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**PLA Board of Directors Meeting**

**June 25, 2022**

**ALA Annual Conference, Washington D.C.**

**Marriott Marquis, Georgetown University Suite**

**Board Lunch**

**12:00 Noon – 1:00pm Eastern**

**Board Meeting**

**1:00pm – 5:00pm Eastern**

**Present in Person:** Melanie Huggins, President; Michelle Jeske, Past President; Dr. Maria Taesil Hudson McCauley, President-elect; Directors-at-large: Amita Lonial, Dara Schmidt, Brandy McNeil, Candice Wing-yee Mack; Clara Bohrer, Fiscal Officer

**Present Virtually:** Directors-at-large: Erica Freudenberger, Toby Greenwalt

**Absent:** Stephanie Chase, ALA Division Councilor (excused)

**Guests:** Sonia Alcántara-Antoine; Michael Colford; Christina Fuller-Gregory; Larry Neal, ALA Executive Board (present virtually)

**PLA Staff:** Larra Clark, Deputy Director, Policy; Mary Davis Fournier, Executive Director; Mary Hirsh, Deputy Director; Melissa Faubel Johnson, Meeting and Special Events Planner; Angela Maycock, Manager, Continuing Education; Kathleen Hughes, Manager, Publications (present virtually)

**Agenda**

1. **Welcome and Introductions**, *Melanie Huggins, PLA President*

President Huggins welcomed the board, staff and guests to the first in-person meeting since 2020.

2. **EDISJ work,** *Maria McCauley, PLA President-elect*

Board members and staff reported on recent work around EDISJ, either as it relates to PLA goals or at their home institutions.

3. **Action Item:** Adoption of the agenda

Agenda was adopted as presented.

**Consent Agenda Document Number**

1. *Organizational Excellence and Governance* 
   1. May 2022 Board Meeting Minutes 2022.33
   2. PLA President’s Report to ALA Council and EB 2022.34
   3. TAG resolutions and PLA Councilors’ recommendations 2022.35a-c
2. PLA Initiatives Combined Report 2022.36
3. PLA Operations Combined Report 2022.37

**Action/Discussion/Decision Items Document Number**

1. Reflections, *Huggins, all* no document

Huggins pointed people to the reports in the consent agenda, particularly the documents related to Councilor’s meetings.

Huggins had lunch with division presidents and President Wong the previous day. They discussed challenges of bringing ALA in locally for political reasons. Need to show up for our members quietly and behind the scenes in some cases. This presents a challenge in terms of membership recruitment and retention. Equity is at the forefront of library missions. ALA is an important champion at national level but may need to do it quietly. This is a long-standing conversation in ALA. Certain groups or library types don’t feel represented, but it is coming to the forefront now given the current political situation.

1. PLA President Update, *Huggins* no document

Huggins pointed to the President’s Report for a full debrief. She represented PLA at a recent Urban Libraries’ Council library directors meeting in Cleveland.

1. PLA President-elect Update, *McCauley*  no document

McCauley was excited to work on finalizing the strategic plan refresh and was impressed with PLA staff. She recently participated in a conversation for a library conference out of Iran, with incoming ALA President Lessa Kananiʻopua Pelayo-Lozada. McCauley attended TAG division meeting to learn about potential governance models and impacts on divisions. Resulted in recommendation for 2 division executive board reps: 1 specifically for schools, 2 from other divisions. McCauley has done a few interviews and attend PLA B&F meeting. She was honored to give the keynote at Spectrum Lunch, as a Spectrum alum.

1. PLA Executive Director Update, *Mary Davis Fournier* no document

Introductions of Katina Jones and Sara Goek, PLA data team staff.

Davis Fournier is marking one year as PLA ED. She directed the board’s focus to the operational report: PLA is making progress in service to members and recruitment of non-librarian members. Saw a membership bump with PLA Conference; PLA is working on pilot with MRS with two-year membership and drip campaign. PLA added capacity for membership and marketing with new hire.

Staff continue to work and partner with other units across ALA to advance intellectual freedom tools and trainings. CE and web staff participated in launching unified CE across ALA. PLA launched Benchmarks product to provide essential research and generate revenue.

Additional staff added in data, communications, and programming. Hired several program coordinators to support unit. There is currently no plan to hire the vacant deputy director position.

Davis Fournier recognized PLA conference staff for a great PLA 2022 conference.

Davis Fournier and staff will now focus on operationalizing strategic plan and also on a fundraising plan and sustainability.

1. Executive Board Liaison Update, *Larry* *Neal* no document

Neal provided talking points and agendas from the executive board. Mentioned the national increase in censorship and challenges. In response, ALA has launched United Against Book Bans.

Neal reported an attendance of 13,289 at conference on Friday.

Neal thanked Bohrer for her good advocacy on PLA’s behalf during budget meetings. Financial reports are still very behind. ALA has hired permanent CFO. The Exec Board is very focused on a balanced budget, and eventually build up short term cash reserve.

Membership seems to have stabilized. ALA will need to continue to show value, given economic forecasts.

Neal will be moving to ALA Council Meeting later in the day. Council will be voting on TAG recommendations.

Kathi Kromer left PPA. EB has some concern with higher level staff turnover. Need a culture to retain and attract key talent. Search underway for a CTO.

EB approved Cultural Proficiencies Framework yesterday.

Neal reports back to the EB on Tuesday and asked for any comments to relay on behalf of PLA.

1. Fiscal Officer Report, *Clara* *Bohrer, Davis Fournier, all*
   1. FY22 as of January 2022 Budget Reports 2022.38a-d
   2. FY22 as of January 2022 Narrative 2022.39
   3. Budget and Finance Committee Meeting with ALA Treasurer 2022.40
   4. Priorities for Fiscal Officer/Budget & Finance Committee in FY23 no document

Bohrer directed the board to 38.a, the balance sheet. PLA has funds in:

* Operating fund (included conference and membership dollars);
* Grant funds to support special initiatives
  + AT&T digital literacy
  + Gates Legacy: Data, Project Outcome/Benchmarks, Leadership training, advocacy. Envisioned global partnership with IFLA and TASCHA, which has not been realized. PLA always include Gates Balance in financial reports
  + Long term investment

These numbers are from January. Bohrer would like to see more real time financials, as these do not reflect conference fully. PLA is on a two-year budget cycle to reflect conference cycle. Conference revenue covers our off years. At five months into the FY, PLA has a positive variance. We can expect March financials, which will include Conference actuals, by July. These will be presented at next regular board meeting.

The PLA B&F Committee is meeting with ALA and the Endowment Trustees. In years with significant fund balance, PLA has requested to transfer some monies into the endowment. Endowment trustees’ policy 6.5.1: looks at 20-month period of gains to decide payout to everyone that has money in endowment. Payout is generally 3-5% generally; at 5% for FY23. According to endowment trustee policy and Operating Agreement, PLA board holds decision on how to spend that interest. In years past, it has been rolled back in to grow endowment or moved to operating budget to be spent on new projects or initiatives (leadership academy, EDSJI Cultural Proficiency framework, 2nd version of ECRR).

This year, PLA was directed by ALA financial office to direct 5% ($73,000) into operating agreement. This is not the policy or the practice, which allows for PLA board control. Using money to fill $4.4 million deficit of overall ALA budget, reversing years of deficit budgets.

PLA and ACRL sent a letter expressing displeasure with demand for 5%. Received letter back that we were to use the 5% or find equivalent in the PLA budget. Letter also intimated that informal two-year budget cycle was being examined. Brought PLA B&F, ALA Treasurer and ALA CFO together to discuss. The planning sequence was out of alignment with ALA process. No member leader had seen our budget. PLA will continue to run the current budget process, what numbers ALA sent may not accurately reflect final PLA budget. Communication between ALA finance and divisions need to be improved and happen earlier. There is a policy inconsistency. Bylaws say one ALA budget and endowment, but other policy documents give PLA Board decision making power. PLA does not actually have control over the endowment. This decision impacts PLA and ACRL the most directly, as we have the funds to use the money for programs. Other divisions need endowment interest to meet their operating budgets.

At the point where PLA is developing FY23 budget. PLA will submit budget in late August or early September. If there is a compelling project, such as supporting the Family Engagement initiative, perhaps we will be able to spend on something that impacts our members.

It was asked if PLA could choose not to put future funds into the endowment. Yes, but Bohrer cautioned PLA could not choose to set up our own independent endowment. Our endowment funds reside within ALA.

Priorities for B&F committee for coming year: changing budget process to better align timelines with overall ALA timelines. OAWG has issued new report, online. Need to review it against letter than PLA sent with input. An ALA Task Force will be formed to work on new budget process. Will continue to monitor and report on ALA financial meetings. Internally, two priorities: fundraising plan for Friends of PLA, sponsorships, and grants. Will come to this board to approve budget on recommendation and review of B&F. Second, developing transition plan for when Gates Legacy funds wind down (6-7 years from now) Currently, funds about $1 million a year of PLA operations, programs and salaries. Financial and programmatic analysis to understand impacts of Gates money, sustainability. B&F will look at it from a financial perspective, board will look at it from a programmatic priority. The analysis will occur over FY23, with the discussion in FY24.

Jeske announced that Bohrer has been reappointed to Fiscal Officer position, to wide approval from the board. Huggins suggested a transition plan be developed for Bohrer’s eventual retirement.

1. Strategic Plan Refresh, 2023-2026 *Fournier, Mary Hirsh, all* **ACTION** 2022.41a-b

Hirsh explained the plan development process. The refreshed plan is built on a robust process. Staff reviewed 2020-21 outputs and recommendations, including presidential recommendations to new ED. A staff retreat in November 2021explored EDISJ applications to each goal. The new plan introduces design and content changes to make it simpler and clearer. There is a consistent framework across goals and more deliberate connections between goals. Removed measurement language from goals and moved to activities (with staff work plan).

Three priority decisions informed the plan: Embed EDISJ in all goals; focus on all library workers as a path to grow membership; expand partnership potential.

Davis Fournier walked the board through the refreshed plan content.

* EDISJ–move away from training focus to more organizational and system change. This represents a holistic approach at every level and with collaborators. EDISJ as part of our practice in everyday work–not separate.
* Transformation–in 2018 this meant turning outward. But what is next? Libraries also need to change internally to meet our mission–to be more equitable workplaces. “With and for” language is new in refresh.
* Org excellence–really about PLA, how we work, and integrity of our brand. Respond to need for trust in our conversations.
* Professional growth–was “leadership” goal. Better capture all library workers. Kept leadership in the objectives, but all staff may lead from whatever position in which they serve and lead from the values of the field.
* Advocacy & awareness–Responding to member feedback about PLA taking a stand and moving field forward. Support local, but also roll up to amplify national impact of those stories.

For next steps, staff will develop work plans with tactics. PLA will develop a communications plan and release to members in the fall. Subsequently the board can expect quarterly reporting.

Schmidt affirmed the plan accurately reflects the feedback that members shared. McNeil said the goals of the plan reflect why she wanted to join PLA. Alcantara Antione appreciates the non-linear approach and centering EDISJ. DEI world shifting from Inclusion to Belonging. It is important is to capture intentionality, even if imperfect.

Lonial suggested changing EDISJ to Equity and Social Justice. Diversity and inclusion are the most neutral, and don’t center “race.”

Freudenberg thanked the staff for excellent work on plan. She cautioned not to conflate rural and whiteness and to be thoughtful about how EDISJ scales in rural communities.

Huggins directed staff to consider the question of using the full EDISJ, with a focus on ease of understanding and alignment with ALA.

Proposed plan approved.

1. Cultural Proficiencies for Racial Equity Framework, *Amita* *Lonial,*

*Christina Fuller-Gregory* 2022.42a-b

Lonial provided background on this project. Christina Fuller-Gregory was EDISJ committee was co-chair. She led the work on the framework for PLA and ACRL. ALA EB approved it.

Fuller-Gregory was project facilitator for the framework and task force. In 2019, PLA and ALA ODLOS, ACRL and ARL announced formation of CPREF TF. Framework creation occurred during pandemic and racial reckoning. Includes four frames: addressing and interrogating white supremacy; accountability; cross-sector proficiency; anti-racist leadership.

ALA hosted two info sessions and robust comment review process. Now seeking approval and adoption. This is the beginning, not the solution.

Huggins asked about the PLA EDISJ committee role going forward. Lonial indicated the committee helped with development, but future is still being designed. She asked where the plan will live.

Fuller-Gregory indicated the document will live in a central place within ALA (not in a division) and be regularly reviewed. Future should include all of original stakeholders. She was unsure of how the future update process will work and who will be involved don’t know the answer yet. Framework outlines steps, and adopting it says that PLA will follow the steps and do the work.

The member-facing piece will be helpful in accountability. A major goal was to have one plan for ALA instead of several different plans by unit. For example, ACRL replacing their current standards and using the framework instead.

McNeil asked about what kind of support will be provided to librarians implementing the framework, as it could be traumatizing. Hopefully it will inspire organizations to implement at their various levels and PLA/others help with trauma.

Jeske encouraged actual promotion and use that is not merely performative.

The framework was approved.

1. IFLA Public Libraries Section Update, *Ramiro* *Salazar* 2022.43

Salazar absent; Davis Fournier directed the board to the written report.

1. Sunsetting/Transition of the Social Worker Task Force, *Larra Clark* **ACTION** 2022.44

Proposed Sunsetting/Transition of the Social Worker Task Force approved.

1. Welcome new PLA Board Members, *all* no document

New board members welcomed by the board as a whole.

1. Service Recognition of Board Membersno document
   1. Outgoing board member thanks: Michelle Jeske, Toby Greenwalt,

and Amita Lonial

* 1. Leadership transition: President Melanie Huggins passes baton to incoming

PLA President Maria Taesil Hudson McCauley (effective July 1, 2022)

President Huggins recognized the contributions of Toby Greenwalt and Amita Lonial who are rolling off the board, as well as outgoing past president, Michelle Jeske. Each of the outgoing board members will receive a commemorative print of a Public Libraries magazine cover and a donation will be made in their honor to their library friends group or foundation.

1. New Business, *all* no document

None.