

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

Draft ACTIONS

Present: Jan Sanders, President; Susan Hildreth, Past President; Carol Sheffer, President Elect;
Issues and Concerns Cluster: Carolyn Anthony (Chair), Michael Golrick, Larry Neal, Neel Parikh;
Library Development Cluster: Alan Harkness (Chair), Irene Blalock, Sara Dallas, Jose Parker, Kathleen Reif;
Library Services Cluster: Marcellus Turner (Chair), Audra Caplan, Sari Feldman, Eva Poole, Cathy Elizabeth Sanford, Lillian Snyder;
PLA Councilor: Norman Maas;
PLA Staff: Greta Southard (Executive Director) Linda Bostrom, Kathleen Hughes, Julianna Kloeppe, Joseph Potazcek, Louisa Worthington;
Visitors: Nann Blaine Hilyard, PLA representative to ALTA; Emily Sheketoff, Washington Office; Mario Gonzalez, ALA Board Liaison; Jo Ann Pinder, PLA representative to ALA Code of Ethics committee;
Excused Absence: Ann Cousineau (Issues & Concerns), Marcia Warner (Issues & Concerns), Danis Kreimeier (Library Development), Josie Parker (Library Development), Dale Ross (ALTA Representative).

During the PLA 2008 Midwinter Meeting in Philadelphia, PA, WA the PLA Board of Directors took the following actions:

By consent approved the agenda. *Consent*

By consent, accepted the following reports: 2007 Annual Conference Board Actions (2008.16); 2007-2008 Fall Executive Committee Actions (2008.17); Membership Report (2008.18); PLA Publications Report (2008.19); Partners Program Status Report (2008.20); *Public Libraries* Magazine Report (2008.21); Every Child Ready to Read Status Report (2008.22); Strategic Opportunities Update (2008.23); Educational Activities Update (2007.24); Revised Slate of PLA programs at 2008 ALA Annual Conference (2008.34)
Approved Consent Agenda

1. Received verbal reports from the Cluster Steering committee chairs. Issues surfaced included:
 - Committee chairs are generally supportive of the proposed Bylaws;
 - Academic member(s) expressed the need for formal spots on PLA committees;
 - Members are very interested in the idea of easier and greater variety of electronic participation opportunities;
 - Underscored the need for a transition plan to develop the process and procedures for implementing and participating in communities of practice;

- Concern was expressed with ALA's technical ability to support communities of practice;
- PLA Emerging Leader work group is tasked with developing guidelines for communities of practice formation;
- Members expressed the need for a letter of appointment to be able to attend various ALA conferences;
- Identified the need for member training and education on how to participate in a community of practice; how to be a community leader etc.;
- How will we evaluate the success of this new way of working, i.e. more participation in committees, communities, conference attendance, etc.;
- Reiterated the need for more information to be distributed to the membership to enable them to make an informed decision about the proposed Bylaws;
- Some committees have been interested in disbanding due to the in person meeting requirements and are thrilled to be able to consider virtual work space as an alternative to in person meetings.

2. Emily Sheketoff, Director ALA Washington Office (2008.25) provided an update on the activities of the office. No action.
3. Mario Gonzalez, liaison from the ALA Executive Board discussed several items including:
 - Appears to be no negative financial impact from the ALA dues increase;
 - 2009 Midwinter meeting will tie registration to housing; will not be able to secure housing until registered as an attendee---ALA hopes to better manage the housing block by moving to this system. Several PLA Board members voiced their concern with linking housing and registration as a unified process, including the need to pay attention to the fiscal management issues that our members face such as the fact that 3 ALA conferences will take place in one fiscal year for some libraries due to the July timing of an upcoming ALA Annual Conference.
 - Reported that a graduated dues study would cost ALA \$600,000
 - Reported that successful associations are data driven; ALA has convened a member leader work group to look at the 7 Measures of Successful Associations and see what ALA might incorporate. PLA Board member Alan Harkness is serving as PLA's representative to this task group.
4. Nann Blaine Hilyard, PLA representative to the ALTA Board came to report on the potential ALTA (Association of Library Trustees & Advocates)/FOLUSA (Friends of the Libraries USA) merger. FOLUSA is 15 years old and initially started as a group in LAMA. Merging the two entities would save ALA money and provide ALTA with strong leadership. Merger discussions continue between the two entities.
5. Reviewed and approved the draft Bylaws as revised at Board I (2008.38.1). Motion to approve the Bylaws and move forward with a vote to the membership this spring; recommending the membership adopt the revised Bylaws which will create a more nimble, flexible organization. Approved
Tasked the staff with the following next steps:
 - Letters out to all public library directors articulating the proposed change and how this will impact/benefit staff who attend conferences;
 - Host and open forum at National Conference;

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- Develop a communications plan to inform the membership and promote the endorsement of the proposed Bylaws;
- Set up communities of practice for all existing committees to see if the committee flourishes; if not, community would be disbanded if no activity;
- Staff to develop implementation plan in conjunction with the work of the Emerging Leader work group.

6. Reviewed the ALA Council agenda with PLA Councilor, Norm Maas. As part of this discussion heard from visitor, Jo Ann Pinder, PLA representative to the ALA Code of Ethics committee. Motion to endorse the proposed revisions to the ALA Code of Ethics (2008.36 and 2008.36.1). Approved.

7. Report from Budget and Finance committee chair, Clara Bohrer. Reviewed the following documents:

- FY06-07 Year End Financial Analysis & Management Rpt (2008.26)
- FY06-07 Audited Year-to-Date by Project Rpt (2008.27)
- FY07-08 Financial Analysis & Management Report, through Nov. (2008.28).
- FY07-08 Year-to-Date by Project Rpt, through Nov. (2008.29)

Discussion included the following points; began the fiscal year with \$25,000 less than anticipated in the fund balance due to Spring Symposium expenses and higher printing expense for the printing of the advocacy toolkit. In the future, B&F recommends that PLA maintain a higher fund balance. General discussion of future budget planning assumptions, recommendations from the committee are:

- Contribute to the endowment every two years to coincide with our National Conference schedule;
- Look at a two year cycle for the Grow Your Own pilot scholarship project; utilize the revenues from the National Conference to fund these scholarships every other year.

Reported out on the receipt of draft budget guidelines from ALA's Budget Analysis and Review Committee (BARC). PLA B&F will study the guidelines and provide comments from PLA to BARC. Initial review of the materials surfaced the concern with the change in the variance to budget guideline; revised document proposes a variance to budget of no more than 5%. PLA B&F committee recommends a 10% variance to budget guideline rather than the proposed 5%.

8. Molly Fogarty, PLA representative to the ALA Dec 12 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. (2008.37) 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. Identified the need for a protocol to use on how to work together, such a document is currently in development. Brought forward the following motions:

Motion to endorse in principle the resolution regarding the Government Printing Office (2008.37) Approved

Motion to endorse the resolution on tribal libraries (2008.37) Approved

Motion to endorse in principle the resolution on egovernment and funding for a digital system (2008.37) Approved

9. ALA Emerging Leader Program Update, Jan Sanders lead the discussion (2008.31). General comments from the Board included concerns shared regarding ALA implementation of this program; some EL participants felt that this was not a well developed programmatic activity,

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general discussion ensued regarding past problems. PLA Board member Larry Neal serves on the ALA task force charged with oversight of this program; he will share our concerns and suggested programmatic improvements (better mentoring, clearly articulated projects, training for the mentors, more active leadership development components) with the task force. Motion to approve the continued funding of 2 Emerging Leaders in the 2009 budget currently in development. Approved

10. Report from our representative to the ALA/APA Task Force on Support Staff Certification meeting, Carolyn Anthony. Reported that work continues on the development of a certification program for library support staff, plan on field testing the program by type of library divisions. The program is build upon the competencies developed by the Western Council. Distributed FAQ on site.
11. Sunil Iyengar, National Endowment for the Arts, briefing on NEA Report, "To Read or Not To Read" (2008.32). Research shows that readers are likely to be more involved and participate in community activities. Discussed the one book one community NEA project and the availability of small grants to libraries to support participating libraries.
12. 2008 National Conference Report, general discussion of upcoming conference led by Melissa Faubel Johnson (2008.33). Reported that we will have the added expense of shuttle buses as we are adding more hotels, currently have 3,100 registrants.
13. Received the Gates Advocacy Project Status Report (2008.35).

Meeting adjourned.