

Public Library Association  
Executive Committee  
Fall Meeting  
Omni Ambassador East Hotel  
Meeting Room 1432  
October 22 & 23, 2004  
Meeting Notes

Attendance: **Executive Committee Members:**

Clara Bohrer, President; Daniel Walters, President-Elect; Luis Herrera, Past-President; Donna Joy Press, Issues & Concerns Cluster; Carol Simmons, Library Services Cluster; Sylvia Sprinkle-Hamlin, Library Development Cluster; Christine Hage, Division Councilor; **PLA Staff:** Linda Bostrom, Manager, Professional Development; Kathleen Hughes, Manager, Communications; Melissa Faubel, Meeting and Special Events Planner; Barb Macikas, Deputy Director; Shannon Distel, Program Coordinator; Greta Southard, Executive Director.

Introductions.

1. **APPROVED:** Adoption of the agenda with the addition of the following new business:
  - a. Request from Jo Ann Pinder regarding use of PLA's name
  - b. Resignation of Board member Yvonne Chen
  
2. **APPROVED:** Consent agenda:
  - a. Publications Report 2005.2
  - b. Membership Report 2005.3
  - c. *Public Libraries* Report 2005.4
  - d. Education Activities Report 2005.5
  - e. Draft AC 2004 Board Actions 2005.6
  - f. PLA New Leaders Travel Grant Update 2005.7
  
3. Advocacy Update: Smartest Card Campaign Report 2005.9, Barb Macikas.  
Discussed the preconference conducted at ALA Annual 2004, 23 states were represented at that event. The Task Force has developed a range of materials supporting the project, both promotional and substantive advocacy resources. Worked with the ALA Development Office in a collaborative effort with Office Depot that will get out our Smartest Card message. George Lopez will be the spokesperson for the campaign and do a READ poster. The program launch event was held at the Brooklyn Public Library, involving Clara Bohrer, Ginnie Cooper Director BPL, and Leo the Lion from "Between the Lions." Promotion of the Smartest Card also took place at the National Book Festival held in Washington DC. Task Force is planning a program at Midwinter for the state associations and state library representatives. There will also be programs at the Spring Symposium and Annual Conference. Also discussed ALA President Carol Brey's

- Midwinter Advocacy Institute. The EC expressed their thanks to Task Force Chair, Kathleen Reif for the fine work in chairing the committee.
4. MW Leadership Development Program Update 2005.10, Melissa Faubel  
Reviewed the program schedule, discussed committee orientation component. The Leadership Development Committee is responsible for conducting this activity. The schedule of events is: 4:00 Committee Orientation, light snack to follow; 5:00 Leadership Development Program, the speaker is Ronald Heifitz. Discussed the merits of inviting a wider audience to attend the program.
  5. Recruitment Committee Report, 2005.8, Committee Chair Larry Neal  
conferenced in. Discussed request/proposal to fund a pilot project to fund 10 Spectrum Scholars for one year, offering a mentoring and CE program to the scholars, free PLA membership, allocating \$2,000 toward Spectrum Scholar reception at ALA Annual Conference 2005. Total Budget impact: \$85,700 ( \$69,600 FY05 for scholarships, \$2,000 FY 05 for reception at AC, \$14,100 FY06 for CE/travel to attend PLA NC). Discussed the mentoring plan the committee is working on; will be distributed to ALA Office of Diversity for their review. EC noted that we do not have funding in the FY06 Future Funds line to request. Discussed the need to evaluate the success of an initiative prior to making any future long term commitment to funding Scholars; suggested that PLA might have input in selecting Scholars—however that is the purview of ALA, not PLA. Discussed the idea of stipulating that Scholars who receive monies from PLA must commit to being members of PLA for 5 years upon graduation. Discussed the merits of the proposal, the committee was asked to develop a plan based on the goals of the PLA Strategic PLA, they have done so. **Motion:** To endorse the proposal in concept and refer to the PLA Budget and Finance Committee for their review and recommendation. B&F to report back at MW with a recommendation. **APPROVED.**
  6. ALA Strategic Planning Update, no document. Clara Bohrer  
Meeting was held September 18 & 19, in Skokie, IL. Discussion on data gathered by ALA to support the planning process. All data is available on the ALA website at: ALAhead to 2010. Over 14,000 people participated in ALA member surveys, the results indicate that members place different value on various services, program of work, and products provided by ALA. Some of ALA's program of work is highly valued and well-regarded and other offerings are not very important to ALAs' constituents. This indicates a disconnect between resources allocated to various programs and the actual value placed on these programs and services by the members. The EC will participate in the strategic planning exercises organized by ALA at this meeting.
  7. FY 2004 Update and end of the overview year analysis, 2005.12 & 2005.13, Greta Southard. Discussed PLA's financial position. PLA is in very good financial shape as of the data provided in the 2<sup>nd</sup> Close reports. There will be 2 more iterations of closing documents to ensure that expenses and revenues are

credited/debited to correct accounts. PLA staff expects no substantive changes to the 2nd Close. The Fourth Close will be the report that the Auditors work from. As of 2<sup>nd</sup> close PLA's Ending Net Asset Balance is \$1,913,525. PLA also made the scheduled \$50,000 transfer to the PLA Long Term Investment Fund bringing the balance in that account to \$213,118.

8. Early Literacy Task Force/Every Child Ready to Read Project Update, 2005.14, Barb Macikas. Discussed the components of the kit; the kit has 12 pieces, DVDs VHS, brochures, posters, etc. Now that the initial production has been completed, the per unit cost should be going down with respect to reproducing additional inventory. So far 457 kits sold (as of October, 2004.) Brochures are also sold as separate pieces. A cadre of trainers (7 independent trainers) has been developed. They are available to do half or full day training sessions. Harriet Henderson and Elaine Meyer gave a report to PLA President Herrera and Vice President Bohrer at the 2004 Annual Conference. They will head the Task Force for 1 more year, the TF will sunset at the conclusion of AC2005.

**Motion:** To comply with PLA policy Partnerships and Collaboration With The Public Library Association, a memorandum of understanding between PLA and ALSC will be developed to provide a management plan for the ongoing work associated with order fulfillment and product reordering, etc. **APPROVED.** The EC directed the PLA President, Clara Bohrer and the Executive Director, Greta Southard to negotiate on behalf of PLA on this matter.

**Motion:** The PLA Executive Committee congratulates the Task Force on the success of their work and fine project produced; PLA has an ongoing commitment to creating a nation of readers as outlined in our strategic plan and will work within the framework of our organizational structure to accomplish. **APPROVED.**

**Motion:** In that the Task Force has completed their charge, and in accordance to PLA Bylaws, the TF will sunset at the conclusion of AC2005. Each division is encouraged to continue to move the work of early literacy forward in ways that are most appropriate to serve their members; and each division (PLA & ALSC) are encouraged to communicate with each other about future projects of mutual interest. **APPROVED.**

9. Strategic Opportunities Update Report, 2005.15, Greta Southard. Discussed the report that identified various groups that are interested in working with PLA in some fashion. Document 2005.15 Attachment B. Request from Emily Sheketoff of the Washington Office for PLA's participation in vetting the Law Enforcement Survey her office has commissioned. OITP has a planning grant to design a methodology to accurately assess law enforcement activity in public and academic libraries, without legally jeopardizing the respondents. **Motion:** Work with the ALA WO on the Law Enforcement Survey by providing names of 2 PLA members to review the survey results; PLA members will represent different size libraries and be familiar with patron records privacy issues. **APPROVED.**

Continuation of this report, National Endowment for the Arts, Mark Bauelein joined the EC to discuss the “Reading at Risk: A Survey of Literary Reading in America” report. Extensive discussion of the report and the work libraries do and how PLA might work with NEA to further a nation of readers. PLA will link to the report from its website.

10. Request for Partnership or Collaboration, 2005.17, Greta Southard. PLA has received a concept proposal from Reed Elsevier regarding the creation of a public awareness campaign encouraging the use of interlibrary loan. EC discussed, and determined that this request for collaboration does not fit with our program of work as related to our strategic plan. Directed Southard to communicate this information to Reed Elsevier.
11. PLA Strategic Plan, 2005.11, Clara Bohrer. Reviewed the strategic plan, discussed and identified work occurring relative to the strategies; asked staff to update the annotations to the plan for the MW meeting based on the discussion. Directed staff to send Christine Hage information regarding Best Practices from the documentation that the EC has previously discussed.

Clara Bohrer led the discussion of the upcoming Board Planning activities to be held at the Midwinter meeting. Glen Tecker, the planning consultant that PLA has worked with in the development of our strategic plan will meet with the Board. The focus of our time will be on the development of a knowledge based decision making culture, creating a nimble organization, developing a board focused on strategic issues, and effective communication with committees. There will also be a review of the strategic plan.

Leadership Continuing Education, brainstormed leadership CE ideas. Discussed various programs that organizations have created (ULC, Tall Texans, Stanford Institute, Snowbird Institute). Clara Bohrer will continue to brainstorm with members to identify successful programs and curriculums. All relevant to PLA’s goal of Training and Knowledge Transfer in our strategic plan.

12. Request from JoAnn Pinder regarding use of PLA’s name, no document. The request is for PLA to write a letter of support for an award nomination. The EC discussed the use of PLA’s name and what that means with respect to endorsing award nominations. Extensive discussion on the pros and cons, and determined that in order to accommodate any request on the use of our name, the EC would need significant documentation regarding the merits of the work that we would be endorse. No action taken on this request.
13. Resignation of Board member Yvonne Chin, Library Services Cluster Steering Committee, e-mail memo from Yvonne. Due to her retirement she is no longer able to travel to Board meetings, she respectfully resigns her Board position. In consultation with the PLA Bylaws the following **Motion:** Directed Carol Simmons, Chair of the Library Services Cluster Steering Committee, to bring

forward to the Executive Committee the name of a PLA member to fill the one year unexpired Board term, prior to MW. The new Board member will be seated at the Midwinter meeting and will participate in the Board planning activities. The term expires at the conclusion of the 2005 Annual Conference. **APPROVED.**

14. ALA President Carol Brey, visited the EC to discuss her upcoming advocacy initiatives; a Midwinter Institute, spring teleconference, and Annual Conference preconference. She discussed the advocacy survey available on the ALA website and noted that 400 people had participated in this survey so far. PLA advocacy materials will be included in the packets for Brey's MW Advocacy Institute.