PLA Board of Directors II
Midwinter Meeting
Seattle, WA
Monday, January 22, 2007

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, Barb Macikas, and Angela Thullen;
Visitors: Emily Sheketoff, Washington Office; Nann Blain Hilyard, ALA Board Liaison;
Excused Absence: Alan Harkness (Library Development), Dale Ross (ALTA Representative).

During the PLA 2007 Midwinter Meeting in Seattle, WA the PLA Board of Directors took the following actions:

> **By consent** approved the agenda with the addition of the following agenda item: Interim Report of the Library Support Staff Certification Task Force received onsite from Carolyn Anthony PLA representative to the TF. *Consent*

> **By consent**, accepted the following reports: 2006 Annual Conference Board Actions (2007.17); 2006-2007 Fall Executive Committee Actions (2007.18); Membership Report/Division Overlap Report (2007.19); PLA Publications Report (2007.20); Partners Program Status Report and Booth Locator (2007.21); *Public Libraries* Magazine Report (2007.22); 2007 Spring Symposium Update (2007.23); Every Child Ready to Read Status Report (207.24); Educational Activities Update (2007.25); Conference Program Coordinating Committee AC07 Revised Rpt (2007.26); ALA Web Redesign and Implications for PLA (2007.27). *Approved Consent Agenda*

> **Discussion Items:**

1. Emily Sheketoff, Director ALA Washington Office (2007.28) provided an update on the activities of the Washington Office.
2. Nann Blaine Hilyard, ALA Executive Board Liaison provided an update on

ALA activities and issues. Topics covered included: EPA libraries, redesign of ALA website, member satisfaction survey, release of the Diversity Counts survey results, future of cataloging, ALA/APA, hotel booking issues for ALA MW conference.   Discussion primarily focused on the proposed Advocacy Vision Plan, and the National Library Agenda proposed by Leslie Burger, ALA president to support the work of the organization. PLA board expressed concern that insufficient information had been provided to members and divisions regarding the Advocacy Vision Plan and that ALA needs to take a closer look at its business models. Concern was expressed regarding the two meeting requirement for committee service, attending both Midwinter and Annual Conference. Many PLA members are seeing this as a barrier to committee service/participation. The Board commented to Hilyard that PLA is re-engineering itself and a suggestion was made that ALA also look at how they conduct business.

3. Carolyn Anthony, PLA representative to the ALA Library Support Staff Certification Task Force, reported out on the work of the Task Force. ALA is submitting an IMLS grant application to support this initiative.

4. Luis Herrera, Chair, Leadership Task Force, reported out on the work of the TF. The TF is focusing on how to develop leaders for the profession and most specifically how to create change and change agents. They plan on presenting their recommendations to the Board at the 2007 Annual Conference.

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

6. Clara Bohrer, Chair Budget & Finance presented the following reports, FY 2005-06 Audited Close and FY06-07 Year to Date by Project Rpt (2007.29), FY05-06 Year End Financial Analysis & Management Report (2007.30), FY06-07 Financial Analysis and Management Report (2007.31), Introduction to the FY 2008 Budget Planning Process (2007.32). Discussion, overall PLA is in sound financial condition, ended FY 2006 with a $955,024 fund balance. Reported out that the for initial planning purposes the Budget and Finance Committee requested that the following expenditures be include in the draft FY08 budget:
    - $72,000 to support the third year of the pilot Institutional Scholarship project;
    - $13,000 to support Spectrum Scholars;
    - $2,000 to support the ALA Emerging Leader Initiative;
    - $10,000 to support the realignment of the volunteer organizational structure;
    - $15,000 to support the Leadership initiative;
    - $250,000 transfer to the Endowment;
    - $25,000 in the Strategic Opportunities line.

The B&F Committee will be creating financial guidelines to help guide the work of the Board and will be investigating opening up the endowment for

receipt of private donations and any attendant policies that would be required.

7. **Voted to,** approve the recommendation from the Awards Committee for the establishment of the John Iliff Innovation in Technology Award. Board discussion resulted in the motion to approve the award with the following name: PLA John Iliff Innovation in Technology Award.

8. **Voted to**, approve motion to continue to explore the relationship with Cable In the Classroom to see what they are creating as part of their information/media literacy education project. The Board expects that the Executive Committee will be kept apprized of this relationship and determine to what extent PLA will be involved in this educational initiative. Approved, however, the vote was not unanimous.

9. President Hildreth updated the Board on the following: plans for the AC PLA President's Program, Elizabeth Edwards is the speaker; ALA Emerging Leader Program; Sally Smith is the PLA representative to the LC Working Group on the Future of Bibliographic Control; PLA participated in the LSTA survey via our Legislative Committee. Note: subsequent to this meeting, Edwards canceled due to a campaign commitment. Armistead Maupin will be the speaker.

10. Discussion of ALA President Burger's National Library Agenda (2007.36). Highlights of the general discussion include: concern was expressed that the issue of early learning is not included in the document; regarding #5 language needs to be included regarding the capital investment in building libraries---which helps revitalize communities; President Hildreth requested additional comments by February 15. She will compile and send to Burger.

11. Reports from the Cluster Steering Committees based on issues that arose during the all committee meeting.
    Issues and Concerns, Anne Marie Gold chair:
    - Committees are interested in changing organizational structure; however want to make sure there is still a home for them to continue to do their good work. Very interested in exploring an electronic venue as a means for members to dialogue with each other on topical issues;
    - Committees pointed out that liaison responsibilities to ALA committees would need to be addressed in any new organizational structure;
    - PLA should talk a strong role in proactively communicating with our membership about DOPA. Suggested that we link to the YALSA website.

Library Development, Kendi Kelley, chair:
- Technology Committee will submit a placeholder program proposal for the identification of hot technology trends. They are working with the Practical Applications of Technology in Public Libraries Committee;
- Public Library System Cmt discussed doing a survey, Josie Parker, Board liaison to the committee, suggested they consult with PLA staff regarding the feasibility and cost associated with the suggested activity. Based on further discussion, the committee determined they would not pursue this idea;
- Charges of all of the committees should be examined; discussion ensued regarding the accountability of committees as related to their charges.

Library Services, Sari Feldman, chair:
- Basic Education Committee wants a link from the PLA website to the OLOS website (staff will determine where that link might be best positioned, as we can not link to all elements of the ALA website from the first page of our website), want PLA to have a representative to the ALA Literacy Assembly (note from staff: we already do--the chair of the PLA Literacy Cmt serves as our rep to the ALA group), wants PLA to be a part of the Verizon effort. (note from staff: ALA has a grant project that they manage for Verizon. ALA grant staff would need to determine what role, if any, they envision PLA playing in their project);
- Two committees do not have chairs, no one would commit to serving as chair;
- Committees see value in getting together in person to discuss issues, Board discussion ensued regarding how to provide appropriate venues for substantive discussion of public library issues;
- Very critical of the website;
- Concern was expressed that committee chairs and or members have no sense of protocol and have approached vendors directly themselves on behalf of PLA to solicit support for their program. Board discussed that all fundraising is to be channeled through the PLA Partners Committee and staff.

12. Follow up discussion from Board I, mega issue discussion facilitated by Paul Meyer.   Board discussed the current committee structure and proposed that we think about a different way of working to ensure that we are using our volunteer workforce in the most effective and efficient manner. Comments included:
    - Members value opportunities to network with others on topical issues;
    - Members value the opportunity to present programs that allow them to share their passion with others;
    - How do we create venues for substantive issues;

- If we reconstruct committees, then committee charges should reflect that programming planning is optional. Many committees feel compelled or pressured to plan programs. We need to offer alternatives to committees as to the kinds of work that they could do, i.e. develop a subject wiki, lists and blogs. Identify the options and alternatives to them. Suggestion that if there is no action on a wiki or blog in a six month time period then we eliminate it;
- If we can not find a chair for a committee, that we do not force someone to serve as chair, however it was suggested that if there is no chair, then the committee would revert to a discussion group.

No action was taken on any of these ideas or issues. The Executive Committee will continue these discussions at their spring meeting and report back to the Board at Annual Conference.