

**Public Library Association**  
**Board of Directors Meeting**  
**ALA Midwinter Meeting**  
**Boston, MA**  
**Monday, January 17, 2005, 1:00 pm**

**Present:** Clara Bohrer, President, Dan Walters, President Elect;  
**Issues and Concerns Cluster:** Donna Joy Press (Chair), Florence Simkins Brown, Wayne Crocker, Anne Marie Gold, Mario Gonzalez;  
**Library Development Cluster:** Sylvia Sprinkle-Hamlin (Chair), Jose Aponte, Rita Hamilton, Kendi Kelley, Rhea Brown Lawson, Nicola (Nicky) Stanke;  
**Library Services Cluster:** Carol Simmons (Chair), Karen Danczak Lyons, David Paynter, Cathy Sanford, Carol Sheffer, Art Weeks;  
**PLA Councilor:** Christine Hage;  
**PLA Staff:** Greta Southard (Executive Director) Linda Bostrom, Shannon Distel, Kathleen Hughes, Barb Macikas;  
**Visitors:** Emily Sheketoff, Michael Golrick, Larry Neal, Renee Vaillancourt McGrath, Eva Poole, Dinah O'Brien, Sandra Newell;  
**Absent:** Luis Herrera (Past President), Jan Sanders (Issues & Concerns), Dale Ross (ALTA Representative).

During the PLA 2005 Midwinter Meeting in Boston, MA, the PLA Board of Directors took the following actions:

**By consent**, approved the agenda with the addition of Draft Resolution in Support of the "Stop before you click" Campaign, (2005.45). *Consent*

**By consent**, accepted the following reports: Membership Report (2005.19); PLA Publications Report (2005.20); Partners Program Status Report and Booth Locator (2005.21); *Public Libraries Magazine* Report (2005.22); 2005 Spring Symposium Report (2005.23); 2006 National Conference Update (2005.24); Advocacy Campaign Status Report (2005.25); Early Literacy Task Force/Every Child Ready to Read Status Report (2005.27); Educational Activities Update (2005.36); Letter from Joseph Matthews (2005.38). *Consent Agenda*

**By consent**, approved the 2004 Annual Conference Board of Directors Meeting minutes as submitted (2005.18.1). *Consent*

**Voted to**, on the recommendation from the Budget and Finance Committee, in addition to the existing endowment donation, voted to approve the overspending of the FY2005 budget with a contribution of \$83,700 (\$69,600 in FY05 and FY06 \$14,100) for the creation of 5 new Public Librarian Spectrum Scholarships and 5 new nation-wide institutional Public Librarians Scholarships and for mentoring and continuing education for these scholars\*; **[\* see current agenda item for request for clarification of intent]** and to spend \$2,000 for reception for Spectrum Scholars at ALA Annual 2005.

**Accepted** the reports from the Budget and Finance Chair, Eva Poole, (2005.28, 2005.29, 2005.30, 2005.32, 2005.40, 2005.43).

**Voted to**, to begin investigating the development of a research agenda for PLA as a result of the discussion of the unsolicited "Social Capital and Public Libraries Project Proposal Funding Request" (2005.34). The Board determined that until a research agenda is developed, PLA is not in the position to fund ad hoc research requests, but should develop a research agenda based upon the focus of the strategic plan.

**Voted to**, based on the recommendations from the Intellectual Freedom Committee regarding the Proposed Changes to the ALA Intellectual Freedom Manual (2005.37) regarding the following interpretations of the Library Bill of rights: reject the Labeling section; do not accept the Access to Electronic Information, Services, and Networks document and feel that this area should be more broadly discussed by holding membership hearings and forums and the publication should be delayed to accommodate this suggestion; defer to American Association of School Librarians (AASL) recommendations on the topic of Access to Resources and Services in the School Library Media Program.

**Voted to**, endorse the "Stop Before You Click" Campaign (2005.45). **Voted to** rescind the endorsement of the "Stop Before You Click" Campaign. PLA does not endorse this campaign. Directed the PLA Councilor, Christine Hage, to vote in favor of the general principles outlined in the campaign materials rather than the campaign materials as currently drafted.

**Voted to**, endorse the changes to the ALA: Ahead to 2010 Draft Strategic Plan that the Association for Library Trustees and Advocates (ALTA) is sending forward to the ALA Executive Board (EB) as long as they are not in conflict with changes PLA is sending forward to the EB.

**Directed Southard**, to forward on to the ALA planning group PLA's suggested changes to the ALA: Ahead to 2010 Draft Strategic Plan (2005.39) see attached document.

Cluster Steering Committees identified the chairs for 2005-2006:  
Issues and Concerns: Wayne Crocker  
Library Development: Nicky Stanke  
Library Services: Carol Sheffer

**ALA: Ahead to 2010 – Draft Strategic Plan --Feedback Form**

ALA is soliciting your help in responding to elements of the draft strategic plan – ALA: Ahead to 2010. Feedback will be aggregated and considered by the ALA Executive Board in making further revisions to the draft.

**By January 31**, send to: Paul D. Meyer, Tecker Consultants, 7237 Clifton Road, Clifton, VA 20124; Fax: 801-760-8572; Email: [pmeyer@tecker.com](mailto:pmeyer@tecker.com) (Or, give to Mary Ghikas, [mghikas@ala.org](mailto:mghikas@ala.org)) Please add space as needed, but be succinct. Thank you.

ALA Group: (e.g. Division, Section, Round Table, Committee):	<b>PLA</b>
Individual Reporting:	<b>Greta Southard</b>
Telephone Number (for possible follow-up questions):	<b>(312) 280-5028</b>

***Draft Organizational Values***

OK as is xx Agree in concept, with changes \_\_\_\_\_  
Suggested Changes/Other Comments:

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***Draft Desired Future***

OK as is \_\_\_\_\_ Agree in concept, with changes xx \_\_\_\_\_  
Suggested Changes/Other Comments: **ADD: Libraries are essential services**

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***Draft Goal I and Strategic Objectives***

OK as is xx Agree in concept, with changes \_\_\_\_\_  
Suggested Changes/Other Comments:

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How might your group contribute to this goal and strategic objectives?

**Note: The PLA Board did not discuss this question for any part of the plan. We chose to focus our time on reviewing the goals and objectives. PLA continues to focus on accomplishing the PLA strategic plan. We see no major disconnects between the PLA plan and the draft ALA plan.**

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**Draft Goal II and Strategic Objectives**

OK as is \_\_\_\_\_ Agree in concept, with changes xx

Suggested Changes/Other Comments: **Objective 1 & 3:**

- 1. Ensure that accreditation standards mirror the *dynamic* needs of the profession. (add the word ‘dynamic’)**
- 3. Make ALA continuing education programs and publications affordable and accessible. (Affordable is a relative term, delete the word affordable)**

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How might your group contribute to this goal and strategic objectives?

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**Draft Goal III and Strategic Objectives**

OK as is xx \_\_\_\_\_ Agree in concept, with changes \_\_\_\_\_

Suggested Changes/Other Comments:

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How might your group contribute to this goal and strategic objectives?

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**Draft Goal IV and Strategic Objectives**

OK as is \_\_\_\_\_ Agree in concept, with changes xx

Suggested Changes/Other Comments: **Suggest that you separate out the workforce in a separate group in a new goal. Using the term workforce dilutes this goal and makes it ambiguous. The statement goal needs to be stronger, *what profession?* If you mean librarians, then say librarians and create a new goal to encompass the institutional/organizational work force needed to operate a library. Objective #5, be more specific about the career we are talking about, as written it is an ambiguous statement. Suggested language: 5. Provide increased career development opportunities for *all* library workers. Delete *all* add: *librarians and other library workers*. Mirror this language throughout the document.**

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How might your group contribute to this goal and strategic objectives?

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**Draft Goal V and Strategic Objectives**

OK as is \_\_\_\_\_ Agree in concept, with changes xx

Suggested Changes/Other Comments: **Suggest that you reprioritize the objectives; make number 3, number 1. Add a new objective: Continue to solicit from the membership what they want and develop a plan to deliver the program of work, products, or services.**

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How might your group contribute to this goal and strategic objectives

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***Draft Goal VI and Strategic Objectives***

OK as is \_\_\_\_\_ Agree in concept, with changes xx

Suggested Changes/Other Comments: **Suggest you add in an objective that indicates ALA staff will reflect the diversity of the membership.**

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How might your group contribute to this goal and strategic objectives?

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As you look at this draft strategic plan, is there something you believe should be there that is missing? If so, what?

- **Time Frames—there are none identified, there should be some indication of timeframe or prioritization of the objectives.**
  - **There is no evaluation component of the plan; there needs to be an evaluation objective added**
  - **Plan should be more outcomes focused—need to add outcomes elements to the plan.**
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**Our thoughts! Thanks for asking**

**PLA Board of Directors**