
Proficient	32%	25%	57%	↓
Basic	16%	15%	31%	
Below Basic	8%	10%	18%	

Source: U.S. Department of Education, National Center for Education Statistics

[ix] National Endowment for the Arts, *The Arts and Civic Engagement: Involved in Arts, Involved in Life,* 2006.

[x] *Ibid.*

- 84% of Proficient readers voted in the 2000 presidential election, compared with 53% of Below-Basic readers.

Percentage of Adults Who Voted in the 2000 Presidential Election, by 2003 Reading Level

Proficient	84%
Basic	62%
Below Basic	53%

Source: U.S. Department of Education, National Center for Education Statistics

6. Deficient readers are far more likely than skilled readers to be high school dropouts.

- Half of America's Below-Basic readers failed to complete high school—a percentage gain of 5 points since 1992.
- One-third of readers at the Basic level dropped out of high school.

Percentage of Adults at or Below "Basic" Prose Reading Level Who Did Not Complete High School: 1992, 2003

Prose reading level					
Below Basic			**Basic**		
1992	2003	Change	1992	2003	Change
45%	50%	+5 pp	38%	33%	-5 pp

pp = percentage points

Source: U.S. Department of Education, National Center for Education Statistics

- For high school dropouts, the average reading score is 55 points lower than for high school graduates—and the gap has grown since 1992.
- This fact is especially troubling in light of recent estimates that only 70% of high school students earn a diploma on time.[xi]

Average Prose Reading Scores for Adult High School Graduates and Those Who Did Not Complete High School: 1992, 2003

	Prose reading score		
Highest level of education	1992	2003	Change
Less than/some high school	216	207	-9
High school graduate	268	262	-6
Gap between groups	-52	-55	

Source: U.S. Department of Education, National Center for Education Statistics

[xi] Editorial Projects in Education, *Diplomas Count 2007: Ready for What? Preparing Students for College, Careers, and Life after High School,* Executive Summary.

7. Deficient readers are more likely than skilled readers to be out of the workforce.

- More than half of Below-Basic readers are not in the workforce.
- 44% of Basic readers lack a full-time or part-time job—twice the percentage of Proficient readers in that category.

Percentage of Adults Employed Full-Time or Part-Time, by 2003 Reading Level

Proficient	78%
Basic	56%
Below Basic	45%

Source: U.S. Department of Education, National Center for Education Statistics

8. Poor reading skills are endemic in the prison population.

- 56% of adult prisoners read at or below the Basic level.
- Adult prisoners have an average prose reading score of 257—18 points lower than non-prisoners.
- Only 3% of adult prisoners read at a Proficient level.
- Low reading scores persist in prisoners nearing the end of their term, when they are expected to return to family, society, and a more productive life.[xii]

Percentage of Adult Prisoners and Household Populations by 2003 Reading Level

Prose reading level	Household	Prison	Gap
Below Basic	14%	16%	*+2 pp
Basic	29%	40%	+11 pp
Intermediate	44%	41%	*-3 pp
Proficient	13%	3%	-10 pp

* = not statistically significant

pp = percentage points

Source: U.S. Department of Education, National Center for Education Statistics

[xii] U.S. Department of Education, National Center for Education Statistics, *Literacy Behind Bars: Results from the 2003 National Assessment of Adult Literacy Prison Survey,* 2007, 77.

Conclusion

Self-reported data on individual behavioral patterns, combined with national test scores from the Department of Education and other sources, suggest three distinct trends: a historical decline in voluntary reading rates among teenagers and young adults; a gradual worsening of reading skills among older teens; and declining proficiency in adult readers.

The Department of Education's extensive data on voluntary reading patterns and prose reading scores yield a fourth observation: frequency of reading for pleasure correlates strongly with better test scores in reading and writing. Frequent readers are thus more likely than infrequent or non-readers to demonstrate academic achievement in those subjects.

From the diversity of data sources in this report, other themes emerge. Analyses of voluntary reading and reading ability, and the social characteristics of advanced and deficient readers, identify several discrepancies at a national level:

- Less reading for pleasure in late adolescence than in younger age groups
- Declines in reading test scores among 17-year-olds and high school seniors in contrast to younger age groups and lower grade levels
- Among high school seniors, a wider rift in the reading scores of advanced and deficient readers
- A male-female gap in reading proclivity and achievement levels
- A sharp divide in the reading skills of incarcerated adults versus non-prisoners
- Greater academic, professional, and civic benefits associated with high levels of leisure reading and reading comprehension

Longitudinal studies are needed to confirm and monitor the effects of these differences over time. Future research also could explore factors such as income, ethnicity, region, and race, and how they might alter the relationship between voluntary reading, reading test scores, and other outcomes. Critically, further studies should weigh the relative effectiveness and costs and benefits of programs to foster lifelong reading and skills development. For instance, such research could trace the effects of electronic media and "screen reading" on the development of readers in early childhood.

Recent studies of American time-use and consumer expenditure patterns highlight a series of choices lurking in the question "To read or not to read?" The future of reading rests on the daily decisions Americans will continue to make when confronted with an expanding menu of leisure goods and activities. The import of these national findings, however, is that reading frequently is a behavior to be cultivated with the same zeal as academic achievement, financial or job performance, and global competitiveness.

Technical Note

This report presents some of the most reliable and currently available statistics on American reading rates, literacy, and reader characteristics. No attempt has been made to explore methods for reading instruction, or to delve into racial, ethnic, or income traits of voluntary readers, though age, gender, and education are discussed at various points in the analyses. The majority of the data stem from large, nationally representative studies completed after the 2004 publication of the NEA's *Reading at Risk* report. Unless a footnote is provided, sources for all data in this Executive Sum-

mary are given with each accompanying chart or table. All adult reading scores and proficiency rates refer to the Department of Education's prose literacy category.

Caution should be used in comparing results from the several studies cited in this publication, as the studies use different methodologies, survey populations, response rates, and standard errors associated with the estimates, and the studies often were designed to serve different research aims. No definite causal relationship can be made between voluntary reading and reading proficiency, or between voluntary reading, reading proficiency, and the reader characteristics noted in the report. Finally, except where book reading or literary reading rates are specifically mentioned, all references to voluntary reading are intended to cover all types of reading materials.

Office of Research & Analysis
National Endowment for the Arts

Date: January 2, 2008

To: PLA Board

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 January 2, 2008, 798 booths and 20 table tops
are sold. This compares to 769 booths and 20 table tops sold as of January 2006. 90 booths
remain available. With up-grades and companies that come in after the Mid-Winter Meeting, we
expect to be sold out of locations in early March.

Registration
As of January 2, 2008, 2389 attendees are registered for the basic conference. This compares to
2232 registrants as of January 2, 2006. **Please note – In 2006, the PLA Early Bird deadline
was January 11th. The early bird deadline for the 2008 conference is January 18th.

Registration is strong for preconferences and meal events.

Preconferences
Beginner's Guide to Serving Teens - 36
Bridging the Divide: Libraries Transform Communities - 91
Children's Spaces, Family Places: Developing Interactive Early Literacy Environments in Your
Library - 80
Cultural Programs for Libraries: Linking Libraries, Communities, and Culture - 43
Grants for Libraries - 38
Guys Read: Make Noise With Boys Book Discussions - 40
HR for Results - 39
Romance Readers Advisory 101 - 19
Spanish Language Outreach - 16
Telling Tales for Early Literacy - 41
Where Readers Go Books Follow: The Future of Audio Materials in Public Libraries - 26
Who Said Management Can't be Fun? - 111
Winning Media Interviews: Sure-Fire Tactics to Get Your Messages Out - 27
Sustaining Libraries Symposium - 94
Preconferences 6 & 7 - 10

Meal Events
Preconference Lunch with Meg Cabot - 119
Thurs Adult Author Lunch with Louisa Erdrich - 385
Thurs Children's Author Lunch with Pat Mora & Raul Colón - 173
Audio Publishers Association Dinner - 198
Fri Adult Author Lunch with Arthur & Pauline Frommer - 388

Fri YA Lunch with Nancy Pearl - 301

<u>Housing</u>
The PLA housing block is 93% sold. We have picked up 3,339 rooms on peak night (Thurs), which compares to 2,954 rooms on peak night, as of January 2, 2006 (for Boston).

As of January 2, we have approximately 50 requests waitlisted for rooms. We are working to secure an additional hotel to accommodate these requests.

To: PLA Board of Directors
Fr: Kathleen Chau
Re: Gates Project Update

In June 2007, the Bill & Melinda Gates Foundation awarded PLA a $7.7 million grant to develop and provide an advocacy training program for public librarians over the next three years. Since then much work has been done.

The project has an identity, a brand and has been named *Turning the Page*: **Building Your Library Community.** A logo has also been developed, see above. A website is in development; once it is completed you will be sent the URL.

Seven hundred and sixty-six library systems are participating in the Opportunity Online Hardware Grants and therefore are required to have at least one (but no more than three) people participate in *Turning the Page*. This can be either at face to face events or online. It is currently estimated that 1500 grantees will attend face to face events during round 1. Eight events are scheduled, "Save the Date" emails and cards have gone out and formal invitations will be sent next week. The full schedule is included below.

The event in Minneapolis is not for the grantees; it is being held in conjunction with the PLA Conference and is offered to the first 200 registered PLA members that sign up. To date, 90 people have registered.

Content development for *Turning the Page* is nearing completion as well. There will be an opening motivational speaker, a local political and corporate foundation panel, fourteen modules created specifically for library directors and/or trustees, an action plan development workshop, a dinner with a local author, and networking/social opportunities. The online version of *Turning the Page* will mirror the event, although it will be self paced. All participants will come together in the virtual community for sustained learning opportunities throughout the grant.

Round 2 of the grant will kick off on January 9, 2008 during the ALA MidWinter Meeting.

<div align="center">

Turning the Page
Round 1 Schedule

</div>

March 4-5, 2008	Des Moines, IA	Embassy Suites on the River
March 13-14, 2008	Salt Lake City, UT	Downtown Marriott
March 18-19, 2008	Wichita, KS	Hyatt Regency Downtown
March 25-26, 2008	Minneapolis, MN	Minneapolis Convention Ctr.
April 2-3, 2008	Annapolis, MD	DoubleTree Hotel
April 7-8, 2008	Bolton, NY	Sagamore on Lake George
April 10-11, 2008	Bolton, NY	Sagamore on Lake George
April 29-30, 2008	Hershey, PA	Hershey Lodge