



**PLA Board of Directors Meeting
Virtual Meeting – 11:00 am – 12:30 pm Central, April 15, 2022**

Agenda

NOTE: The item highlighted in yellow below was updated April 13, 2022.

1. **Welcome and Introductions**, *Melanie Huggins, PLA President*
2. **Action Item:** Adoption of the agenda
Additional items may be added to the agenda prior to the adoption of the agenda. Items may also be removed from the consent agenda and moved to a discussion item. The PLA Board's adoption of the consent agenda constitutes approval of those items on consent that have not been removed for discussion. PLA policies related to Board service, the strategic plan and Board roster have been included in ALA Connect as reference materials. These are not agenda items.

Consent Agenda	Document Number
1. <i>Organizational Excellence and Governance</i>	
a. Draft February 2022 Board Minutes	2022.24
2. 2022 Election Results.....	2022.24a
3. Preliminary Conference Results.....	2022.25

Action/Discussion/Decision Items	Document Number
4. Operating Agreement Discussion	2022.26
Maggie Farrell, ALA Treasurer and co-chair of the Operating Agreement Work Group and Andrew Pace, co-chair of the Operating Agreement Work Group will join the meeting to discuss progress and answer questions	
5. New Business, <i>all</i>	no document

Zoom Instructions

PLA Meetings is inviting you to a scheduled Zoom meeting.

Topic: PLA Board Virtual Meeting 04/15/2022

Time: Apr 15, 2022 11:00 AM Central Time (US and Canada)

Join Zoom Meeting

<https://ala-events.zoom.us/j/91926882351?pwd=eVp6a0pEc2pIVlI0T0hBUzFMc3I1Zz09>

Meeting ID: 919 2688 2351

Passcode: 080653

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**PLA Board of Directors Meeting
Virtual Meeting – 1:00-4:00 pm Central, February 25, 2022**

- Present:** Melanie Huggins, President; Michelle Jeske, Past President; Dr. Maria Taesil Hudson McCauley, President-elect; Directors-at-large: Amita Lonial, Erica Freudenberger, Toby Greenwalt, Candice Wing-yee Mack, Brandy McNeil; Stephanie Chase, ALA Division Councilor; Clara Bohrer, Fiscal Officer
- Absent:** Dara Schmidt
- Guests:** Larry Neal, ALA Executive Board; ALA Candidates for President Emily Drabinski and Kelvin Watson; ALA Candidate for Treasurer Peter Hepburn; PLA Presidential Candidates: Sonia Alcántara-Antoine and Kimberly Johnson; PLA Director-at-Large Candidates: Ashlee Chavez, and Mary Ellen Icaza, Members of PLA Budget and Finance Committee: Edith Craig, Karen Danczak-Lyons, Kelly LaRocca, Mary Hastler, Chris Jowaisas and Cindy Fesemyer
- PLA Staff:** Mary Davis Fournier, Executive Director; Larra Clark, Deputy Director; Lian Drago, Meetings Manager; Mary Hirsh, Deputy Director; Samantha Lopez, Manager, Marketing and Membership; Megan Stewart, Program Coordinator; Melissa Johnson, Conference Manager; Nellie Barrett, Program Officer; Sara Goek, Program Manager

Agenda

1. Welcome, *Huggins*.
2. By consent, the board approved the adoption of the meeting agenda.
3. By consent, approved the consent agenda as presented.

EDISJ work, Maria McCauley, PLA President-elect

McCauley pointed the group to the revisited December statement [regarding censorship and the freedom to read](#)

The board had a robust conversation about its commitment to both intellectual freedom and EDISJ. The Board would like to see the association take action in providing practitioners with language and practical resources to respond to challenges. PLA should consider a more proactive approach to helping members, such as providing talking points.

Consent Agenda	Document Number
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| 1. <i>Organizational Excellence and Governance</i> | |
| a. Draft December 2021 Board Minutes..... | 2022.18 |
| 2. Membership Report | 2022.19 |

Action/Discussion/Decision Items	Document Number
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|---|--|
| 3. Introduction of ALA and PLA Election Candidates
The following Candidates for PLA and ALA election briefly introduced themselves:
ALA Candidates for President Emily Drabinski and Kelvin Watson; ALA Candidate for Treasurer Peter Hepburn; PLA Presidential Candidates: Sonia Alcántara-Antoine and Kimberly Johnson; PLA Director-at-Large Candidates: Ashlee Chavez and Mary Ellen Icaza.
PLA Candidates Michael Colford and Ricardo Peralez were not present. | |
| 4. PLA President Update, <i>Melanie Huggins</i>
Huggins continues to field media requests related to intellectual freedom and challenges. From a local standpoint, she is coordinating with colleagues from different library types across the state. It has been very valuable, more engaged in supporting school colleagues. Huggins encouraged her fellow board members to reach out in times of crisis, so school librarians, superintendents, and school board understand they have support for public library partners. Huggins thanked PLA staff for providing talking points and resources to use and share during these conversations. | |
| 5. PLA President-elect Update, <i>Maria McCauley</i>
McCauley attended recent ALA executive board conference call. She reported that the new e-learning and ecommerce system launched, and single sign on and membership system are undergoing upgrades. The new CFO was introduced on the call; the executive board is focusing on framework for budget planning.
McCauley is participating locally on e-book legislative, working with PPA. She also received training for virtual advocacy visits for Congressional visits. | |
| 6. PLA Liaison to ALA Executive Board Update, <i>Larry Neal</i>
Neal shared liaison update document from previous executive board meeting. At that meeting, ALA Executive Director Hall spoke on internal EDI initiatives, hiring and staff training, adding Institute for Study of Race to Center for the Future of Libraries. The executive board voted to include EDI metrics in Accreditation rubric.
PLA was thanked establishing model for conference health protocols that will be adopted for Annual. A closed session focused on review of draft audit, which will be made public later in the spring.
The spring board meeting will be hybrid and all are invited to listen in.
Neal reminded the board that this is a two-way conversation and he appreciated feedback about NYT opinion piece, will pass this on to the EB later today. | |

7. PLA Executive Director Report, *Mary Davis Fournier*

One month out from PLA Conference, Davis Fournier is impressed by PLA staff and conference team's laser focus. PLA has five open positions currently posted, anticipating April start dates for new staff. Davis Fournier pointed to the membership report which shows clear path in areas for growth, with a focus on retention.

ALA has seen a tremendous acceleration of censorship activity, with many internal conversations. PLA staff agree there is a priority need for practical information and talking points. Davis Fournier will bring this conversation back to internal leadership. PLA is working with CMO, OIF, and PPA on media requests related to censorship; Huggins is an excellent spokesperson. ALA has retained a research firm to examine attitudes for a public campaign. PLA has planned a town hall style webinar and conference forum in response to intellectual freedom challenges.

Davis Fournier will be attending an IMLS convening next week about empowering readers. Michelle Jeske and staff from Richland will also be present. One of the outputs will be a research agenda that PLA has informed and could take future action on.

The strategic planning refresh work continues, and the board should have a document to review at its June meeting.

Davis Fournier indicated ALA has hired a new CFO, filling an important role. She is grateful for Clara Bohrer's mentorship and guidance as she familiarizes herself with PLA finance and budgeting practice.

8. Fiscal Officer Report, *Clara Bohrer*

PLA received financials too close to the meeting to have a report ready. 2021 was much better than budgeted as PLA did not spend down nearly what was budgeted. There are also some discrepancies in Q1 2022 that need to be investigated. Bohrer does not anticipate there will be an overall change in PLA's financial position based on the results. Bohrer and Davis Fournier have asked for the ALA financial report schedule so we can build PLA board meetings around report availability.

9. Operating Agreement Discussion, *Bohrer*

Bohrer thanked PLA Board members for attending recent operating agreement workgroup meeting. Divisions have been asked to provide feedback to operating agreement committee. There are two parts to discuss: First, the financial model followed by everything else we want to see. For the work group, the next step is writing actual policy and relationship document. The operating agreement work group unanimously puts forth the proposal for No Overhead.

Proposed Financial Model with No Overhead

If this passes, there will not be net asset balances for divisions. This change will use finances to support entire organization.

PLA has not used its NAB in over a decade as PLA is fiscally responsible and brings in revenue to cover expenses. Right now, NAB is on paper only, and ALA does not have the cash flow to pay it

out. The key change will be getting the budget we want for special projects, based on our track record of success. This will have to be based on trust.

There are questions about how divisions get funded, especially with regards to special projects or new investments for innovations, fundraising, and staffing.

There are addition questions regarding using endowment interest to fund projects, as well as transferring funds to the endowment. Bohrer believes there should be a mechanism for this, with funds available to support special projects.

Huggins reiterated the importance of holding core service provision units accountable. Units have engaged outside services to fill gaps, which led to over-complications. Huggins would like to see service level agreements with core service units. She questioned if PLA's approval of a new operating agreement is contingent on accountability.

Other observations include:

- General fund and mission driven units will all benefit from this which could lead to better collaboration.
- Calling for two-year budget and suggesting considering three-year rolling budget to collaborate on off years.
- Ability to determine our own staffing is a very important question to ask.
- Need super clear expectation about member experience
- ALA should put together process for budgeting that supports Pivot Plan and move backward from there.

As a next step, this conversation will be condensed into a memo for the two operating agreements work group chairs. The chairs will be invited to speak to board in April. Ultimately the executive board approves the fiscal aspect, policy changes go before a vote of council.

10. PLA 2022 Conference Update, *Melissa Johnson*

Johnson is excited to share that there are over 3200 full conference registrants, and housing is on track to not incur any attrition. Exhibits are also tracking on budget despite a few big publishers dropping out due to ongoing staff travel limitations.

Covid safety measures including requiring proof of vaccination or negative test will be in place, along with mandatory indoor masking. PLA Hired Safe Expo to verify, contract getting finalized now, and Safe Expo staff will be on hand for onsite vaccination and negative tests. PLA believes attendance numbers are strong because of these safety measures. This approach aligns with conference best practice and has gone through rigorous legal review

The budget is on track, and we will continue to see increase registration revenue. Virtual Conference registration is doing extremely well.

All the exciting aspects of conference will still be there, including Career center, giving back, Big Ideas, pop up shops and other things on exhibit floor. This is not a pared down event. Three libraries are hosting library experiences, including Anything, Richland, Multnomah.

The board encourages PLA staff to consider future Virtual Conference plans, keeping the 2022 robust offerings into 2024 and beyond. The board also encouraged PLA staff to consider how to engage rural libraries around the host city in 2024.

PLA staff will provided a high level day-by-day schedule for Board members and exhibit floor plan and assignments for Board members to thank exhibitors.

11. New Business, *all*

Huggins enjoys writing columns for *Public Libraries*. The March-April column is about 2 years of Covid.

TO: PLA Board of Directors
FROM: Megan Stewart, program coordinator
RE: 2022 PLA Election Results
DATE: April 13, 2022

ACTION REQUESTED/INFORMATION/REPORT: Information

ACTION REQUESTED BY:

DRAFTS OF MOTIONS: N/A

In 2022, six nominees stood for three positions: PLA President-elect and two Directors-at-Large.

Based on results, the composition of the PLA board in 2021-2022 and 2022-2023 appear below. Newly-elected members' names are in italics. In 2022, 1,999 votes were cast for the PLA election. This compares to 1,769 votes cast in 2021.

POSITION	2021-2022	2022-2023
President	Melanie Huggins	Dr. Maria Taesil Hudson McCauley
President-elect	Dr. Maria Taesil Hudson McCauley	<i>Sonia Alcántara-Antoine</i>
Past President	Michelle Jeske	Melanie Huggins
Directors at Large	<u>Through 6/30/2022:</u> Toby Greenwalt Amita Lonial <u>Through 6/30/2023:</u> Brandy A. McNeil Dara Hanke Schmidt <u>Through 6/30/2024:</u> Erica Freudenberger Candice Wing-ye Mack	<u>Through 6/30/2023:</u> Brandy A. McNeil Dara Hanke Schmidt <u>Through 6/30/2024:</u> Erica Freudenberger Candice Wing-ye Mack <u>Through 6/30/2025:</u> <i>Michael Colford</i> <i>Mary Ellen Icaza</i>
ALA Division Councilor	Stephanie Chase (through 6/30/2023)	Stephanie Chase (through 6/30/2023)

PLA thanks candidates for President-elect Kimberly Johnson and Directors-at-Large Rick Peralez and Ashlee Chavez for standing for election.

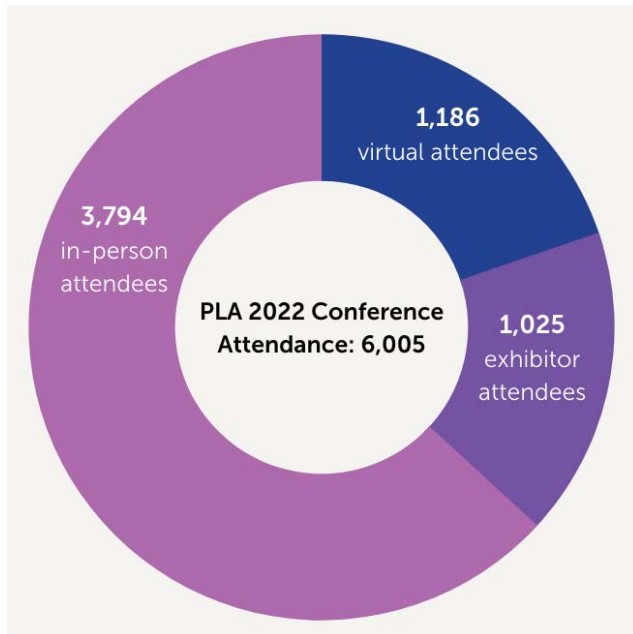
Thanks, too, to the 2022 Nominating Committee: Ramiro S. Salazar, chair, and members Stephanie Chase, Sari Feldman, Luis Herrera, Michelle Jeske, Richard Kong, Dr. Rhea Brown Lawson, Patrick A. Losinski, and Marcellus Turner.

PLA past president Michelle Jeske will chair the 2023 Nominating Committee.

PLA 2022 Conference Highlights

Submitted by Samantha Lopez, Manager, Marketing and Membership

Total Attendance: 6,005



PLA Daily News & Wrap-up Videos

- [Preview](#)
- [Wednesday](#)
- [Thursday](#)
- [Friday](#)
- [Post-show](#)

In the News

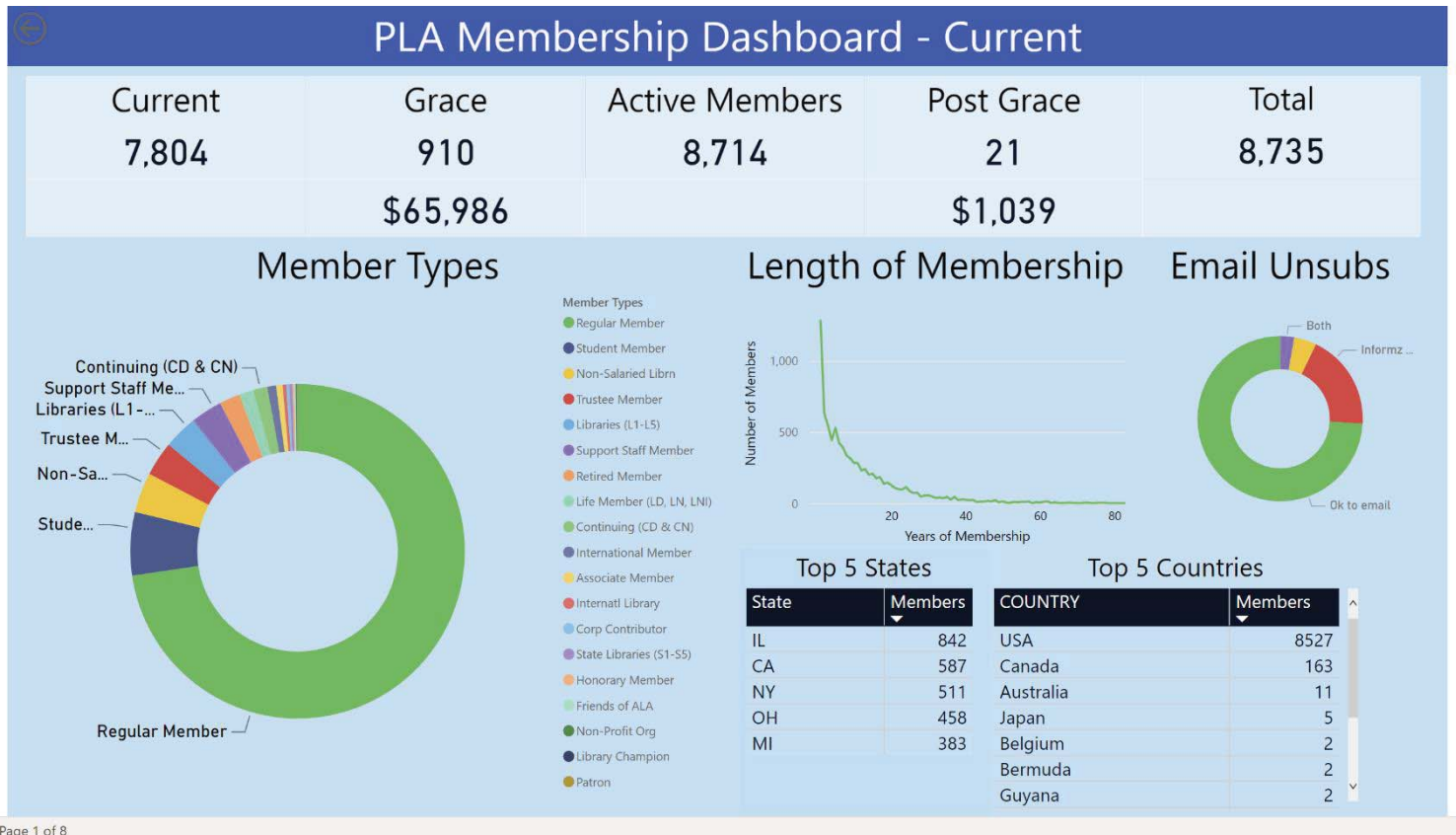
- [Advocating for Diverse Books](#), *ALSC Blog*, April 6
- [PLA in Person | PLA 2022](#), *Library Journal*, April 4
- [PLA 2022 Conference Exceeds Expectations](#), *Publishers Weekly*, April 1
- [Challenging Times, PLA 2022: addressing the swell of censorship cases](#), *American Libraries*, March 26
- [Finding Ourselves, PLA Day Three: books and representative collections as gateways to self-discovery](#), *American Libraries*, March 26
- [Dream It to Achieve It, PLA Day Two: libraries as granters of opportunity and activators of potential](#), *American Libraries*, March 25
- [Librarian conference brings visitors, ideas, excitement to Portland](#), *KGW8*, March 25
- [Speaking Up, PLA Day One: being courageous, setting boundaries, and building better boards](#), *American Libraries*, March 24
- [Portland hosts first major conference in two years as librarians make landing](#), *KGW8*, March 23
- [Public Library Association national conference expected to draw \\$4.4 million to Portland](#), *Portland Tribune*, March 22
- [As librarians convene in Portland, Multnomah County Library showcases its work in diversity, equity and inclusion](#), *The Oregonian*, March 18
- [PLA in Person: Conference Preview](#), *Library Journal*, March 11

Twitter

- Session - [Angela Hursh: #LibraryMarketing Consultant @webmastergirl](#) “My favorite session at the #PLA2022 Conference in Portland, Oregon featured a library that saw a 79 percent increase in circulation during the pandemic. How did they do it? !?https://bit.ly/3v2kf4A [VIDEO] #LibraryMarketing #CollectionPromotion”
- Session - [Becky Spratford @RAforAll](#) “I’m on vacation but my final #PLA2022 report went up. It is long. Please read it. The final program I went to was one of the BEST ever. This is not an overstatement: <http://raforall.blogspot.com/2022/03/pla-2022-friday-report.html>”
- Exhibitor – [Hiveclass 🐝 @hiveclass](#) “Last week, the Hiveclass team hit another HUGE milestone by attending our first national library conference- #PLA2022 in Portland, Oregon! Read about it here: <https://hiveclass.co/the-hive/pla2022-introducing-hiveclass/> #PLA #PLAConference #LibraryConference #SportsEducation #RemoteLearning #Hiveclass”
- How-To Speaker/Author - [Lecia Michelle: Author & Anti-Racism Activist 🐝 @LeciaMichelle11](#) “My session went great! And I had lots of follow up questions and an invitation to speak at a training! #PLA2022”
- Author - [Stacy Willingham @svwillingham](#) “Thank you so much to #PLA2022 and @MacmillanLib for inviting me to Portland this week—and to all the wonderful librarians who came to listen to us mystery writers speak! What an amazing group of people.”
- Speaker - [Michael Stephens @mstephens7](#) “Honored to present Finding Joy this morning at #pla2022 with @stacieadelia First time back in the world for over 2 years. My ❤️ is full from the sharing & stories from our amazing audience. #playjoy #plajoy”
- Photo opp. - [OWWL Libraries @pioneerlibsysny](#) “Suzanne from Pioneer Library System, Rebecca from Avon Free Library, and Lisa from Warsaw Public Library have had a full and fantastic week learning and sharing at the PLA Conference! #PLA2022 #OWWLLibraries”
- General Session - [Jack Phoenix, MLIS, MA 🇺🇸 @comicsbrarian](#) @kalpenn says that he wouldn’t be where he is if it weren’t for well-funded libraries. Fund the libraries! And reader...he looked right at me! 🐱 #PLA2022”
- General Session - [Ferda Katy Kat @StruggleMuffles](#) “Someone’s chopping a lot of onions in this Q&A with @Jeopardamy. The audience questions have been so supportive and sweet and also delightfully awkward. Like a lot of librarians! 😊 Thanks so much for being here, Amy. #PLA2022”
- General Session - [Sheri Miklaski @SMiklaski](#) ““Justice-impacted people” is a new phrase for me and I so appreciate the reframing. Thank you @MsBKB #PLA2022”
- Virtual access - [Hillary Ostlund @HillaryOstlund](#) “Happily streaming #PLA2022 opening session on my @trimet MAX ride from Hillsboro to Convention Center - so grateful for the virtual option! Helps this morning person do other stuff 🤔 🧘 🧑”
- Overall - [Alec Chunn @thestoriesguy](#) “Super grateful to have connected with so many colleagues at #PLA2022. I didn’t realize how much I needed that. Kinda fitting that the only book I picked up was about rainbows because, for me, the conference was a welcome sight after all the rain 🌈”
- Overall - [Kara Rumble 📖 @librariankara](#) “Still very much in “PLA reflection mode” - so much learning happened at @ALA_PLA. I’m grateful to even have the opportunity to attend and to have great examples of librarianship across the nation. Now to develop and implement some new ideas! 💡 #Librarian #PLA2022 #LibraryLife”

PLA Membership

PLA is seeing our typical peak in membership due to the success of the PLA 2022 Conference. Prior to PLA 2022 registration opening, PLA membership was **7,319** (Sept. 2021). The current PLA membership total is **8,735**, which is an increase of 1,416 **(+19.3%)**. PLA is hiring a Communications Associate who will help with member engagement and retention efforts in FY23. Samantha is also working with MRS and the Informz/Higher Logic working group to coordinate marketing and membership messaging campaigns.



Percent of conference attendees that were new members (joined within 1 year).

PLA 2022 – in person (3,794)

- 19% of attendees were new PLA members
- 14% of attendees were new ALA members

PLA 2022 – virtual (1,186)

- 61% of attendees were new PLA members
- 44% of attendees were new ALA members

March 5, 2022

Maggie Farrell
Andrew Pace
Co-chairs, ALA Operating Agreement Working Group

Dear Maggie and Andrew,

Writing on behalf of the PLA Board, thank you for your ongoing work to shepherd this important, complicated, and overdue work. PLA appreciates the opportunity to provide feedback on the proposal to update the financial model within the operating agreement. We also look forward to the concomitant proposal(s) on the policy that governs the relationship between ALA and divisions.

First, we appreciate and support the goals that underpin all the work of the OAWG. We have applied these goals as a lens for our review, alongside PLA's deep knowledge of public library members and services, and our commitment to a vibrant and sustainable ALA.

The proposal to remove application of the indirect cost rate (overhead) to divisions, roundtables, and ALA office units, as well as eliminate reporting of net asset balances for individual ALA units, seems to best meet the OAWG goal of simplifying financial reporting. PLA agrees with eliminating paperwork and budget transfers that bring little benefit to ALA, its divisions, or units.

However, eliminating the division net asset balances and related reporting has prompted questions. PLA does not oppose the proposal per se but asks that it be clarified and/or amended to address these issues. PLA historically has maintained an asset balance, which helped to enable innovation like the Every Child Ready to Read and leadership development initiatives, as well as address the ebb and flow of biennial conference funding. As such, PLA's key questions and requests to best address goals related to innovation, autonomy, and financial sustainability are:

- Can you clarify that eliminating reporting of net asset balances doesn't preclude financial reporting by each unit across the ALA? Our expectation is that ALA will establish a new financial model that clearly addresses the elimination of net asset balances; a budget process tied to the ALA Pivot Plan and related budget goals, revenue targets, and financial reporting alongside implementation of the new financial model.
- How will seed money for new initiatives, in past taken from the net asset balance, be enabled in the future? For instance, could a division retain a percentage of revenue over expense for this purpose? Or could an annual stipend be included in each division budget to fund innovation? Alternatively, a well-documented budget process could enable funding requests for strategic initiatives with division and finance staff working closely together with established parameters for review, approval, and resolving any disputes. PLA has a track record of successfully stewarding investments into significant member programs and services, and we believe ensuring mechanisms for funding innovation benefits all.

- Related, in a successful budget period, will PLA be able to transfer some revenue over expense funds into the endowment based on established practices? This aligns with both the ALA Pivot Plan to increase the book value of the endowment and overall sustainability.
- With the elimination of net asset balances, will a two-year budget cycle (or similar) be enabled to address “spend down” years when there is no division conference revenue?

Other overall concerns for PLA in terms of any new financial model and budget procedures include:

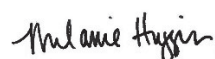
- As mentioned above, PLA believes we need a well-defined budget process that enables a high level of collaboration, communication, transparency, and accountability for all units. What are/will be the established practices to tangibly recognize when unit budget goals have been exceeded or address consistent shortfalls at the unit level?
- We also would like to see evaluation of and accountability for the level of core support services rendered. The current lack of accountability often leads divisions to pursue alternatives to address gaps in service, which can result in some duplication of effort and add to ALA complexity. Could service-level agreements or something equivalent be among OAWG recommendations? PLA would be happy to help in this effort, which could help build confidence and trust.
- PLA believes it is mutually beneficial for both divisions and ALA to have the ability to seek external funding in support of projects that advance programmatic priorities. PLA has been successful in this area and regularly communicates and collaborates with other ALA units. Is any change anticipated here? If so, how?
- Under the current operating agreement, a division determines its own staffing based on what its budget can bear, as well as other strategic considerations. Is any change anticipated here in terms of division staffing under the new financial model? If so, how?

OAWG division representative and PLA Fiscal Officer Clara Bohrer participated in the recent PLA Board discussion and can amplify and/or clarify PLA points of concern during OAWG discussions. We also would welcome the opportunity to host one or both of you at a PLA virtual board meeting in April or May to hear your feedback and discuss further. We hope the final OAWG proposal will explicitly address these concerns before any final decisions are made.

Finally, we believe we need to commit to a regular cycle of review and evaluation for the operating agreement and related policies and practices to support continuous improvement. As with any meaningful change, it is not a one-time action but an ongoing process to learn, iterate, and grow.

Thank you for your consideration, and we look forward to our future conversations.

Warm regards,



Melanie Huggins
PLA President