

AMERICAN LIBRARY ASSOCIATION
PUBLIC LIBRARIES DIVISION

Notes on Meeting of the PLD Executive Committee
9 A.M. September 16, 1955, ALA Headquarters
C h i c a g o

PRESENT Members: Mildred W. Sandoe, President
 Ruth W. Gregory, Past President
 S. Janice Kee, Executive Secretary

 Others: Leo Weins, ALA Comptroller
 Dorothy K. Smith, Assistant to the Executive Secretary

PLD BUDGET, 1955-56 (A copy with minor corrections is attached)

The proposed budget was drafted by S. Janice Kee and Leo Weins and was presented to the Committee by Mr. Weins. He reviewed it line by line, referring to the explanatory footnotes. It was pointed out that the Division, in 1954-55, operated well within its budget, but at the same time it was noted that the actual income for 1954-55 (\$27,236.41) did not cover the year's expenditures (\$33,694.93). A total of \$6,458.52 of "cash balance" was used. It was recognized that the Division's income is not increasing rapidly enough to carry its current program more than one more year. It was decided, however, not to cut back in personnel and program during 1955-56 inasmuch as the implementation of the recommendations of the ALA Management Survey will surely affect ALA's fiscal policies and thereby the Division programs.

Miss Kee asked the Committee to remember the Division's policies which state, "The estimated income will not exceed the income received the previous year." Also, "a reserve fund of not less than \$5,000 will be maintained by the Division." Mr. Weins said the estimates might be conservative; but judging from last year, they seemed fair. It was pointed out that the Executive Secretary's travel had been cut back \$1,000.00 while \$500.00 had been earmarked for travel for the Division Organization Committee's work on the implementation of the ALA Management Survey. The committee reluctantly accepted the decrease in the Executive Office Travel fund and asked that this fact be recorded, and that it not be interpreted as a precedent.

Mr. Weins called the Committee's attention to a financial statement on The PLD Reporter and a proposed budget on this publication for 1955-56. Miss Kee explained that approximately 1100 copies of Issue Number One were distributed, with an order blank, to launch the project. Although the response to The PLD Reporter has been unanimously favorable by those who receive it, a relatively small proportion of the PLD members have series order subscriptions. Mr. Weins suggested more publicity of the publication, an increase in price and the possibility of the Division's charging a portion of the PLD staff salary to this publication.

The Committee expressed its gratitude to Mr. Weins for his excellent presentation of the budget, and he left the room.

Miss Sandoe and the members of the Committee again went over the budget carefully with the thought that some of the proposed items might be cut back. After much discussion, it was decided to leave the budget as it stands, in the belief that the large items that would have to be decreased (travel, Public Libraries, and The PLD Reporter) are very important to PLD members; and in this period of

reorganization of ALA it would be unwise to make drastic changes in the Division's program in order to maintain a substantial reserve fund. However, the Committee recognized the need for taking all possible steps to strengthen the Division's financial status, and it was decided to

- 1) Secure new bids on printing of both The PLD Reporter and Public Libraries
- 2) Step up effort to obtain more advertising for Public Libraries
- 3) Adjust upward the price of The PLD Reporter
- 4) Proceed with conservative caution in use of funds for Conference, Travel, Executive Committee and Equipment
- 5) Turn down outside requests for funds to support activities such as The Reprint Expediter's Office in New York City
- 6) Ask the Board of Directors to approve the budget as it stands and to adjust the Division's financial policy relating to a reserve fund.

Public Libraries: The Committee reviewed the status of Public Libraries, as follows:

- 1) At the 1955 Midwinter Conference the PLD Board of Directors voted to study
 - a) the transfer of Public Libraries to the PLD Office
 - b) the possibility of its editorship in the PLD Office and the manufacture and business management elsewhere, and
 - c) the possibility of combining Public Libraries and the ALA Bulletin
- 2) Miss Kee approached both ALA Publishing Department and ALA Bulletin asking for an estimate of cost, as well as comments on advantages and disadvantages of the proposed change.
- 3) An appeal to the membership through Public Libraries yielded only eleven expressions on combining Public Libraries with ALA Bulletin. There was no definite majority of opinion.
- 4) Both ALA Publishing Department and ALA Bulletin made offers to PLD to handle the production of Public Libraries.

The Committee studied the offers made by ALA Publishing Department and ALA Bulletin and noted that the costs of production would remain very nearly the same as they are now; that ALA Publishing would not accept the responsibility for including advertising in Public Libraries; that ALA Bulletin would not consider handling Public Libraries as a separate publication; and that inclusion of the Division's publication (with membership) in the ALA Bulletin would likely mean a loss of members for the Division.

The Committee also considered the recommendations of the ALA Management Survey relating to publications. They decided not to make any changes in the procedures now being followed in the production of the magazine, but rather, to ask Mr. Everhardt to continue as business manager and Miss Kee and Mrs. Smith as editors, and to step up the efforts to secure advertising. The eminence of the Management Survey recommendation was a strong factor in this decision.

Conference Programs: The Committee discussed briefly the plans for Midwinter and Annual Conferences. An opportunity will be provided at Midwinter for ALA Councilors, representing the Division, to discuss the implementation of the Survey's recommendation with the Board of Directors. Under consideration is a membership meeting for this purpose, depending upon the activities of the ALA Steering Committee.

Books, especially Notable Books of 1955, will be stressed in the Division's programs at Miami Beach.

Work of Division Organization Committee: The function of this committee will be enlarged to encompass the organizational work in connection with the implementation of the Survey. Miss Kee was instructed to draft such a statement of function for the approval of the Board.

It was decided the draft of the field of interest statement, drawn up by the Division Organization Committee would be submitted to the Board for approval before it was sent to the ALA Steering Committee for a November 7 meeting.

Miss Sandoe, Mr. Tucker, Miss Kee and Mrs. Smith actively participated in the preparation of the field of interest statement.