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| Association of College and Research Libraries  ***Fall Board Virtual Meeting***  November 18, 2019  Zoom  1:00–4:00 p.m. Central |

**Board:** Karen Munro, President; Jon E. Cawthorne, Vice-President; Lauren Pressley, Past-President; Carolyn Henderson Allen, Budget and Finance Chair; Jacquelyn A. Bryant, ACRL Division Councilor; Faye A. Chadwell, Director-at-Large; Kim Copenhaver, Director-at-Large; April D. Cunningham, Director-at-Large; Emily Daly, Director-at-Large; Jeanne R. Davidson, Director-at-Large; Caroline Fuchs, Director-at-Large; Cinthya Ippoliti, Director-at-Large; Kelly Gordon Jacobsma, Director-at-Large; Mary Ellen K. Davis, Ex-Officio Member

**Guests:** Natalie Haber, Sandy McCarthy

**Staff:** David Free, Allison Payne, Mary Jane Petrowski, Elois Sharpe

## 1.0 Call to order (Munro)

ACRL President Karen Munro called the meeting to order at 1:05 p.m.

## 2.0 Opening remarks/review of ground rules (Munro)

Munro welcomed the Board and guests to the meeting, and attendees introduced themselves.

## 3.0 Adoption of the agenda (Munro)

Munro asked the Board if there were amendments to the agenda. As there were no changes, the Board approved the agenda as presented.

## 4.0 Consent Agenda (Munro)

Munro referred the Board to the items included on the Consent Agenda and asked for further discussion.

1. Dissolving the Western New York/Ontario Chapter #2.0
2. Disband Continuing Education/Professional Development Discussion Group #2.1
3. Disband New Members Discussion Group #2.2
4. Board Ground Rules & Social Media Guidelines update #2.3
5. Plan for Excellence Proposed Revision #2.4, #2.4a
6. Distance Learning Section name change to Distance and Online Learning Section #2.5

***Motion:*** *ACRL Director-at-large Jeanne Davidson moved that the ACRL Board of Directors approves its Consent Agenda as presented.*

***Action:***  *The Board approved its Consent Agenda as presented.*

## 5.0 Officer Reports

5.1 President’s report (Munro) #1.1

5.2 President-elect’s report (Cawthorne) #1.2

5.3 Past President’s report (Pressley) #1.3

5.4 Councilor’s update (Bryant) #1.4

5.5 Executive Director’s Plan for Excellence Activities Report (Davis) #1.5, #1.6

5.6 Representative Reports (Pressley) #3.0

The officers referred the Board to the written reports included in the packet and asked if there were questions, or if the Board would like an overview of the Representative Reports.

As there were no questions, ACRL Executive Director Mary Ellen Davis gave some highlights from the ACRL Plan for Excellence Activities Report:

* Project Outcome for Academic Libraries (POAL) has 2,118 registered users from 345 academic libraries as of November 11, 2019.
* The 20th anniversary of the ACRL Information Literacy Immersion Program was commemorated by a reading of the Board’s resolution congratulating them on a successful program at the 2019 ACRL Information Literacy Immersion Program held at Loyola University Chicago. The resolution was also mailed to all Immersion facilitators.
* The Scholarly Communication Toolkit was updated and promoted during Open Access Week.
* The New Roles and Changing Landscapes Committee (NRCL) updated library position descriptions for the forthcoming CUPA-HR salary survey. These updates and revisions were submitted to CUPA-HR in July 2019 for the next survey cycle. The Board asked where the CUPA-HR data can be found online. ACRL Associate Director Mary Jane Petrowski advised that the 2019 data has not yet been published, but that the previous years would be available from CUPA-HR.
* The 2021 ACRL Conference’s Call for Participation was reviewed and updated to be more inclusive. One of the many changes made was the Conference Committee established presentation limits for the first time at an ACRL Conference. An individual can present a maximum of two times at ACRL 2021, regardless of session format or presenter role. The goal is to expand the number of individuals presenting at Conference and this may increase the diversity of perspectives and presenters.
* In September 2019, ACRL Executive Director Mary Ellen Davis and ACRL Senior Strategist for Special Initiatives Kara Malenfant attended an invitational meeting of members, experts, and ALA staff at ALA’s Public Policy and Advocacy (PPA) office in Washington, DC to discuss strategies on contract override.

## 6.0 SCOE Update (Daly) #14.0

ACRL Director-at-large and Steering Committee on Organizational Effectiveness (SCOE) member Emily Daly referred the Board to the SCOE report in the packet. The ALA Executive Board discussed SCOE’s report at its 2019 Fall Meeting, and overall the ALA Executive Board had a positive response to the report. During their Fall Meeting, the ALA Executive Board referred SCOE’s recommendations to the ALA Committee on Organization and the ALA Constitution and Bylaws Committee for comment and study regarding changes that would need to be made to policies and bylaws if the recommendations were implemented.

At the October 2019 ACRL Strategic Planning and Orientation Session (SPOS), Daly shared with the Board that SCOE was considering an extension for the proposed timeline to provide time for a new ALA Executive Director to review the proposals. Daly confirmed that the timeline has been extended, and that ALA Council will vote in January 2021 and June 2021. Pending ALA Council’s votes, a membership vote is planned for Fall 2021.

In June 2020, SCOE will begin to transition its recommendations to an implementation group. The implementation group members have not yet been appointed, but it is expected that the composition will include some members from SCOE, as well as new members. The implementation group will work to put into practice recommendations that will not require a membership vote. The Board agreed that ACRL should have a representative on the implementation group.

SCOE is recommending four leadership assemblies: Chapter Leadership Assembly, Round Table Leadership Assembly, Division Leadership Assembly, and Affiliates Assembly. Daly reported that the Chapter Leadership Assembly has already met virtually, and there were over 75 members in attendance.

Daly shared that SCOE is looking for consistency across the organization for the volunteer process. A volunteer clearinghouse is being recommended to identify volunteers’ interests, skills, and expertise.

The Board thanked Emily for her SCOE updates and for representing ACRL. The Board asked for more information on the fiscal analysis. During SCOE’s November 2019 meeting, it was shared that ACRL’s and PLA’s Boards are interested in receiving more detailed financial information before making a decision on SCOE’s recommendations. Daly has conveyed this message to SCOE and stated that one of the reasons for the extended timeline was to give ALA additional time to consider financial implications.

ACRL Executive Director Mary Ellen Davis shared that staff recently met with the new ALA Membership Development and Customer Service Director, Melissa Walling, to discuss potential membership models. Daly added that Walling also met with SCOE, and that Walling would like to conduct a review of membership dues across the association. Davis and Daly will keep the Board apprised as they receive more information on membership models.

SCOE will be working with ALA Communications & Marketing Office Director Stephanie Hlywak on talking points and future communications. Daly shared the tentative schedule for SCOE Forums at Midwinter 2020: Saturday, January 25, 2020: 8:30-10:00 am; 10:00-11:00 am; Noon-1:00 pm; Sunday, January 26, 2020: 1:00-2:00 pm; 4:00-5:00 pm; and Monday, January 27, 2020: 10:00-11:00 am. SCOE is also planning to schedule virtual forums before and after Midwinter. *Ed. Note: The Saturday noon-1:00 p.m. session has been designated as a session that focuses on the proposals involving divisions.*

Daly advised that SCOE Chair Lessa Kanani'opua Pelayo-Lozada has offered to present at the upcoming Virtual Leadership Council in January 2020. The Board supported having Pelayo-Lozada give an update on SCOE during the Virtual Leadership Council. *Ed. Note. Lessa Kanani'opua Pelayo-Lozada has confirmed her availability and willingness to present at the Virtual Leadership Council Session.*

The Board next discussed how it would like to respond to SCOE’s report, and if it would like to make a joint statement with the Public Library Association (PLA) and other interested divisions. The Board expressed its concerns about the lack of financial details, and that it did not want to make a decision on the recommendations until further financial information is available. The Board agreed that it should make a statement to the ALA Executive Board, and that it would like to check with PLA to see if a joint statement should be made.

***Next steps:*** *A SCOE Communications Working Group was formed with Karen Munro, Faye Chadwell, and Mary Ellen Davis. Emily Daly will serve as a working group consultant. The working group will work on a statement to the ALA Executive Board, and consider if ACRL should make a joint statement with PLA.*

## 7.0 Equity, Diversity & Inclusion Communications (Munro)

ACRL President Karen Munro began the update on ACRL’s Equity, Diversity and Inclusion (EDI) Communications Working Group by sharing that the group (Carolyn Henderson Allen, Jon Cawthorne, April Cunningham, and Karen Munro) met last week to discuss a EDI communications plan for ACRL. The working group agreed that ACRL has been working to implement its Core Commitment, but that ACRL needs to increase its communications on its EDI work. The working group shared its idea for a regular column on *ACRL Insider* that would highlight Diversity Alliance members or Spectrum Scholars through interviews or a format similar to “ACRL Member of the Week.” The Board shared that ACRL’s Value of Academic Libraries Committee (VAL) is currently preparing a social justice spotlight series, and recommended that the working group coordinate its communications with VAL.

Prior to the Board meeting, Munro shared *The Chronicle’s* article, “[Why Diversity Initiatives Fail](https://www.chronicle.com/interactives/20191106-Newkirk).” The article captured how large sums of money has not been effective in addressing EDI issues in higher education, and that more actionable and holistic work needs to done to address diversity challenges in higher education.

The Board discussed how ACRL could engage its incoming leaders. The Board recommended that Board candidates could receive information on ACRL’s Core Commitment with the background materials that they receive during their candidacy.

***Next steps:*** *The working group will consider how next year’s Board candidates will receive background info on ACRL’s Core Commitment to Equity, Diversity and Inclusion. To coordinate communications, the group will check-in with VAL regarding its social justice series. A report out will be included on the Board’s agenda for Midwinter 2020.*

## 8.0 Board at Midwinter 2020 (Munro) #7.0, #13.0

ACRL Executive Director Mary Ellen Davis shared that the ALA Public Policy and Advocacy Office has requested time to meet with the Board to give an update on ALA’s advocacy efforts at Midwinter. The Board discussed other possible ideas for its agendas at Midwinter and made the following suggestions.

**Virtual Board Update Meeting:**

* Discussion of recommendations from the Steering Committee on Organizational Effectiveness (SCOE) Communications Board Working Group, and consider ACRL’s response.
* Update from the Equity, Diversity and Inclusion Communications Board Working Group, with information on the Value of Academic Libraries Committee’s social justice spotlight.
* Board liaison group reports
* Update on ALA Executive Director search if available.
* Update on ALA Headquarters building sale if available.

**Board I & II:**

* Receive an update from ALA’s Chief Information Officer Jim Gibson.
* Review equity, diversity and inclusion (EDI) ideas that were generated during the 2019 Fall Strategic Planning and Orientation Session (SPOS).
* Meet with goal-area and EDI Committee chairs.

**Joint Board & B&F**

* Discussion of potential membership models and fee structure, and the impact on ACRL. SCOE is exploring a $70 dues rate for each division, which is $2 more than ACRL’s FY19 dues rate for regular members.
* Discussion of how ACRL could best invest in programs and services to support its Core Commitment to EDI.
* Strategic review of the FY21 budget assumptions to identify programs and services that should be prioritized, as ACRL monitors a net asset balance that is moving closer to the mandated operating reserve.
* Discussion of reduced funding and trends in higher education, and how this might impact ACRL and how it can best support members facing these issues.
* Discussion of how ACRL could support leaders and help position libraries for future success.

It was agreed the Presidents would take these ideas into consideration as they built the agendas for MW, working with the chair of the Budget & Finance Committee to plan the joint meeting. The Board will discuss plans for the January 2020 Virtual Leadership Council during agenda item 10.0.

## 9.0 ACRL Budget

### 9.1 FY19 final close results (Allen) #4.0, #4.1, #5.0

ACRL Budget and Finance Chair Carolyn Henderson Allen referred the Board to the FY19 report and memo in the packet. She reminded the Board that ACRL compares numbers from two years ago, as ACRL’s budget increases during odd years when the ACRL Conference is held. Allen reported that FY19 ended the year better than budget by more than $400K.

Overall, the ACRL Conference was a programmatic and financial success, with 3,102 registrants generating $1.2 million in gross registration revenue. Exhibits were slightly below budget at 94%, with 224 companies purchasing 330 10x10 exhibit booths. Colleagues fundraising exceeded budget by 136% for a total of $407,350. The ACRL friends also raised money which when added to the operational funds ACRL budgeted provided $124K in scholarships to 170 recipients. The conference generated a net of $342,292 during the two-year budget cycle.

Webinars ended the year 28% better than budgeted, with a net of $54K. ACRL book sales performed well, with a net of $115K. Allen noted that while print sales are decreasing, digital sales are increasing. Trends and Statistics generated more revenue than budgeted but had a lower net due to unexpected expenses for a reprint and the development of a new survey.

RoadShows performed slightly below budget, due to the need for new content and interest in the conference possibly drawing from regional offerings. Consulting was also below budget, but FY20 is off to a promising start. Membership dues are declining and were 1% below budget. Serial publications, including RBM, are performing slightly below budget.

ACRL ended the year with $5.2 million in total expenses, which was 7% less than budget. ACRL contributed $811K in overhead to ALA. The year-end net was -$118,436, which was 79% less than the budgeted amount of - $557,452. ACRL’s long-term investment fund ended the year at $4.9 million, which includes the $125K transfer to ACRL’s operating balance. Allen advised that as ACRL will have another investment budget for FY20, the Board and Budget & Finance Committee will need to closely monitor ACRL’s net asset balance.

### Choice Budget (Mark Cummings) #4.0, #4.1, #5.0

Choice Editor and Publisher Mark Cummings gave an update on Choice’s FY19 financials. Choice operating actuals ended the year at -$178K. There was a $176K below-the-line write down for Open Choice, which resulted in a year-end balance of $2.57 million.

Cummings reported that advertising trends have changed over the years. In FY13, almost 90% of advertising revenue came from print space ads and banner advertisements. In FY19, only 49% of advertising revenue came from print space ads and banner advertisements. The difference is due to the growth of webinar, podcast, and white paper programs and other sponsored content opportunities, which account for $303,000 in revenues FY19. Overall, print advertising is down at about $130K below budget.

Subscriptions are about 5% below budget, and declining subscriptions has been a trend in recent years. Licensing revenue is flat compared to last year.

Choice overall expenses were $16K better than budget, and Choice contributed $334K in overhead to ALA.

### 9.2 FY21 Budget Assumptions (Allen) #6.0

ACRL Budget and Finance Chair Carolyn Henderson Allen referred the Board to the FY21 Budget Assumptions included in the packet. Last week, the Budget and Finance Committee reviewed the assumptions and agreed with the recommendations for FY21. Allen advised that the higher education climate includes declining funding and enrollment which will likely reduce funding available for librarians and libraries. Free and reduced tuition in some states may promote enrollment. The Detroit Promise proposes free tuition for residents, but universities will need to cover extra costs on their own.

Choice Editor and Publisher Mark Cummings gave a brief overview of Choice’s FY21 budget assumptions. Cummings advised that Choice is looking to increase its portfolio of services in the coming years. Choice will continue to offer its popular webinars and podcasts in FY21.

ACRL Executive Director Mary Ellen Davis reminded the Board that ACRL has been planning a negative year-end net, so that it can invest in programs and services. The Budget & Finance Committee agreed that as ACRL gets closer to its mandated operating reserve, ACRL may need to slow down spending and will need to carefully monitor the budget in the coming years. Davis advised that after staff builds the FY21 budget based on the assumptions, that additional changes may need to be made prior to Midwinter and that these will be highlighted for the Board and Budget & Finance Committee. Additional changes may need to be discussed during the MW meeting.

The Board asked if the ACRL facilities survey generates revenue. Davis advised that ACRL is planning for this project to have a neutral net for FY21 due to development costs.

The Board expressed concern about costs for the 2021 ACRL Conference, as Seattle can be a very expensive city for A/V and hotels. Davis advised that staff is working with Conference Chair Beth McNeil to closely monitor and reduce expenses without negatively affecting the conference experience.

***Motion:*** *ACRL Budget and Finance Chair Carolyn Henderson Allen moved that the ACRL Board of Directors approves the Budget and Finance Committee’s recommendation to approve the FY21 budget assumptions.*

***Action:*** *The ACRL Board of Directors approved the FY21 budget assumptions.*

## 10.0 Leadership Council Midwinter 2020 (Munro) #8.0, #9.0, #10.0, #11.0, #12.0

Prior to the Board meeting, the Leadership Council Communications Board Working Group (Mary Ellen Davis, Caroline Fuchs, Jackie Bryant, Cinthya Ippoliti, and Karen Munro) met virtually to discuss communications to members regarding Leadership Council. The group drafted two statements: one for the breakfast and one for the Virtual Leadership Council Meeting. The group recommended that only ACRL members who are registered for Midwinter should receive the breakfast invite. The Virtual Leadership Council invite should be sent to the regular list of ACRL leaders. The Board recommended the following potential topics for the Virtual Leadership Council Meeting.

**Virtual Leadership Council:**

* Updates from member groups on how they are implementing ACRL’s Core Commitment to EDI.
* ACRL President and Vice-President Updates, which could highlight some of ACRL’s EDI work, such as expanded criteria for VAL travel scholarships.
* Update from the Steering Committee on Organizational Effectiveness (SCOE).
* Goal-area and EDI Committee chair updates.
* Time for breakout discussions on how ACRL leaders can support the Core Commitment to EDI.
* Reminder for the 2021 ACRL Conference Call for Participation from ACRL Conference Chair Beth McNeil.
* Update from ACRL Scholarship Chair Lori Goetsh.
* Viewing of clip of promotional video created from content from the 2019 ACRL Conference.

## 11.0 New Business (Munro)

Munro asked for new business. As there was none, the Board moved to the next agenda item.

## 12.0 Adjourn (Munro)

Munro thanked the Board and participants for attending. The meeting was adjourned at 4:01 p.m.