

**EBD #2.2
2010-2011**

MINUTES

ALA Executive Board

**2010-2011 Executive Board
2011 Midwinter Meeting**

**January 7-11, 2011
San Diego, CA**

American Library Association

Volume 11

AMERICAN LIBRARY ASSOCIATION

ALA Executive Board Meeting 2011 Midwinter Meeting

American Library Association
San Diego Marriott Hotel
San Diego, CA

The ALA Executive Board met in the Manchester Room of the San Diego Marriott Hotel in San Diego, California, from January 7-11, 2011.

PRESENT: President Roberta Stevens; President-elect Molly Raphael; Treasurer James Neal; Immediate Past President Camila Alire; Executive Director Keith Michael Fiels; Executive Board members: Diane Chen, Joseph Eagan, Em Claire Knowles, Stephen Matthews, Kevin Reynolds, Linda Williams (via conference call) and Courtney Young. Patricia Hogan was absent.

The agenda (EBD #9.2.2 (revised) is attached as Exhibit 1. The vote tally, EBD #1.3 and conference call vote tally, EBD #1.4, is attached as Exhibits 2 and 3. All documents referenced in these minutes are for the 2010-2011 Executive Board year, except where otherwise noted.

Session One

The Board convened at 8:30AM on Friday, January 7, 2011 with President Roberta Stevens presiding.

Procedural/Consent Items

The Executive Board approved the following items:

By consent, voted to approve the agenda for the 2011 Midwinter ALA Executive Board Meeting. (EBD #9.2.2(revised), Exhibit 1) *Consent*

By consent, accepted the following reports: President-elect's Report, 2010-2011 (EBD #7.4, Exhibit 5); Executive Director's Report, 2010-2011 (EBD #12.12, Exhibit 6); Office of Research & Statistics Report, 2010-2011 (EBD #12.15, Exhibit 7); Advocacy Report, 2010-2011 (EBD #12.13, Exhibit 8); *Campaign for America's Libraries* Report, 2010-2011 (EBD #12.16, Exhibit 9); Media Relations Report, 2010-2011 (EBD #12.14, Exhibit 10); Office for Human Resource Development and Recruitment Report, 2010-2011 (EBD #12.20, Exhibit 11); Office for Diversity Report, 2010-2011 (EBD #12.21, Exhibit 12); and Office for Literacy and Outreach Services Report, 2010-2011 (EBD #12.22, Exhibit 13). *Consent Agenda*

Roberta Stevens asked that her President's report (EBD #7.3, Exhibit 4) be removed from the consent agenda so she could expand on a few items. She highlighted the work of the office of Library Advocacy, the ALA Development Office, and the Public Information Office to aid in the progress of her presidential initiatives. She also explained the establishment of the "Future Perfect Task Force" which is charged to brainstorm about the governing body of the future as the basis for future conversations.

By consent, approved the 2010 ALA Executive Board Fall Meeting Minutes, (EBD #2.1, Exhibit 14), and the corresponding Vote Tally (EBD #1.3, Exhibit 2)
Consent

By consent, confirmed the December 20, 2010 ALA Executive Board Conference Call, vote to approve candidates for the IFLA Section nominees for 2011-2015. (EBD #1.4, Exhibit 3) *Consent*

Executive Committee Report

President Stevens reported on the Executive Committee meeting held on Thursday, January 6, 2011, during which the Committee reviewed issues that were likely to arise during this Midwinter Meeting.

Development Office Report—EBD #6.1 (Exhibit 15)

President Roberta Stevens introduced Kim Olsen-Clark, Director, ALA Development Office and recognized Falona Joy, Strategic Council for the Spectrum Presidential Initiative, who reported on Spectrum.

Kim Olsen-Clark presented highlights of her written report:

- A proposal was submitted to the Herb Block Foundation for \$10,000, to support the Office of Intellectual Freedom. The McCormick Foundation had always supported the Office for Intellectual Freedom for Banned Books Week within the local area of Chicago, but has now moved in a different direction. Hopefully Herb Block will step in.
- The Association for Library Service to Children (ALSC) received a grant from the Dollar General Literacy Foundation and they are working on various activities surrounding Dia de los ninos, Dia de los libros.
- Lifetime Television has made a \$38,000 gift to the production of PSAs for the campaign.
- Jim Neal, ALA Treasurer, Greg Calloway, Associate Executive Director of Finance and Kim Olsen-Clark have begun laying some foundation work for "planned giving campaign". The idea is to set a stage for a drive to get one hundred planned gifts at \$100,000.

On a motion by Courtney Young, seconded by Em Claire Knowles, the Executive Board

Voted that the Executive Board approve a full list of companies from the Domini & TIAA-CREF portfolios of “Socially Responsible” companies from which the ALA Development Office and other units could use to prospect for corporate partners, sponsors and donors in support of ALA’s mission. EBD #6.1

Kim Olsen-Clark also gave highlights from the Spectrum Presidential Initiative, the goal of which is to raise \$.5 million from within the ALA constituency and \$.5 million from external stakeholders. Kim reported that more than \$500,000 has been raised, all coming in from the membership side.

The Development Office has twenty-one prospects who have identified themselves as giving to scholarships and may be potential Spectrum funders. The Development Office is working with the Bill and Melinda Gates foundation on a two-year proposal for 200,000 for the first year and \$100,000 for the second year. Four additional proposals have been submitted to AARP, Dick and Betsy DeVos Foundation, Scholastic and the H.W. Wilson Foundation.

Olen-Clark reported that 57 individuals and groups have donated a gift of \$1,000. The ALA Executive Board is at 100% and ALA Council is at 33%. Fourteen dinners have taken place and \$12,000 has been raised. Approximately 70% of the gifts have been earmarked for the Spectrum Endowment.

Falona Joy gave a PowerPoint presentation which provided a history of giving to the Spectrum program and outlined strategies for the sustainability of Spectrum into the future.

Approval of AASL Conference Site – EBD #12.19 (Exhibit 16)

On a motion by Diane Chen, seconded by Em Claire Knowles, the Executive Board

Voted that the Executive Board approve the choice of Hartford, Connecticut as the site of the AASL 2013 Divisional National Conference. EBD #12.19

The Future of the Midwinter Meeting – EBD #12.17 (Exhibit 17)

Keith Michael Fiels, Executive Director discussed the white paper on “The Future of the Midwinter Meeting.”

At this point, President Roberta Stevens excused herself from the meeting and President-elect Molly Raphael presided.

Public Library Association and Office of Information Technology – EBD #12.23
(Exhibit 18)

Barbara Macikas, Executive Director, PLA and Larra Clark Director, OITP Program on Networks, presented highlights from the Public Library Association (PLA) and the Office of Information Technology (OITP) and their work with the Bill and Melinda Gates Foundation. Gates has reached out to their partners to talk about their future grant strategy and a shift from direct investment in public libraries infrastructure to focus on capacity building and advocacy. PLA and OITP were invited to put forward proposals for the development of public access technology.

The goal is to create a set of public access technology benchmarks that are designed to help local library leaders use technology to support local community priorities and deliver library programs. The benchmarks will be used to support community goals and to motivate reinvestment in public access technology and inspire continuous improvement of the technology that serves our communities in public libraries.

The International City/County Management Association (ICMA) is one of the organizations involved in the working group process. If a public library director is speaking with their city or county manager regarding this process, the goal is that there will be a common language that will benefit the library in their advocacy efforts to increase or maintain funding.

The grants in the first round are for thirteen months and PLA and OITP are expecting to make the public announcement of the grant's funding in February or March, 2011.

Board Effectiveness

Immediate Past President Camila Alire commented on the Board's effectiveness during this meeting.

The meeting adjourned at 11:00 a.m.

(The Board reconvened at 11:00 am in a meeting of the ALA-APA Board of Directors).

Session Two

The Board convened at 2:00 PM on Monday, January 10, 2011 with President Roberta Stevens presiding.

PRESENT: President Roberta Stevens; President-elect Molly Raphael; Treasurer Jim Neal; Immediate Past President Camila Alire; Executive Director Keith Michael Fiels; Executive Board members: Diane Chen, Joseph Eagan, Em Claire Knowles, Stephen Matthews, Kevin Reynolds, Linda Williams (via conference call) and Courtney Young. Pat Hogan was absent.

Auditor's Report – EBD #4.7 (Exhibit 19)

President Stevens introduced Frank Jakosz, from the auditing firm of Grant Thornton. Jakosz presented the results of the FY2010 audit of ALA's consolidated financial statements. He provided a high level summary which included the issuance of two clean opinions. They are the unqualified opinion with no exceptions, which is the highest level of opinion a CPA firm can issue and the A133 audit on the federal awards, which is composed of the internal controls over financial reporting and the compliance aspect of the federal awards. Jakosz reported there were no audit adjustments, and the books and records were found to be in good order.

Greg Calloway, Associate Executive Director of Finance, noted the following:

- Total assets are down by \$360,000.
- Short-term investments increased slightly.
- Long-term investments increased \$1.9 million.
- There was a significant decrease in grants and awards.
- Total net assets increased by almost \$3 million.

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

Voted, to approve the FY 2010 preliminary audit draft performed by Grant Thornton. EBD #4.7

Endowment Trustees' Report – EBD #13.1 (Exhibit 20)

Dan Bradbury, Chair, ALA Endowment Trustees, provided an update on the activities of the Endowment Trustees. He reported that the endowment has increased to \$31.7 million. The Endowment moved approximately \$4.8 million out of bond markets into global bonds, real assets and some into equities.

In executive session,

On the recommendation of the Endowment Trustees, the Executive Board

Vote to approve the reappointment of Robert Walton as a Trustee of the Endowment. CBD #14

Washington Office Report – EBD #12.11 (Exhibit 21)

Emily Sheketoff, ALA Associate Executive Director, Washington Office provided a written report and added comments regarding the continuing resolution and legislation issues. Highlights of her comments included the following:

- The government is working under a continuing resolution, which expires March 4th. Congress has between now and March 4th to pass twelve appropriations bills. Budget cuts are very likely.
- Library Services and Technology Act (LSTA) passed and the President signed the bill into law.
- Susan Hildreth will be the new Director of IMLS beginning January 24th.
- FEMA has changed their policy and libraries are now considered essential community organizations and they qualify in the Stafford Act for reimbursement for temporary relocation facilities. The Committee on Legislation is working on a resolution to thank Senator Jack Reed for this.
- ALA filed comments with the FCC asking that they specifically include libraries in whatever action they take regarding network neutrality.
- ALA is hoping that Congress will reauthorize Section 215 of the USA PATRIOT Act to include some improvement to 215, or the “library provision,” more formally called the section on “business records.”
- The Committee on Legislation and the Intellectual Freedom Committee are reviewing the issues associated with WikiLeaks. There is an ongoing disclosure of large numbers of classified United States government documents, including the decision by the Library of Congress and other government agencies to block online access to the WikiLeaks website.
- Both the Senate and House have held hearings and meetings throughout this year on what should be included in the reauthorization of the Elementary and Secondary Education Act (ESEA). The Washington office has been meeting with key members and staff on what needs to be in ESEA for libraries.

Young Professionals Task Force Report – EBD #10.2 (Exhibit 22)

Laurel Bliss, Co-Chair of the Young Professionals Task Force, provided an update on the activities of the Task Force. The Task Force had brought some recommendations to the Board at the 2010 Annual Conference and was now taking a-look-at some realistic and achievable goals based on the data collected in the past year from young librarians. The group was broken into subgroups and looking at issues in categories such as membership, conference, library schools, Divisions, Round Tables and elections. The group will be

contacting key ALA staff members to identify activities that are already taking place and will bring a final report at the 2011 Annual Conference.

Board Effectiveness

Immediate Past President Camila Alire commented on the Board's effectiveness during this meeting.

The meeting adjourned at 4:00 PM to go into closed session.

Session Three

The Board convened at 11:00am on Tuesday, January 11, 2011 with President Roberta Stevens presiding.

PRESENT: President Roberta A. Stevens; President-elect Molly Raphael; Treasurer Jim Neal; Immediate Past President Camila Alire; Executive Director Keith Michael Fiels; Executive Board members: Diane Chen, Joseph Eagan, Em Claire Knowles, Stephen Matthews, Kevin Reynolds and Courtney Young. Pat Hogan and Linda Williams were absent.

Report Out of Executive Session

President Roberta Stevens reported that during the January 10, 2011, executive session, attorney Paula Goedert provided an update on legal issues of interest to the association. Stevens also added that the Executive Board discussed the issue of outsourcing versus privatization.

Conference Services Report – EBD #12.18 (Exhibit 23)

Paul Graller, Manager of Conference Services, presented a summary of attendance, exhibits, and other highlights from this Midwinter Meeting. He also commented on some new activities that took place:

- The ALA store has been moved onto the exhibit floor and the response from members and exhibitors was very positive.
- ALA launched the pop top stage on the exhibit floor and that also had a new look.
- A “Wrap-up/Rev-up” event was held on Monday, which was a bridging event from Miswinter to Annual, wrapping up Midwinter and revving up for Annual.
- Conference services staff met with representatives from fourteen publishing companies regarding speakers, initiatives and programs that will be at Annual Conference.
- Sage Publications sponsored the Wifi, which will continue at future conferences.
- ALA sales team started selling space for the 2012 Midwinter in Dallas. 156 contracts for almost 50,000 square feet have already been sold. Exhibit space for Annual Conference is at 108,000 square feet.
- Housing registration for Annual Conference was launched January 3, 2011, along with a brand new website which is more marketing focused. So far, 3,860 people have registered bringing housing to 30%.
- The ALA community is expanding on the floor with the membership pavilion, poster sessions, the ALA store, blogger space, podcast space and a Central Park lounge area.

Mary Ghikas, Sr. Associate Executive Director presented the Skeleton Schedules for the 2012 Midwinter Meeting and Annual Conference (EBD #12.18, Exhibit 23). There were two changes to the 2011 Annual Conference Skeleton Schedule which included eliminating the Membership Meeting II and closing the exhibit floor at 2:00pm on Monday. The most significant changes for the 2012 Annual Conference are that there is only one Membership Meeting at Annual Conference and the information session is moved to Saturday before the Membership Meeting.

On a motion by Diane Chen, seconded by Em Claire Knowles the Executive Board

Voted that the Executive Board approve replacement of Membership II on the approved 2011 Annual Conference skeleton schedule with a virtual membership meeting at a time separate from the Annual Conference as determined by the ALA Committee on Membership Meetings and approved by the ALA Executive Board. EBD #12.18

On a motion by Steve Matthews, seconded by Courtney Young the Executive Board

Voted that the Executive Board approve the closing of the Exhibits at the 2011 Annual Conference at 2:00pm. EBD #12.18

On a motion by Courtney Young, seconded by Steve Matthews the Executive Board

Voted that the Executive Board approve the 2012 Midwinter Meeting skeleton schedule as presented. EBD #12.18

Budget Analysis and Review Committee (BARC) Report– EBD #3.2 (Exhibit 24)

Mario Gonzalez, Chair of the Budget, Analysis and Review Committee (BARC), reported on the committee's meetings during this Midwinter Meeting. He drew attention to sections of his written report and made summary comments on each. Highlights included:

- BARC met with President-elect Molly Raphael and reviewed her presidential initiatives budget.
- In the first quarter financial report the revenues are down but the expenses are also down. The total revenues were down by \$337,000 less than budget. There was a loss of \$149,000 in the general revenue fund, stemming from a decrease in organizational dues. Dues were expected to be about \$175,000 lower. Total ALA expenses are \$700,000 and a small amount below budget versus \$1.1 million less than 2010.

- The total assets for this period are \$69.1 million and are \$448,000 more than 2010. The final result is that the net assets for ALA in closing was \$38.2 million and that is higher by \$2.7 million.
- At the Finance Workshop where presentations were given from the Association of College and Research Libraries, the Association for Library Services to Children, and the Library Instruction Round Table gave their perspectives on how they proceed with their budgets at their Division and Round Table level and then present it to the Budget Analysis and Review Committee (BARC). BARC is investigating ways to increase attendance at the Finance Workshop.
- Indirect Cost Study Assumptions were discussed by BARC and how that formula was created. Keith Brown also reviewed this for the division leaders at the joint meeting with BARC and division leadership.
- BARC also discussed small division support. Sally Reed, Executive Director ALTAFF, led the discussion in terms of combining and fusing the Association of American Libraries Trustees Advocates Friends and Foundations (ALTAFF) and the Friends of Libraries USA (FOLUSA). There are approximately 800 trustee members of ALA who were not members of ALTAFF.

On the recommendation of the Finance and Audit Committee in concurrence with BARC, the Executive Board

Voted that the Executive Board approve the President-elect's 2012 budget in the amount of \$100,000. EBD #14.6

Finance & Audit Committee (F&A) Report – EBD #4.5 (Exhibit 25)

Jim Neal, ALA Treasurer, reported on the committee's meetings during the conference. Neal emphasized that the Finance and Audit Committee is trying to be very attentive to the organizational dues revenue and the divisional dues revenue. F&A is currently modeling a revision in the spending policy as it relates to the long term investment funds and plans to have a formal proposal on how to stabilize the payout strategy that can be used to help fund the activities of ALA.

In the Controller's report, the Finance and Audit Committee discussed the cash management status and the liquidity status of the ALA budgets. ALA had to borrow a million dollars to cover expenses and that has been repaid. There has been some improvement in the liquidity ratios.

On a motion by James Neal, seconded by Courtney Young, the Executive Board

Voted to approve the allocation of \$250,000 in Net Assets for ALA 2015 Initiative Projects beginning in the spring of 2011. EBD #4.5

Liaison Reports

Board members shared highlights from their liaison reports during this Midwinter Meeting.

Camila Alire commented on:

- The Association for Library Collections and Technical Services (ALCTS)
- Library Leadership and Management Association (LLAMA)
- The National Association to Promote Library Services to the Spanish Speaking (REFORMA)

Em Claire Knowles commented on:

- The Black Carcus of American Library Association (BCALA)
- The Publishing Committee
- The American Libraries Advisory Committee
- The Asian/Pacific American Librarian's Association (APALA)
- The International Relations Round Table (IRRT)
- The Status of Workers and Salaries (ALA-APA Group)

Steve Matthews commented on:

- The International Relations Committee (in the absence of Linda Williams)
- Rural, Native and Tribal Libraries of All Kinds
- The Conference Committee
- Committee on Education
- Committee on Accreditation
- Committee on Organization
- Young Adult Library Services Association (YALSA)

Courtney Young commented on:

- The Committee on Legislation
- Office for Information Technology Policy

Joseph Eagan commented on:

- The Exhibits Round Table (ERT)
- Library Support Staff Interest Round Table (LSSIRT)
- Chapter Relations Committee
- Office for Literacy and Outreach Servies (OLOS)
- Intellectual Freedom Round Table (IFRT)
- The Gilbert Steering Committee
- Web Site Advisory Committee
- Gay, Lesbian, Bisexual, Transgendered Round Table (GLBTRT in the absence of Linda Williams)

Diane Chen commented on:

- The Committee on the Status of Women in Librarianship
- The Chinese American Librarian's Association (CALA)
- Election Committee
- The American Association of School Librarians (AASL in the absence of Linda Williams)
- Association for Library Service to Children (ALSC)
- Public Awareness Committee
- Intellectual Freedom Committee
- Federal and Armed Forces Libraries Round Table (FAFLRT)

Jim Neal commented on:

- The Budget Analysis and Review Committee (BARC)
- Endowment Trustees
- The Round Table Leadership
- The Division Leadership and Budget Chairs
- The Freedom to Read Foundation Board

Kevin Reynolds commented on:

- Government Documents Round Table (GODORT)
- Committee on Membership Meetings (in the absence of Linda Williams)
- The Video Round Table (VRT)
- Library and Information Technology Association (LITA)
- New Members Round Table (NMRT)
- The Awards Committee
- Human Resource Development and Recruitment Advisory Committee (HRDR)

President-elect Molly Raphael commented on:

- Public and Cultural Program Advisory Committee
- The Membership Committee

Board Effectiveness

Immediate Past President, Camila Alire commented on the Board's effectiveness during this meeting.

Summary of Meeting to be Communicated to Council

Keith Fiels will prepare a report to be shared with the Executive Board prior to distribution to Council.

The Board adjourned at 2:35 PM to go into closed session.