

MINUTES

ALA Executive Board

2008 – 2009 Executive Board
2009 Spring Meeting

April 24 - 26, 2009
Chicago, Illinois

American Library Association

Volume 09

AMERICAN LIBRARY ASSOCIATION
ALA Executive Board Meeting
2009 Spring Meeting
American Library Association
Carnegie Room – ALA Headquarters
Chicago, Illinois

The American Library Association (ALA) Executive Board met in the Carnegie Room of the ALA Headquarters in Chicago, Illinois, from April 24 - 26, 2009.

PRESENT: President James Rettig; President-elect Camila Alire; Treasurer Rodney M. Hersberger; Immediate Past President Loriene Roy; Executive Director Keith Michael Fiels; Executive Board members: Diane Chen, Joseph Eagan, Mario M. Gonzalez, Terri G. Kirk, Em Claire Knowles, Charles E. Kratz, Larry Romans, and Roberta Stevens.

The Board welcomed incoming Executive Board member Courtney Young, who was observing the meeting.

The agenda (2008-2009 EBD #9.3.5) is attached as Exhibit 1. The vote tally, EBD #1.11 is attached as Exhibit 2. All documents referenced in these minutes are for the 2008-2009 Executive Board year, except where otherwise noted.

Session One

The Board convened at 9:00 a.m. on Saturday, April 25, 2009, with President James Rettig presiding.

Procedural/Consent Items

The Executive Board approved the following items:

By consent, accepted the following reports: President's Report, 2008-2009 (EBD #7.4, Exhibit 7); President-elect's Report, 2008-2009 (EBD #7.5, Exhibit 8); Executive Director's Report, 2008-2009 (EBD #12.36, Exhibit 9); Advocacy Report, 2008-2009 (EBD #12.38, Exhibit 10); *Campaign for America's Libraries Report*, 2008-2009 (EBD #12.34, Exhibit 11); Media Relations Report, 2008-2009 (EBD #12.35, Exhibit 12); Office for Research & Statistics, 2008-2009 (EBD #12.39, Exhibit 13). *Consent Agenda*

By consent, approved the agenda for the 2009 Executive Board Spring Meeting 2008-2009 (EBD #9.3.5, Exhibit 1). The Board also approved the 2009 ALA Executive Board Midwinter Meeting Minutes 2008-2009 (EBD #2.2, Exhibit 3), and the corresponding Vote Tally 2008-2009 (EBD #1.7, Exhibit 4).

By consent, approved the vote from the February 23, 2009, Executive Board conference call (EBD #1.8, Exhibit 5) as follows:

- To approve funds of \$3,333 for participation in this Amicus Brief

By consent, approved the vote from the March 16, 2009, Executive Board conference call EBD #1.9, Exhibit 6) as follows:

- To approve the proposed charge of the Presidential Task Force on the ALA Election Process and Guidelines.

Report on the Executive Committee Meeting

President James Rettig reported that the Executive Committee reviewed various budgetary issues during its meeting on Friday, April 24, 2009.

ALA Election Process and Guidelines

Executive Director Keith Fiels reported that the Presidential Task Force on the ALA Election Process and Guidelines will meet during the 2009 Annual Conference to continue to examine the issue of “standing” for election versus “running” for election. The task force will present a preliminary report to the Executive Board at the 2009 Annual Conference.

The Board reviewed the Guidelines for Campaigning by Candidates for ALA Office that were approved at the 2008 Fall Executive Board Meeting. Specifically, they discussed whether or not members of the Executive Board should be allowed to endorse candidates.

On a motion by Larry Romans, seconded by Diane Chen, the Executive Board

Voted, that Executive Board members shall not endorse any candidate in any American Library Association election.

The Board also discussed an inquiry that was made by Councilor Mary Biblo at the 2009 Midwinter Meeting regarding documentation giving the Executive Board the authority to establish these guidelines. Keith Fiels advised that there is no such documentation and that the Executive Board established and approved the guidelines in order to formalize administrative guidelines that had previously existed in the office of ALA’s Executive Director. Fiels will work with the ALA president on a communication to be sent to Council explaining the history of the guidelines.

On the issue of unit endorsements, the Board asked that staff poll the divisions to determine their current practices.

Membership Update

John Chrastka, director of Membership Development in the Communications and Member Relations Office, provided a presentation that began with an overview of his office. He discussed a joint project being planned with the Association of Bookmobile and Outreach Services and the Association of Rural Library Services for a first annual National Bookmobile Day to take place in conjunction with the 2010 National Library Week. Chrastka described ALA’s presence in the Web 2.0 venues of ALA Connect, Second Life, Facebook, My Space and Twitter. He also explained ways his office is planning to publicize ALA Connect, ALA’s new social networking site, and various projects being planned utilizing this new space.

Chrastka reported on the work his office does with other ALA units, chapters, and round tables. He described the redesigned look that the ALA Member Pavilion will have on the Exhibit/Trade Show Floor of the 2009 Annual Conference.

Development Office Report – EBD #6.2, Exhibit 14

Kimberly Olsen-Clark, director, Development Office, discussed the work being done to define and improve internal functions and processes of existing programs such as Library Champions and a planned giving program. She provided an updated on the coordinated efforts to build and strengthen external relationships with Atlantic Philanthropies; Bill and Melinda Gates Foundation; Dollar General Literacy Foundation; FINRA Investor Education Foundation; the Library, Information Services and Technology (L.I.S.T.) Foundation; McCormick Foundation; and the Open Society Institute.

Marci Merola, director, Office of Library Advocacy, reported on a collaborative partnership the Association has arranged with the Safeway Company to promote libraries using themed content on the back of its “family line” of cereal boxes. Safeway is providing in-kind donations of graphic design and production for the cereal boxes. There will be five different themes (libraries around the world or international libraries; genealogy; mystery novels; financial resources; and lifelong learning) on specially designed cereal boxes that will have the ALA logo, the @your libraries logo, and ilovelibraries.org Web site address as the source to visit for more information on these five topics. The cereal boxes will be distributed nationally to Safeway stores, including Dominick’s Finer Foods and Genuardi’s.

Kimberly Olsen-Clark and Falona Joy, consultant, Alford Group, gave a presentation on the Spectrum Presidential Initiative: National Initiative for Inclusivity in America’s Libraries.

Research Survey Results – EBD #12.46, Exhibit 15

Denise Davis, director, Office for Research & Statistics (ORS) gave a summary presentation of various research projects that have been undertaken during the last several months. Davis highlighted the following research:

- Member demographic survey: In May 2005, the Association began a member demographic survey that continued to March 2009. The survey now also collects data about library trustees.
- Gap analysis: During February and March 2009, an *ALA Ahead 2015* Member Survey was conducted to gather feedback for strategic planning purposes. The survey was a value proposition gap analysis in which members were asked to evaluate existing programs and services. ORS staff will analyze the survey data in the coming months.
- “The Recent History and Future Supply of Librarians: Implications for Retirement 2015,” (prepared for ALA, March 2009) by Stephen Tordella and Tom Godfrey studied retirement trends over a ten-year period. Tordella and Godfrey are still analyzing the data and will provide more information in July.
- “A National Study of the Future of Public, Academic and Special Librarians in the Workforce,” (3 reports summarized) (prepared for the Institute of Museum and Library Services (IMLS), released Winter 2008) by Dr. Jose-Marie Griffiths and Donald W. King, tracked the number of librarians leaving and staying in the library field.
- Household survey: KRC Research, telephone survey of 1,006 households (January 2009).

Endowment Trustees' Report – EBD #13.5, Exhibit 16

Daniel Bradbury, chair of the Endowment Trustees, joined the meeting via conference call to present the most recent position of the portfolio, its managers and their performance. He provided historical information on the length of time taken for the economy to recover from a recession. He discussed the ALA Endowment that currently stands at \$22.3 million with 50% of the funds in equities and 40% in fixed income or bonds. The Endowment realized growth by following an asset allocation model to move funds from fixed income into equities to take advantage of an upturn in the stock market.

Finance and Audit Committee (F&A) Report – EBD #4.14, Exhibit 17; EBD #4.9, Exhibit 18; EBD #14.6, Exhibit 19

Treasurer Rodney Hersberger reported on the Finance & Audit Committee meeting held on Thursday, April 23, 2009. He noted that as a result of internal changes at ALA's audit firm, Ernst and Young, the Finance and Audit Committee recommends exploring other audit firms. After some discussion, the Executive Board

Voted, on the recommendation of the Finance & Audit Committee (F&A), to request that ALA staff solicit on a one-year basis a new audit firm and proceed with a request for proposals (RFP) process to identify a new ongoing audit arrangement.

Voted, on the recommendation of the Finance and Audit Committee (F&A), to forward the Preliminary FY 2010 Budget proposal (2008-2009 EBD #14.7) to the Budget Analysis and Review Committee (BARC) for further analysis and review. The Board affirms the strategic direction of the budget and requests that BARC report back on its analysis at the 2009 Annual Conference.

Voted, on the recommendation of the Finance and Audit Committee (F&A), to approve the FY 2008 Final Audit (2008-2009, EBD #4.9).

On a motion by Rodney Hersberger, seconded by Em Claire Knowles, the Executive Board

Voted to, approve management's recommendation to transfer up to \$441,500 from the General Fund reserve as part of the year-end financial plan.

FY 2010 Budget – EBD #14.7, Exhibit 20; EBD #14.8, Exhibit 21

Executive Director Keith Fiels, Gregory Calloway, associate executive director, Finance and Accounting Department, and Treasurer Rodney Hersberger presented the preliminary budget for fiscal year 2010 for the American Library Association. Calloway reviewed the February and March fiscal year 2009 financial reports and revenue projections.

Fiels described the budget process and the FY 2010 institutional strategies, which include:

- Promote ALA's mission and strategic goals
- Anticipate and respond to environmental factors which present opportunities or threats to the organization
- Influence legislation and regulation

- Establish and support a network of relationships that promote ALA's mission and priorities and facilitate the delivery of ALA's message and educational programs
- Develop and promote appropriate technical standards and guidelines which strengthen library services and the profession
- Build on the Association's membership strength and focus on member satisfaction, retention and recruitment
- Manage the Association's resources as efficiently and effectively as possible
- Focus on member needs, satisfaction, retention and recruitment

The FY 2010 key budgetary assumptions are:

- Zero growth anticipated in the general library economy – negative impact on expected ALA revenues
- Expectation of an additional \$525,000 in General Fund overhead due to the Public Library Association (PLA) and American Association of School Librarians (AASL) national conferences
- Targeted revenue increases in the Publishing Department and for membership based on specific new products and strategies
- New businesses and revenue sources i.e. increased offering of continuing education units and new research publication series
- Revenue estimates are data driven based on the best available ground level information from managers – all revenue estimates are conservative
- Built on cost reductions established in FY 2009:
 - \$470,000 savings through 9.6 FTE eliminated positions
 - \$205,000 savings through 4.3 unfilled FTE's
 - \$100,000 savings on ALA Handbook of Organization production, security and postage
- Includes capital funding for technology, building and improvements of \$2,155,041
- Given the current economic uncertainty, \$305,000 in spending will be put on hold pending a full review in the fall i.e. priority staffing and 1% staff compensation
- New business development budget of \$50,000

Fiels also discussed the Programmatic Initiatives and Highlights for the FY 2010 Budget:

- Annual Conference, Midwinter Meeting and the Public Library Association (PLA) and American Association of School Librarians (AASL) national conferences
- A new division formed by merging the American Library Trustee Association (ALTA) and Friends of Libraries USA (FOLUSA) to form the Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF)
- ALA Connect fully operational and phase 2 launched
- An online guide to reference fully operational
- Moving toward greater virtual conference participation
- Office space purchased in Middletown (Conn.) for *CHOICE* magazine
- A new support staff certification program
- New preservation awareness week
- New advocacy initiatives at all levels with ALA's Capwiz software available for use by all 50 chapters
- A national conversation on privacy led by the Office for Intellectual Freedom (OIF)
- Relocating staff offices to the 7th floor
- A Spectrum Scholarship Presidential Initiative to raise \$1 million
- Work on a new young adult services certification program
- First steps in the development of ALA diversity training, certification and self-assessment tools
- Continuation of the "En Tu Biblioteca" and launching of the parent and children national media campaigns

Calloway detailed specific areas of the budget, including budgetary ceilings and revenue projects. The FY 2010 budgetary ceilings are:

- Total ALA Operations \$55,699,549:
 - Operating Fund \$55,699,549
 - General Fund \$28,313,585
 - Divisions \$26,239,084
 - Round Tables \$1,146,880
 - Plant Fund – Capital Budget \$2,155,041; Furniture, Equipment and Building \$497,091, Technology \$1,407,950
 - Grants & Awards \$8,195,537
 - Long Term Investments \$616,796

The FY 2010 revenues by fund are:

- Total ALA Operations \$45,696,460:
 - Operating Fund \$45,696,460
 - General Fund \$28,313,585
 - Divisions \$17,026,870
 - Round Table \$356,005
 - Plant Fund – Capital Budget \$2,155,041; Furniture, Equipment and Building \$497,091; Technology \$1,407,950
 - Grants & Awards \$8,195,537
 - Long Term Investments \$1,284,681

New Business Development – EBD #12.45, Exhibit 22

Treasurer Rodney Hersberger and Executive Director Keith Fiels discussed a new business development framework within the Association, which recognizes that new business development should be an integral part of ALA's strategic plan. The purpose of the framework is to develop a culture of entrepreneurship that fosters revenue growth, and where revenue growth opportunities can be identified, and implemented on an ongoing basis.

Keith Fiels reported on current business development initiatives:

- Continuing to incorporate a budget placeholder (\$50,000) for potential growth opportunities
- Introducing a new ALA Editions series: ALA Classic, handbooks, guide for the public library and reference titles
- Offering International Association for Continuing Education and Training (IACET), approved credit equivalent units coordinated by the Office for Human Resource Development & Recruitment in conjunction with other units
- Offering Web CE – Lawyers for Libraries by the Office of Intellectual Freedom
- In-sourcing meeting registration for chapters and affiliate organizations
- Implementing the library support staff certification program through the ALA-APA
- Launching an online research journal by the Young Adult Library Services Association (YALSA)
- Developing a magazine for the public by *American Libraries*
- Launching research data sets to showcase library issues and trends by the Office for Research & Statistics

The other areas identified are:

- Conference: Virtual conference participation option for registrants at the 2009 Annual Conference.
- Membership: Using the Member and Customer Service (MAC) Department for in-sourcing registration processing at a fee, for affiliated and/or related organizations.
- Publishing: Rejuvenating classic ALA Editions publications with new authors and/or with co-author arrangements between current and new authors for re-release; and the *@ Your Library E-Magazine*, a pilot project for a new electronic magazine for the public being coordinated by Leonard Kniffel, *American Libraries* Editor-in-Chief, with funding from a two-year grant provided by the Carnegie Corporation.

The Board adjourned to move into closed session.

Session Two:

PRESENT: President James Rettig; President-elect Camila Alire; Treasurer Rodney M. Hersberger; Immediate Past President Lorienne Roy; Executive Director Keith Michael Fiels; Executive Board members: Diane Chen, Joseph Eagan, Mario M. Gonzalez, Terri G. Kirk, Em Claire Knowles, Charles E. Kratz, Larry Romans, and Roberta Stevens.

Report out of Executive Session

President James Rettig reported that during the closed session on Saturday, April 25, 2009, the Board approved the appointment of an endowment trustee; discussed the annual review of legal counsel; conducted a biannual review of the parliamentarian; and voted to recommend a special posthumous honorary membership nomination for Judith F. Krug to be approved by Council by email vote.

Rettig stated that during the Sunday, April 26, 2009, closed session the Board met with Norma Zeitler, partner at Barnes & Thornburg, to receive an update on legal issues of interest to the Board.

Committee on Accreditation – EBD #12.42, Exhibit 23

Richard E. Rubin, chair, Committee on Accreditation (COA), Donna Shannon, chair, COA Standards Review Subcommittee, Vicky Gregory, incoming chair, Committee on Accreditation, and Karen O'Brien, director, Accreditation Office, joined the meeting via conference call and provided an update on the Committee on Accreditation's response to the recommendations of the Presidential Task Force on Library Education.

Rubin that explained COA instructed its Standards Review Subcommittee to begin considering the recommendations. The Subcommittee held conference calls that included Karen O'Brien and Rick Rubin, to discuss the recommendations and from those discussions created a draft response. The draft was reviewed by COA, and will be submitted to the Executive Board in June.

Rubin also described the process that was used for obtaining stakeholder input with particular attention on methods for getting feedback from ALA members. COA presented a list of stakeholders contacted for input on the recommendations. The list includes:

- Accreditors/Recognizing Agencies: Association for Specialized and Professional Accreditors (ASPA), Council of Regional Accrediting Commissions (C-RAC), Council for Higher Education Accreditation (CHEA)
- Associations/Societies: American Association of School Librarians (AASL/ELMSS), American Health Information Management Association (AHIMA), American Library Association (ALA), American Society for Information Science & Technology (ASIS&T), Association for Library and Information Science Educators (ALISE), Association of Independent Info Professionals (AIIP), Association of Records Managers and Administrators (ARMA), Association of Research Libraries (ARL), Canadian Association for Graduate Education in Library Information Services (CAGELIS), Canadian Association for Information Science (ACSI CAIS), Medical Library Association (MLA), Society of American Archivists (SAA), Special Libraries Association (SLA)

- Divisions: Association of College & Research Libraries (ACRL), Association for Library Collections and Technical Services (ALCTS), Association for Library Service to Children (ALSC), Association for Library Trustees & Advocates (ALTA), Library and Information Technology Association (LITA), Library Leadership & Management Association (LLAMA), Public Library Association (PLA), Reference and User Services Association (RUSA)
- Individual members
- External Review Volunteers:
- Public: patrons and boards, and prospective students
- Library and information studies (LIS) programs
- Students: LIS student associations, ALA student chapters

The COA is creating a blog which will allow individuals to express their opinions on the taskforce recommendations. The blog should be available at the end of May.

COA will host a panel program, “ALA Accreditation -- Employers Speak,” on Sunday, July 12, 2009, 4 - 5:30 p.m., to discuss and provide information on the recommendations. The invited panelists are Steven Abrams, vice president of Innovation, Sirsi Dynix, and past vice president of the Canadian Library Association; Donna Dziedzic, director of the Naperville Public Library, Illinois; Ann M. Martin, educational specialist, Library Information Services, Henrico County, Richmond, Virginia, and president of the American Association of School Librarians; and Jennifer Younger, director of libraries, University of Notre Dame, Notre Dame, Indiana.

Washington Office Report – EBD #12.37, Exhibit 24

Emily Sheketoff, associate executive director, the Washington Office, reported on activities at the Washington Office. Highlights included:

- American Recovery and Reinvestment Act (ARRA) – The Washington Office used money from the *ALA Ahead to 2010* Initiative Projects for development of a comprehensive Web page, with links to external information resources, and to expand the network for its work on American Recovery and Reinvestment Act (ARRA). An informative Web site, ala.org/knowyourstimulus, has been created about the Economic Stimulus Package for use by libraries with links to government agency websites offering guidance and listing programs to be implemented. The Washington Office will be hosting a briefing/update on “Updating ARRA: Stimulus; What’s Happened,” on Saturday, July 11, 8:00 - 10:00 a.m.

- **Broadband Funds** - The American Recovery and Reinvestment Act (ARRA) has authorized provisions for \$7.2 billion in federal funds for broadband programs, including \$4.5 billion designated for the National Telecommunications and Information Administration (NTIA) and \$2.5 billion for the Rural Utilities Service (RUS). The Washington Office has retained E. Copernicus, a consulting group founded by Gregory L. Rohde the former Assistant Secretary of Commerce for Communications and Information and the administrator of the National Telecommunications and Information Administration (NTIA), and Telepoly Consulting, a company that provides legal and consulting services on telecom policy issues, with president John Windhausen, Jr., to provide advice in helping guide libraries on how to obtain federal broadband funds under ARRA. Representatives from E. Copernicus and Telepoly Consulting will be making presentations during ALA's Annual Conference on Saturday, July 11, at the ALA Membership Meeting; on Sunday, July 12, at a panel session on broadband and at the ALA Membership Pavilion; and on Monday, July 13, in Council Chambers.
- **State Fiscal Stabilization Fund** – There is a \$53.6 billion State Fiscal Stabilization Fund with an allocation per state of 81.8% reserved for education and 18.2% reserved for the governor to use as he or she sees fit. The money reserved for the governor can be used for modernization and repairs of public libraries and government services.
- **Consumer Product Safety Improvement Act (CPSIA)** – In August of 2008, Congress passed legislation titled the Consumer Product Safety Improvement Act of 2008 (CPSIA). The legislation seeks to decrease the levels of lead and phthalates in products intended for children under 12 and will be enforced by the Consumer Product Safety Commission (CPSC). Children's books have been included in this group of products. The Washington Office has submitted comments to the Consumer Product Safety Commission requesting guidance for libraries. The Washington Office will inform members on a continual basis as information is acquired.

Sheketoff answered questions from the Board about the Consumer Product Safety Improvement Act.

Strategic Planning Update - EBD #12.40, Exhibit 25

Executive Director Keith Fiels and Senior Associate Executive Director Mary Ghikas reported to the Board on the progress and activities related to the 2010 Strategic Plan and 2015 Strategic Plan. Fiels reviewed the *ALA Ahead to 2010* Initiatives Projects list of projects submitted by staff that are to be undertaken using the \$200,000 that the Board approved at the 2009 Midwinter Meeting for the projects. He reported that thirty-three 2015 Strategic Planning Forums are scheduled to occur at affiliate and chapter conferences across the country this year to gather feedback and help develop the 2015 Strategic Plan. The Executive Board has been asked to participate, when possible, as facilitators at the Planning Forums.

Fiels and Ghikas provided information on the Strategic Planning Retreat to be held September 11 – 13, 2009, at the Eaglewood Resort and Spa in Itasca, Illinois.

Approval of Future Conference Sites – EBD #12.44, Exhibit 26

Deidre Ross, director, of Conference Services, requested the Executive Board approve of future sites for ALA Annual Conferences and Midwinter Meetings:

- Washington, D.C. for the Annual Conference in 2019
- Philadelphia for the Annual Conference in 2022
- Washington, D.C. for the Annual Conference in 2025

On a motion by Larry Romans, seconded by Em Claire Knowles, the Executive Board

Voted to, approve Washington, D.C., as the site for Annual Conference in 2019 and 2025; and Philadelphia, Pennsylvania, as the site for the Annual Conference in 2022.

Electronic Participation Update – EBD #12.41, Exhibit 27

Keith Fiels and Mary Ghikas discussed the process of evaluation and implementation of electronic member participation options.

Fiels reported that \$40,000 had been set aside out of *ALA Ahead 2010* Initiative Projects funds to pay for a wireless access pilot project and test at the 2009 Annual Conference. Ghikas has been working with Mary Taylor, executive director of the Library and Information Technology Association (LITA), and David Lee King, chair of the LITA eParticipation Implementation Task Force, as the task force develops an electronic participation toolkit for members to provide information on technology and options for implementing wireless access.

Fiels also discussed virtual conference registration at the 2009 Annual Conference and use of ALA Connect by the Board as early adopters for online committee work.

ALA staff was asked to prepare a listing of wireless access hotspot locations in the area around conference hotels that will be published and posted on the ALA Web site prior to conference.

Planning & Budget Assembly (PBA) Focus at the 2009 Annual Conference

The Board discussed possible topics for the Planning & Budget Assembly to be held during the 2009 Annual Conference.

Board Effectiveness

Immediate Past President Loriene Roy gave a brief report on Board effectiveness at the Spring Meeting.

The meeting adjourned at 2:10 P.M.