

**EBD #2.3
2009-2010**

MINUTES

ALA Executive Board

**2009-2010 Executive Board
2010 Spring Meeting**

**April 23 – 25, 2010
Chicago, Illinois**

American Library Association

Volume 10

AMERICAN LIBRARY ASSOCIATION

**Executive Board Meeting
2010 Spring Meeting**

**American Library Association
Carnegie Room – ALA Headquarters
Chicago, Illinois**

The ALA Executive Board met in the Carnegie Room of ALA Headquarters in Chicago, Illinois on April 23-25, 2010.

PRESENT: President Camila Alire; President-elect Roberta Stevens; Treasurer Rodney Hersberger; Immediate Past President James Rettig; Executive Director Keith Michael Fiels; Executive Board members: Diane Chen, Joseph Eagan, Patricia Hogan, Em Claire Knowles, Charles Kratz, Stephen Matthews, Larry Romans and Courtney Young.

The agenda (EBD #9.3.1) is attached as Exhibit 1. The vote tally (EBD #1.8) is attached as Exhibit 2.

Session One

The Board convened at 9:00 AM on Saturday, April 24, 2010 with President Camila Alire presiding.

President Alire introduced newly elected Executive Board members J. Linda Williams and J. Kevin Reynolds who were attending the meeting as observers.

Procedural/Consent Items

The Executive Board approved the following items:

By consent, approved the agenda for the 2010 Spring ALA Executive Board Meeting (2009-2010 EBD #9.3.1, Exhibit 1). *Consent*

By consent, accepted the following reports: President's Report, (2009-2010 EBD #7.4, Exhibit 4); President-elect's Report, (2009-2010 EBD #7.5, Exhibit 5); Executive Director's Report, (2009-2010 EBD #12.26, Exhibit 6); Office for Research & Statistics Report, (2009-2010 EBD #12.23, Exhibit 7); Advocacy Report, (2009-2010 EBD #12.28, Exhibit 8); Campaign for America's Libraries Report, (2009-2010 EBD #12.25, Exhibit 9); and Media Relations Report, (2009-2010 EBD #12.33, Exhibit 10). *Consent Agenda*

By consent, approved the 2010 ALA Executive Board Midwinter Meeting minutes, and the corresponding Vote Tally (2009-2010 EBD #2.2, Exhibit 3) and 2009-2010 EBD #1.8, Exhibit 2). *Consent*

Report out of Board Executive Session

President Camila Alire reported on the January 19, 2010, Executive Session that took place at the Midwinter Meeting. During that session the Board members discussed the approval of the Standing Committee appointments, the presentation of the Workforce Analysis, the approval of the individuals recommended by the Government Documents Round Table (GODORT) to serve on the Depository Library Council, and the reappointment of John Vitali to the Endowment Trustees.

Finance and Audit Committee (F&A) Report – EBD #4.9 (Exhibit 11)

ALA Treasurer Rod Hersberger presented highlights from the Finance and Audit report which included the Indirect Cost Study in which the resulting rate from this year's study was 26.1%, which compares to 24.0% in 2009. Total direct/indirect costs for the year increased by \$898,746 or 4.8% to \$19.6 million. The most significant changes occurred in General Administration and Fiscal Services.

Frank Jakosz and Carrie Charles, auditors from Grant Thornton met with the Finance and Audit Committee to discuss the FY2010 Audit plan. One change for this year's audit will be to combine the main audit with the A-133 Audit, which is an audit of federal grants.

ALA Executive Director Keith Michael Fiels gave an overview of the FY2010 budget. He noted that although projections for membership are doing well, overall projections are down by approximately \$80,000. Graphic sales are now projected to further decrease by nearly \$.5 million compared to budget as a result of decreased library budgets. ALA library staff has been asked to take a one week furlough prior to July 2, 2010. ALA Treasurer Rod Hersberger added that a second furlough may be required in August depending on the outcome of the 2010 Annual Conference.

At the conclusion of the FY2010 budget presentation, the Executive Board

Voted, on the recommendation of the Finance & Audit Committee (F&A), the use of up to \$400,000 in unrestricted General Fund Net Asset Balances (\$2.8 million) in support of the FY10 budget.

ALA Treasurer Rod Hersberger reported on the Post Retirement benefit and the Technology Reserve Fund. The Post Retirement liability is the largest single item on our balance sheet and is being reviewed in order to reduce the liability.

The Technology Reserve Fund will be used to help cover the cost of replacing the Finance System, Content Management System and Association Management System. Management recommended that ALA establish this reserve fund and add to it periodically as it is spent to support technology upgrades.

At the conclusion of the discussion of the Technology Reserve Fund, the Executive Board

Voted, on the recommendation of the Finance and Audit Committee to approve the establishment of an ALA Technology Reserve to be funded in the amount of \$1.0

million by way of a transfer from ALA's unrestricted Net Asset Balance (\$2.8 million).
EBD #4.9

FY2011 Budget Presentation – EBD #4.8 (Exhibit12)

ALA Executive Director Keith Michael Fiels and ALA Associate Executive Director of Finance Greg Calloway gave an overview of the FY2011 Budget. Mr. Fiels reported that the FY2011 budget is designed to be aligned with our programmatic priorities, which are based on the FY2010 strategic plan. There is a connection between the 2015 plan and the 2011 budget. The Transforming Libraries goal in the new 2015 plan needs to be incorporated as top level programmatic priority. The financial value proposition is to develop and deploy financial resources that support the strategic plan and the delivery of programs that are responsive to member needs and support the improvement of library service.

Mr. Fiels noted the strengths of the Association which include:

- ALA has diversified revenue streams
- ALA has a significant publishing operation
- ALA receives a significant amount of grants
- ALA receives advertising income
- ALA has Conferences that generate revenue

Mr. Fiels also commented on the programmatic initiative and highlights for the 2011 year. They include:

- ALA has an ACRL National Conference this year. One of the largest variances the 2011 budget is that there will be only one Division conference as opposed to two. That is basically a \$600,000 difference, leaving the 2011 budget on the down side.
- ALA is continuing to support increased electronic participation and a virtual library conference.
- The Support Staff Certification Program has made a good, strong start.
- The Guide to Reference has made the transition from print to online and is becoming profitable.
- Resource Description and Access (RDA) is planning to be released at the beginning of the fiscal year, with an anticipated \$400,000 in revenue.
- The new organizational membership dues structure will have a positive impact on dues revenue.
- The implementation of the continuing education units is important for school librarians.
- The ALA diversity training will be moving forward this year.
- ALA is planning to extend Capwiz to the school library affiliates because of the success that ALA had with the use by Chapters.
- ALA has a Young Adult Certification Program and ALTAFF is considering the development of certification programs.
- International sales are going to be a high priority with a focus on Europe, China and India.

Mr. Fiels reported that the FY2011 budget does provide for reductions in staffing at ALA. In order to bring ALA to a balanced budget, staffing will have to be reduced in order to be able to move forward in FY2012, and overall operating costs have to be reduced.

Gregory Calloway, ALA Associate Executive Director, Finance, presented the total ALA preliminary FY2011 Budget.

On a motion by Rod Hersberger, the Executive Board

Voted, on the recommendation of the Finance & Audit committee, to forward the Preliminary FY 2011 Budget proposal to the Budget Analysis and Review Committee (BARC) for further analysis and review. The Board affirms the strategic directions of this budget and requests that BARC report back on its analysis at the 2010 Annual Conference. EBD #4.8

Endowment Trustees' Report – EBD #13.2 (Exhibit 13)

Daniel Bradbury, Senior Endowment Trustee, joined the meeting via conference call to provide the most recent position of ALA's portfolio. He reviewed the current "Market Flashpoints", which are the forces driving the economy and affecting ALA's financial returns.

Mr. Bradbury also gave an overview of how the endowment currently stands. As of April 22, 2010, the market value of the endowment was \$30.5 million.

Development Office Report – EBD #6.2 (Exhibit 14)

Kim Olsen-Clark Director of the ALA Development Office provided an update on activities of the Development Office since her January 15, 2010 written report:

- Dollar General Literacy Foundation is a major funder of ALA. ALA has also invited ALSC and YALSA to submit a proposal in May so that ALA can build upon the American Dream Starts@Your Library.
- The American Association of School Librarians and the Carnegie Science Center submitted a proposal to Motorola.
- ALA submitted three grants to the Institute of Museum and Library Services to the Laura Bush for the 21st Century Program. One of the grants is a component for Spectrum looking at career recruitment.
- ALA received a decline from the National Telecommunications and Information Administration on the two proposals that were submitted by the Public Library Association and also for the Office for Information Technology and Policy.
- Michael Gayo, the new Development Coordinator has lots of experience with social media. ALA is looking forward to his help with fundraising.

Falona Joy, Strategic Council for the Spectrum Presidential Initiative reviewed the goals for Spectrum Presidential Initiative in which included:

- How to build and engage a major gift infrastructure for ALA more broadly. With new staff in the Development office, it will be possible to sustain a methodology that asks for gifts at a higher level and creates more ownership in partnership with ALA.
- Increased visibility, awareness and engagement with external stakeholders by going out proactively to foundations and corporations that have never been contacted.
- We want to refine the key messages of how do we talk about ALA from the point of beneficiaries in all the communities that we serve.
- Systemically going beyond just scholarships to support diversity and inclusivity for the long term.

Kim Olsen-Clark reported that the Spectrum Presidential Initiative has raised \$200,000 toward the \$1 million goal.

Washington Office Report – EBD #12.35 (Exhibit 15)

Emily Sheketoff, Associate Executive Director, ALA Washington Office provided an update on activities:

Congress passed a Stimulus Bill in 2009 and ALA gave the Washington Office \$53,000 for activities to assist libraries in accessing this money. The Secretary of Agriculture committed above and beyond the other programs \$100 million for libraries in grants and loans, which will go toward construction and rural areas. Through the Commerce Department, libraries have benefited from over \$749.7 million in grants distributed by the Broadband Technology Opportunities Program. These funds are being used for technology and telecommunications projects to expand the availability and use of broadband. From the Department of Education, libraries have indirectly benefited with over \$9.6 billion and this money was distributed through programs such as Fiscal Stabilization Fund, Title 1 of the Elementary and Secondary Education Act (ESCA), used to keep school librarian jobs and to put money into materials and technology. It has also been used for retaining academic librarian jobs.

Ms. Sheketoff reported that there is a proposal by Senator Harkin for a new bill called the Education Jobs Bill. This bill would provide \$23 billion immediately upon being passed in emergency funds. This money would be strictly for teachers, principals and school librarians.

Recently, ALA had a hearing in the Senate Health Committee and Jamie Green from Rhode Island talked about the crucial part that school libraries and school librarians play in educating the whole student. ALA received very positive feedback from the senators after the hearing.

ALA is waiting for the Elementary, Secondary Education Act reauthorization to move forward in both the House and the Senate. A few years ago, ALA had the Skills Act which was our attempt to adapt No Child Left Behind to include school libraries. We are taking the language from The Skills Act and trying to get it into ESEA reauthorization. The point ALA is trying to make is not to consolidate improving literacy through school libraries into the bill but keep it as a separate line item, along with a requirement that every public school should have a school library headed by a state licensed school librarian.

The Washington Office is having a big advocacy rally at Annual Conference on Tuesday, June 29th. Five hundred and fifty people have registered for the rally so far and 135 volunteers have registered. Funds have been received from the Exhibitors Round Table, SirsiDynix, ALA and the Maryland Library Association. ALA has gotten a lot of support from the business community for the rally.

2010 Strategic Planning Updates – EBD #12.32 (Exhibit 16)

ALA Executive Director Keith Michael Fiels and ALA Associate Executive Director Mary Ghikas provided an update in progress toward meeting the goals of the 2010 Strategic Plan and the ways in which the success in meeting each goal and objective is being evaluated. The final update for the 2010 plan will be presented in the fall. A final destination will be shared with membership.

Approval of ACRL Conference Sites – EBD #12.24 (Exhibit 17)

Mary Ellen Davis joined the meeting via conference call to present a request from the Association of College and Research Libraries (ACRL) for approval of sites for their 2015 and 2017 National Conferences. On a motion by Jim Rettig, seconded by Rod Hersberger, the Executive Board

Voted that the Executive Board approve Portland, Oregon as the official location for the ACRL 2015 Conference on the dates of March 25-28, 2015, and Nashville, Tennessee, as the official location for the ACRL 2017 Conference on the dates of March 29-April 1, 2017. EBD #12.24

New Business Development

Executive Director Keith Michael Fiels and Treasurer Rod Hersberger presented highlights of new business development opportunities being explored within the Association which include:

- Services to other Associations.
- Online CE.
- Mobile iPhone applications.
- Licensing and syndication.
- Products being marketed to the public.
- List revenue.
- International marketing.
- Acquisitions, mergers and joint ventures.
- Partnerships to further ALA's mission and to generate revenue.

The Board adjourned to move into Executive Session.

The meeting adjourned at 5:00 p.m.

Session Two

The Board convened at 9:00 AM on Sunday, April 25, 2010 with President Camila Alire presiding.

PRESENT: President Camila Alire; President-elect Roberta Stevens; Treasurer Rodney Hersberger; Immediate Past President James Rettig; Executive Director Keith Michael Fiels; Executive Board members: Diane Chen, Joseph Eagan, Patricia Hogan, Em Claire Knowles, Charles Kratz, Stephen Matthews, Larry Romans and Courtney Young.

The agenda (EBD #9.3.1) is attached as Exhibit 18.

Report out of Board Executive Session

President Camila Alire reported on the April 24, 2010, Executive Session. During that session the Board members discussed the new business development ideas, the review of legal counsel and the post retirement benefits.

Approval of 2015 Amended Strategic Plan – EBD #12.34 (Exhibit 19)

Executive Director Keith Michael Fiels referred the Board to Executive Board Document 2015 Strategic Plan – EBD #12.34, which reflected a number of amendments discussed on Friday. The ALA Executive Board approved the 2015 strategic plan as amended and forwards it to the ALA Council for discussion and approval. On a motion by Rod Hersberger, seconded by Larry Romans, the Executive Board

Voted that the Executive Board approves the 2015 Strategic Plan (as amended) and forwards it to the ALA Council for discussion and approval. EBD #12.34

Voted to amend Goal Area: Transforming Libraries, Objectives and replace “best practices and next” with “innovative practices and concept.” EBD #12.34

Planning and Budget Assembly (PBA) Focus at the 2010 Annual Conference

The Board discussed possible topics for the agenda for the Planning and Budget Assembly.

New Membership Web Site Update

John Chrastka, Director, Membership Development presented highlights of the new membership section of the ALA website. The newly-designed section provides current and prospective ALA members with information about membership dues, the benefits of membership, how to get involved, ways to enroll and much more.

Texas Textbooks

The Board discussed the status of the proposed changes to the Texas social studies curriculum. In March 2010 the Texas board of education approved changes in the curriculum that have raised issues regarding objectivity and accuracy. The Intellectual Freedom Committee has written a resolution opposing these changes and the Texas Library Association has asked ALA to make a statement. There is some dissension among the members of the Intellectual Freedom Committee as to whether the action constitutes a true censorship or

whether it is a local issue. Keith Fiels and Camila Alire will compose a letter to be reviewed by the Board and sent to the Texas board of education.

ALCTS Letter Regarding Midwinter

The Association for Library Collections and Technical Services (ALCTS) sent a letter to President Camila Alire and Executive Director Keith Michael Fiels regarding eliminating the Midwinter meeting. Executive Director Keith Michael Fiels commented that the attendance at Midwinter has steadily grown over the past two decades, and while this has been affected by the economy, there are a significant number of members who have shown great interest in having a Midwinter Meeting that is a face-to-face meeting. Mr. Fiels reported that ALA has been discussing the role of face-to-face in networking, in career development from a personal standpoint and in advancing the mission of the Association from an organizational standpoint, as well. ALA is looking at the possibility of a “hybrid” Midwinter in the future which would integrate both face-to-face and remote participation. ALA is focusing on discussion groups, more programmatic content and regional continuing education as becoming a growing focus. The President and Executive Director will be preparing a response to the letter.

Board Effectiveness

Immediate Past President James Rettig commented on the Board’s performance during this meeting.

Executive Session/Closed Session

The meeting adjourned at 1:40 p.m.