

**EBD #2.4
2009-2010**

MINUTES

ALA Executive Board

**2009-2010 Executive Board
2010 Annual Conference**

**June 24 – 29, 2010
Washington, DC**

American Library Association

Volume 10

AMERICAN LIBRARY ASSOCIATION

**Executive Board Meeting
2010 Annual Conference**

**American Library Association
Meeting Room 8/9 – Renaissance Hotel
Washington, DC**

The ALA Executive Board met in Meeting Room 8/9 of the Renaissance Hotel in Washington, DC on June 25 and 28, 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 #9.4) is attached as Exhibit 1. The vote tally (EBD #1.9) is attached as Exhibit 2.

Session One

The Board convened at 8:30 AM on Friday, June 25, 2010 with President Camila Alire presiding.

Procedural/Consent Items

The Executive Board approved the following items:

By consent, approved the agenda for the 2010 Annual Conference ALA Executive Board Meeting (2009-2010 EBD #9.4, Exhibit 1). *Consent*

By consent, accepted the following reports: President's Report, (2009-2010 EBD #7.6, Exhibit 4); President-elect's Report, (2009-2010 EBD #7.7, Exhibit 5); Executive Director's Report, (2009-2010 EBD #12.36, Exhibit 6); Office for Research & Statistics Report, (2009-2010 EBD #12.39, Exhibit 7); Advocacy Report, (2009-2010 EBD #12.37, Exhibit 8); Campaign for America's Libraries Report, (2009-2010 EBD #12.43, Exhibit 9); Media Relations Report, (2009-2010 EBD #12.38, Exhibit 10); and Workforce Analysis, (2009-2010 EBD #12.40, Exhibit 11). *Consent Agenda*

By consent, approved the 2010 ALA Executive Board Spring Meeting minutes, and the corresponding Vote Tally (2009-2010 EBD #2.3, Exhibit 3 and 2009-2010 EBD #1.9, Exhibit 2). *Consent*

Report out of Board Executive Session

President Camila Alire reported on the June 24, 2010, Executive Session that took place at this Annual Conference. During that session the Board members discussed the addition of Intellectual Freedom to ALA's core values in the 2015 Strategic Plan, encouraging Council to donate to the Spectrum Presidential Initiative at a 100% level, the informational picketing at the Westin Hotel, the New Business Development Group, the Endowments Trustees' request for additional members and the success of the Event Planner.

Constitution and Bylaws Review Committee – EBD #12.42 (Exhibit 12)

ALA Immediate Past President James Rettig presented highlights from the Constitution and Bylaws Review Committee which was charged to identify and make recommendations about inconsistencies in the ALA bylaws and the constitution. Eli Mina, consultant to the group, recommended having a single document that includes Constitution and Bylaws.

President-elect Roberta Stevens commented on taskforces which have been established for three of her initiatives: 1) Chapters: to explore a closer and more collaborative relationship between ALA and the chapters 2) Council: to look at Council and make recommendations as to how ALA can be more efficient and effective within Council and 3) Imagining the governing body of the future: Emerging Leaders, Spectrum Scholars and New Members Round Tables members will be included.

At this point, President Camila Alire excused herself from presiding and President-elect Roberta Stevens presided over the meeting.

Washington Office Report – EBD # 12.41 (Exhibit 13)

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

- The Advocacy Day rally will take place on Tuesday, June 29 during this Annual Conference. Thirteen hundred people are registered and t-shirts, fans and bottled water have been donated.
- The Department of Labor (DOL) and the Institute of Museum and Library Services (IMLS) will be announcing a new partnership between DOL and public libraries to help Americans look for employment and gain employment skills.
- The e-government taskforce was created two years ago and has been working on the new e-government toolkit. The toolkit is for public librarians to make them aware of what kind of e-government services are available and how the public can access these services.
- The Learn Act is a \$2.35 billion comprehensive literacy bill to support school-based literacy programs from birth to 12th grade. ALA is working with Congressional committees and staffs that are involved to make sure that as this legislation moves forward, that ALA maintain a strong connection with libraries and with the intention of having a percentage of this bill funding school libraries. Another area of this bill is enhancing the state's capacity to improve literacy instruction, and the creation of state leadership teams. The Learn Act also

provides high quality research-based professional development. It supports promising and innovative practices to improve literacy in writing.

It is time for The Library Services and Technology Act (LSTA) re-authorization. A draft of the bill has been composed which includes changes. ALA would like FEMA to support libraries in case of a disaster such as Katrina. If FEMA changes their policy, then this whole new section of LSTA would drop out. ALA has been communicating with LSTA regarding the digital literacy corps, the key role that libraries are playing in the national broadband plan and in making sure that all communities have access to high-speed, high quality internet.

Development Office Report – EBD #6.3 (Exhibit 14)

Kim Olsen-Clark Director of the ALA Development Office provided an update on activities:

- The Spectrum Scholarship Program is at 20% of the entire goal of one million dollars, or closer to 40% for the goal of half a million dollars from the membership side. Since April, ALA had an increase of about 7% in gifts. The Ohio Library association has contributed \$1500 and the Tennessee Library Association has contributed as well.
- ALA is partnering with kidshealth.org and the Merck Company for a brochure that will be going out to public libraries through a pilot program. This brochure is for parents with teens to talk about teen health and the physical changes that occur during this time.
- The Metropolitan Group and the Public Information Office Campaign for America's Libraries have secured a media partnership with Scholastic and Parent Magazines for a campaign called "Connect With Your Kids @Your Library". This campaign is asking parents to contribute at least a million reading hours with their child.
- Library Champions is holding steadily, especially with library-related business. Dollar General and Verizon are two of the organizations that are now participating in the Library Champions Program.
- During the Opening General Session that will take place on Sunday, June 27, the ALA Development Office will be encouraging text messaging for relief for Haitian libraries damaged during the January, 2010, earthquake. This is a new fundraising concept for ALA.
- The ALA Office of Development is now involved in the Combined Federal Campaign Program. The Development Office is looking to see what can be done to advertise to Federal workers. This is a new avenue in order to let people know about ALA and the good work that libraries do across the country.

Miguel Figueroa Director of the ALA Office of Diversity gave highlights on the Institute of Museum and Library Services Grant (IMLS) that the Diversity Office received. The Discovering Librarianship Program will be funded at \$432,000 with a \$285,000 match from ALA. The plan for this grant is to leverage the success of previous Diversity recruitment initiatives, and try to recruit past scholars to go back into their local, regional or national communities and target events that high school students and college undergraduates will

attend looking for career or educational invites. Thirty-five past scholars will be recruited and trained at the 2011 Midwinter Meeting in different recruitment messaging. They will be asked to identify two local, regional, or national events in which they will participate. The IMLS grant provides funding to send them to those events.

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

- A planning process as to how to build momentum for fundraising. Spectrum talks about the value proposition of libraries, of librarians and then of diversity within that context.
- Engaging external stakeholders who may be new to ALA. An Advisory Committee has been created of more practitioners and philanthropic leaders who could provide some advice as the process continues.
- Over the last three months, Spectrum focused on interviewing people confidentially to get some candid responses and have held individual meetings with corporations, foundations and others to obtain their ideas. Some of the outcomes of these meetings include:
 - Everyone has a story about libraries; there's a lot of emotion around libraries.
 - There is concern about ALA's size and ability to be nimble.
 - People are excited that ALA is looking at diversity.
 - This is seen as a real commitment of ALA.
 - There is concern about maintaining the relevance of libraries in a technologically advancing society.
 - Have to demonstrate the importance of reading and why a continual quest for lifelong learning will enhance society.

President Camila Alire rejoined the meeting and presided for the remainder of the meeting.

Budgetary Ceiling Report – EBD #3.7 (Exhibit 15)

ALA Treasurer Rod Hersberger presented the Budgetary Ceiling report and on a motion by Rod Hersberger, the Executive Board

Voted that, on the recommendation of the Finance & Audit committee, the Executive Board approval of the Total ALA FY 2011 Budgetary Ceilings as listed in EBD #3.7 and detailed in EBD #4.16. EBD #3.7

Talking Points

ALA Executive Director Keith Michael Fiels and the Board members discussed the talking points for liaison visits. These had been distributed to the Board prior to conference.

Member Engagement – EBD #12.44 (Exhibit 16)

The ALA Executive Board members were divided into small groups to discuss issues relating to Member Engagement. This was a continuation at a discussion that began at the 2010 Midwinter Meeting. Ideas that came out of the small group discussions include:

- Promote ALA Connect
- Expand ALA Leaders
- Work closely with New Members Round Table
- Reach out to library school students through ALA Connect and AL Direct
- Work with Divisions
- Communicate the benefits with membership
- Communications about finances to our membership

Board Effectiveness

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

The Board adjourned and reconvened at 11:00 for ALA-APA Board of Directors Meeting

Session Two

The Board convened at 1:30 PM on Monday, June 28, 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 #9.4) is attached as Exhibit 17.

The meeting began with an Executive Session/Closed Session

Report out of Executive Session

President Camila Alire reported on the June 28, 2010, Executive Session. During that session Paula Goedert, ALA's legal counsel, provided the Executive Board with an update on legal issues and the Executive Board had a discussion on ALA post retirement benefits.

Conference Services Report

Diedra Ross gave a recap of the 2010 Annual Conference which included the total numbers from June 27, 2010. There were 19,108 attendees who were librarians and 6,646 exhibitors compared to last year's 22,164 librarians and 6,091 exhibitors. ALA had 821 vendors exhibiting, which is more than in the past, and 141,800 square feet of exhibit space.

Endowment Trustees' Report – EBD #13.3 (Exhibit 18)

Daniel Bradbury, Senior Endowment Trustee, reported that the trustees have been working on an investment policy revision and will forward it to the Executive Board for review during the fall meeting.

He also noted that the Endowment Trustees made three recommendations that were referred to the Finance and Audit Committee and will be addressed during the Finance and Audit report portion of this agenda.

Budget Analysis and Review Committee (BARC) Report – EBD #3.6 (Exhibit 19)

Jim Neal, chair of Budget Analysis and Review Committee provided highlights of the BARC report. Neal focused on the BARC discussion with Division leaders and the multi-year trend of increases in indirect costs applied to Divisions, particularly the Divisions that have national conferences every two years, and the impact on their budget. The meeting with Division leaders is a good opportunity to remind Divisions of the basis for indirect costs.

Neal also focused on the issue of ALA's decision to hold the transfer of funds into endowment accounts. This was an opportunity to educate the divisions about the investments of ALA both the long term endowment funds and the short and midterm funds held by the Association.

The future of Midwinter was also a topic discussed during the BARC report. This may be a great opportunity to move forward on changing the nature of Midwinter.

Finance and Audit Committee (F&A) Report – EBD #4.13 (Exhibit 20)

ALA Treasurer Rod Hersberger presented the Finance and Audit report. Hersberger presented four motions and the Executive Board

Voted, on the recommendation of the Finance and Audit Committee the Executive Board acceptance of the FY 2009 Single A-133 Audit. EBD #14.8

Voted, on the recommendation of the Finance and Audit Committee the Executive Board reaffirm that the ALA Treasurer, serving in an Ex-Officio capacity, be a voting member of the Endowment Trustees. EBD #13.3

Voted, on the recommendation of the Finance and Audit Committee the Executive Board number of Trustees be a minimum of three and a maximum of seven.
EBD #13.3

Voted, on the recommendation of the Finance and Audit Committee the Executive Board establishment of the Carole D. Fiore ALSC Leadership Fund.
EBD #4.13

Young Librarians Task Force – EBD #10.3 (Exhibit 21)

Karen Downing co-chair of Young Librarians Task Force and Laurel Bliss gave an overview of the recommendations of the Young Librarians Task Force. The task force's main concern is to explore ways to get young librarians to be better advocates for the profession and also to improve retention. The task force collected data from Divisions, Organizations and ALA staff to determine what types of activities were available for young librarians. The task force still has a good deal of work to do. On a motion by Larry Romans and seconded by Patricia Hogan the Executive Board

Voted that the Executive Board approves the continuation of the Young Librarians Task Force for one year. EBD #10.3

Liaison Reports

Board members reported on their liaison visits during this Annual Conference.

Charles Kratz reported on his liaison visits with:

- The Video Round Table
- The New Members Round Table
- The Ethnic and Multicultural Information Exchange Round Table (EMIERT)
- The Library and Information Technology Association (LITA)
- The Library Leadership and Management Association (LLAMA)
- The Awards Committee
- The Scholarship and Study Grants Committee

Stephen Matthews met with:

- The Education Committee
- The Rural, Native and Tribal Libraries of All Kinds Committee
- The Young Adult Library Services Association (YALSA)

Em Claire Knowles brought back comments from her visits with:

- The Black Caucus of the American Library Association (BCALA)
- The American Libraries Advisory Committee
- The ALA-APA Salaries and Status of Library Workers
- The Publishing Committee

Jim Rettig brought back comments from his visits with:

- The Reference and User Services Association (RUSA)
- The Association for Library Collections and Technical Services (ALCTS)
- The American Association of School Librarians (AASL)

Patricia Hogan commented on her visits with:

- The Association of Specialized and Cooperative Library Agencies (ASCLA)
- The ALA-APA Certification Meeting
- The Public Library Association Meeting (PLA)
- Constitution and Bylaws Committee
- International Round Table (IRT)
- Association for Library Trustees, Advocates, Friends and Funders (ALTAFF)

President-elect Roberta Stevens reported on her visit with:

- The Public and Cultural Programs Committee
- The Public Awareness Committee

At this point, President Camila Alire excused herself from presiding and President-elect Roberta Stevens presided over the meeting.

Joseph Eagan reported on his visit with:

- The Library Support Staff Round Table (LSRRT)
- The Chapter Relations Committee
- The Conference Committee
- The Exhibits Round Table Board
- The Website Advisory Committee
- The Intellectual Freedom Round Table (IFRT)

Diane Chen commented on the following:

- The Committee on the Status of Women in Librarianship (COSWL)
- The Intellectual Freedom Committee

Larry Romans met with:

- The Government Documents Round Table (GODORT)
- The Gay, Lesbian, Bisexual, and Transgendered Round Table (GLBTRT)
- The International Relations Round Table (IRRT)

Courtney Young brought back comments from her visits with:

- The Diversity Committee
- The Association of College and Research Libraries (ACRL)
- The Office for Information Technology Policy
- The New Members Round Table (NMRT)

Conflict of Interest Statement - EBD #1.10 (Exhibit 22)

The Conflict of Interest Statement was approved by the ALA Executive Board in 2002 and adopted by the ALA Council the same year. The 2009-2010 statements were read and signed by the Executive Board members.

Board Effectiveness

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

President Camila Alire rejoined the meeting and presided for the remainder of the meeting.

Recognition of Board Members (Terms Expiring)

President Alire recognized Executive Board members whose terms expired, including Rod Hersberger, Charles Kratz, James Rettig and Larry Romans.

The meeting adjourned at 5:30 p.m.