

MINUTES

ALA Executive Board Meeting

**2009-2010 ALA Executive Board
2009 Fall Meeting**

**October 23-25, 2009
Chicago, IL**

American Library Association

Volume 9

AMERICAN LIBRARY ASSOCIATION

Executive Board Meeting 2009 ALA Fall Meeting

American Library Association

Carnegie Room – ALA Headquarters

Chicago, Illinois

The ALA Executive Board met in the Carnegie Room of the ALA Headquarters in Chicago, Illinois from October 23 -25, 2009.

PRESENT: President Camila Alire; Treasurer Rodney M. Hersberger; Immediate Past President James Rettig; Executive Director Keith Michael Fiels; Executive Board members: Diane Chen, Joseph Eagan, Patricia Hogan, Em Claire Knowles, Charles E. Kratz, Stephen Matthews, Larry Romans, and Courtney Young. President-elect Roberta Stevens was not present at this session.

The agenda (2009-2010 EBD #9.1.1) is attached as Exhibit 1 and the corresponding vote tally (2009-2010 EBD #1.5) is attached as Exhibit 2. All documents referenced in this section of the minutes are 2009-2010 documents unless otherwise noted.

Session One

The Board convened at 9:00AM on Saturday, October 24, 2009 with President Camila Alire presiding.

Agenda Approval

By consent, the Executive Board approved the agenda, as amended, for the 2009 Fall ALA Executive Board Meeting (2009-2010 EBD #9.1.1, Exhibit 1).

Consent agenda

Two agenda items were added: a discussion regarding the Committee on Accreditation's (COA) view of the core competences, and a discussion of Board expenses to be added to the Closed Session agenda.

Report Out of October 23, 2009 Board Effectiveness Session

President Camila Alire reported on the October 23, 2009 Board Effectiveness Session facilitated by ALA's parliamentarian Eli Mina.

Procedural/Consent Items

The Executive Board approved the following items:

By consent, approved the 2009 ALA Annual Conference Executive Board Meeting Minutes as amended (2008-2009 EBD #2.4, Exhibit 3 and 2009-2010 EBD #2.0, Exhibit 4), and the corresponding Vote Tallies (2008-2009 EBD #1.14, Exhibit 5 and 2009-2010 EBD #1.3, Exhibit 6). *Consent*

By consent, confirmed the Executive Board conference call votes from the September 30, 2009, call (2009-2010 EBD #1.4, Exhibit 7). *Consent*

By consent, accepted the following reports: President's Report (2009-2010 EBD #7.0, Exhibit 8); President-elect's Report (2009-2010 EBD #7.1, Exhibit 9); Executive Director's Report (2009-2010 EBD #12.5, Exhibit 10); Advocacy Report (2009-2010 EBD #12.1, Exhibit 11); Media Relations Report (2009-2010 EBD #12.4, Exhibit 12); Office of Research & Statistics Report (2009-2010 EBD #12.0, Exhibit 13) *Consent Agenda*

One item was removed from the consent agenda for further discussion, Media Relations Report (2009-2010 EBD #12.4).

Media Relations Report. In response to a question regarding the impact of using various electronic media and social media and how this information is traced, Cathleen Bourdon, ALA Associate Executive Director, Communications and Member Relations, explained that the Public Information Office (PIO) is working with a tracking service that was able to provide some usage statistics that were included in the Media Relations Report. PIO is investigating other means of tracking social media usage.

Budget Analysis and Review Committee (BARC) Report – 2009-2010 EBD #3.2 (Exhibit 14)

James Neal, BARC Chair, reported via conference call on the BARC meetings held on October 8 and 9, 2009. He discussed the following six areas of BARC's focus:

- The 2009 fiscal year close has indicated a positive net revenue result, and one that is higher than projected;
- For the fiscal year 2010 budget, the budget ceilings have been adjusted and contingency plans have been developed in the event of budget shortfalls during FY 2010;
- Preliminary consideration of the 2011 budget has begun, including strategic plan priorities and trends in publishing and membership;
- Items referred to BARC by Council at the 2009 Midwinter Meeting and Annual Conference were discussed. These included discussions regarding Council transparency, the availability of transcripts of Council meetings, wireless access

- in Conference hotels and facilities and expanded availability of Conference programming on the web for those who cannot attend;
- New business development strategies were discussed, with the intent to identify opportunities where new products and markets may be developed;
- In preparation for the 2010 Midwinter Meeting, BARC will work closely with President-elect Roberta Stevens to develop the agenda for the Planning and Budget Assembly. BARC also has interaction with the divisions through a liaison program and a joint meeting with BARC and division leadership. A finance workshop is also conducted at Midwinter. These three programs are designed to engage ALA leadership and other interested members in the financial aspects of the Association.

In response to a question regarding deferring endowment fund transfers, Neal explained that even though the Board had recommended deferrals, separate discussions with each of the units for which there was a transfer planned had led to individual decisions on how to proceed.

Finance and Audit Committee (F&A) Report – 2009-2010 EBD #4.4 (Exhibit 15)

Rod Hersberger, ALA Treasurer, reported on the Finance and Audit Committee meeting held on October 22, 2009. He was joined by Greg Calloway, Associate Executive Director, Finance and Accounting, and Executive Director Keith Fiels. Together they discussed the following:

- FY 2009 Close Update – 2009-2010 EBD #14.2 (Exhibit 16)
As a result of staff furloughs, position eliminations and other accounting adjustments, projected net revenue is greater than originally projected. Calloway commented that due to ALA's diverse and mixed revenue stream, certain areas were not as sensitive to the recession as others. He pointed out that there was less of a membership downfall than predicted, and attendance at the 2009 Annual Conference was higher than expected. The greatest downturn was realized in advertising revenue and sales in graphics and books. The drop in revenue, however, was offset considerably by a significant decrease in expenses.
- Final 2010 Total ALA Budget – 2009-2010 EBD #3.1 (Exhibit 17)
Hersberger presented the final FY2010 budget. Fiels explained that this budget incorporates a reduction in estimated dues revenue as well as a further projected shortfall in 2010 Midwinter and Annual Conference registration. Also included in this budget is a further projected drop in sales in Publishing.

On the recommendation of the Finance & Audit Committee (F&A), the Executive Board

Voted to approve the FY2010 Final Budget as stated in EBD #3.1:

- Final FY2010 General Fund Budgetary Ceiling of \$28,094,505 including a \$1,726,407 net asset transfer to offset the Plant Fund net operating expenses.

- Elimination of 9.6 FTEs from the General Fund table of Authorized Positions in FY2010.
- Final FY2010 Divisions Budgetary Ceiling of \$25,281,015.
- \$310,813 transfer from the Division Fund to offset the Plant Fund net operating expenses.
- Final FY2010 Round Tables Budgetary Ceiling of \$1,146,880.
- Final FY2010 Long Term Investment Fund (Endowment Fund) Budgetary Ceiling of \$616,796 including \$97,474 capital gain to be allocated for funding the ALA Spectrum Initiative and a transfer of \$94,936 interest and dividends from the Endowment Fund to the General Fund in accordance with Policy 8.5.1.
- Final FY2010 total ALA Capital Budget of \$2,156,539.
- Final FY2010 General Fund Small Division allocation of \$82,468 - \$24,711 for ASCLA and \$57,757 for ALTAFF.
- Final FY2010 Total ALA Budgetary Ceiling as follows:

| | |
|----------------------|------------------|
| General Fund | \$ 28,094,505 |
| Division Fund | 25,281,015 |
| Round Tables | 1,146,880 |
| Grants & Awards | 8,959,538 |
| Long Term Investment | <u>616,796</u> |
| TOTAL | \$64,098,734 |

EBD 3.1 FY2010 Budget

On the recommendation of the Finance & Audit Committee (F&A), the Executive Board

Voted, to recognize and commend all staff throughout ALA on their initiatives, commitment and dedication to solving the financial issues confronting ALA during FY2009.

Commend Staff

On the recommendation of the Finance & Audit Committee (F&A), the Executive Board

Voted, to endorse management's recommendation in concept, that based upon third close results, that staff be awarded a one-time organizational incentive of up to \$200,000, with the balance directed to the Board Designated Reserve Fund.

One-time Compensation

- **Controller's Report – 2009-2010 EBD #4.2 (Exhibit 18)**
Hersberger provided an update from the Controller's report and Calloway explained cash management actions that were undertaken to ensure appropriate cash flow.

On the recommendation of the Finance & Audit Committee (F&A), the Executive Board

Voted, that \$250,000 be allocated in FY2010 from the Board Reserve fund to be used for 2010 initiative projects. *250K for 2010 Projects*

Treasurer Hersberger highlighted other areas of the F&A Report, including planning for the annual audit to be conducted by Grant Thornton. He also described the new business development meeting which took place on October 21 with an informal advisory group assembled by the Treasurer.

Committee on Accreditation(COA) Discussion (added agenda item)

Immediate Past President Jim Rettig directed the Board to the most recent COA newsletter which addresses COA's response to the core competences that were approved at the 2009 Midwinter Meeting. COA has created a "Standards Review Blog" where individuals can comment on the core competences. The Board discussed the history of the core competences and reviewed the discussions that took place with representatives from COA at the 2009 Midwinter and Annual Conference Executive Board meetings.

Endowment Trustees' Report – 2009-2010 ED #13.0 (Exhibit 19)

Dan Bradbury, Chair of the Endowment Trustees, reported via conference call on the most recent position of ALA's portfolio, its managers and their performance, and other items of interest regarding the Endowment. He touched on the strong market advance since mid-February; unemployment is still rising and expected to continue until the first quarter of 2010; economic conditions worldwide are improving; and the Federal Reserve continues to maintain an interest-rate-friendly environment. The Endowment Fund, as of the end of September, is at \$27.9 million.

Mr. Bradbury's report included Exhibits showing continuing volatility in the markets, but a general upward trend; the distribution of the ALA Fund among fund managers; a chart of fund performance through September, 2009; and an asset allocation strategy.

Washington Office Report – 2009-2010 EBD #12.7 (Exhibit 20)

Emily Sheketoff, Associate Executive Director, ALA Washington Office, provided a written report and led a discussion of developments at the ALA Washington Office and current legislative issues, including the following:

- Three sections of the PATRIOT Act and the National Security Letters are set to sunset December 31, 2009. A bill has been introduced in the House to amend and extend the PATRIOT Act. The Senate also has bills under consideration. The Washington Office is in negotiation with the staffs of both chambers and watching progress closely.

- Network neutrality is an issue also being closely watched by the Washington Office. It assures equal access to the network and disallows payment for faster access. The new FCC Chairman has issued five principles of network neutrality. President Alire has congratulated and commended the Chairman and Commissioners on moving forward to ensure that the Internet remains nondiscriminatory, transparent, and accessible to everyone.
- Library Advocacy Day during the 2010 Annual Conference will be on Tuesday, June 29, 2010 at 11 AM when a rally will be held on the Capitol grounds. Various avenues are being explored to ensure a large turnout for the rally.

In response to questions regarding the Google settlement, Sheketoff explained that the Department of Justice had submitted a comment to the judge which stating that the settlement was in violation of antitrust laws. The parties who agreed to the settlement were instructed to address the antitrust issue, which they are in the process of doing prior to a November 7 deadline. Mr. Fiels suggested that a letter indicating the Association's concerns in the matter, drafted by the Washington office for the ALA President's signature, would be appropriate.

Update on ALA Connect

Jenny Levine, Internet Development Specialist & Strategy Guide, provided an online demonstration and a report on recent upgrades to ALA Connect, ALA's professional networking site. The original three goals for Phase One of ALA Connect, aimed at the committees and other working groups, included:

- Creating a collaborative work space;
- Providing a basic level of professional networking for members that could be built upon in the future;
- Allowing members to create communities as needed.

These goals have been met and Levine showed the Board several examples of how groups are using ALA Connect.

ALA Connect has moved into Phase Two, which is to expand services beyond committees and working groups. "Mentor Connect" was launched in late September 2009 to link individuals seeking mentors with others wanting to be mentors. Soon to follow will be "Opportunities Exchange" which will provide members a space to list opportunities and interests. Both these features were part of Jim Rettig's initiatives during his presidency.

Levine described some of the changes being made to software functionality and acknowledged the potential for Board liaisons to use ALA Connect to work more effectively with their assigned groups. The Board discussed other features that may be implemented in the future, including document "libraries" for Connect groups.

Update on the Campaign for America's Libraries – 2009-2010 EBD #12.3 (Exhibit 21)

Leslie Burger, Chair of the Public Awareness Committee (PAC), joined the discussion via conference call. Burger explained that the PAC has been exploring ways to reimagine the Campaign for America's Libraries and broaden the Campaign's reach for the next five years. She introduced the idea of using the @your library website as a way to promote the themes that are important for the Campaign for America's Libraries, including:

- Libraries are important in people's lives and have the potential to change them;
- Libraries are places that foster civic engagement and reinforce the ideas of our democracy;
- Libraries are places where parents and children can go to enrich their relationships and to foster literacy and the love of reading;
- Libraries resonate with green living; they are the ultimate "recycling" places.

Burger noted that the Carnegie Foundation funding for the @ your library website would run out at the end of the current year and that some thought had gone into ways to continue the site's development so that it can continue to be an effective communication tool.

Mark Gould, Director, Public Information Office, and Megan Humphrey, Campaign Manager, provided an update on the latest Campaign activities, including:

- The I Love My Librarian Award is now in its second cycle;
- Partnership with Safeway Corporation, which will produce the library message on two of its generic cereal boxes this fall;
- Partnership with Univision Radio will continue for a second year;
- Partnership with *Woman's Day* and the publication in March 2010 of four entries from readers addressing how they used the library to save money;
- Fourth year of "Step up to the Plate" @ your library, a partnership with the National Baseball Hall of Fame;
- Programs with ALA units, such as "Preservation @ your library," a program with the Association for Library Collections and Technical Services (ALCTS).

Mark Gould introduced Kevin Kirkpatrick, Executive Vice President, Metropolitan Group, who updated the Board on the Parents and Children Campaign, "Connect with your Kids @ your library." He offered three centerpieces of the initiative—a national engagement program to reach out and engage parents and offer them, through libraries, programs that will allow them to connect with their kids; a print and online family activity guide containing interaction ideas; and a national public service advertising campaign. The campaign addresses the needs of parent/child interaction, as supported by surveys and research. Media partnerships under discussion include Meredith Publishing, *Scholastic Parent and Child Magazine* and Wii TV. Mr. Kirkpatrick discussed strategies for creating new relationships with corporate partners.

Report from Election Task Force – 2009-2010 EBD #12.8 (Exhibit 22)

Leslie Burger, Chair of the Election Task Force provided comments on the Task Force's report. She explained that the group looked at the election guidelines, as well as specific concerns and questions that continue to arise before and after each election. She briefly discussed the recommendations in the report and some of the thinking and deliberation of the task force in producing them.

Discussion ensued regarding the various recommendations in the report.

On a motion made by Charles Kratz and seconded by Rod Hersberger, the Board

Voted to, accept the report of the Elections Task Force and refer the report to the staff and the Executive Committee for review and further input. The Executive Board will receive a report at its Spring 2010 meeting. *Election Task Force Report*

Report from the Nominating Committee for the 2010 ALA Election – 2009-2010 EBD #10.0 (Exhibit 23)

Nancy Allen, Chair, ALA Nominating Committee for the 2010 Election, participated via conference call to present the committee's report. The Board had already received the slate of candidates for ALA President, Treasurer, and Councilor-at-Large.

Allen commented on the composition of the Nominating Committee. She noted that it was very helpful to have representatives from the ethnic affiliates and caucuses. She also noted the need to accomplish significant labor-intensive work in a short time period. Allen indicated that spreadsheets which she created for the Committee's use will be available for next year's Committee. She also reported that ALA Connect was a helpful tool in the committee's work.

The Board adjourned at 3:31PM and moved into Closed Session.

Session Two

Session Two of the ALA Executive Board convened at 11:00AM on Sunday, October 25, 2009 with ALA President Camila Alire presiding.

PRESENT: President Camila Alire; Treasurer Rodney M. Hersberger; Immediate Past President James Rettig; Executive Director Keith Michael Fiels; Executive Board members: Diane Chen, Joseph Eagan, Patricia Hogan, Em Claire Knowles, Charles E. Kratz, Stephen Matthews, Larry Romans, and Courtney Young. President-elect Roberta Stevens was not present at this session.

Report out of 10/24/09 and 10/25/09 Closed Sessions

President Camila Alire reported on the Board's discussions during the Executive Sessions that took place on October 24 and October 25, 2009

- The Board reviewed nominations for Honorary Membership. The Board did not recommend any nominations for presentation to ALA Council.
- The Board reviewed and approved a recommendation from the American Association of School Librarians (AASL) for appointment to the United States Board on Books for Young People (USBBY).
- The Board approved the President-elect's slate for the ALA Nominating Committee for the 2011 Election.
- The Board discussed the Board budget for the 2010 fiscal year.
- The Board discussed the ALA Executive Director's evaluation.
- The Board reviewed ALA's contingency budget for FY2010.
- ALA's legal counsel, Paula Goedert, provided an update on legal matters of interest to the Board.

Development Office Report/Spectrum Presidential Initiative – 2009-2010 EBD #6.0 (Exhibit 24)

Kim Olsen-Clark, Director, ALA Development Office, began her report with comments about the economic climate and how her Office is not only reaching out for development opportunities, but also attempting to find an appropriate fit within ALA for other opportunities that appear. She highlighted the following activities of the Development Office:

- The Development Office is working toward the development of a funding plan for the @ your library website. In addition to reviewing the specifics of sponsorship, the staff is looking at ways to engage individuals and groups outside of ALA who have a similar mission and need to serve the same audience.
- Continuing work with the Metropolitan Group to seek additional funding and opportunities for the Campaign for America's Libraries.
- Building momentum for improving the Spectrum Presidential Initiative.
- Working on cleaning up reports and the Development database.

She was joined by Immediate Past President James Rettig to continue discussion of the Spectrum Presidential Initiative. Ms. Olsen-Clark reported:

- Gifts and pledges are nearing \$10,000; efforts to reach out to companies are continuing and negotiations are on-going;
- Many notable names have agreed to be honorary co-chairs.
- The Advisory Committee will consist of external people from corporations and foundations who can help shape the external review of the initiative in preparation for proposals and foundation support. These individuals will be asked for a contribution and also to use their own networking efforts to identify additional sources of support.

Immediate Past President Rettig continued with comments about the make-up of the Task Force and what it is expected to accomplish. The Task Force will provide Council with recommendations about potential internal stakeholders. Opportunities will be provided for participation in the Initiative at many levels. The group is meeting once per month by conference call with past ALA President Betty Turock leading the member group.

Approval of Public Library Association (PLA) Conference Sites for 2014 & 2016 – 2009-2010 EBD #12.2 (Exhibit 25)

Joseph Potaczek, Acting Director of PLA, and Melissa Falwell, Conference Manager, sought the Board's approval of sites for their 2014 and 2016 National Conferences. Mr. Potaczek reported that PLA had completed its review of the two sites and the due diligence with neighboring chapters and other parties. After brief discussion, on a motion by Rod Hersberger, seconded by Charles Kratz, the Board

Voted to accept the Public Library Association (PLA) recommendation for the PLA National Conference as Indianapolis for the host city in 2014 and Denver for 2016.
PLA Conference Sites.

Preliminary Report from the Young Professionals Task Force – 2009-2010 EBD #10.1 (Exhibit 26)

President Alire asked for questions or comments on the preliminary report that had been submitted by the Young Professionals Task Force. This task force was established at the 2009 ALA Annual Conference to identify strategies and actions that will make ALA more responsive to young librarians with a goal of increasing retention rates. Alire reported that the Task Force had been expanded but there were delays in finalizing some of the additional appointments. Some work had been done by the initial group, prior to its expansion, and as a consequence, the group is now working to include the late appointees. The task force may have some content to report at the 2010 Midwinter Meeting, but are more focused on reporting at the 2010 Annual Conference.

Report on the Google Book Settlement Task Force

Keith Fiels and Camila Alire provided a status report on the Task Force that has been formed to assess the Google Book Search Settlement and make recommendations for the Association and its members. Names of individuals are being submitted as nominations

to serve on this representative group. A conference call is planned as soon as the group has been organized, followed by a face-to-face meeting during the ALA Midwinter Meeting. The Task Force was established to work for one year and will be reviewed at that time to determine if there is a need for it to continue. Reports on progress will come through reports from the Washington Office.

Approval of Programmatic Priorities – 2009-2010 EBD #12.6 (Exhibit 27)

The Executive Board affirmed the programmatic priorities to be sent to ALA Council for approval at the 2010 Midwinter Meeting. Executive Director Fiels explained that these programmatic priorities are the first policy step with regard to the budget. Council approves these as broad direction for crafting the 2011 budget. The possibility exists for revising them slightly at a later date if it becomes necessary to align them with the new strategic plan. The Board discussed the programmatic priorities and how they coincide or differ from aspects of the strategic plan. On a motion by James Rettig, seconded by Patricia Hogan, the Board

Voted to recommend to ALA Council at the 2010 ALA Midwinter Meeting the following programmatic priorities in line with the *ALA Ahead to 2010* strategic plan:

- Diversity
- Equitable Access to Information and Library Services
- Education and Lifelong Learning
- Intellectual Freedom
- Advocacy for Libraries and the Profession
- Literacy
- Organizational Excellence

Programmatic Priorities

Midwinter Planning and Budget Assembly (PBA)

At the suggestion of President Camila Alire and in the absence of President-elect Roberta Stevens, Chair of the Planning and Budget Assembly, the Executive Board agreed to table this discussion to determine the focus for the 2010 Midwinter Planning and Budget Assembly to the next Board conference call.

Discussion of Items to be Communicated to ALA Council

Executive Director Fiels volunteered to create a draft report to Council which will reflect items discussed during this Fall meeting. He will forward the draft to President Alire who will review it and distribute it to the Executive Board for review prior to sending to Council.

The Executive Board members recapped the items discussed over the past two sessions and made comments reflecting what they considered should be emphasized.

Report on Board Effectiveness

Immediate Past President James Rettig, Chair of the Board Effectiveness Committee, commented on the Board's performance during this meeting.

The Board meeting was adjourned at 1:05 PM.