

**EBD #2.3
2012-2013**

**MINUTES
ALA Executive Board Meeting
2013 ALA Midwinter Meeting**

**January 25-29, 2013
Seattle, WA**

American Library Association

Volume 15

AMERICAN LIBRARY ASSOCIATION

Executive Board Meeting 2013 ALA Midwinter Meeting

American Library Association
Sheraton Hotel
Seattle, WA

The ALA Executive Board met in the Aspen Room of the Sheraton Hotel in Seattle, WA, from January 25-29, 2013.

PRESENT: President Maureen Sullivan; President-elect Barbara K. Stripling; Treasurer James G. Neal; Immediate Past President Molly Raphael; Executive Director Keith Michael Fiels; Executive Board members: Robert Banks, Dora T. Ho, Alexia Hudson-Ward, John A. Moorman, Sylvia K. Norton, Michael Porter, J. Kevin Reynolds, and J. Linda Williams.

The agenda (2012-2013 EBD #9.2.1) is attached as Exhibit 1.

Session One

The Board convened at 8:30AM on Friday, January 25, 2013, with President Maureen Sullivan presiding.

Agenda Approval

By consent, the Executive Board approved the agenda for the 2013 ALA Midwinter Executive Board Meeting (2012-2013 EBD #9.2.1 Exhibit 1). *Consent agenda*

Procedural/Consent Items

The Executive Board approved the following items:

By consent, accepted the following reports: President's Report (2012-2013 EBD #7.3, Exhibit 2); President-elect's Report (2012-2013 EBD #7.4, Exhibit 3); Executive Director's Report (2012-2013 EBD #12.11, Exhibit 4); Office of Research & Statistics Report (2012-2013 EBD #12.21, Exhibit 5); Workforce Analysis (2012-2013 EBD #12.15, Exhibit 6).

By consent, approved the 2012 ALA Fall Executive Board Meeting Minutes and Vote Tally (2012-2013 EBD #2.2 and EBD #1.4, Exhibits 7 and 8).

By consent, confirmed the Executive Board conference call votes from the January 15, 2013, call (2012-2013 EBD #1.5 Exhibit 9). During that call, the Board voted to approve the updated Nominating Committee Guidelines, as outlined in Executive Board document #10.8, 2012-2013.

Executive Committee Report

President Maureen Sullivan reported that the Executive Committee of the ALA Executive Board met on Thursday, January 24, 2013, during which the Committee discussed the Revised Dues Adjustment Proposal, to be presented to ALA Council by the ALA Membership Committee. The Proposal would allow dues to be related to the Consumer Price Index. The Committee also discussed MacMillan Publishing's decision to launch a pilot program that would sell ebooks to libraries.

Harwood Partnership

President Maureen Sullivan introduced Richard Harwood, Founder and President of the Harwood Institute for Public Innovation and gave an overview of the Promise of Libraries Transforming Communities training session held at ALA Headquarters in January 2013. The Program, a partnership between ALA and the Harwood Institute, is funded through a grant from the Institute of Museum and Library Services (IMLS) and provides librarians with the tools and training they need to lead their communities in finding innovative solutions by advancing library-led community engagement and innovation. ALA is preparing a grant proposal to the Bill and Melinda Gates Foundation that, if awarded, would secure continued funding for the program.

Richard Harwood led an interactive Board discussion on the ALA/Harwood partnership and the work of the Harwood Institute for Public Innovation. He began by making the following points:

- The main purpose of the ALA/Harwood partnership is to accelerate and deepen the ongoing work that ALA is already doing around libraries and their relationships with communities.
- Harwood recently published a book entitled *The Work of Hope* that documents conversations with Americans over the past year and a half. These conversations yielded stark findings regarding the current state of community dialogue in the United States. Many feel doubtful that people can restore their belief in one another and come together to find solutions to common problems. As a result, libraries are more important than ever and should play a central, civic role in their communities and engage citizens in the solving of issues that matter most. Part of achieving this involves finding appropriate partners with common aspirations and finding new ways to communicate with one another.
- When asked how the present state of community dialogue compares to the past, Harwood pointed out several issues that have a negative impact on community dialogue:
 - While human nature has not changed, society's current preoccupation with civility has prevented substantive discussions about community issues from taking place.
 - Our culture has become much more consumer-minded, with an expectation for instant gratification being the norm.
 - The internet allows people to cherry pick information resources that tend to affirm their preexisting views.

- The increase of consultant use by non-profits has lessened the possibility of community dialogue in exchange for a focus on money-raising to fight causes.
- In response to a question on how the ALA/Harwood partnership will address academic and school libraries, Harwood explained that the word community could represent different things. A public library's community may be a neighborhood or town, while a school library's community may be the student body, and an academic library's community may be the entire university or specific communities of interest within that university. Often communities are porous and/or overlapping.
- The Harwood Institute focuses on three fundamental goals. The first is to help develop a critical mass of boundary-spanning organizations in the country that can become the catalysts, conveners, and interests of change in a community. The second is to help develop public leaders who know how to innovate and think about community issues. The third is to promote discussions on the challenges communities face today and how to solve them in the current social and political climate.
- The Harwood Institute stresses the importance of an outward orientation, rather than an inward orientation. In addition, the work is practice-based and focused on creating spaces within organizations where people can innovate together and make intentional choices that impact their communities.
- The results of other organizations that have implemented the Harwood Institute program, including United Way and public broadcasting stations, have been positive. For example, during the recession, several of the public broadcasting stations have increased both listeners and pledges.
- With regard to the program, there is a spectrum of practice involving many steps. Some organizations will stay in the early steps for long periods of time, while other organizations will move through the steps quickly. It is important to help people gain the confidence needed to go through this process.
- The Harwood Institute is most interested in people's ability to recalibrate and to apply the practice to a wide variety of settings.
- The Harwood Institute strives to create conditions under which people can step forward to make entreaties to others that address the issues that matter to them.

Keith Michael Fiels gave an overview of the work done at the Chicago training session. The session can be thought of as a big bang that expands into three different streams. The first is the group of 24 people who participated in the training and are enthusiastic about applying what they learned in their own library settings. The second stream includes the creation of webinars, training opportunities, programs at Midwinter and Annual Conference, and other resource materials that disseminate the lessons learned. Obtaining the Gates Foundation grant would provide needed support for these efforts. The third stream involves ALA staff and members who will participate in the training and the ways in which they can utilize the concepts in our association setting.

A Board member discussed the application of the concepts to specific organizations, pointing out that they will not create a sudden and dramatic change within the

organization, but should be applied incrementally at first. Once one area of an organization finds success, other areas will want to follow suit.

In response to a Board member's question on how to convince librarians, who often perceive themselves as already outward oriented, that they should implement these practices, Harwood explained that dialogues should be started that explore what is already being done, how it might be done better, and how various groups can work on issues together.

In response to a Board member's question on the absence of concrete talking points that outline the program and the amorphous nature of the program, Harwood explained that there is a methodical, step-by-step process involved. The first step is to engage in community conversations and choose a focus. The second step involves working with a cohort and introducing the idea to the community. The third step is to build a platform and package the innovations so they may spread quickly and easily.

School Libraries Presidential Task Force – EBD #10.5 (Exhibit 10)

Patricia Tumulty and Susan Ballard, Co-Chairs, 2012-2013 ALA Presidential Task Force on School Libraries, and Marci Merola, Director, Office for Library Advocacy (OLA), reported on the progress of the Task Force and their action plan. The Task Force brings together representatives from various ALA units to focus on the current crisis in school libraries and plans to present the Board with a campaign plan in the spring of 2013. The campaign will aim to promote awareness and understanding of the impact of the de-professionalization and curtailment of school library instructional programs on students and student achievement.

- The campaign will address the Common Core Standards, used by 45 states, plus the District of Columbia, which focuses on the ability of students to conduct research and read complex texts. It is important to connect school libraries with this goal, as school libraries are best able to teach these skills to students.
- Task Force members will present talking points and gather feedback on the campaign to various groups at the 2013 ALA Midwinter Meeting.
- The American Association of School Librarians (AASL) held a session at the 2013 Midwinter Meeting that provided assistance to members who are implementing the Common Core Standards. In addition, the executive committees of the joint youth divisions met on Thursday, January 24, 2013, to work jointly on issues pertaining to the Common Core Standards.
- The Washington Library Association produced a high-quality video that outlines the role of school libraries. This video could be used as a model for other similar efforts.

Discussion turned to the involvement of the Association of College and Research Libraries' (ACRL) Information Literacy Competency Standards for Higher Education and the Common Core Standards. In addition to ongoing dialogue with ACRL staff and leadership, the division is represented on the Task Force. ACRL's current standards

revision committee includes a school librarian and connections are being made between these standards and the Common Core Standards.

There was agreement that the Task Force has provided a great example of mobilizing large numbers across the association around a single issue, as well a great example of looking outward to discover the needs of various communities.

Discussion turned to the timeline involved in implementing the campaign and the resources necessary to carry it out. Keith Michael Fiels explained that ALA is working on significant realignment of PIO's Campaign for America's Libraries. With the current budget, there are financial limitations, but if several ALA units are involved in the project, it will have greater access to resources.

Copies of the feedback questionnaire that goes along with the draft campaign plan (*School Libraries: at the Common Core of Education*) were available for Executive Board members to present during Board liaison visits.

Digital Content and Libraries Working Group – EBD #12.20 (Exhibit 11)

Sari Feldman, Co-Chair, Digital Content Working Group (DCWG), began by highlighting activities since October 2012.

- The DCWG and ALA President Maureen Sullivan have devoted much time over the past six months to communicating with ALA members about digital content initiatives and responding to member feedback. This work has resulted in the ranking of the attributes of ebook business models ("Ebook Business Models: A Scorecard for Public Libraries") and the *Ebook Media and Communications Toolkit*, which supports librarians' efforts in advocacy and communications within their communities.
- On January 24, 2013, members of the DCWG and the Office for Information Technology Policy (OITP) attended a meeting on OCLC's Institute of Museum and Library Services (IMLS) grant-funded project, "The Big Shift: Advancing Public Library Participation in Our Digital Future." The meeting focused on gaining unrestricted access to the digital content of the Big Six publishers.
- DCWG members and OITP staff attended meetings of ReadersFirst, a movement to improve e-book access and services for public library users.

Discussion turned to the need to understand the unique position of publishers, regarding the business climate in which they operate. Due to the need for confidentiality, separate agreements have to be worked out with each publisher.

While it may appear that work on this issue is proceeding slowly, ALA has received positive feedback on the more aggressive stance that the Association has taken over the year on the issue of library access to digital content.

Discussion turned to the charge of the DCWG. It was suggested that more focus should be put on the issues of accessibility and preservation of digital materials.

Edge Initiative – EBD #12.12 (Exhibit 12)

Barbara Macikas, Executive Director, Public Library Association (PLA) and Larra Clark Director, Office for Information Technology Policy (OITP) Program on Networks, gave an update on the Edge Initiative. Funded by the Bill and Melinda Gates Foundation, Edge is a national coalition formed to design and pilot a series of public access technology benchmarks for public libraries.

- OITP has been involved in the development of the benchmarks. To date, four pilot libraries have tested the benchmarks and feedback has been gathered from primarily library professionals. As a result of this process, version 1.0 of the Edge Initiative is available and includes 11 benchmarks and 30 indicators. The benchmarks are split into three areas: Community Value, Engaging Community and Decision Makers, and Organizational Management.
- OITP is currently developing an online assessment tool that libraries will use to benchmark themselves and provide comparison to libraries of similar size.
- PLA is working with a subgroup of the coalition to develop training and support materials around the benchmarks, and a curriculum developer has been hired. The training is divided into three areas of focus: Advocacy, Technology Management, and Library Leadership. A focus group will be held at the 2013 Midwinter Meeting to gather feedback on the curriculum. The curriculum and training content will be finalized by April 2013, and a train-the-trainer session will be held at the 2013 Annual Conference in conjunction with PLA's Turning the Page Advocacy Training, which is designed to give librarians, library staff, trustees, and supporters the skills and confidence they need to advocate successfully on behalf of their libraries.
- The coalition plans to continuously review the benchmarks, making sure they are up-to-date and meeting libraries' needs.

When asked if feedback on the benchmarks had been gathered from library patrons, Clark explained that feedback has come primarily from library professionals. However, the coalition used data collected in the University of Washington's *U.S. IMPACT Study* when formulating the benchmarks. The *U.S. IMPACT Study* examines the use and users of public access computing centers through a series of studies designed to gather and disseminate information on the impacts these centers have on the individuals, families and communities taking advantage of their services.

Discussion turned to the involvement of state libraries. The state libraries of Texas, Oklahoma, and California have been involved in the development of the benchmarks and have been vital in providing information on the flexibility of the benchmarks for use by libraries of varying sizes. In addition, the Chief Officers of State Library Agencies (COSLA) has provided positive feedback on the benchmarks.

Two Board members stressed the importance of bringing other library types, besides public, into the conversation.

Discussion turned to the issue of measuring evidence of physical technology versus measuring the impact that the technology has on a community. Clark explained that more work can and should be done in the area of measuring impact, but the Edge Initiative is already measuring what communities are doing with the technology and how it is affecting the lives of community members.

Media Relations/Campaign for America's Libraries – EBD #12.17 and #12.18 (Exhibits 13 and 14)

Sonia Alcantara-Antoine, Chair, Public Awareness Committee; Cathleen Bourdon, Associate Executive Director, Communications and Member Relations; and Mark Gould, Director, Public Information Office (PIO), gave an update on current ALA media relations issues and the Campaign for America's Libraries:

- PIO played a crucial role in publicizing the new Andrew Carnegie Medal for Excellence in Fiction and Non-Fiction Award, ALA's first adult literature prize, awarded for the first time at the 2012 ALA Annual Conference in Anaheim, CA.
- Best-selling novelist Brad Meltzer served as spokesperson for the 2012 National Library Week and wrote an op-ed in the *Huffington Post* about the role of school libraries and the importance of supporting and recognizing the work they do.
- PIO ran a campaign for National Library Card Sign-Up Month entitled, "Show Us Your Library Card Flickr Slideshow." The slideshow can be embedded on any library's website and consists of photos, submitted by libraries across the country, of people using their library cards.
- PIO is involved in webcasting the Youth Media Awards, held annually at the ALA Midwinter Meeting. Some libraries plan to hold parties where they will present the webcast to their patrons.
- PIO publicized Banned Books Week, which included a video essay by Bill Moyers.
- Caroline Kennedy will serve as spokesperson for the 2013 National Library Week and will speak at the 2013 Midwinter Meeting, as part of the Auditorium Speaker series. In conjunction with PIO, Disney produced public service announcements for Kennedy and has donated money to the Campaign for America's Libraries.
- The Public Awareness Committee and its Campaign Subcommittee will hold a planning meeting at the 2013 ALA Annual Conference to refine the goals of the Campaign for America's Libraries.
- *The New York Times* and the Carnegie Corporation have agreed to sponsor the I Love My Librarian award for three more years. Over the course of the award, 11,000 librarian nominations have been made and 50 librarians have been awarded with \$5,000 each. *The New York Times* has donated 22 advertisements over the course of the award.
- ALA is in talks with the National Baseball Hall of Fame to renew their partnership on the *Step Up to the Plate @ your library program*, which sends out weekly baseball trivia questions, from June through September, for use by libraries.

- PIO has recently partnered with the Office for Intellectual Freedom (OIF) on the News Know-How program, which seeks to create partnerships and collaborations for a nonpartisan, critical analysis of news and information.
- PIO renewed, for a third round, its partnership with the Office for Literacy and Outreach Services on *The American Dream Starts @ your library* program, which awards grants to libraries that help build print and digital ESL collections, increases computer access, and raises the visibility of library services for immigrant populations.
- Since taking over @yourlibrary.org, a website that promotes the use of library resources, visitors have tripled to 23,000 per month, with 10,000 Twitter followers.
- PIO introduced author videos at the 2013 ALA Midwinter Meeting. The videos feature popular authors, including John Grisham, Brian Selznick, and Dennis LaHane, discussing how libraries have influenced their lives. The videos can be used by libraries and sorted by state and library type.
- PIO compiled a list of prominent authors who are active on Twitter. This group retweets messages announcing important ALA activities and programs, such as National Library Week.

Revised Dues Adjustment Proposal – 2012-2013 EBD #10.6 (Exhibit 15)

Executive Director Keith Michael Fiels; Cathleen Bourdon, Associate Executive Director, Communications and Member Relations; and Ron Jankowski, Director, Membership Development, presented the Revised Dues Adjustment Proposal that will be forwarded to ALA Council for its consideration during the 2013 ALA Midwinter Meeting. The proposal would allow dues to be related to the Consumer Price Index (CPI). In response to member concerns, the revised proposal includes an annual review and approval of the dues adjustment by the Executive Board.

Discussion turned to points that Board members should make on their liaison visits to convey the importance of the dues increase. These included:

- ALA has been negatively impacted by the recession, including cuts in programs and the elimination of 25 staff members.
- Under this proposal, the annual dues increase will be small. The alternative is to wait until a large increase becomes necessary, which would be more difficult for members to afford.
- Compared to other professional associations, the percentage of the operating budget that comes from member dues is quite low at approximately 18 percent. This information comes from a study by the American Society of Association Executives (ASAE).
- The dues increase will allow ALA to sustain important programs, such as the school library campaign.

Discussion turned to the impact of the dues proposal, if approved. Any increase would be implemented beginning in September 2013, but since dues are paid on a rolling basis, many members would not see the increase until later in the fiscal year.

On a motion by James Neal, the Executive Board

Voted to endorse the Revised Dues Adjustment Proposal and direct the Membership Committee to forward the recommendation to ALA Council for their consideration during the 2013 ALA Midwinter Meeting. EBD #10.6

Executive Board Liaison Visits and Talking Points

President Maureen Sullivan led a discussion on the Executive Board liaison visits that will take place during this conference, and noted that if Board members receive questions on the ALA/Harwood partnership to take notes and bring the questions back to the Board, as the project is still in an early planning stage.

Board Effectiveness

Immediate Past President Molly Raphael commented on the Board's effectiveness during this meeting.

The Board adjourned at 11:53AM and immediately reconvened for the ALA-APA Board of Directors meeting.

Session Two

The Board convened at 2:15 PM on Monday, January 28, 2013, with President Maureen Sullivan presiding.

PRESENT: President Maureen Sullivan; President-elect Barbara K. Stripling; Treasurer James G. Neal; Immediate Past President Molly Raphael; Executive Director Keith Michael Fiels; Executive Board members: Robert Banks, Dora T. Ho, Alexia Hudson-Ward, John A. Moorman, Sylvia K. Norton, Michael Porter, J. Kevin Reynolds, and J. Linda Williams.

Agenda Amendment

By consent, the Executive Board added an agenda item to discuss the Revised Dues Adjustment Proposal (2012-2013 EBD #9.2.1 Exhibit 1).

Committee on Accreditation Conflict of Interest Policy – EBD #10.4 (Exhibit 16)
Brian Andrew, Chair of the Committee on Accreditation (COA), and Karen O'Brien, Director of the Office for Accreditation, reported on the review of the Committee on Accreditation's Conflict of Interest Policy.

- For the purpose of clarifying when a member should recuse from discussion, the revised policy includes language that addresses relationships that a committee member may have with an institution of higher learning, including not only recent employment, but also ongoing contract talks and possible future employment.
- The COA rejected language, recommended by the Committee on Professional Ethics (COPE), that would not allow the appointment of a committee member who during the term of the appointment would be expected to meet with the COA regarding the accredited status of a program within an institution that employs that committee member. The committee felt that, while these conflicts can be problematic and should be examined, the language would have unnecessarily constricted the rights of the appointing officer.
- While COA did not adopt COPE's recommendation, it gained valuable input on ways to strengthen the Conflict of Interest Policy through discussions with them.

Responding to a question about how the COA's Conflict of Interest Policy compares to the policies of other accrediting boards, Andrew stated that it is strong and compares favorably.

Discussion turned to instances when COA members change jobs during their tenure on the COA. There are administrative tools in place that continuously check for new conflicts. In addition, COA members have been very cautious and upfront about potential conflicts.

With regard to public perception of conflicts of interest on the COA, O'Brien explained that the Office for Accreditation staff is available to discuss any concerns that ALA

members and the public may have regarding potential conflicts of interests. These concerns are brought to the Committee and dealt with accordingly. In addition, there is a process in place for programs to vet External Review Panel members during the accreditation review process.

Discussion turned to evaluation of the review process by programs and External Review Panels. The Office for Accreditation has a formal evaluation process in place that solicits feedback from programs throughout the accreditation review process. Members of the External Review Panels do not evaluate the process, but they do evaluate each other's performance following the accreditation site visit. In addition, they are encouraged to inform the Office of any potential conflicts that might arise during the review process.

On a motion by James Neal, the Executive Board

Voted to approve the modification to the ALA Committee on Accreditation (COA) conflict of interest policy I.4.2, as amended November 17, 2012. EBD #10.4

Auditor's Report – EBD #4.9.1 (Exhibit 17)

Greg Calloway, Associate Executive Director of Finance and Accounting, and Jeff Delheimer and John Fedus of Mueller & Co., presented the results of the FY2012 audit, covering ALA's accounts payable internal control audit, the consolidated financial statement audit, and an audit of ALA's grant activities.

- Three significant events took place during the year this audit occurred:
 - ALA transitioned to a new financial system.
 - ALA acquired the Neal Schuman Publishing Company.
 - This was the first year that ALA used Mueller & Co. as its audit firm.
- While it is often difficult to transition from one audit firm to another, the process went smoothly and effective communication occurred throughout the process.
- In examining the Neal Schuman acquisition, Mueller & Co. reviewed the valuation made by another accounting firm and found it appropriate.
- Mueller & Co. did not identify any significant audit adjustments throughout the process.
- Two past adjustments were recorded that did not materially adjust the financial statement. One was an out-of-period payable and the other was a price discrepancy.
- Mueller & Co. encountered no disagreements with management and no difficulties during the audit process.
- Mueller & Co. issued a clean opinion, meaning that the financial statements represent in all material respects the proper balance as of August 31, 2012.
- The only significant change on the statement of financial position is the addition of goodwill and intangible assets. Goodwill refers to a way to reflect an additional non-tangible value related to the acquisition of a purchase. In addition, a break-out of the capital lease obligations was included.

- The statement of cash flow includes new line items related to the Neal Schuman acquisition and a new loan that was refinanced this past year.
- The footnotes on the report contain the required communications related to the activities. Most footnotes are consistent with last year.
- Regarding the Schedule of Expenditures of Federal Awards (SEFA) section on the single audit report, currently an audit is required whenever expenditures exceed half a million dollars. However, this amount may increase to one million dollars. Mueller & Co. took ALA's initial SEFA and reviewed it to determine which programs have to be tested from year to year, depending on whether the organization meets the low or high risk criteria. ALA meets the criteria for a high risk organization, because last year there was a material weakness related to a prior year adjustment. High risk organizations are required to have 50 percent coverage. The Institute for Museum and Library Services and the National Endowment for the Humanities grants were tested and no issues were noted.
- Mueller & Co., by requirement, followed up on the prior year's audit findings and found them to be resolved.

Discussion turned to the footnote on tangible assets. The initial valuation was \$4.2 million, but the amortized portion for this year is \$334,000. The schedule in the report indicates the amortization for each category over the next five years and thereafter.

On a motion by James Neal, the Executive Board

Voted to accept the FY 2012 Audit Report as presented by Mueller & Co. EBD #4.9

Washington Office Report – EBD # 12.13 (Exhibit 18)

Emily Sheketoff, Associate Executive Director, ALA Washington Office, provided an update on activities that have occurred since submitting her written report.

- A decision on the Kirtsaeng v. Wiley & Sons Supreme Court case, which involves a student lawfully importing textbooks into the U.S. and then selling them on eBay, is expected in spring. However, both sides have agreed that the loser will take the issue to Congress for a legislative fix. The Washington Office joined a strategic coalition that is designing an education campaign on the issue to be launched in mid-February.
- Senate Majority Leader Harry Reid declared his 10 Senate priorities, and they include early childhood learning legislation and Rebuild America, a bill for school building, which the Washington Office hopes can be amended to include school and public library building.
- The Washington Office has met with a number of government agencies who are involved in civics education and English as a second language education to discuss how public libraries can be incorporated into the Immigration Reform Bill.
- The Workforce Investment Act is currently stagnating in the House, but the latest iteration includes the three amendments that contain library issues, including one

amendment that places public libraries on the workforce boards. Since the chair of the committee is the same, it is hopeful that those amendments will remain in the House bill.

When asked if Section 108 of the *Copyright Law of the United States of America*, which deals with limitations on exclusive rights, will move forward this year, Sheketoff noted that it probably will not. The Copyright Office is interested in reopening the discussion, but libraries are not. There is a reluctance to conflate the issue of first sale with electronic rights, due to a danger that libraries could lose their rights around first sale.

Discussion turned to the Elementary and Secondary Education Act (ESEA), which is unlikely to move forward. However, the early childhood learning legislation in the Senate is a way to address early learning issues without addressing schools.

Endowment Trustees Report – EBD #13.2, EBD #13.3, EBD #13.4 (Exhibits 19, 20, and 21)

James Neal, ALA Treasurer, made the following points:

- The report states that the endowment fund is at \$32.6 million, a 10.5% increase over last year. However, since Friday, January 25, 2013, it has gone up another 1.1% and is now at \$33,736,000.
- The Endowment Trustees examines the fund performances and looks at ALA's asset allocations on a monthly basis through conference calls with the financial advisor.
- The Endowment Trustees recommend an increase of the previously approved spending/payout rate of 4% to 5% for FY 2013 and FY 2014. This translates into over \$200,000, with roughly half to the divisions and half to the general fund.

On a motion by James Neal, the Executive Board

Voted to approve the increase of the previously approved spending/payout rate of 4% to 5% for FY 2013 and FY 2014. EBD #13.3

- The Endowment Trustees examined the Endowment Fund Investment Policy and made a number of changes, mostly cosmetic. One important change is the inclusion of a new class of investments, called Alternative Investments, in October of 2009, which was established as 10% of the portfolio. This change should be reflected in the Investment Policy.

On a motion by James Neal, the Executive Board

Voted to approve the highlighted changes in the ALA Investment Policy. EBD #13.4

Development Office Report – EBD #6.2 (Exhibit 22)

Kim Olsen-Clark, Director, ALA Development Office, highlighted recent activities of the Development Office.

- The Development Office requests approval of the full list of companies from the Domini and TIAA-CREF portfolio of “socially responsible” companies, which the ALA Development Office and other units could use to prospect for corporate partners, sponsors, and donors in support of ALA’s Mission. The list is continuously reviewed by the Development Office with input from division, offices, round tables, and ALA management.

On a motion by John Moorman, the Executive Board

Voted to approve the full list of companies from the Domini and TIAA-CREF portfolio 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 #6.2

- The Public Information Office submitted a three-year grant proposal to the Carnegie Corporation of New York for the I Love My Librarian Award. At the last awards session in New York, the Carnegie Corporation announced that it was interested in funding the program for three more years.
- Reference and User Services Association (RUSA) received a contract for approximately half a million dollars from the Financial Industry Regulatory Authority (FINRA) Foundation for Smart Investing. The program is in its 8th round of funding and has helped nearly 100 libraries become more recognized as centers for financial literacy across the country.
- The Public Programs Office (PPO) and the Development Office are working with Past-President Molly Raphael on a project with the American Association of Retired Persons (AARP).
- The American Association of School Librarians (AASL) will submit a grant proposal to discuss research to document the causality between school libraries and academic achievement.
- The Dollar General Literacy Foundation, which funds the American Dream Starts @ your library® program and Beyond Words: the Dollar General School Library Relief Fund, is redesigning its website and the new design will feature both programs prominently.
- The Development Office’s 15 by 15 Campaign has added two new legacy society members: ACRL’s Mary Jane Petrowski and Patricia Wand.
- The Development Office is currently planning an office advisory committee and will work with Governance Office staff to proceed through the proper ALA channels.

Revised Dues Adjustment Proposal – 2012-2013 EBD #10.6 (Exhibit 15)

Based on the discussions at Council II and after consultation with ALA Parliamentarian Eli Mina, Executive Director Keith Michael Fiels presented a revision to the Revised Dues Adjustment Proposal that will be forwarded to ALA Council for its consideration during the 2013 ALA Midwinter Meeting.

The Executive Board adjusted the proposal to indicate that it will be implemented for a five-year period, from September 2013 through September 2017. Discussion turned to how explicit the proposal should be regarding the evaluation process that will follow the five-year period.

The Executive Board incorporated the following changes into the Revised Dues Adjustment Proposal:

- The addition of a five-year period, from September 2013 through September 2017.
- The addition of language stating that “the provision shall be formally evaluated by the Executive Board and Council in 2016 with input from ALA personal members. Any subsequent dues adjustment will require approval by a vote of the ALA Executive Board, Council and a mail vote of ALA personal members.”

On a motion by John Moorman, the Executive Board

Voted to endorse the revision of the Revised Dues Adjustment Proposal and direct the Membership Committee to forward the recommendation to ALA Council for their consideration during the 2013 ALA Midwinter Meeting. EBD #10.6.1

Session Three

The Board convened at 11:00 AM on Tuesday, January 29, 2013, with President Maureen Sullivan presiding.

PRESENT: President Maureen Sullivan; President-elect Barbara K. Stripling; Treasurer James G. Neal; Immediate Past President Molly Raphael; Executive Director Keith Michael Fiels; Executive Board members: Robert Banks, Dora T. Ho, Alexia Hudson-Ward, John A. Moorman, Sylvia K. Norton, Michael Porter, J. Kevin Reynolds, and J. Linda Williams.

Report out of Executive Session

President Maureen Sullivan reported on the Executive Session on January 28, 2013:

- The Executive Board received a legal update from attorney Paula Goedert.
- The remaining items from yesterday's Executive Session have been moved to the end of today's session.

Conference Services Report – EBD #12.14 (Exhibit 23)

Paul Graller, Manager of Conference Services, gave a recap of this Midwinter Meeting.

- Conference Services has received overwhelmingly positive feedback on this Midwinter Meeting, from both exhibitors and attendees.
- Total registration was 10,731 (6,694 members and 4,037 exhibitors). This is an increase of 800 from last year's Midwinter Meeting in Dallas.
- The registration budget was exceeded by \$50,000, but some of the larger exhibitors have been decreasing their space, especially at the Midwinter Meeting.
- Conference Services is negotiating with Gale-Cengage on the next bus contract for the Annual Conference in Chicago.
- The Book Buzz Theater, Auditorium Speaker Series (particularly Caroline Kennedy), and the Wrap-Up Rev-Up event were all well-attended.

Mary Ghikas, ALA Senior Associate Executive Director, added the following comments:

- Some of the News You Can Use sessions were captured and will be available on the ALA website.
- The Conversation Series was expanded from two to three. The change away from theater-style seating encouraged more conversation among attendees.
- For the upcoming Annual Conference, ALA is working on refining the handling process for program solicitation with the goal of making a better use of space, buses, and audio-visual equipment.
- The ALA Conference Committee reestablished the Annual Conference Program Coordinating Team after a one-year hiatus. They are charged with reviewing the programs that have been submitted for Annual Conference and determining what topics are missing.

Discussion turned to the Conversation Series and whether they will also be held at Annual Conferences. Conference Services plans to block space for a conversation on the ALA/Harwood partnership at the Annual Conference in Chicago. Due to the success of Peter Block's session at the Midwinter Meeting, there was agreement that other topics should be explored in this format as well.

Paul Graller and Mary Ghikas reviewed the 2014 Skeleton Schedule and there are no changes from 2013. It was requested that all of the BARC and F&A meetings be added to the schedule.

On a motion by J. Kevin Reynolds, the Executive Board

Voted to approve the 2014 Midwinter Meeting (Philadelphia) and Annual Conference (Las Vegas) skeleton schedule. EBD #12.14

Budget Analysis and Review (BARC) and Finance & Audit Committee (F&A) Report – EBD #4.10 (Exhibit 24)

Clara Bohrer, chair of the Budget Analysis and Review Committee, and James Neal, ALA Treasurer, reported on the BARC, F&A, and Planning and Budget Assembly (PBA) meetings during the Midwinter Meeting.

- The general fund net asset balance is down to \$56,000. Therefore, in FY2013, a \$300,000 increase to the net asset balance has been budgeted.
- There is a nearly \$1 million contingency in the FY2013 budget. Management reduced expenses by \$400,000 and staff compensation has been delayed until the February results are in.
- Now that the FY2012 audit is complete, ALA will begin work on the Indirect Cost Study, which determines the overhead rate that is paid. Using the same methodology employed in 2011, the results will be available in spring 2013 and will apply to FY2015 budgets.
- BARC started work on the FY2014 budget, and budget instructions have been sent to managers. The revised payout from the Endowment Fund will bring in an additional \$111,000.
- Attendance increased from last year at the PBA with 12 attendees. Based on feedback obtained, BARC and Keith Brown will create a webinar for round tables to help them with the budget process. In addition, many questions were asked about the Endowment Fund. Therefore, Endowment Trustees will be available to visit executive committees at Annual Conference.

Discussion turned to the need to make budgeting help and financial information more available to members, particularly round tables. Many are not aware that they have a Board liaison and BARC liaison available for consultation. In addition, BARC will reach out to the Council Orientation Committee to determine if they need help understanding their role with regard to ALA finances.

- Small Division Support for FY 2014 – EBD #4.14 (Exhibit 25)

BARC met with Association of Specialized and Cooperative Library Agencies (ASCLA) Executive Director Susan Hornung and United for Libraries Executive Director Sally Gardner Reed and determined that both divisions meet the criteria to receive the small division subsidy.

On a motion by James Neal, the Executive Board

Voted to approve the FY 2014 budgeted small division subsidy for ASCLA (\$41,577) and United for Libraries (\$56,583). EBD #4.14

On a motion by James Neal, the Executive Board

Voted to approve extension of the United for Libraries small division subsidy through FY 2015 and FY 2016 with the understanding that if United for Libraries reaches an optimal net asset balance above the \$50,910 small division subsidy prior to FY 2016, United for Libraries would accept an earlier withdrawal of the small division subsidy. EBD #4.14

- Proposed Presidential Initiative Budget for FY 2013 – EBD #14.4 (Exhibit 26)
BARC heard President-Elect Barbara Stripling's presentation on her Presidential Initiatives around innovation, literacy, and community engagement. This budget totals \$95,000.

On a motion by James Neal, the Executive Board

Voted to approve the President-elect's FY 2013-2014 proposed Presidential Initiative Budget. EBD #14.4

- Auditor Evaluation and Recommendation – CBD #13
ALA evaluated the auditors of Mueller & Co. and rated them favorably, particularly in the area of communication.

On a motion by James Neal, the Executive Board

Voted to engage the services of Mueller & Co., LLP for the FY 2012 403 (b) and the FY 2013 ALA Audits. CBD #13

- The Controller's Report - EBD #4.12 (Exhibit 27)
 - ALA is putting aside \$100,000 per month in an interest-earning account that will be used to pay off the Neal-Schuman loan.
 - Due to the Neal-Schuman purchase, the cash management and bond fund is less than it was last year at this point.
 - Regarding new business development, ALA is looking into bringing all of its online continuing education into one e-commerce component, making it more easily available to consumers. In addition, once the Library of

Congress approves Resource Description and Access (RDA), ALA anticipates a significant growth in the overseas market.

International Relations Committee

Nancy Bolt, Chair, International Relations Committee, reported on current issues and future plans of the Committee.

- The Committee performs much of its work through the International Federation of Library Associations (IFLA); United Nations Educational, Scientific and Cultural Organization (UNESCO); and the International Committee of the Blue Shield. ALA representatives act as key spokespersons on access to information and citizens' rights to information.
- The Committee plays a large role in sustainable development in libraries in developing countries. ALA's Sister Libraries program is over 10 years old and was recently strengthened by the activities of former Peace Corp. volunteers who are interested in sustainability.
- The Committee welcomes approximately 400 international visitors to the Annual Conference each year.
- Over 30 countries are involved in the Campaign for the World's Libraries, which is a public education campaign of IFLA, ALA, and libraries around the world to speak about the value of libraries and librarians in the 21st century.
- Over 100 American librarians attended the Guadalajara Book Fair last year.
- International Treaties, like the World Intellectual Property Organization (WIPO) treaty, impact U.S. libraries almost as much as foreign libraries and they need to be written in a way that protects access to information.
- Through ALA's online donation system, created after the Hurricane Katrina disaster, ALA members provide assistance and donate to natural and political disaster relief efforts. However, due to an increase in the number of disasters, ALA needs to play a bigger leadership role in the coordination of relief efforts.

Past-President Molly Raphael shared her experience of traveling to Brazil and China on behalf of ALA to discuss advocacy and funding issues with library leaders. While international issues often do not rank high in member priority surveys, the two-way flow of information between countries is valuable and much can be learned from libraries around the world.

Discussion turned to capturing the international experiences of ALA members in a clearinghouse. The International Relations Round Table attempts to do this, particularly through publication of its magazine, *International Leads*.

Debriefing on Council Small Group Discussion on "Rethinking ALA"

ALA President Maureen Sullivan led a discussion on the Council session.

Council broke into small groups to address their aspirations for ALA. The results of this session will be added to the results of the fall meeting discussions with division leaders and the Executive Board. Council will receive a message within the next week that describes the next steps in the process. Board members agreed that the response to the session was positive.

ALA is seeking more opportunities to engage the larger membership on this issue. Mary Ghikas noted that in the run-up to the Open Space discussion held on Monday, January 28, 2013, ALA set up a Connect group where meeting information and documents were posted, including a resource guide for conducting open space sessions. Approximately 65 people attended.

Executive Board Liaison Reports

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

Kevin Reynolds commented on:

- Library and Information Technology Association (LITA)
- Government Documents Round Table (GODORT)
- Awards Committee
- New Members Round Table (NMRT)
- Chapter Relations Committee
- Resolutions Committee
- Video Round Table (VRT)
- Human Resource Development & Recruitment Advisory Committee

Linda Williams commented on:

- Library Support Staff Interests Round Table (LSSIRT)
- Retired Members Round Table (RMRT)
- Social Responsibilities Round Table (SRRT)
- Gay, Lesbian, Bisexual, and Transgender Round Table (GLBTRT)
- Library Instruction Round Table (LIRT)
- American Association of School Librarians (AASL)
- Reference and User Services Association (RUSA)

Sylvia K. Norton commented on:

- Committee on the Status of Women in Librarianship
- Public Awareness Committee

Alexia Hudson-Ward commented on:

- Association of College and Research Libraries (ACRL)
- Committee on Education
- Committee on Library Advocacy

Robert Banks commented on:

- Library Leadership and Management Association (LLAMA)
- Young Adult Library Services Association (YALSA)

Dora Ho commented on:

- Committee on Diversity
- Council Orientation Committee
- REFORMA
- Membership Committee
- Public and Cultural Programs Advisory Committee
- Committee on Professional Ethics
- Association for Library Service to Children (ALSC)

John Moorman commented on:

- Association for Library Collections & Technical Services (ALCTS)
- Committee on Legislation
- Constitution and Bylaws Committee
- Committee on Organization
- Policy Monitoring Committee

Molly Raphael commented on:

- Public Library Association (PLA)
- Exhibits Round Table (ERT)
- Committee on Accreditation

Barbara Stripling met unofficially with the Freedom to Read Foundation and several vendors.

Maureen Sullivan and Keith Michael Fiels met with the presidents of the ethnic affiliates.

James Neal commented on:

- The Freedom to Read Foundation

Michael Porter commented on:

- Committee on Rural, Native & Tribal Libraries of all Kinds
- American Indian Library Association (AILA)
- Association of Specialized and Cooperative Library Agencies (ASCLA)
- Intellectual Freedom Round Table (IFRT)
- Federal & Armed Forces Libraries Round Table (FAFLRT)

Board Effectiveness

Immediate Past President Molly Raphael commented on the Board's effectiveness during this meeting.

The Board adjourned at 2:16 PM and moved into closed session.