

**Public Library Association  
Board of Directors Meetings  
ALA Annual Meeting  
New Orleans, LA  
June 23 & 26, 2006**

**Present** Dan Walters, President, Susan Hildreth, President-Elect, Clara Bohrer Past President, **Issues and Concerns Cluster:** Wayne Crocker Chair, Carolyn Anthony, Ann Marie Gold, Mario Gonzalez, Jan Sanders; **Library Development Cluster:** Jose Aponte, Rita Hamilton, Alan Harkness, Kendi Kelley, Kathleen Reif; **Library Services Cluster:** Carol Sheffer Chair, Karen Danczak Lyons, Sari Feldman, David Paynter, Marcellus Turner, Arthur Weeks; **Division Councilor:** Norman Maas; **ALTA Representative:** Dale Ross; **Executive Director:** Greta Southard; **PLA Staff:** Barb Macikas, Linda Bostrom, Kathleen Hughes and Angela Thullen.

**Excused Absence:** Ann Cousineau, Nicola Stanke Chair Library Development.

**Actions:**

**By consent,** approved the discussion agenda. *Consent*

**By consent,** accepted the following reports: President's Report 2006.60, 2006 Midwinter Board Meeting Actions 2006.61, 2006 Spring Executive Committee Meeting Actions 2006.62, 2006 PLA Election Results 2006.63, Membership Report 2006.64, Partners Committee Report 2006.65, *Public Libraries* Report 2006.66, Publications Report 2006.67, Spring Symposium Report 2006.68, Educational Activities Update Report 2006.69, Washington Office Annual Conference Report 2006.70, Institutional Scholarships Interim Report 2006.71, 2007 Conference Program Coordinating Committee Report 2006.78. *Consent agenda approved.*

**Voted to,** approve the motion to support one PLA sponsored candidate in the ALA Emerging Leader Program, 2006.73. PLA President and Executive Committee to develop process PLA will use to select the PLA sponsored candidate. Approved.

**Voted to,** approve the motion to respectfully suggest that ALA make full complementary conference registration available to those participating in the ALA Emerging Leader initiative, as we

consider this to be a valuable asset to this important initiative.  
Approved.

**Received** report from the ALTA Representative, Dale Ross regarding ALTA's self study regarding their structure, governance and mission. Discussion regarding challenges faced by ALTA (poorer division, limited volunteer and staff workforce), ALTA is looking at what kind of relationships they should have with other entities, as well as what programmatic initiatives they should undertake. (no document) Based on this report, the PLA Board

**Voted to,** approve the motion that PLA reaffirms the value of trustees to public libraries and PLA is open to doing anything we can to assist the trustees as they re-evaluate their program of work.  
Approved.

**Voted to,** defeat the motion that PLA is not prepared to endorse or participate in the planning of the Library Support Staff Certification Project, 2006.79. Motion defeated.

**Voted to,** approve the motion that PLA agrees to participate in some some level of participation on an initial exploratory basis for the development of a Library Support Staff Certification, however, we have significant concerns regarding the necessity and viability of such a program. The incoming PLA President (S. Hildreth) will appoint a person to the ALA work group exploring this issue as requested in document 2006.79. Approved.

**Voted to,** approve the motion to endorse in principle the ALA resolution on the Federal Research Public Access Act of 2006, 2006.88.

**Voted to,** approve the motion that PLA requests that the filmmaker Ann Sidel (Hollywood Librarian) present to the PLA Board at Midwinter 2007 a more developed funding proposal for review regarding any financial contribution to help defray the final edit of the film, no document. Approved.

**Voted to,** approve the FY 2007 Budget, 2006.84. Approved.

**Voted to,** approve the motion directing the PLA President draft comments regarding the ALA document, "RFID in Libraries: Privacy and Confidentiality Guidelines" expressing our concern about the lack of opportunities for comment prior to the adoption of the guidelines, along with substantive issues PLA

President identified in the guidelines themselves, 2006.85 attachment 1. Approved

**Received** recommendations from the International Relations Committee for suggested PLA nominees for IFLA Public Library and Metropolitan Library committees. The names of Lorraine Jackson and Kathleen Imhoff will be forwarded to the ALA International Relations Office. The ALA Executive Board makes the final determination as to what names are submitted to IFLA for committee positions.

**Voted to,** approve the motion that PLA endorses the ALCTS statement on the Library of Congress series authority record decision, 2007.87. Approved

### **Discussion items:**

Key issues from BD I discussion of advocacy:

- Concern expressed about the lack of concentration and coordination of ALA advocacy efforts. ALA is trying to achieve a level of coordination via the ALA Coordinating committee. However, it was noted that participants in that group 'report out' rather than coordinate activities.
- Broad discussion of the concepts in the advocacy toolkit that PLA is developing. Concern expressed about how to capture a valid formula for economic analysis regarding the notion of articulating the monetary value a community derives from the library.
- Does the profession need a national campaign? Question was raised as to the value (if any) of creating consistent national library message.
- Lack of focus on how to build support for the library at a local level.
- Concern expressed about PLA's capacity to take on other association based advocacy initiatives.
- Discussion of the advocacy toolkit, pricing, roll out options.
- Concern expressed that the Board needs to understand the financial implications of all of PLA's activities. Context is needed when making budget decisions, recovery of sunk cost is necessary for projects.
- Need expressed for PLA financial plan, or guiding principles that the board could use to assess the viability of project ideas and evaluate the sustainability of current projects.

Budget and Finance Committee will work with the Executive Director to craft PLA financial principles.

**Voted to,** approve the motion to delegate to the Executive Committee the pricing of the Advocacy Toolkit.