

**MINUTES
ALA Executive Board Meeting
2015 ALA Midwinter Meeting**

**January 28 – February 3, 2015
Chicago, IL**

American Library Association

Volume 23

AMERICAN LIBRARY ASSOCIATION

Executive Board Meeting 2015 ALA Midwinter Meeting

American Library Association Chicago, IL

The ALA Executive Board met in the Comisky Room of the Hyatt Regency Chicago, from January 28 to February 3, 2015.

PRESENT: President Courtney Young; President-elect Sari Feldman; Treasurer Mario Gonzalez; Immediate Past President Barbara K. Stripling; Executive Director Keith Michael Fiels; Executive Board members: Robert Banks, Peter Hepburn, Alexia Hudson-Ward, Sara Kelly Johns, John A. Moorman, James G. Neal, and Gail Schlachter. Board member Gina Persichini was absent.

The agenda (2014-2015 EBD #9.2.1) is attached as Exhibit 1.

Session One

The Board convened at 8:30AM on Friday, January 30, 2015, with President Courtney Young presiding.

Agenda Approval

By consent, the Executive Board approved the agenda for the 2015 ALA Midwinter Executive Board Meeting (2014-2015 EBD #9.2.1 Exhibit 1). *Consent agenda*

Procedural/Consent Items

The Executive Board approved the following items:

By consent, approved the 2014 ALA Executive Board Fall Meeting Minutes and Vote Tally (2014-2015 EBD #2.2 and EBD #1.3, Exhibits 2 and 3).

By consent, approved the Confirmation of Conference Call Vote, January 13, 2015 (2014-2015 EBD #1.4, Exhibit 4).

By consent, accepted the following reports: President's Report (2014-2015 EBD #7.3, Exhibit 5); President-elect's Report (2014-2015 EBD #7.4, Exhibit 6); Executive Director's Report (2014-2015 EBD #12.13, Exhibit 7).

Executive Committee Report

President Courtney Young reported that the Executive Committee of the ALA Executive Board met on Wednesday, January 28, 2015, during which the Committee discussed the Annual Conference Council III schedule, the 2015 ALA Budget, and the ALA Strategic Plan.

Washington Office Report – EBD #12.15 (Exhibit 8)

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

- In December, the Federal Communications Commission (FCC) approved an E-rate modernization order that addresses the broadband capacity gap facing many public libraries and schools (and therefore school libraries) and removes restrictions that have prevented many libraries from getting the broadband capacity they need. The FCC confirmed that it will add an additional \$1.5 billion to the yearly program for libraries and schools. The Washington Office asks the ALA Board to help it enthusiastically encourage libraries to apply for these important funds.
- Both Senator Lamar Alexander, chair of the Health, Education, Labor and Pensions Committee (HELP), and Representative John Kline, chair of the Education and the Workforce Committee, are committed to passing the Elementary and Secondary Education Act (ESEA). ALA sent comments on the Senate's discussion draft that includes strong language on the importance of school libraries, originally found in the Supporting Knowledge and Investing in Lifelong Skills Act (SKILLS), and feels there is a good chance that the language will be included in the bill. In the coming weeks, ALA will strongly encourage members to contact their senators and representatives and urge them to vote yes on ESEA.
- The Washington Office continues to actively meet with senior representatives of the US Copyright Office and the Patent and Trademark Office to support the fastest, and least legislatively complicated, ratification of the Marrakesh Treaty, which would promote the world-wide flow of copyrighted material to the print disabled. So far, six other countries have ratified the Treaty, but there is concern that some U.S. senators will be averse to any international requirements for the United States.
- The Washington Office supports the Your Own Devices Act (YODA), which would ensure that licensing terms for essential software that allows a physical good to operate does not prevent consumers from selling, leasing, or giving away the physical good. The passage of YODA may help ALA explain the idea behind the licensing of electronic information like books, films, and music, where licensing does not allow the consumer to own what they have purchased.
- 3D printing in libraries continues to grow in popularity. The Office for Information Technology Policy (OITP) recently released a report entitled, "Progress in the Making: 3D Printing Policy Considerations through the Library Lens." This report examines numerous policy implications of 3D printing, including those related to intellectual property, intellectual freedom, and product liability. The report provides library professionals with the knowledge they need to develop 3D printer user policies that minimize liability risks, while encouraging use.
- In June 2015, Section 215 of the USA PATRIOT Act is set to expire if no legislation is introduced to reauthorize it. Section 215 allows the government to secretly request and obtain library records for large numbers of individuals without any reason to believe they are involved in illegal activity. The Washington Office advocates eliminating, or at least modifying section 215, and the Obama Administration appears to be supportive of at least modifying it.

- The Washington Office will celebrate its 70th anniversary on October 1, 2015, and is working on plans for a celebration.

Policy Revolution! – EBD #12.16 (Exhibit 9)

Alan Inouye, Director of the Office for Information Technology Policy (OITP), gave an update on Policy Revolution!, OITP's new initiative, funded by a \$1 million grant from the Bill and Melinda Gates Foundation.

OITP developed the initiative, because libraries are in a revolution fueled by rapid advances in technology, and thus the roles, capabilities, and expectations of libraries are changing rapidly. While libraries provide many benefits to U.S. communities and therefore contribute to the missions of the federal government and other national institutions, decision makers and influencers often have a mental model of libraries from decades past. Thus, the U.S. library community must reach out to national decision makers and influencers to raise awareness of libraries' new roles and capabilities in the digital age.

Policy Revolution! has three major elements: to develop a national public policy agenda, to initiate and deepen national stakeholder interactions based on policy priorities, and to build library advocacy capacity for the long-term. Chief Officers of State Library Agencies (COSLA) is a named partner in the initiative and a Library Advisory Committee was created early on, and includes the chairs of the ALA Committee on Legislation and ALA OITP Advisory Committee, the President of COSLA, a representative from the ALA Executive Board, and other representatives working in libraries of all types.

A draft of the national public policy agenda was released for public comment on January 26, 2015, and articulates what the library community needs to communicate to decision makers and influencers. Comments will be collected until February 27, 2015, and several opportunities for comment are planned for this Midwinter Meeting. A broader communication designed for external parties will be forthcoming.

It is important to identify and develop the next generation of spokespeople who are very knowledgeable about a particular policy area and are able to speak to the press and Congress.

Digital Content and Libraries – EBD #12.19 (Exhibit 10)

Alan Inouye and Digital Content Working Group Co-Chairs Carolyn Anthony and Erika Linke provided an update on the work of the Digital Content Working Group (DCWG).

The past six months have been a time of transition from the three years of strong leadership of Co-chairs Sari Feldman and Robert Wolven. The largest publishers all now offer their full ebook catalogs to libraries, but there are still many important challenges remaining for libraries in the realm of digital content. The current focus of DCWG is broadening options for licensing and improving/removing barriers to the user experience. Additionally, the DCWG plans to closely examine digital preservation, privacy, access for people with disabilities, and digital content beyond just ebooks.

In early December, a delegation of ALA leadership met with some of the key stakeholders in New York City—Penguin Random House, Macmillan Publishers, Hachette Book Group, New York Public Library, and the Metropolitan New York Library Council. Additionally, smaller meetings in December and January took place with the Authors Guild, Association of American Publishers, and Independent Book Publishers Association. Overall, the meetings were very positive experiences. The publishers and other groups all expressed explicit interest in collaborating with ALA and libraries and emphasized the value of libraries and librarians in the discovery and marketing of titles and authors.

The discussion turned to access to digital content for disadvantaged user groups, such as inner city and rural school children. Broadband access is not within the scope of the DCWG. However, in terms of access to devices (ebooks and smart phones), there may be opportunities for the DCWG to partner with state chapters and other relevant committees to more closely examine this issue.

Inouye noted that the DCWG and former co-chair Robert Wolven are currently working on an extensive article on digital preservation. In light of the chaotic nature of current preservation practices, the loss of much born-digital content threatens scholarly integrity and the ability of people to conduct research.

Other potential focus areas for DCWG were mentioned, including:

- Building partnerships between schools and public libraries to simplify access to digital content for students.
- Addressing the problem that ebook check-outs do not count towards library circulation numbers, as calculated by the Institute of Museum and Library Services (IMLS).

Center for the Future of Libraries Report - EBD #12.14 (Exhibit 11)

Miguel Figueroa, Director of the Center for the Future of Libraries (CFL), gave an update on the CFL's plans and activities.

Since formally launching in May of 2014, the CFL has been working toward three primary goals:

- Identifying emerging trends relevant to libraries and the communities they serve
- Promoting futuring and innovation techniques to help librarians and library professionals shape their futures
- Building connections with experts and innovative thinkers to help libraries address emerging issues

The CFL's Trend Library (<http://www.ala.org/transforminglibraries/future/trends>) provides librarians and library planners with a centralized source for understanding specific trends and connecting insights across trends. It brings together and organizes information shared via social media and found in articles and reports from across industries, offering succinct information on trends, including how they are developing, why they matter for libraries, and links to the resources that can further explain their significance. As a collection, the trend library features coverage across categories, including society, technology, education, the environment, politics, the economy, and demographics. So far, specific visits to the Trend Library page number 1,300, and visits to the CFL website (<http://www.ala.org/transforminglibraries/future>) number 1,700. In

addition, the CFL shares trend information via ALA social media outlets, using the hashtag #libraryofthefuture. Content involving school libraries tends to receive the most attention. Among the various outlets, Twitter is most successful in creating interest among those outside the library sector.

In December 2014, the CFL's proposal for an American Society of Association Executives (ASAE) Innovation Grant was selected as one of four projects (from over fifty applications) to receive a \$10,000 grant. The CFL will use the grant to explore how ALA and other professional associations might use crowdsourcing (where services, ideas, or content are collected from a large group of people, often connected via the internet) for peer-vetted creative production. The crowdsourcing space will be promoted as a place for librarians to suggest innovative programs and services and for peers to evaluate, rank and comment on proposed innovations.

The CFL has made good progress towards creating partnerships to help libraries envision their future, including partnerships with ALA divisions and Library Champions. Through participation in forums and events, the CFL is reaching out to the wider innovation and futuring community, including conversations with Google [x] (a semi-secret facility run by Google dedicated to making major technological advancements), IDEO, Steelcase, and the Long Now Foundation. The CFL plans to organize a preconference, prior to the 2015 Annual Conference, featuring two Lean Startup coaches. Lean Startup is a method for developing businesses and products, first proposed in 2011 by entrepreneur Eric Ries.

Discussion turned to the formation of an advisory group for the CFL. The plan is to form a broad group, similar to the Digital Content and Libraries Working Group. In the next few months, a proposal for the group's structure will be distributed to the Board for feedback.

The Board adjourned at 9:55AM and moved into closed session. It reconvened at 10:50AM.

Report out of Executive Session

President Courtney Young reported that the Executive Board received a legal update and discussed appointments to the Depository Library Council from the Government Documents Round Table (GODORT).

Executive Board Liaison Visits and Talking Points

Keith Michael Fiels led a discussion on the talking points for the Executive Board liaison visits that will take place during this conference.

Board Effectiveness

Immediate Past President Barbara Stripling commented on the Board's effectiveness during this meeting.

The Board adjourned at 11:10AM and immediately reconvened for the ALA-APA Board of Directors meeting.

Session Two

The Board convened at 2: 00 PM on Monday, February 2, 2015, with President Courtney Young presiding.

PRESENT: President Courtney Young; President-elect Sari Feldman; Treasurer Mario Gonzalez; Immediate Past President Barbara K. Stripling; Executive Director Keith Michael Fiels; Executive Board members: Robert Banks, Peter Hepburn, Alexia Hudson-Ward, Sara Kelly Johns, John A. Moorman, James G. Neal, and Gail Schlachter. Board member Gina Persichini was absent.

Endowment Trustees Report – EBD #13.2 (Exhibit 12)

In Senior Trustee Rod Hersberger's absence, ALA Treasurer Mario Gonzalez, made the following points:

- The endowment fund is at \$40,735,091, as of December 31, 2014, an increase of \$3,112,010 since December 2013 (+7.7%). Issues impacting the market include falling oil prices that benefited consumers and many business sectors, and a weakness in the rest of the world market that sent investors to the United States.
- The Trustees replaced fixed income manager Pimco with Loomis Sayles due to performance and personnel changes.
- The Trustees continue to liquidate the "Alternatives" portfolio.
- The Trustees replaced the Individual Development Plan (IDP) Growth Manager with a core Income and Growth Model portfolio, with 10 sub-sector Exchange Traded Fund (ETF) components. ETFs are largely benchmark tracking investment products that trade on an exchange like stocks.
- The Trustees reallocated 4% from large cap domestic stocks to real assets stocks (mutual funds.)
- At the 2014 Annual Conference in Las Vegas, ALA Council asked if there were any fossil fuel holdings in the portfolio's Merrill Lynch Personal Advisor account portfolio. No fossil fuel holdings were identified.

Auditor's Report – EBD #4.6, EBD #4.10, EBD #4.15, CBD #9 (Exhibit 13, 14, 15 and 16)
Greg Calloway, Associate Executive Director of Finance and Accounting, and Jeff Delheimer and John Fedus of Mueller & Co., presented the results of the FY2014 audit of ALA's consolidated financial statements.

- Mueller & Co. issued an unmodified, clean opinion, meaning that the numbers presented in ALA's financial statements fairly present, in all material respects, the financial position of ALA, as of August 31, 2014 and 2013, and the changes in net assets and its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States.
- This year saw an increase in the ALA inventory reserve. Since the inventory could not be disposed of, an allowance was put against it to accommodate the increase and this allowance is reflected on the income statement.

- Mueller & Co. performed an evaluation of ALA's goodwill and intangible assets and found no impairment.
- ALA has total net assets of \$38,662,025, which is a \$ 7,967,361 increase from last year and represents nine months of reserve net assets, which is healthy for a nonprofit organization.
- Accounts payable were reduced by \$1,142,733, due to significant expense reductions during the year.
- ALA's benefit obligation, at August 31, 2014, was \$ 16,911,380, with the weighted-average discount rate at 5% for both 2014 and 2013.
- The Schedule of Expenditures of Federal Awards (SEFA) lists all federal expenditures that ALA made over the year. Mueller & Co. tested two federal grant programs and no issues were noted.

On the recommendation of the Finance and Audit Committee, the Executive Board

Voted to accept the FY 2014 Audit Report as presented by Mueller & Co. EBD #4.6

On the recommendation of the Finance and Audit Committee, the Executive Board

Voted to engage the services of Mueller & Co. LLP for three years, as stated in the Mueller proposal EBD #4.15, with an annual review and evaluation of services. CBD #9

Accreditation Subcommittee

ALA Past President Barbara Stripling and Committee on Accreditation (COA) Chair Mary Stansbury reported on the recent meetings between the Executive Board Accreditation Subcommittee, the Association for Library & Information Science Education (ALISE), and the Committee on Accreditation (COA), and discussed current trends and issues regarding accreditation of MLIS programs.

At the ALA 2014 ALA Annual Conference in Las Vegas, the Executive Board encouraged the COA to pursue a review of the work processes of the Office for Accreditation (OA) and the COA. Work has begun on this effort, including a collection of data and a first level analysis of that data. The COA requests ALA funding to hire a consultant to move forward with the review. Keith Michael Fiels will work with COA as they select a suitable consultant.

The Accreditation Subcommittee met with a subcommittee of ALISE and ALISE immediate past-president Clara Chu on Thursday, January 29, and discussed the issues outlined in the October 2013 memo from the ALISE Council of Deans, Directors, and Chairs. The issues noted in the memo fell into three categories that were discussed at the meeting:

1. Communication between the various entities involved in the accreditation process (COA, OA, ALISE, MLIS programs): The group determined that structures are needed that support ongoing, substantive, two-way, interactive, honest, and transparent communication.
2. The Standards for Accreditation: The group determined that there needs to be an ongoing process where stakeholders feel like they can contribute to the ongoing improvement of the Standards, as well as a clarification of roles for the Standards revision process.

3. The accreditation process itself: There is a sense among programs that the process happens to them and there needs to be a collaborative effort to change some aspects of the process.

A summary of the feedback obtained at the meeting will be distributed to the Board, ALISE, and COA for feedback.

School Library Update – EBD #12.18 (Exhibit 17)

Terri Grief, American Association of School Librarians (AASL) President; Gina Millsap, Chair, Committee on Library Advocacy; Marci Merola, Director, Office for Library Advocacy; and Sylvia K. Norton, Executive Director, AASL, gave an update on advocacy efforts related to school libraries.

The Office for Library Advocacy (OLA) and the American Association of School Librarians (AASL) have begun institutionalizing the strategies and tactics articulated in both ongoing strategic plans and past school library campaigns. A new working framework has emerged, with three distinct audiences: external audiences (including advocates, parents, and decision-makers); the profession at large, including librarians of all types; and ALA staff and member groups.

Efforts directed at external audiences include:

- “School Libraries Make a Difference” is an online resource for parents and advocates launched in June 2014, located at <http://www.ilovelibraries.org/school-libraries>. The resource includes infographics and videos and answers questions such as Why are school libraries essential?; Are school libraries in danger?; How can I get involved?; and Frequently Asked Questions.
- “School Libraries Transform Learning,” is a stand-alone digital supplement of *American Libraries* magazine, published with the September/October 2014 issue. The supplement has been well-received and plans are underway to produce more copies for distribution among external stakeholders.
- Media efforts that highlight the value of school libraries include an op-ed by Terri Grief that ran in the *Chicago Sun-Times* on Friday, January, 30, and a *Chicago Public Radio* interview with Terri Grief and school librarian Megan Cusick.

Efforts directed at the profession at large, including librarians of all types, include:

- AASL launched an internal campaign called “Ask Me How School Libraries Transform Learning.” It will run through the ALA Midwinter Meeting, and encourages face-to-face conversations that can be leveraged to spread the school library advocacy message through AASL and within the greater ALA.
- ALA President Courtney Young sent an e-blast to membership asking all types of librarians to speak up for school libraries via letters to the editor and op-eds at the local level.
- Terri Grief works with state affiliates of ALA that do not always receive direct messaging from ALA. With support provided by ALA President Courtney Young, one-day Leadership Conference focusing on school library issues will be held at the 2015 Annual Conference in San Francisco and will include two representatives from each state.

- Messaging and education efforts are being directed towards public and academic librarians, including the formation of an interdivisional committee of Young Adult Library Services Association (YALSA) and AASL.

Efforts directed at ALA staff and member groups include:

- OLA, AASL, and the Public Information Office (PIO) have enhanced school library messaging for media opportunities, such as op-eds and letters to the editor, as well as advocacy opportunities such as crisis messaging and talking points for decision-makers.
- Representatives from all units meet regularly to discuss media focus and planning.
- As the Elementary and Secondary Education Act (ESEA) legislation looms, these groups are prepared to work in collaboration with the Washington Office for maximum media exposure and timely, on-message communication to members and library advocates.

Strategic Planning Activities at the 2015 Midwinter Meeting

President Courtney Young and Executive Director Keith Michael Fiels led a discussion on the Council I Strategic Directions Session and other strategic planning activities held at this Midwinter Meeting.

The Board discussed the Council I Strategic Directions Session and the Planning & Budget Assembly (PBA) discussion, held on Sunday, February 1, and agreed both were positive and productive experiences that generated valuable and creative feedback for the strategic planning process. Members were interested, enthusiastic, and engaged in the process. Further, the various member feedback opportunities held in recent years and the process of conducting in-depth discussions that examine specific issues is creating a positive culture of collaboration that permeates the organization.

A productive discussion also occurred during the Advocacy Lunch, held on Monday, February 1, with representatives from the Washington Office, the Public Awareness Committee and the Committee on Library Advocacy. During this meeting, as well as the Council and PBA sessions, it became clear that some members need help differentiating between advocacy and information policy, while still emphasizing that both initiatives reference and support each other.

For the most part, the discussions focused on positive aspirations, but challenges were mentioned as well. Some members feel that training and support are needed to learn how to discuss and become spokespeople for complicated issues, such as information policy. Others mentioned that ALA tends to be a politically left-leaning organization and would benefit from inviting speakers from both sides of an issue, particularly with regard to issues related to information policy.

Board Effectiveness

Immediate Past President Barbara Stripling commented on the Board's effectiveness during this meeting.

The Board adjourned at 4:15 PM and moved into closed session.

Session Three

The Board convened at 12:24 PM on Tuesday, February 3, 2015, with President Courtney Young presiding.

PRESENT: President Courtney Young; President-elect Sari Feldman; Treasurer Mario Gonzalez; Immediate Past President Barbara K. Stripling; Executive Director Keith Michael Fiels; Executive Board members: Robert Banks, Peter Hepburn, Alexia Hudson-Ward, John A. Moorman, James G. Neal, and Gail Schlachter. Board members Sara Kelly Johns and Gina Persichini were absent.

Report out of Executive Session

President Courtney Young reported that the Executive Board received a legal update and discussed the ALA Standing Committee appointments.

Budget Analysis and Review (BARC) and Finance & Audit Committee (F&A) Report – EBD #3.2/ #4.13 (Exhibit 18)

Treasurer Mario Gonzalez and Patricia Wand, chair of the Budget Analysis and Review Committee, reported on the BARC, F&A, and Planning and Budget Assembly (PBA) meetings during the Midwinter Meeting.

Proposed Presidential Initiative Budget for FY 2015 - EBD #14.7 (Exhibit 19):

ALA President-Elect Sari Feldman and JoAnne Kempf, Director, Office of ALA Governance, presented the proposed budget for the Presidential initiatives for FY 2015 - 2016. This Presidential initiative will work under the banner of “The Library Profession Transformed,” with the notion of “Transformation” being informed by the transformations already taking place within the library organizations and the rapidly transforming global landscape. There will be a two-year commitment of \$50,000 for FY15 and FY16 from Overdrive for the development and implementation of “The Library Profession Transformed.” This support results in a total FY16 budget of \$125,000.

On the recommendation of F&A and BARC, the Executive Board

Voted to approve President-Elect Sari Feldman’s proposed Presidential Initiative Budget for FY 2015 – 2016. EBD #14.7

FY 2016 Budget Instructions - INFO #1 (Exhibit 20):

The budget guidelines are based upon the analysis of the FY15 projected results as compared to the FY15 budget. Preliminary FY16 revenue projections will also be considered. The FY16 budget will be built based on the approved FY15 budget, with the exception of a 2% increase in salary and a reduction in the attrition rate from 5% to 4.8%. The timeline on budget submissions begins on February 9th – February 16th, with budget review meetings taking place from March 16th – March 23rd.

United for Libraries (UFL) Group Memberships - EBD #10.3 (Exhibit 21):

Sally Reed, Executive Director, United for Libraries; Laurel Bliss, Chair, ALA Membership Committee; and Keith Fiels, ALA Executive Director, requested that the United for Libraries group services be integrated into the ALA dues structure, effective September 1, 2015.

On the recommendation of F&A and BARC, the Executive Board

Voted to approve the transition of the United for Libraries group services to ALA/United member group services and to approve the six (6) “Processes and Procedures,” listed on page 2 of EBD #10.3, with the following addendum to #5:

5. United for Libraries will continue to receive ALA small division support through fiscal year 2018 at the following levels:
 - FY2016 75% of current level: \$42,000
 - FY2017 50% of current level: \$28,000
 - FY2018 25% of current level: \$14,000
 - FY2019 and after: \$0 small division support

EBD #10.3

FY 2016 Small Division Support - EBD #4.9 (Exhibit 22):

Based on guidelines set in policy, the 2016 budgeted revenue and expense level of the Association of Specialized & Cooperative Library Agencies (ASCLA) and UFL met the 50% funding level test, i.e. dues and other revenues are at least 50% of the cost of supporting staff and basic services.

On the recommendation of F&A and BARC, the Executive Board

Voted to approve the FY 2016 small division support from the General Fund for ASCLA at the current level of \$41,000. This is based on a basic services budget of \$90,000 with ASCLA contributing \$49,000. EBD #4.9

Approval of 2016 Personal Dues Schedule – EBD #10.2 (Exhibit 23):

The ALA Executive Board must annually review the change in the Consumer Price Index (CPI) and its impact on ALA dues levels and the overall ALA budget. In calendar year 2014 the CPI increased by 1.62% with the impact increasing ALA dues levels by approximately \$60,000. The changes were \$1-\$2 in most categories.

On the recommendation of F&A and BARC, the Executive Board

Voted to approve the personal dues schedule for FY 2016. EBD #10.2

Indirect Cost Study Assumptions – EBD #4.7 (Exhibit 24):

The Indirect Cost Study will be conducted in the same manner as previous studies. It was noted that there would be no changes in the general methodology used in conducting this year’s study.

The results of the study will be summarized and presented for review at the spring meeting. The rate that results from this study will be applied to the FY17 budget.

Resolution on Programs at Midwinter Meetings:

At the 2014 Midwinter Meeting in Philadelphia, Council referred the Resolution to Allow Programs at ALA Midwinter Meetings (CD#38, MW14) to BARC for an assessment of its fiscal impact. After consulting the ALA Conference Committee and considering the costs of programs at Midwinter, BARC concluded it is unable to support the Resolution because of its potential costs and recommended to the Executive Board that the Midwinter Meeting maintain its current footprint.

The Conference Committee has proposed eighteen half-day sessions that would be held during Midwinter Meetings. This proposal meets the requirements set by BARC of cost neutrality and being consistent with existing policy regarding the purpose of the Midwinter Meeting. BARC is aware of and supports this proposal.

Update on the Chief Financial Officer (CFO) Search:

Human Resources received a large number of resumes for the Chief Financial Officer (CFO) position. The search committee is in the process of reducing that number to ten candidates who will be screened by telephone by an outside agency. Next, the list will be trimmed to five or six candidates for additional screening. On March 12th and 13th four candidates will be called in for face-to-face interviews with the search committee and a staff interview panel. Background checks will be conducted over the following two week period, with a hoped for announcement by the end of March.

Publishing Update – 1st Quarter FY15

Publishing ended FY14 with a net revenue of \$1.4 million, which is \$500,000 more than budget. Results would have been higher but for an adjustment in the inventory reserve for obsolete inventory.

ALA Finance Best Practices Workshop

BARC hosted the ALA Finance “Best Practices” Workshop session, attended by 14 participants from divisions, round tables, committees, and chapters. The purpose of the session is to provide an open discussion to help members understand the financial inter-workings of ALA.

ALA Financial Handbook

BARC members suggested several minor changes and additions to this near-final version of the *Handbook*, particularly to the glossary. The *Handbook* will serve as a go-to resource for BARC and ALA members seeking information about ALA financial issues and procedures. It will be published in pdf format on the Treasurer’s page, and BARC and staff will review it annually for accuracy and currency.

Planning and Budget Assembly (PBA) and Division Leaders/BARC Joint Meeting:

Approximately 31 members attended PBA and participated in discussions on the following topics: Presidential initiatives for FY16, FY14 year-end results, FY15 budget update, FY16

budget assumptions, Programmatic Priorities, and the new Strategic Plan and Strategic Directions.

Approximately 30 members attended the Division Leaders/BARC Joint Meeting. The general discussion focused on a five-year financial plan for ALA, membership information, and related possible marketing plans.

Discussion on the Resolution on Divestment of Caterpillar, Hewlett-Packard, and Motorola Solutions

BARC received a proposed resolution on the divestment of three corporations from the ALA Endowment Fund. It was noted that the committee typically has not taken a position on or responded to any resolution that has not been forwarded directly from Council. Additionally, it was noted that before the committee could reasonably make a recommendation it must consult with the Endowment Trustees. As a result, no position can be made at this point until such time as the committee receives a resolution from Council.

Endowment Trustees Report - EBD #13.2 (Exhibit 25):

As the portfolio has grown, there is a need for more sophistication on the part of the Trustees, the tools used in managing the portfolio, access to information, and industry expertise. Therefore the Endowment Trustees request approval of an additional trustee, bringing the total number of Trustees to seven (7).

Currently, Trustees wishing to serve a second three-year term are required to submit a new application and three references. The Endowment Trustees have requested that this requirement be waived for sitting trustees seeking reappointment.

On the recommendation of F&A, the Executive Board

Voted to expand of the number of Endowment Trustees to seven (7). EBD #13.2

On the recommendation of F&A, the Executive Board

Voted to allow eligible Trustees to reapply without submitting an application or references. EBD #13.2

Cash Management Policy Changes - EBD #4.6, #4.12 and #4.16 (Exhibit 13, 26, 27):

Adjustments were proposed to the ALA Cash Management Policy, which is designed to provide a secure source of revenue for the General Fund and improve the current dividend and interest income earned. The recommended adjustments are as follows:

- Expand the universe of eligible securities beyond government bonds to include investment grade securities.
- Develop a spending/payout policy based on an average of the previous 20 quarters.

On the recommendation of F&A, the Executive Board

Voted to change the current ALA Cash Management Policy to allow expansion of the universe of eligible securities beyond government bonds to include investment grade securities. EBD #4.12.

On the recommendation of F&A, the Executive Board

Voted to change the current ALA Cash Management Policy to allow the development of a spending/payout policy based on an average of the previous 20-quarters. EBD #4.12 and #4.16

On the recommendation of F&A, the Executive Board

Voted to implement the new ALA Cash Management Policy changes for FY 2015 and FY 2016 at a 3% spending/payout rate. EBD #4.12

Controller's Report – EBD #4.8 (Exhibit 28):

- Total cash and short-term investments at November 30, 2014, amounted to \$18.8 million, as compared to \$17.3 million a year ago. The increase is due to higher deferred revenue. Year-to-date interest income is \$87,994, which is essentially the same as last year.
- Inventory reserves increased by \$384,773, primarily in ALA Editions (\$231,384) and Neal- Schuman (\$142,177).
- ALA obtained a long-term loan from JPMorgan Chase on July 2, 2012, in the amount of \$10.1 million. The loan supports the acquisition of the Neal Schuman purchase and was used to refinance the properties in Washington, DC, and Connecticut (Choice). The second scheduled payment (\$647,500) was made July 1, 2014. Beginning July 2014 through June 2015, approximately \$50,000 is being set aside to meet the next scheduled payment. Beginning July 1, 2016 the scheduled payment increases to \$1.2 million.

Conference Services - EBD #12.17 (Exhibit 29)

Paul Graller, Manager of Conference Services, and Sr. Associate Executive Director Mary Ghikas gave a recap of this Midwinter Meeting and presented the 2016 Midwinter and Annual Conference Skeleton Schedules.

- Total registration was 10,637 (7,171 members and 3,466 exhibitors). This is 1,570 less than last year's Midwinter Meeting in Philadelphia, mostly due to a decrease in on-site registration caused by severe weather conditions.
- Conference Services used BluuBeam technology for the first time on the exhibits floor and received positive feedback. BluuBeam is a location beacon that notifies nearby mobile devices of relevant pieces of information in close proximity. For example, at a *News You Can Use* talk, it sent audience members a link to the session handout.
- The weather negatively affected exhibit hall attendance and some vendors expressed frustration, while others were happy with the traffic they received.

- Conference Services is focusing on helping exhibitors get the most out their Midwinter Meeting and Annual Conference Experience and invited a professional trade show trainer to train exhibitors on how to increase traffic to their booths.
- No changes have been made to the 2016 Midwinter Meeting skeleton schedule. The following changes have been made to the 2016 Annual Conference skeleton schedule:
 - Exhibit Hours on Sunday revert back to 5:00 pm closing.
 - Sunday 8 am and 1 pm program time slots revert back to 1.5 hours in length.
 - Council III starts at 7:45am and ends at 9:45am (rather than 9:15am). As a result, the Closing General Session and Inaugural Brunch will start 30 minutes later (10:00 and 11:45am).

On a motion by James Neal, the Executive Board

Voted to approve the 2016 Midwinter Meeting (Boston) and Annual Conference (Orlando) skeleton schedule. EBD #12.17

Update on the 2015 Annual Conference in San Francisco:

- Registration numbers for the upcoming Annual Conference in San Francisco are ahead of Las Vegas (2014) for registration (4,417 total) and space reserved (98,500 square feet).
- Conference Services is working with the Gay, Lesbian, Bisexual and Transgender Round Table (GLBTRT) on an LGBT book pavilion to celebrate LGBT Pride Month.
- Conferences Services met with the shuttle bus company and are working on route adjustments and increasing the number of buses, as they will have to run longer on Sunday due to the LGBT Pride Parade traffic.
- To accommodate LGBT Pride Parade traffic, Conference Services reduced two Sunday time slots from 1.5 hour sessions to 1 hour sessions and concentrated a large number of meetings on one side of Market Street to reduce the necessity to travel.

Development Office Report – EBD #6.2 (Exhibit 32)

Kim Olsen-Clark, Director, ALA Development Office, provided an update on the ALA Planned Giving Campaign and requested approval of changes to the Gift Acceptance Policy and approval of the full list of companies from the Domini and TIAA-CREF portfolio of “socially responsible” companies.

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 divisions, offices, round tables, and ALA management.

On a motion by Peter Hepburn, 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 Gift Acceptance Policy guides ALA in the types of gifts it can accept and educates the staff and Board about critical issues triggered by certain gifts presented by donors. The Policy was approved of by the ALA Executive Board in January 2012. Every three years, the Policy is reviewed by the ALA Development Office and Finance & Accounting Office to determine if modifications are needed. The modifications proposed by the ALA Development Office and Finance & Accounting Office as amended on January 12, 2015, have been reviewed by ALA legal counsel.

On a motion by Barbara Stripling, the Executive Board

Voted to approve modifications to the ALA Gift Acceptance Policy as amended on January 12, 2015, by the ALA Development Office and the Finance & Accounting Office. EBD #6.2

Update on recent Development Office activities:

- At the request of the Institute of Museum and Library Services (IMLS), the American Association of School Librarians (AASL) submitted a National Leadership Grants application in January 2015. The project's goal is to extend and build upon the 2013 planning grant, Causality: School Libraries and Student Success (CLASS), and the School Library Research Summit held in April 2014. AASL proposes a systematic, causal investigation of school libraries as learning spaces.
- The following units also submitted proposals to IMLS for the National Leadership Grants program: the Association for College and Research Libraries (ACRL); Center for the Future of Libraries, working with the Young Adult Library Services Association (YALSA); and ALA Public Programs Office (PPO).
- ALA and the Carnegie Corporation of New York are currently discussing the I Love My Librarian Awards and the Andrew Carnegie Medals for Excellence in Fiction and Nonfiction. Carnegie Corporation of New York supported the launch of these programs through grants to ALA.
- For 2015, twelve other proposals have been submitted by various ALA units and the total grant amounts could range between \$5.9 million and \$11 million. The PPO works closely with the National Endowment for the Humanities (NEH), but is looking at broadening its scope with possible partnerships with AARP and McGraw Hill.
- The Public Library Association (PLA) received a grant of \$2,956,530 from the Bill & Melinda Gates Foundation in September. Support from the Foundation will accelerate the recommendations by the Performance Measurement Taskforce (PMTF) on performance measurements for service and programs in public libraries.
- In November, Sony Pictures Worldwide, Scholastic, Reading is Fundamental, the National Education Association, the Development Office, and the Public Information Office, with support from the Association for Library Service to Children (ALSC) and Ethnic and Multicultural Information Exchange Round Table (EMIERT), collaborated on an *Annie* website and activity guide for children. More than 25,000 activity guides were sent to "opt-in" libraries across the country by Sony Pictures Worldwide.
- ALA Development Office will be managing four programs at the ALA Annual Conference in San Francisco: *Making Philanthropic Decisions: A Meaningful Giving Strategy* (collaboration with the California Library Association); *Conversation with*

AARP (Retired Members Round Table and ALA Legacy Society program); *Libraries: the Go-to Source for Unbiased Financial Education Information* (collaboration with Consumer Financial Protection Bureau); and *Smart investing@your library®: Actively Engaging Your Audience* (collaboration with the FINRA Investor Education Foundation).

- Bradley Mueller, Assistant Director, left ALA in December. The position has been posted. In January, Marie Pospichal joined the ALA Development Office as the Development Associate.
- As of January 2015, 38%, or more than \$5.7 million, of the 15x15 Planned Giving Campaign goal has been reached. Since the launch of the campaign, 83 individuals have been asked to join the ALA Legacy Society, of which 22 have joined, 47 are still considering (with a possible addition of 7 more added at this Midwinter Meeting), and 14 have declined. ALA welcomes new Legacy Society members Ellen Fader, Sarah Ann Long, and David Mowery.
- For FY2015, the following activities have been approved by the Co-Chairs of the 15x15 Campaign, Barbara Ford and Robert Banks: Holiday card mailing; meetings and the ALA Legacy Society coffee break at this Midwinter Meeting; a booth and scheduled meetings at the 2015 ACRL conference; a March 2015 postcard mailing; two full-page ads in *American Libraries* (conference issue and fall issue); May 2015 brochure mailing; ALA Legacy Society luncheon at the 2015 Annual Conference; and activities at the upcoming AASL Conference.
- Individual giving in the first quarter of FY2015 increased by 248% as compared to Q1 FY2014. Highlights include several one-time only gifts to support the Lippincott Award Endowment Fund and a matching gift payment for the GLBTRT Stonewall Book Endowment Campaign.

Keith Michael Fiels described the meeting that took place at this Midwinter Meeting, attended by President Courtney Young, President-Elect Sari Feldman, Executive Director Keith Michael Fiels, Director of the Office for Library Advocacy Marci Merola, and several Library Champions and other business leaders. The purpose of the meeting was to discuss ALA's advocacy planning and solicit thinking on future advocacy efforts. One positive outcome of the meeting was an agreement with Steve Potash, CEO of OverDrive Inc., to link to ilovelibraries.org on their public access homepages in order to alert patrons to important advocacy efforts.

Task Force on Equity, Diversity, and Inclusion Report – EBD #5.1 (Exhibit 31)

Trevor Dawes, Co-Chair of the Task Force on Equity, Diversity, and Inclusion (the Task Force), gave an update on recent activities.

The impetus for creating the Task Force was the grave concern expressed by some members about ALA hosting its 2016 Annual Conference in Orlando, FL, in light of Florida's application of the "Stand Your Ground" law as it relates to the Trayvon Martin case.

The Task Force is currently planning activities for the 2016 Annual Conference in Orlando, FL, including:

- Developing a list of minority-owned businesses in the Orlando area that the Task Force will encourage conference attendees to support.

- Creating a service program at the conference, similar to the service opportunities offered at the post-Hurricane Katrina conference in New Orleans, with the hope of starting a sustainable initiative.
- Planning a protest or demonstration at the conference. Ideas include a march and/or arm bands or ribbons worn by attendees.

To aid with information gathering, the Task Force launched a series of short ALA member surveys to understand the culture of the Association, the profession, and our communities with respect to equity, diversity, and inclusion. A link to the first survey was sent out in January 2015, and has so far received 891 responses. Subsequent surveys will launch at or around the time of future ALA conferences, and an analysis will be conducted and shared with the Board and membership.

At this Midwinter Meeting, the Task Force hosted a dialogue with conference attendees, facilitated by ALA Past President Nancy Kranich, to gather information about members' perception of a desired future within ALA and the profession. One of the main themes running through the dialogue was member access to ALA and the idea that many members do not know how to make their voices heard within the Association. In addition, many members noted the need to establish safe zones, where difficult and sensitive conversations can take place and the need to acknowledge past instances of discrimination that took place within the Association.

The Task Force hopes to encourage cooperation and collaboration among the various groups within ALA, such as the Committee on Diversity.

Executive Board Liaison Reports

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

Alexia Hudson-Ward commented on:

- Committee on Education
- Education Assembly
- Committee on Library Advocacy
- International Relations Round Table (IRRT)
- United for Libraries (UFL)

Gail Schlachter commented on:

- Committee on Archives, Libraries and Museums (CALM)
- Retired Members Round Table (RMRT)

Peter Hepburn commented on:

- Committee on Membership Meetings
- Rural, Native & Tribal Libraries of All Kinds Committee
- Sustainability Round Table (SustainRT)
- New Members Round Table (NMRT)
- Social Responsibilities Round Table (SRRT)

Barbara Stripling commented on:

- Association for Library & Information Science Education (ALISE)
- Exhibits Round Table (ERT)

Sari Feldman commented on:

- Committee on Accreditation
- Chinese American Librarians Association (CALA)
- Digital Content Working Group (DCWG)

Mario Gonzalez commented on:

- Association for Library Service to Children (ALSC)

Robert Banks commented on:

- Public Library Association (PLA)
- Young Adult Library Services Association (YALSA)

John Moorman commented on:

- Association for Library Collections & Technical Services (ALCTS)

Board Effectiveness

Immediate Past President Barbara Stripling commented on the Board's effectiveness during this meeting.

The Board adjourned at 4:00 PM.