

**EBD #2.2
2011-2012**

MINUTES

ALA Executive Board

**2011-2012 Executive Board
2012 Midwinter Meeting**

**January 20-24, 2012
Dallas, TX**

American Library Association

Volume 11

AMERICAN LIBRARY ASSOCIATION

**ALA Executive Board Meeting
2012 Midwinter Meeting**

**American Library Association
Omni Dallas Convention Center Hotel
Dallas, TX**

The ALA Executive Board met in the Fair Park I Room of the Omni Dallas Convention Hotel in Dallas, Texas, from January 20-24, 2012.

PRESENT: President Molly Raphael; President-elect Maureen Sullivan; Treasurer James Neal; Immediate Past President Roberta Stevens; Executive Director Keith Michael Fiels; Executive Board members: Dora Ho, Patricia Hogan, Stephen Matthews, Sylvia K. Norton; Michael Porter; Kevin Reynolds, Linda Williams and Courtney Young.

The agenda (EBD #9.2.2 (revised) is attached as Exhibit 1 and the vote tally, (EBD #1.4) as Exhibit 2. All documents referenced in these minutes are for the 2011-2012 Executive Board year, except where otherwise noted.

Session One

The Board convened at 8:30AM on Friday, January 20, 2012 with President Molly Raphael presiding.

Procedural/Consent Items

The Executive Board approved the following items:

By consent, voted to approve the agenda for the 2012 Midwinter ALA Executive Board Meeting. (EBD #9.2.2(revised), Exhibit 1) *Consent*

By consent, accepted the following reports: President's Report, 2011-2012 (EBD #7.3, Exhibit 3); President-elect's Report, 2011-2012 (EBD #7.4, Exhibit 4); Executive Director's Report, 2011-2012 (EBD #12.13, Exhibit 5); Office of Research & Statistics Report, 2011-2012 (EBD #12.14, Exhibit 6); Advocacy Report, 2011-2012 (EBD #12.15, Exhibit 7); *Campaign for America's Libraries* Report, 2011-2012 (EBD #12.16, Exhibit 8); Media Relations Report, 2011-2012 (EBD #12.17, Exhibit 9); Office for Human Resource Development and Recruitment Report, 2011-2012 (EBD #12.18, Exhibit 10); Office for Diversity Report, 2011-2012 (EBD #12.19, Exhibit 11); and Office for Literacy and Outreach Services Report, 2011-2012 (EBD #12.20, Exhibit 12). *Consent Agenda*

By consent, approved the 2011 ALA Executive Board Fall Meeting Minutes, (EBD #2.1, Exhibit 13), and the corresponding Vote Tally (EBD #1.4, Exhibit 2)
Consent

Executive Committee Report

President Raphael reported on the Executive Committee meeting held on Thursday, January 19, 2012, during which the Committee reviewed the Executive Board talking points for the Board liaison visits, and the various aspects of digital content in libraries that will be discussed during this Midwinter Meeting.

Development Office Report—EBD #6.2 (Exhibit 14)

President Molly Raphael introduced Kim Olsen-Clark, Director, ALA Development Office and Olsen-Clark presented highlights of her written report:

- Over one million dollars have been raised for the Spectrum Presidential Initiative. The Gates Foundation has pledged a \$100,000 match; thus far \$78,000 has been raised toward that. There are 83 members in the Leadership Circle. Donations continue to come in from past presidents, round tables and state chapters.
- The Development Office is working on a tracking system to get a better understanding of grants and giving to make sure that these areas are being reviewed and analyzed to determine the best strategies to move forward.
- President Molly Raphael and Executive Director Keith Michael Fiels have been working with the Carnegie Corporation of New York. ALA has been invited to submit a proposal for a new Carnegie book award that will be managed and administered by Reference and User Services Association and Booklist. There is also a possibility of a new Carnegie award to recognize philanthropic giving by political leaders or civic leaders in their communities.
- ALA is preparing various proposals to the Institute of Museum and Library Services (IMLS) and the Office for Research and Statistics will be submitting an application for funding support to the public library funding and technology access study.
- The Development Office has received several new grants and proposal invitations from Dollar General. Dollar General has donated more than a million dollars a year to ALA.
- The Pitney Bowes Foundation has recently given ALA a grant totaling \$35,000 for support to school and public libraries that have faced disasters in 2011. The development Office plans to submit a proposal to them to either continue this program or build an education program.

- The Planned Giving Taskforce is working on a campaign which is the campaign for “100 by \$100,000.” The taskforce has done some background work looking into a service that provides information about individuals in terms of their giving history, their relationship to ALA and their financial capacity. The taskforce also developed a gift acceptance policy which will help guide ALA staff through difficult conversations with donors.

On a motion by James Neal, seconded by Patricia Hogan, the Executive Board

Voted to approve the gift acceptance policy.

On a motion by Roberta Stevens, seconded by Linda Williams, the Executive Board

Voted to 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

Board Liaison Visits and Talking Points

Keith Michael Fiels gave an overview of talking points for the Executive Board’s liaison visits. Fiels emphasized that the Neal-Schuman acquisition will be covered by Treasurer James Neal during the Council II Session at this conference and the information will be available to membership.

E-books

Robert Wolven, co-chair of the digital content and working group and Alan Inouye, Director of Office for Information Technology, presented highlights of the group’s work. The working group consists of 25 individuals representing all segments of ALA. Wolven explained that six subgroups have been formed and the groups will carry forward work in different areas. One of the challenges for the group is going to be a very broad charge. An initial activity is engaging in dialogue with publishers who are not making e-books available to libraries.

Molly Raphael added that she and Keith Michael Fiels have set up appointments with three publishers, McMillen, Simon & Schuster and Penguin, to open some dialogue regarding issues surrounding libraries. ALA is also looking to hire an individual to work twenty hours a week in the Chicago office carrying out the work related to digital content that is going on throughout the Association.

Raphael also commented that the working group is comprised of representation across the Association – including the divisions and ethnic affiliates.

Edge Initiative – EBD #12.26 (Exhibit 15)

Barbara Macikas, Executive Director, Public Library Association and Larra Clark Director, OITP Program on Networks, presented highlights of the Edge Initiative, previously called the Public Access Technology Benchmarks Initiative. This initiative began a year ago and is funded by the Bill and Melinda Gates Foundation. There is a coalition of library organizations working on developing the Edge Initiative. ALA OITP and PLA are coalition members.

The primary goals of the initiative are to create benchmarks that inspire continuous improvement in library public access technology and also to motivate local reinvestment. 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.

There are three basic pieces to the benchmarks:

- Community value
- Educating community decisionmakers
- Organizational management

There are currently 14 benchmarks covering the three areas. There are 30 indicators that measure the 14 benchmarks. Tools are being developed to help individual libraries measure their success in attaining the benchmarks.

Macikas explained that PLA's primary focus is on the development of training and support materials around the benchmarks.

Strategic Planning – EBD #12.25 (Exhibit 16)

Keith Michael Fiels and Mary Ghikas, Sr. Associate Executive Director gave an update on activities related to the Association's 2015 strategic plan. Fiels commented on the transforming libraries goal and what that might imply for future actions by the Association and its divisions. Karen Muller, Librarian and Knowledge Management Specialist, and Rebecca Gerber, Reference Librarian will be working on the transforming libraries website. During the session with division leadership in the fall of 2011, many types of transformation were identified:

- Physical Space
- Virtual Space
- Library Workforce
- External Relations

- Service Portfolio
- Customer Expectations
- Library Leadership Expectations

Ghikas noted that various groups within ALA are working on activities surrounding transformation. The goal is for the transforming libraries website to be a portal where individuals and groups can share their resources, best practices, experiences and expertise.

Board Subcommittee to Draft ALA Nominating Committee Guidelines - EBD #12.28 (Exhibit 16)

Linda Williams, Executive Board member, discussed the draft guidelines to be presented to the ALA Nominating Committee. The guidelines include:

- Sitting Councilors shall not be selected by Nominating Committee; they have the option of running by petition.
- Former Councilors may be selected by the Nominating Committee.
- Individuals who ran unsuccessfully in the previous two elections should be invited to run again.
- Slate should be diverse:
 - Ethnicity (as much as can be determined)
 - Geographic
 - Type of Library (school, academic, etc.)
 - Level of employment (Directors/CEOs, Middle Managers/Deans, Information Specialists, etc.)
 - Time in Library-related Jobs-from LIS students up through early, mid, and later career
- Consider overall characteristics/attributes:
 - Demonstrated understanding of the association
 - Activity and achievements in local, state, and national library organizations, including ALA and its divisions and roundtables
 - Relevant extra-library experience or knowledge
 - Acknowledged understanding and sincere willingness to work and fully participate in the operation of ALA Council and ALA governance in general
 - Special talents, knowledge sets, particularly notable accomplishments.
- Suggested sources for potential candidates;
 - Division Leaders
 - Ethnic Affiliates
 - Past ALA Presidents
 - Spectrum Scholars
 - Emerging Leaders
 - LI Movers & Shakers

Williams addressed some of the comments that were received from councilors when the guidelines were shared with Council. Based on these and comments received from past chairs of the Nominating Committee, the subcommittee will have a phone discussion to finalize the guidelines and present the final version to the Board at the February conference call.

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 23, 2012 with President Molly Raphael presiding.

PRESENT: President Molly Raphael; President-elect Maureen Sullivan; Treasurer Jim Neal; Immediate Past President Roberta Stevens; Executive Director Keith Michael Fiels; Executive Board members: Dora Ho, Patricia Hogan, Stephen Matthews, Sylvia K. Norton, Michael Porter, Kevin Reynolds, Linda Williams and Courtney Young.

School Libraries Presidential Task Force Report

Pat Tumulty, Chair of Committee on Library Advocacy and Susan Ballard, President-elect of American Association of School Librarians presented highlights of the School Libraries Presidential Task Force. Pat Tumulty commented on the petition that is circulating to get President Obama to support funding for school libraries. During this Midwinter Meeting, the School Libraries Presidential Task Force took extra steps to get the word out regarding the petition. 25,000 signatures are needed by February 4, 2012 in order to get the petition on the President's desk.

Susan Ballard added that Senator Reed reintroduced the Skills Act into the Senate, Senate Bill 1528. The ALA Washington Office expects that when the Senate does reconvene, there will be an amendment from the Junior Senator from Rhode Island, Senator Whitehouse, to also put additional language in that bill to support school libraries. The vendor community is also starting to get engaged in terms of this issue. The immediate goal is to focus on the Federal legislation piece and to get conversations going. The task force has broken into groups to get this goal and others accomplished.

Auditor's Report – EBD #4.7 (Exhibit 17)

President Raphael introduced Frank Jakosz and Carrie Charles, from the auditing firm of Grant Thornton. Jakosz presented the results of the FY2011 audit of ALA's consolidated financial statements. He provided a high level summary which included the issuance of a clean opinion, which is the highest level of opinion an auditor can issue. The opinion also identifies the fact that there was a restatement related to the accounting for certain leases. They resulted in restating the earliest year presented which was 2010. Two other opinions were issued which included the federal awards and the A133 audit that awards grants.

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

- Net assets improved by just under a half million dollars.
- The liability through the adjustments in the post retirement benefit plan was reduced by over \$1.5 million.

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

Voted, to approve the FY 2011 preliminary audit draft performed by Grant Thornton. EBD #4.7

Washington Office Report – EBD #12.21 (Exhibit 18)

Emily Sheketoff, Associate Executive Director, Washington Office, provided a written report and presented highlights from the Washington Office which included the following:

- Representatives Paul Grijalva, Rush Holt and Lynn Woolsey introduced The Skills Act in the House, which is H.R.3776. The Skills Act amends the Elementary and Secondary Education Act (ESEA) to define an effective school library program as one staffed by state-certified school librarian, having up-to-date materials, including technology, teaching digital literacy skills, and having regular collaboration between the school librarian and other education professionals over curriculum. This bill would also replace “improving literacy through school libraries” with “improving literacy and college and career readiness through effective school library programs.” This will award competitive grants to underserved local schools and school districts to develop an effective school library program. It will also open up professional development funds in ESEA to school librarians.
- The Federal Communications Commission instituted a regulation on network neutrality which assures that the Internet remains neutral.
- There was a lot activity surrounding Internet piracy including the Stop Online Piracy Act (SOPA) and the PROTECT IP Act (PIPA) Bill. People were called upon to sign an online petition and 7 million signatures were obtained and reported to Congress; therefore, Congress withdrew the SOPA and PIPA Bills.
- There is a negative piece of legislation called the Federal Research Works Act. This legislation in the House would overturn the National Institutes of Health’s open access policy. NIH stated that researchers who receive grants paid for by taxpayer dollars must sign an agreement when they accept the research money that requires that when they submit their research to a peer-reviewed publication, one year after the research is published, they must submit it to PubMed for free access to the public. This will ensure citizens don’t pay for the same research twice.
- Work will begin on the appropriations for 2013 in both the House and the Senate. As this is an election year, these will not be completed in 2012. A continuing resolution is expected in late September and a budget after the election in November.
- National Library Legislative Day will be April 22, 23 and 24, 2012.

Endowment Trustees' Report – EBD #13.2 (Exhibit 19)

Dan Bradbury, Chair, ALA Endowment Trustees, provided an update on the activities of the Endowment Trustees. He reported that the endowment currently stands at \$30.7 million, down by 1.6% from the FY2010. The Association is positioned to go forward and take advantages of opportunities as they occur in FY2012.

On the recommendation of the Endowment Trustees, the Executive Board

Voted that the Executive Board increase the minimum amount to start an endowment to \$50,000. Additionally, to allow those endowments under \$50,000 five years to determine the path they want to take and ten years to reach the goal. EBD #13.2

Voted to approve the affirmation of the 4% payout rate from the endowment for the FY14 budget. EBD #13.2

Voted to approve the establishment of the International Relations Round Table (IRRT) endowment fund in the amount of \$25,000. EBD #13.2

Board Effectiveness

Immediate Past President Roberta Stevens commented on the Board's effectiveness during this meeting.

The meeting adjourned at 3:30 PM to go into closed session.

Session Three

The Board convened at 11:00am on Tuesday, January 24, 2012 with President Molly Raphael presiding.

PRESENT: President Molly Raphael; President-elect Maureen Sullivan; Treasurer Jim Neal; Immediate Past President Roberta Stevens; Executive Director Keith Michael Fiels; Executive Board members: Dora Ho, Patricia Hogan, Stephen Matthews, Sylvia K. Norton, Michael Porter, Kevin Reynolds, Linda Williams and Courtney Young

Report Out of Executive Session

President Molly Raphael reported that during the January 23, 2012, executive session, attorney Paula Goedert provided an update on legal issues of interest to the Association. Raphael also added that the Executive Board discussed the workforce analysis statistics, recommendations for the ALA and Council committee appointments, the auditor's evaluation and the Endowment Trustees candidates.

Conference Services Report

Paul Graller, Manager of Conference Services, presented a summary of attendance, exhibits, and other highlights from this Midwinter Meeting.

- Final attendance for the 2012 Midwinter meeting was 6,236, as opposed to 2011 attendance of 7,549. The number of exhibitors was 3,693 and 2011 exhibitors were 3,575.
- One of the new items introduced was “The Conversation Starts Here” which included discussions about librarianship. The program was well attended and successful.
- “The Master Series“ session was a new item designed to bring your lunch and listen to a hot topic presented by a librarian.
- The Book Buzz Theater was consolidated. At these sessions publishers introduce new titles and titles that will be coming out shortly after Midwinter. Every session was well attended.
- “Think Fit at ALA” was a new item sponsored by Innovated Interfaces. It brought back the Fun Run in which approximately 110 individuals participated.
- “Dine-Arounds” is a program designed for individuals to network and mingle. Eight different restaurants had reserved tables to sit and engage in various conversations.
- The Pop Top Stage has only been presented at Annual Conference; however, this year it was brought to Midwinter. This gives the publishers an opportunity to get more visibility for the authors they have in their booths, creating more attendance on the exhibit floor.
- Credo sponsored wireless at the Midwinter meeting.
- The Association is working on physical accessibility, which includes shuttle buses, wheelchairs and scooters.

Mary Ghikas presented the Skeleton Schedules for the 2013 Midwinter Meeting and Annual Conference (EBD #12.22, Exhibit 20). The changes to the 2013 Midwinter Meeting Skeleton Schedule included shifting the timing of the Executive Board, Council, and Member Information Session. This will now take place Saturday afternoon. The presidential forum will move from midday Saturday to late afternoon on Saturday. At Annual the Tuesday schedule is shorter and Council III is earlier followed by a closing plenary session, followed by a celebratory brunch.

On a motion by Roberta Stevens, seconded by Linda Williams the Executive Board

Voted to approve the 2013 Midwinter Meeting and Annual Conference skeleton schedule as presented. EBD #12.22

On a motion by Steve Matthews, seconded by Patricia Hogan the Executive Board

Voted to approve Denver as the site for the 2018 Midwinter Meeting, subject to the completion of all necessary contracts. This supercedes the Executive Board's prior approval of Los Angeles, CA. The Executive Board also approves Denver as the site for the 2024 Midwinter Meeting, subject to confirmation of dates and completion of all necessary contracts. EBD #12.24

On a motion by Kevin Reynolds, seconded by Courtney Young the Executive Board

Voted to approve Chicago as the site for the 2020 Annual Conference, subject to the completion of all necessary contracts and approve Chicago as the site for the 2023 Annual Conference and the 2026 Annual Conference, subject to completion of all necessary contracts. EBD #12.27

Budget Analysis and Review Committee (BARC) Report– EBD #3.2 (Exhibit 21)

Clara Bohrer, Chair of the Budget, Analysis and Review Committee (BARC), reported on the committee's meetings during this Midwinter Meeting. She presented highlights of her written report which included:

- BARC met with President-elect Maureen Sullivan and reviewed her presidential initiatives budget.

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

Voted to approve the President-elect's 2013 proposed presidential initiative budget. EBD #14.8

- BARC is also reviewing FY2013 budget guidelines that addresses 1) potentially flat revenues, 2) a budget that will include a half percent decrease from units over the FY 2012 budget, 3) no compensation adjustment and 4) no long-term investment transfers by Divisions in the FY2013 budget.
- BARC discussed small division support for ASCLA and ALTAFF. The support for ASCLA was \$48,788 and \$56,583 for ALTAFF.

On a motion by Courtney Young, seconded by Michael Porter, the Executive Board

Voted to reaffirm that the small Division subsidy for ASCLA and ALTAFF will terminate by FY2015 and caps the subsidy at FY2012 levels of \$41,577 for ASCLA and \$56,583 for ALTAFF for FY2013. EBD #3.2

Finance & Audit Committee (F&A) Report – EBD #4.6 (Exhibit 22)

Jim Neal, ALA Treasurer, reported on the committee's meetings during the conference. Neal emphasized that in FY2012, the Association reduced its budget by about a million dollars with \$250,000 being held to see how things developed over the course of the year. As far the FY2013 budget, the Association is preparing that budget with a half percent decrease over FY2012 approved budget. Neal noted that there is no compensation adjustment built into the FY2013 budget plan.

Liaison Reports

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

Roberta Stevens commented on:

- The Federal Armed Forces Librarians Round Table (FAFLRT)
- Association for Library and Information Science Education (ALISE)

Steve Matthews commented on:

- Committee on Accreditation
- Young Adult Library Services Association (YALSA)

Jim Neal commented on:

- The Freedom to Read Foundation Board
- The Round Table Meeting

Linda Williams commented on:

- Gay, Lesbian, Bisexual, Transgendered Round Table (GLBTRT)
- Library Support Staff Interest Round Table (LSSIRT)
- American Association of School Librarians (AASL)

Patricia Hogan commented on:

- Association for Library Trustees, Advocates, Friends and Funders (ALTAFF)

- Association of Specialized and Cooperative Library Agencies (ASCLA)
- The Public Library Association Meeting (PLA)
- The ALA-APA Certification Meeting
- Credo (vendor)
- Elsevier (vendor)
- Morningstar (vendor)
- Emerald (vendor)

Dora Ho commented on:

- Council Orientation Committee
- Committee on Professional Ethics
- Public and Cultural Programs Advisory Committee
- The National Association to Promote Library Services to the Spanish Speaking (REFORMA)

Courtney Young commented on:

- Library Leadership and Management Association (LLAMA)
- Library and Information Technology Association (LITA)
- Littlefield Publishers (vendor)
- Library Champion (vendor)

Michael Porter commented on:

- Chinese American Librarian's Association (CALA)

Kevin Reynolds commented on:

- Library and Information Technology Association (LITA)
- Government Documents Round Table (GODORT)
- Video Round Table
- New Members Round Table
- Awards Committee
- Resolutions Committee
- Chapter Relations Committee

Sylvia K. Norton commented on:

- Publishing Committee
- Public Awareness Committee

President-elect Maureen Sullivan commented on:

- Intellectual Freedom Committee
- Literacy Committee
- Gale Cengage (vendor)

Board Effectiveness

Immediate Past President, Roberta Stevens commented on the Board's effectiveness during this meeting.

The meeting adjourned at 2:00 pm.