

PLA Executive Committee
Spring Meeting
April 20-21, 2007
Omni Hotel – Chicago, Illinois

Present:

Susan Hildreth, President; Jan Sanders, President-Elect; Dan Walters, Past-President; Sari Feldman, Library Services Cluster Chair; Anne Marie Gold, Issues and Concerns Cluster Chair; Kendi Kelley, Library Development Cluster Chair; Greta Southard, PLA Executive Director.

Absent: Norman Maas, Division Councilor.

1. By consent, approved the adoption of the agenda
2. By consent, accepted the following reports on the consent agenda:
 - a) Publications Report, 2007.37, Membership Report, 2007.38; "Public Libraries" Magazine Report, 2007.39; Education Activities Report, 2007.40; Strategic Opportunities Update, 2007.41.
3. 2012 and 2018 National Conference Site Selection Update, no document – G. Southard
 - a) Reported out that the ALA Executive Committee approved at their April 13th meeting the PLA 2012 and 2018 site selection request submitted by PLA.
 - b) Executive Committee suggested that staff contact the California Library Association (CLA) and explore the possibility of that state as a future PLA National Conference venue. Requested staff to notify Mary Ghikas and Deidre Ross that PLA will be clarifying with CLA their desire to limit ALA conferences to two conferences per decade.
4. ALA Status of Advocacy Initiatives, 2007.43 – K. Fiels
 - a) It was reported that the Ford Foundation awarded ALA monies to be used towards advocacy efforts, specifically to produce the Advocacy Institute on a regional and chapter level, working with Chapter Relations, ALTA and FOLUSA.
 - b) It was reported that ALA will create an Office for Library Advocacy, consisting of a director and a program officer. Expected that current ALA staff would apply but a national search would be conducted for the director position. Envisions that this office will provide support to all sorts of grass roots advocacy efforts. ALA Executive Director sees this office with as much prestige and effectiveness as the Office for Intellectual Freedom. Will also be responsible for developing courses, and a menu of outcome based training activities. The Executive Committee (EC) encouraged the ALA ED not to duplicate the work that already exists in the field by the Chapters with respect to library advocacy. The EC questioned how the work of this office would align with the work of the Washington Office.
 - c) Reported on the "I love libraries" website. Domain name is owned by L. Burger and donated to ALA. Will be used to build a 'public' website

- regarding libraries. The website will be modeled on the British Love Libraries website.
- d) Reported that he has no interest in opening the operating agreement for renegotiation. Would like to increase the quality of services provided to the divisions, PIO was the example cited. Wants to ensure that we receive the support we need to do our work.
 - e) Discussion of the movement to completely outsource all registration processing. Discussed the issues that need to be considered, such as service, transaction price for the processing of registrations for both large and small meetings, and a fair evaluation of the cost of doing business via the internal registration house as well as external registration providers.
 - f) EC asked what the impact of the dues increase has been; however, Fiels said it was too soon to tell.
5. FY 2007 Financial Analysis and Management Report, 2007.42 – G. Southard.
- a) Reported sound financial condition as of February performance report PLA ending net balance was \$613,381.
 - b) Reported staffing changes, Barb Macikas, Deputy Director, has accepted the RUSA/ASCLA Executive Director position; introduced Julianna Kloeppel as the new Program Coordinator. Staffing needs will be analyzed, deputy job will be posted after the review of the office workflow and staffing needs
6. Workload Measures and Staffing Patterns Committee Name Change Request, 2007.44 – G. Southard
- Decision:** PLA approves the request to change the committee name and charge. The new committee name: Staffing Issues. The new committee charge:
- The PLA Staffing Issues Committee will review, discuss and explore best practices in staffing of public libraries, as well as explore other organizations that may offer innovations in how public libraries can embrace changing work environments and develop our organizational structures. This committee will sponsor panel discussions, develop and present programs and make available these best practices in an online format to all PLA members who wish to explore their own staffing issues.
7. YALSA Letter, 2007.45 – G. Southard
- a) Based upon the EC conversation, PLA President Susan Hildreth will send a letter to address their concerns:
 - PLA preconference aimed at YA librarians has been canceled due to low registration, so it does not conflict with YALSA's activities;
 - PLA is undergoing a review of our committee and volunteer structure as a result, it is premature to make a decision regarding the request to create a YALSA liaison position on the PLA Services to Teenagers and their Caregivers Committee;
 - PLA convenes a peer review process for all National Program proposals; therefore it would not be appropriate to create a

separate process for divisions to propose programs for PLA National Conference.

8. Emerging Leaders (EL) Program Assessment, 2007.46 – G. Southard
 - a) Request for the division to provide programmatic assessment of the EL program to help facilitate planning for next year. Directed staff (L. Bostrom) to provide feedback to ALA.
Decision: PLA approves the sponsorship of one person for the 2008 Emerging Leader program. Southard will add \$1,000 to the draft FY08 budget to cover this expense.
9. Delivering Library Message Representation, 2007.47 – S. Hildreth
Request for participation in federal advocacy and media training on Friday, June 22 in DC as part of the ALA Annual Conference. Hildreth will provide the Washington Office (E. Sheketoff) with two names.
10. Leadership Update, no document – J. Sanders
 - a) Sanders updated the EC on 3M's interest in hosting an invitational leadership preconference at the 2008 National Conference in Minneapolis, MN. 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 and 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.
 - b) Notes from the Leadership Task Force Meeting: Creating a Leadership Development Program for PLA were distributed. Preliminary review of the recommendations. EC approves the recommendations and will review with the full Board at Annual Conference. The full report from the Leadership Task Force meeting will be included in the Annual Conference Board agenda. TF is developing a list of programs that meet their criteria to assist in the development of change agents and organizational change. Envision funding scholarships to specific programs, scholarship recipients would be obliged to assist in the field research to determine the value of the program they participated in; could we work with that educational entity as a developmental partner?
11. Separate report provided regarding the Executive Committee meeting on Volunteer Workforce Structure facilitated by Paul Meyer.