

**EBD #2.1  
2013-2014**

**MINUTES  
ALA Executive Board Meeting  
2013 ALA Annual Conference**

**June 28-July 2, 2013  
Chicago, IL**

**American Library Association**

**Volume 17**

**AMERICAN LIBRARY ASSOCIATION**

**Executive Board Meeting  
2013 ALA Annual Conference**

**American Library Association  
McCormick Place Convention Center  
Chicago, IL**

The ALA Executive Board met in Room N426c of the McCormick Place Convention Center in Chicago, IL, from June 28-July 2, 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 (EBD #9.4.1) is attached as Exhibit 1. The vote tally (EBD #1.2) is attached as Exhibit 2.

*Session One*

The Board convened at 8:30AM on Friday, June 28, 2013, with President Maureen Sullivan presiding.

*Agenda Approval*

**By consent**, the Executive Board approved the agenda for the 2013 ALA Annual Conference ALA Executive Board Meeting (2012-2013 EBD #9.4.1 Exhibit 1).

*Consent agenda*

*Procedural/Consent Items*

The Executive Board approved the following items:

**By consent**, approved the 2013 ALA Executive Board Spring Meeting Minutes and Vote Tally (2012-2013 EBD #2.4 and EBD #1.8, Exhibits 3 and 4).

**By consent**, accepted the following reports: President's Report (2012-2013 EBD #7.7, Exhibit 5); President-elect's Report (2012-2013 EBD #7.8, Exhibit 6); Executive Director's Report (2012-2013 EBD #12.34, Exhibit 7); Media Relations/Social Media Report (2012-2013 EBD #12.35, Exhibit 8); and PLA-OITP Edge Initiative Update (2012-2013 EBD #12.29, Exhibit 9).

### **Executive Committee Report**

President Maureen Sullivan reported that the Executive Committee of the ALA Executive Board met on Thursday, June 27, 2013, during which the Committee discussed the progress made in the “Reimagining ALA” process, which will be discussed in-depth during the Monday, July 1, Executive Board session. The Executive Committee also discussed the work that Council has been doing on its email list to prepare for the various resolutions that are expected to come forth during this Annual Conference. An effort will be made to address all resolutions during the Monday Council session, to provide ample time for committee reports during the Tuesday Council session.

### **Digital Content and Libraries Working Group** – EBD #12.37 (Exhibit 10)

Sari Feldman, Co-Chair, Digital Content Working Group (DCWG), and Alan Inouye, Director, Office for Information Technology Policy (OITP), began by highlighting recent news and activities.

- All of the “Big Six” publishers are currently selling content to libraries. While there is still much work to be done in terms of pricing structures and the availability of content, this is a significant accomplishment, brought on, in large part, by the work of ALA leadership and the DCWG.
- The DCWG Preservation Subcommittee will meet on Monday, July 1, for an in depth discussion on current issues surrounding the preservation of digital materials.
- At this Annual Conference, the DCWG will launch its initiative to engage authors to stand with libraries on ebook lending. Several prominent authors make up the initial effort, with others expected to be recruited in the coming weeks. This effort will engage the library and larger community, via social networking sites like Facebook and Twitter.
- The DCWG will hold its main public program on Saturday, July 29. The discussion will focus on libraries as publishers and e-content providers. Nearly 500 Annual Conference attendees have added the program to their calendars.

Discussion turned to the need for the DCWG to turn some of its efforts towards digital content other than ebooks, including web content. At its upcoming meetings, the DCWG will address this, in addition to digital scholarly content, government information, and nontextual content, such as audio and visual.

### **Campaign for America’s Libraries** – EBD #12.22 (Exhibit 11)

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 the Campaign for America’s Libraries (the Campaign):

- The Carnegie Corporation of New York renewed the I Love My Librarian Award for years six and seven. In the award’s first five years, it received 11,000 nominations from library supporters and awarded \$5,000 to each of the 10 winners. *The New York Times* will continue to cosponsor the award and host the

- annual awards ceremony. The newspaper donated 22 advertisements in both its print and web publications to promote the award.
- PIO continues to work with the Office for Literacy and Outreach Services (OLOS) 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. The Campaign will publicize the program and create a digital supplement to highlight its achievements.
  - NBA star Luol Deng of the Chicago Bulls signed on as this year's Library Card Sign-Up Month Honorary Chair.
  - Author Judy Blume, longtime supporter of intellectual freedom, agreed to serve as the National Library Week Honorary Chair for 2014.
  - The Campaign is working with the Sacramento Public Library to provide tools for librarians that promote its award-winning public awareness outreach campaign, targeting the LGBT community. The Campaign will provide posters, ads, and other materials to assist librarians in communicating the idea that the library is a place for everyone.
  - The Campaign is in discussions with Lifetime Television to extend its support for the *Connect with Your Kids @ your library* program. Lifetime funded the production of two television ads on behalf of the program and has been airing public service announcements (PSAs) for the past two years.
  - The Campaign is in discussions with Univision, the largest Spanish radio network, about bringing back radio PSAs to promote libraries. In the past, Univision aired radio PSAs, reaching 75% of the Hispanic population in the United States, that encouraged listeners to visit their local public library.
  - The Campaign is working with Disney Book Group to launch a literacy campaign, featuring the character Belle from *Beauty and the Beast*, that encourages children to read.
  - The Andrew Carnegie Medal for Excellence in Fiction and Non-Fiction Award will be presented on Sunday, July 30. The Campaign developed the award's social media outlet strategy and contributed to the media relations effort.
  - On behalf of School Library Month in April 2013, the Campaign released a promotion called *30 Reasons to Celebrate School Libraries*. Every day, Campaign staff posted a fact or quote about the value of school libraries on Facebook and Twitter. The promotion generated 20,000 likes, 7,000 shares, and 2,000 comments on American Association of School Librarians (AASL) and ALA social media outlets.
  - The Campaign promoted Caroline Kennedy as the 2013 spokesperson for National Library Week. Highlights include a Disney-produced PSA, and two school library visits (coordinated with AASL) where Kennedy shared poetry and listened to the creative efforts of students.
  - The Campaign produced videos that feature popular authors, including John Grisham, Brian Selznick, and John Green, discussing how libraries have influenced their lives. The videos can be used by libraries and sorted by state and library type. To date, the videos have been viewed 53,000 times on YouTube.

Eric Friedenwald-Fishman, Consultant, Metropolitan Group, gave an overview of the strategy session, held on Thursday, June 27, where more than 20 ALA members and library supporters discussed three critical priorities for the Campaign that were identified at the 2013 Midwinter Meeting: Digital content, community engagement, and school libraries. Highlights of the discussion are as follows:

- The Campaign should work with and reinforce the themes of the Declaration of the Right to Libraries.
- The community engagement priority should focus on the idea of changing communities and act as a main resource for communities grappling with issues such as youth violence, adult literacy, and increased high school drop-out rates. The goal is for libraries to be viewed as a key community resource, a critical participant, and a desired partner in addressing any major community need. It should act as a neutral ground and trusted space in the community that helps the community understand their needs and goals and how to succeed in achieving them. Three important stakeholder groups were identified: Leaders in the community (business, elected, community and grass-roots organizations), the media, and library patrons.
- The digital content priority should focus on the idea that libraries are democracy's best-kept promise and provide free information to all. People want and need digital content and expect to get it in an easy and convenient way at their library. Publishers should sell licensed digital content and ebooks to libraries on reasonable terms, as has always been done for books and other non-digital media. Four important stakeholder groups were identified: Publishers, leaders, library patrons, and policymakers. Goals for the digital content priority are as follows:
  - Libraries are viewed as the easiest resource for digital content.
  - Leaders will demand and expect that digital content is available at their library.
  - Library stakeholders will demand that libraries access digital content at a fair price and on fair terms.
- The school libraries priority should focus on the idea that school libraries and librarians should be viewed as core to the educational success of all students. A shared expectation should exist among the community decision-makers of the value of a high-quality school library program and the role of the school librarian. Several important stakeholder groups were identified: parents and parent leaders, school administrators and policymakers, teachers, teachers' unions, and other professional associations.
- The Campaign will provide an update on the critical priorities in the next two to three months.

Discussion turned to how college and university libraries will fit into the critical priorities. The strategy session focused on libraries in the broad sense, even though messaging may differ, depending on library type. Regarding digital content, academic libraries are often at the forefront of digital content initiatives and debates. On the community engagement front, universities are large communities and can play major roles in strategic planning, for example. In terms of school libraries, academic libraries are an important stakeholder, as school librarians train future college students.

**Office for Diversity and Office for Literacy and Outreach Services Report –**  
EBD # 12.36 (Exhibit 12)

Michelle Harrell Washington, Director, Office for Diversity and Office for Literacy and Outreach Services (OLOS), provided an update on recent activities.

Office for Literacy and Outreach Services:

- Forty-Four public libraries have received grants from the 2013 *American Dream Starts @yourlibrary* program, funded by Dollar General. The grants range from \$5,000 to \$15,000 and will help the recipients build their print and digital ESL collections, increase computer access, and raise the visibility of library services for immigrant populations.
- OLOS will hire a program coordinator for the *American Dream Starts @yourlibrary* program. Responsibilities of this grant-funded position include helping coordinate the day-to-day activities and communications of the program.
- OLOS held two successful webinars in Spring 2013: “Extending Our Reach: Reducing Homelessness through Library Engagement” and “Serving Refugee Populations in the Library: Who Are the Karen, the Bantu, the Meskhetian Turks?”
- The OLOS Advisory Committee will discuss the topic of services to the homebound at their meeting on Saturday, June 29.

Office for Diversity:

- The Spectrum Leadership Institute (June 27-30, 2013), attended by fifty 2012-2013 Spectrum Scholars, will feature a number of Spectrum alumni-created and facilitated sessions.
- The Spectrum Advisory Committee is currently strategizing about fund-raising activities for the Spectrum Scholarship Program.
- The Office for Diversity invites ALA members to stop by the Membership Pavilion at the 2013 ALA Annual Conference to provide input and ideas about the future direction of the Office, particularly in terms of ways to recruit and retain a diverse workforce. A laptop is set-up to capture the information.

Discussion turned to how ALA and the Office for Diversity can reach out to a broader range of people, post Annual Conference, to further gather input and ideas. Publicizing and collecting comments, via blog, was mentioned as one way to accomplish this.

A Board member stressed the importance of retention efforts and finding ways to document them. Providing quality leadership development opportunities, intervening when burn-out and frustration occurs, educating the larger workforce on diversity issues, and providing networking opportunities were mentioned as ways to retain a diverse workforce. Collaboration on this topic among the Office for Diversity, other ALA offices and divisions, and the Association for Library and Information Science Education (ALISE) is vital.

Washington Office Report – EBD # 12.30 (Exhibit 13)

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

- In light of the recent Edward Snowden (ex-Central Intelligence Agency and ex-National Security Agency employee) disclosures on government surveillance of cell phone and internet use, ALA President Maureen Sullivan will announce that ALA is encouraging librarians to lead their communities in a dialogue on this issue. The goal is to get the public involved in communicating to the government about what they believe is an appropriate balance between privacy rights and protection from terrorism. The Office for Intellectual Freedom and the Government Relations Office created ALA.org/liberty as a resource for librarians when facilitating these discussions. In addition to information on government transparency, the website offers toolkits on both privacy and how to facilitate community dialogue.
- The World Intellectual Property Organization finalized the Treaty for the Blind and Visually Impaired, which encourages most nations to include an exemption in their copyright laws that will allow accessible copies of materials for the blind and visually impaired. This allows the United States to share copies of library materials for the blind and visually impaired with other countries. ALA and the Institute of Museum and Library Services (IMLS) have participated in the treaty negotiations for eight years, amid much pushback from the Copyright Office and the Patent Office.
- The Immigration Bill, introduced in the Senate, contains pieces that have the potential to promote library use, including earned legalization activities that require those who want to achieve citizenship to learn English and take civics classes. The Washington Office worked with congressional allies to draft amendments that outline the role of libraries in the citizenship process. In early June, Senator Mary Landrieu thrice attempted to bring several amendments, including the library amendments, to the Senate floor, but was unsuccessful. When asked to consolidate the amendments, the library amendments were struck down. A stand-alone amendment was created, but this was never considered, and the Immigration Bill passed on June 26, 2013 without mention of libraries.
- Senator Tom Harkin is pushing for passage of the Strengthening America's Schools Act, which would reauthorize the Elementary and Secondary Education Act (ESEA). It creates a specific provision for school libraries and implements the Improving Literacy and College and Career Readiness through Effective School Library Program. It will probably pass in the Senate, but the House version does not mention school libraries. The Washington Office recommended inclusion of the school library provisions to Representative John Klein, the Act's sponsor, but it is unlikely that they will be included.
- Speaker of the House John Boehner will most likely not allow the Labor/Health and Human Services appropriations bill on the House floor.
- Fourteen government agencies are exhibiting at the 2013 ALA Annual Conference. The Census Bureau sent an official to show attendees how to use the data ferret, which allows people to create their own census data reports. IMLS and

Citizenship Immigration Services will sign a partnership with ALA that describes how libraries will help new immigrants move forward. On June 30, President Obama, via video message, will thank libraries for their work on providing citizens with information about the Affordable Care Act. IMLS Director Susan Hildreth will conduct a session with an official from the Center for Medicaid Services on what libraries can do to help the public prepare for the Affordable Care Act when it goes into effect in January of 2014.

Discussion turned to the Executive Department's mandate to increasing access to the results of federally funded scientific research. The Washington Office lobbied for the mandate at the most recent National Library Legislative Day.

**Development Office Report** – EBD #6.4 (Exhibit 14)

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

- With funding from the National Endowment for the Humanities (NEH), the Public Programs Office (PPO) partnered with the Oklahoma State University Libraries and the Mount Holyoke College Library to create a traveling exhibition for libraries about the Dust Bowl called “Dust, Drought and Dreams Gone Dry.” The exhibition features Ken Burn’s new film, *The Dust Bowl*.
- The Public Library Association (PLA) will submit a grant request to the Institute of Museum and Library Services (IMLS) for the Laura Bush program in September 2013.
- ALA Treasurer James Neal, will step down as founding chair of the 15 x 15 Planned Giving Campaign. The Development Office hopes to install two Legacy Society members as co-chairs. The co-chairs will provide advice and help the Office shape the campaign. Thus far, 22% of the goal has been met. Association of College and Research Libraries (ACRL) leadership expressed interest in the 15 x 15 campaign at their April 2013 conference in Indianapolis, IN.
- Mark Huber, Assistant Director of the Development Office resigned, and a search is being conducted for his replacement.

A Board member asked about the possibility of building connections among funding agencies. Some of this is already occurring, particularly between The Bill and Melinda Gates Foundation and the MacArthur Foundation. However, confidentiality issues often prevent meaningful networking among the agencies.

Discussion turned to creating strategic partnerships with other large national organizations, such as the Rotary Club and the Junior League. The Development Office is open to starting dialogues with these and other organizations if they share common goals with ALA.

### **Executive Board Liaison Visits and Talking Points**

Keith Michael Fiels led a discussion on the Executive Board liaison visits that will take place during this conference, and noted that if Board members receive questions they are unable to answer, feel free to contact him or Associate Executive Director Mary Ghikas, via cell phone.

### **Community Engagement**

President Maureen Sullivan and Richard Harwood, Founder and President of the Harwood Institute for Public Innovation (The Institute), led a discussion on the ALA/Harwood partnership and Community Engagement programs being held at this and future conferences.

- The Gates Proposal for *The Promise of Libraries Transforming Communities* is moving ahead. The goal is to build an active thread that runs through this conference and into the next conference. In addition, there is interest in setting up a community of innovators, both online and offline so people have a way to connect with one another and share what they are learning.
- The Institute recently held the Advanced Innovators Training session, attended by several Executive Board members. The training lasted four days and consisted of deep discussions on the potential applications of the Harwood Community Engagement tools for libraries and librarians.
- Several success stories exist involving the successful application of the Community Engagement tools:
  - School librarian Ken Stewart applied the techniques he learned in the Advanced Innovators Training at his school in Kansas. The school is developing a learning commons, and Ken successfully engaged a number of groups in the school and community about their aspirations for the project.
  - Mary Wegner, State Librarian of Iowa, sent teams of coaches and consultants to small, rural libraries across the state to introduce the Community Engagement tools. She will discuss the project on a panel at this conference on Saturday, June 29.
  - On the same panel, Executive Board Member and Penn State librarian Alexia Hudson-Ward will discuss the application of the techniques at Penn State University, where community discussions were held about the recent Jerry Sandusky sexual abuse trial and subsequent conviction.
  - Barbara Jones, Director of the Office for Intellectual Freedom, created an anti-gun violence effort with the hope that it will be adopted throughout the city.
  - Keith Michael Fiels used the tools at the April 2013 Oklahoma Library Association Conference, where members discussed their aspirations for ALA.
- Two hundred people registered for the June 29 session on Community Engagement at this conference.

- President Maureen Sullivan gave several speeches on the topic of Community Engagement, at various chapter conferences across the country and also in Sweden.
- An op-ed about the Community Engagement initiatives by Maureen Sullivan and Richard Harwood appeared in the Chicago Tribune on June 25, 2013.
- Keith Michael Fiels is hoping to train 150 ALA staff members on using the Community Engagement tools.
- In October 2013, ALA and Harwood will hold a Public Innovators Lab and several webinars to teach the tools.
- Immediate Past President Molly Raphael contributed an essay to *Library 2020*, a new book, edited by Joseph Janes, Associate Professor and Chair of the MLIS Program at the University of Washington Information School. The essay focuses on community engagement and recognizes the work that ALA and the Harwood Institute have done on this issue.

Discussion turned to the Declaration for the Right to Libraries and how it might be connected to the ALA/Harwood Community Engagement work.

### **Board Effectiveness**

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

*The Board adjourned at 11:00AM and moved into closed session. At 11:10AM, the Board adjourned and immediately reconvened for the ALA-APA Board of Directors meeting.*

## Session Two

The Board convened at 1: 08 PM on Monday, July 1, 2013, with President-Elect Barbara Stripling 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.

**Endowment Trustees Report** – EBD #13.7 (Exhibit 15)  
ALA Treasurer James Neal, made the following points:

- The endowment fund is at \$34.9 million as of May 31, 2013, an increase of \$2.3 million since December 2012.
- The Endowment Trustees convened in New York City in spring 2013. The meeting took place at Columbia University and featured an investment advisor roundtable that included representatives from Goldman Sachs and Merrill Lynch.
- At the request of Council, the Budget Analysis and Review Committee (BARC) reviewed a resolution to Council, directing the Endowment Trustees to divest all holdings in the fossil fuel industry and invest in renewable energy alternatives. The Endowment Trustees acknowledge that this is an ongoing debate, but believes divestment in fossil fuel holdings is not feasible at this time. The resolution failed to pass.
- ALA set a 5% payout within the budget plan for fiscal year 2013. Therefore, the health of the endowment is increasingly important to the support of ALA operations.
- Senior Trustee John Vitali's term ends at the Annual Conference and Trustee Robert A. Walton has resigned. Therefore, it is important to fill these two positions as soon as possible. In addition, the Executive Board has the ability to increase the number of Trustees and should examine this possibility closely.

Discussion turned to providing succinct information to ALA members about the Endowment Trustees' position on the fossil fuels divestment issue. Neal highlighted three important points that were made during the Council debate that should be included in the communication:

1. The Executive Board and Endowment Trustees are responsible for the financial health of ALA.
2. Restricting investment opportunity makes it difficult for the Endowment Trustees to fulfill their responsibility of maximizing financial benefit to the Association.
3. Due to the way ALA structures its investments, it would have been nearly impossible to implement the fossil fuels divestment resolution.

**Budget Analysis and Review Committee (BARC) Report** – EBD #3.2 (Exhibit 16)

Clara Bohrer, chair of the Budget Analysis and Review Committee, reported on the fiscal year 2014 budget, the Planning and Budget Assembly (PBA) Meeting, and the BARC/Division Leaders Meeting.

Bohrer discussed the fiscal year 2014 budget.

- BARC voted to recommend to the Executive Board to approve the total budgetary ceiling of \$63,944,617.
- BARC voted to recommend to the Executive Board to apply the 2012 change in the Consumer Price Index (CPI) to adjust the ALA membership dues in fiscal year 2014. The adjustment for 2014 would be at 2.1%, an \$80,000 increase in membership dues revenue.

Bohrer discussed the Planning and Budget Assembly (PBA) and BARC/Division Leaders Meeting.

- At both meetings, members inquired about ALA's publishing performance, staff compensation, and membership trends. The discussion focused on general fund issues, indicating that PBA members and division leaders are coming to terms with the idea that ALA units are interdependent. They are eager to understand the challenges that ALA faces and assist with meaningful strategic change.

ALA Treasurer James Neal noted two prospective action items that came out of the PBA and BARC/Division Leaders Meetings:

1. A request to look at the financial relationship between ALA and the divisions.
2. A request to look at the relationship between ALA's publishing program and the divisional publishing programs.

Donald Chatham, Associate Executive Director of Publishing, noted that Publishing revenue grew by 2% in fiscal year 2011, during the recession. The current Publishing revenue loss is caused primarily by the 2012 Neal-Schuman acquisition. It is important to note that new ventures involve risk and typically take four to five years for growth to occur.

**Finance and Audit Committee (F&A) Report** – EBD #4.24 (Exhibit 17)

James Neal, ALA Treasurer, reported on the Finance and Audit Committee meeting held on June 29, 2013.

Due to budget reductions achieved by not implementing salary increases, by implementing various accounting and operational reductions, and as a result of the dues increase, ALA is moving towards a balanced budget for FY 2013. However, the budgetary ceiling is at a lower level than it has been in the last two years. In addition, ALA's short-term and long-term investment fund endowment situation is strong.

On the recommendation of Finance and Audit, the Executive Board

**Voted to** approve applying the 2012 change using the national average Consumer Price Index (CPI) to adjust personal dues in FY 2014. EBD #10.11

On the recommendation of Finance and Audit, the Executive Board **Voted to**

- Approve the Preliminary FY 2014 General Fund Budgetary Ceiling of \$28,821,439, including a \$1,473,735 net asset transfer to offset the Plant Fund operating expenses.
- Approve the Preliminary FY 2014 Divisions Budgetary Ceiling of \$27,395,489.
- Approve the Preliminary FY 2014 Round Tables Budgetary Ceiling of \$1,659,369
- Approve an \$87,255 transfer from the Division Fund to offset the Plant Fund operating expenses.
- Approve the Preliminary FY 2014 Grants and Awards (Restricted Fund) Budgetary Ceiling of \$4,578,354.
- Approve the Preliminary FY 2014 Long Term Investment Fund (Endowment Fund) Budgetary Ceiling of \$1,148,898 including \$99,387 capital gain to be allocated for funding the ALA Spectrum Initiative and a transfer of \$440,539 interest and dividends from the Endowment Fund to the General Fund in accordance with Policy 8.5.1.
- Approve the Preliminary FY 2014 total ALA Capital Budget of \$2,285,854.
- Approve the Preliminary FY 2013 Technology Reserve Fund expense of \$341,068.
- Approve the Preliminary FY 2014 General Fund Small Division allocation of \$20,789 for ASCLA and \$28,292 for UFL.
- Approve the Preliminary FY 2014 Total ALA Budgetary Ceiling as follows:

General Fund	\$28,821,439
Division Fund	27,395,489
Round Tables	1,659,369
Grants & Awards	4,578,354
Long Term Investment	<u>1,148,898</u>
Total ALA Budgetary Ceiling	\$63,603,549
Tech Reserve Fund Depr Exp	<u>341,068</u>
TOTAL	<u>\$63,944,617</u>

EBD #4.24.1

- Controller's Report – 2012-2013 EBD #4.22 (Exhibit 18)
  - The preliminary work for the FY 2013 audit is scheduled to begin on July 22, 2013, and final fieldwork is planned for November 4-22, 2013.
  - ALA's financial position continues to improve. On a year-to-year basis, as of May 31, 2013, the net assets improved by \$1.6 million (5.6%) to \$30.9 million. This improvement is mostly due to the long-term and short-term investment results.

- Director of Financial Reporting and Compliance Report – 2012-2013 EBD #4.23 (Exhibit 19)
  - The actuary and auditors held an initial planning meeting on June 10, 2013. A yield curve analysis to be taken on August 31, 2013, is expected to produce a discount rate of 5%. If realized, this has the potential to reduce ALA’s post retirement obligation by \$400,000 - \$600,000.
  - In an effort to better anticipate ALA’s cash needs and optimally utilize its line of credit, cash flow projections are now being prepared on a monthly and quarterly basis.

**Public Library Association (PLA) 2020 and 2022 Conference Sites** – EBD #12.31 and EBD #12.32 (Exhibits 20 and 21)

PLA Executive Director Barb Macikas was present to answer any questions, of which there were none.

On a motion by John Moorman, the Executive Board

**Voted** to approve Nashville, TN as the official location for the PLA 2020 Conference, as selected by the PLA Board of Directors. EBD #12.31

On a motion by Dora Ho, the Executive Board

**Voted** to approve Portland, OR as the official location for the PLA 2022 Conference, as selected by the PLA Board of Directors. EBD #12.32

**Executive Board Liaison Reports**

Board members shared highlights from their liaison visits during this Annual Conference.

Robert Banks commented on:

- Website Advisory Committee
- Young Adult Library Services Association (YALSA)

Michael Porter commented on:

- Intellectual Freedom Round Table (IFRT)

John Moorman commented on:

- Constitution and Bylaws Committee
- Committee on Organization
- Policy Monitoring Committee

Kevin Reynolds commented on:

- New Members Round Table (NMRT)
- Government Documents Round Table (GODORT)
- Library and Information Technology Association (LITA)

Alexia Hudson-Ward commented on:

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

Molly Raphael commented on:

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

Dora Ho commented on:

- Committee on Diversity
- Council Orientation Committee
- Membership Committee
- Asian Pacific American Librarians Association (APALA)
- REFORMA

Discussion turned to the importance of creating a process whereby members are notified about which issues will be discussed at the Membership Meeting.

### **Rethinking ALA**

President Maureen Sullivan and ALA Executive Director Keith Michael Fiels led a discussion on the “rethinking” of the Association to create a more effective, future-oriented organization. Four major areas are currently being investigated: virtual meetings, membership pricing complexities, the reduction of printing (going paperless), and committee consolidation.

ALA is currently engaged in several “Rethinking ALA” efforts:

- ALA units have created program portfolios that outline how current resources are allocated/devoted on a program-by-program and service-by-service basis. These have been helpful in highlighting the interrelationships among units and how they might be strengthened.
- ALA created a snapshot of every member communication channel within ALA in an effort to quantify the traffic occurring at different points.
- As a follow-up to the “Imagining ALA Tomorrow: An Appreciative Inquiry Approach” session held in Chicago in the fall of 2012, Fiels led a discussion at the Division Presidents Breakfast at this Annual Conference. A series of additional meetings will occur throughout 2013 to further discuss issues related to the “Rethinking ALA” efforts.
- Inspired by the Center for the Future of Museums, ALA plans to investigate the feasibility of creating a Center for the Future of Libraries.
- ALA continues its work with the Harwood Institute for Public Innovation. The Gates Proposal for *The Promise of Libraries Transforming Communities* is moving ahead. Twelve conversations have been held at this Annual Conference where members have shared their aspirations for ALA. These discussions have been captured and will be integrated into the ongoing “Rethinking ALA” discussions. ALA plans to hold additional conversations at the 2014 Midwinter Meeting and Annual Conference.

The Board engaged in discussions about various “Rethinking” topics. Below are points raised during these discussions.

Discussion on virtual meetings:

- From a financial standpoint, ALA cannot sustain the current number of in-person meetings held at Midwinter Meetings and Annual Conferences.
- Rather than attempting to reduce the number of in-person meetings by a certain number, ALA should approach the move to more virtual meetings as a strategic vision in which all ALA units are asked to participate.
- To save money, ALA needs to consolidate as much as possible at Midwinter Meetings and Annual Conferences. Two important drivers for this are busing expenses and the expense of digitizing content.
- It is important to remember the value of face-to-face committee meetings, as they are an important way to meaningfully engage members in the work of the Association. Forming relationships with other members is an important part of this process.
- Currently, approximately 10 percent of ALA members are involved in committees.
- Increased virtual participation may reduce the number of Midwinter Meeting and Annual Conference attendees, creating further financial strain on the Association.
- It may be possible for committees to hold fewer in-person meetings, without eliminating them completely. Committees should determine which tasks can be easily accomplished virtually and which cannot.
- The Executive Board should investigate holding its spring and fall meetings virtually, as a way to lead by example.
- The Executive Board should consider reducing its meeting time at Midwinter Meetings and Annual Conference, as a way to free up more time for member interaction.

Discussion on membership pricing complexities:

- ALA needs to move aggressively to replace its current eCommerce system, and this cannot be done until the complex pricing rules are dealt with.
- ALA recently determined that it has 1600 pricing rules. ALA held meetings with division executive directors and determined that eliminating division section dues would help reduce this number by 500.
- The Membership Committee discussed combining several ALA membership categories that are not fundamentally different, for example, Life Membership and Continuing Membership. In addition, ALA should look at combining all dues categories that are the same price.
- Having one round table dues rate, rather than several, would reduce pricing complexities.
- Many pricing rules originally developed as incentives for new membership. ALA is looking into “couponing” as an alternative incentive that would eliminate the pricing complexities.

Discussion on reducing printing costs:

- Most organizations are moving towards an on-demand or self-printing model and ALA should find a way to pursue this as a cost-saving measure.
- When going paperless for meetings, it is important to present the electronic documents in a clear and organized fashion, so they are easy to access.
- The Executive Board should lead by example and go paperless for its fall 2013 meeting. Further discussions should be held to determine the following: Will ALA provide electronic reading devices, such as iPads? Will the documents be compatible with all devices? Should they be distributed via ALAConnect or flash drive? In addition, it is important that electronic documents are accessible to the non-sighted.

Discussion on committee consolidation:

- Committee lines in the ALA budget should be consolidated.
- There is an important distinction between sunseting committees that no longer serve a purpose and consolidating two or more committees that focus on the same issues.
- Council passed a resolution today (July 1, 2013) that requires ALA and Council committees to provide annual or biannual reports (depending on the committee's charge) to the Committee on Organization (COO), outlining their recent activities. Having this mechanism in place will make it much easier to determine which committees no longer serve a useful purpose.
- The Board considered drafting a motion that asks COO to examine the ALA and Council committee structure and make recommendations on the continuance of certain committees, if necessary.

ALA is also looking at the reduction of microsites on the ALA website. From an IT standpoint, microsites are problematic because when upgrades occur across the system, the individual microsites have to be upgraded as well, costing ALA personnel time and money.

### **Board Effectiveness**

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

*The Board adjourned at 4:02 PM and moved into closed session.*

### Session Three

The Board convened at 1: 40 PM on Tuesday, July 2, 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.

#### Conference Services

Paul Graller, Manager of Conference Services, gave a recap of this Annual Conference:

- Total registration was 26,362, which approaches the record numbers for the Chicago Annual Conference in 2009.
- Regarding the budget, this conference appears to be on target with both revenue and expenses.
- Exhibitors expressed satisfaction with this year's attendance and leads.
- There is positive buzz about next year's Annual Conference in Las Vegas. ALA is highlighting the fact that there will be more room for programs in the hope that this will attract more attendees.
- Conference Services will present the Board with a future dates document at the Board's fall meeting in October.
- The 2015 Annual Conference in San Francisco coincides with Pride Week. Hotel rooms are available, but spread out across many different hotels. Conference Services will meet with the hotels' management in August to discuss solutions to this problem. This may involve moving the conference dates back by a week.
- The sign language interpreters at this conference will conduct a survey of their staff and ALA members to determine if further accessibility services are needed.

#### Report out of Executive Session

President Maureen Sullivan reported on discussions that occurred during the Executive Session on July 1, 2013:

- The Executive Board received a legal update from attorney Paula Goedert.
- The Board discussed the Queens College Accreditation Withdrawal Appeal.

*The Board adjourned at 2:00PM and moved into closed session. They reconvened at 2:25PM.*

#### Approval of 2013-2014 Executive Board Meeting and Conference Call Schedule - EBD #1.0, 2013-2014 (Exhibit 22)

On a motion by John Moorman, the Executive Board

**Voted** to approve 2013-2014 Executive Board Meeting and Conference Call Schedule. EBD #1.0 (2013-2014)

**Executive Board Liaison Reports**

Board members shared highlights from their liaison visits during this Annual Conference.

J. Linda Williams commented on:

- Reference & User Services Association (RUSA)
- Library Support Staff Interests Round Table (LSSIRT)
- Retired Members Round Table (RMRT)

Sylvia Norton commented on:

- Public Awareness Committee

Robert Banks commented on:

- Chinese American Librarians Association (CALA)

**Conflict of Interest Statement** - EBD #1.9 (Exhibit 23)

The Conflict of Interest Statement was approved by the ALA Executive Board in 2002 and adopted by the ALA Council the same year. The 2013-2014 statements were read and signed by the Executive Board members.

**Board Effectiveness**

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

**Recognition of Board Members (Terms Expiring)**

President Maureen Sullivan recognized Executive Board members whose terms expired: Immediate Past President Molly Raphael, Treasurer James Neal, Kevin Reynolds, and J. Linda Williams.

*The Board adjourned at 3:18 PM.*