

**Public Library Association
Board of Directors
Fall Meeting
October 22 & 22, 2010
Lake House Room**

DRAFT Board Actions

To be reviewed and approved at Midwinter Board Meeting

Present: Audra Caplan, President; Marcia Warner, President Elect; Directors at Large: Judy Napier; Mary Ann Hodel; Kathy Knox; Gary Shaffer; Christine Lind Hage

PLA Councilor: Christine Lind Hage

PLA Staff: Barb Macikas, Executive Director; Linda Bostrom, Manager, Professional Development; Steven Hofmann, Web Communications Manager; Kathleen Hughes, Manager Publications/ Editor *Public Libraries*; Melissa Faubel Johnson, Meeting Planner/National Conference Manager; Amy Sargent, Marketing and Communications Manager; Mary Hirsh, External Projects Manager; Julianna Kloeppel, Program Coordinator and Lian Sze, Intern.

Excused Absences: Sari Feldman, Sara Dallas, Susan Hill-Pieper

1. Welcome and Introductions.
2. **Motion to approve** the adoption of the consent agenda as presented, with the following reports on the consent agenda: Draft 2009 Annual Conference Board Actions 2011.1, Publications Report 2011.2, "Public Libraries" Magazine Report 2011.4, Educational Activities Report 2011.5, PLA Partners Update 2011.6, Every Child Ready to Read Task Force Report 2011.7, External Projects Report 2011.8, Technology Report, 2011.9, Nominating Committee 2011 Report, 2011.10, Gates Foundation Technology Benchmarks Report, 2011.11, Legislative Advisory Group Report, 2011.12, Leadership Task Force Report 2010.13 and CoP Task Force Report 2011.14 and the Membership Report 2011.3 moved to the Action/Discussion agenda. Approved.

Action/Discussion agenda

3. **Reviewed and discussed** Membership Report 2011.3. Amy Sargent, Marketing and Communications Manager, reviewed membership recruitment and retention plans. The Board thanks Amy for her work and excellent report.
4. **Reviewed and discussed** FY2010 Year End Financial Analysis Report 2011.15 and FY2010 YTD by Project Report 2011.16.

Motion to move FY2010 Long-Term-Investment interest/dividend amount of \$30,953 into the operating fund balance. Approved.

5. **Reviewed and discussed** Discussion of Dues Structure 2011.17.

Motion to place a proposed dues increase on the 2011 ballot according to the following schedule:

- Regular members: increase of \$5/year for next four years for total increase of \$20
- Student members: increase of \$5/year for next four years for total increase of \$20
- Retired members: increase \$10/year for one year for total increase of \$10
- Organizational/Corporate members: increase \$50 for one year for total increase of \$50

Approved.

Motion that following those proposed dues increases, future PLA dues increases are tied to the Consumer Price Index, rounded up to the nearest dollar..

Approved.

PLA staff will work with leaders and Membership Advisory Group members to develop talking points about the dues increase.

6. **Reviewed and discussed** Approval of PLA Programs at ALA 2011 2011.18.

Motion to approve the programs and preconferences as presented.

Approved.

7. **Reviewed and discussed** Creation of Legislation and Intellectual Freedom Committees 2011.19. Audra Caplan provided an overview of the PLA re-organization that resulted in the creation of legislation and IF advisory groups. Given the fundamental nature of both these areas to public libraries and PLA, it is recommended that these two advisory groups become standing committees. It was also suggested by the current chair of the Legislation Advisory Group Kathleen Reif that since their work is tied so closely to advocacy that the committee become the PLA Advocacy and Legislation Committee.

Motion to create a PLA Legislation and Advocacy Committee and to create a PLA Intellectual Freedom Committee.

Approved.

8. **Reviewed and discussed** PLA Strategic Plan, Strategies Update 2011.20. PLA staff met with Paul Meyer of Tecker and Associates in July to develop a series of strategies related to the strategic plan approved in June. The board reviewed the new strategies with staff.

9. **Discussed** the vacancy on the Board created by the recent resignation of Susan Hill Pieper. President Audra Caplan recommended that Irene Blalock serve out the term, which will conclude at the end of the 2011 ALA Annual Conference.

Motion that Irene Blalock complete the PLA Board term of Susan Pieper, who has resigned from the Board.

Approved.

10. **Reviewed and discussed** WO Update 2011.21. Emily Sheketoff, AED, ALA's Washington Office:

- a. Reviewed possible impact of upcoming election on libraries and how shifts in leadership in the House or Senate may affect libraries.
- b. Shared good news about Susan Hildreth's nomination to head IMLS.
- c. Discussed state literacy councils and efforts of the WO and PLA to insure librarians are members of the councils. This is a challenge because of the lack of consistency between states; each state is different. Focus on getting librarians invited to join.
- d. Discussed status of LEARN Act and how to insure libraries are part of this legislation. The Literacy Education for All, Results for the Nation (LEARN) Act, which was recently introduced into the House and Senate, is a comprehensive literacy bill promoting reading and writing across the K-12 levels.
- e. Noted that efforts to simplify e-rate application are panning out.
- f. Encouraged public librarians to meet with their Congressional representatives in November. She offered to work with PLA to develop a customized webinar on talking points, meeting with legislators. She also noted that Capwiz has Congressional calendar feature that provides information about when legislators are in district.
- g. Suggested we could talk about a PLA component to ALA Legislative Day
- h. Invited PLA members to a meeting at Midwinter, Sat., 8:30a.m.-10 a.m. about ebooks hosted by OITP and encouraged PLA board to join an OITP task force if interested.
- i. Encouraged PLA members to continue to provide her office with "success stories" and events that will appeal to legislators on the value of PL's.

11. **Discussed** Audra Caplan's presentation in Brussels for the Global Initiatives arm of the Gates Foundation to a group of international librarians. Audra's presentation was part of a training hosted by the Foundation based on the Turning the Page curriculum. Audra presented a talk on how PLA developed TTP and answered questions about PLA and advocacy. It was well received and a great opportunity for us to get the word out about PLA and to make connections internationally.

The Board also discussed the Gates Foundation Public Access Technology Benchmarks (2011.12) project. The Foundation is shifting to building the capacity of library leaders as opposed to supporting direct costs of computers and Internet connections. The project, which PLA has been involved in, includes supporting the development of a set of benchmarks to help the field identify what high quality technology services means for public libraries, and then, guide improvement of those services in any community. The benchmarks will be like the LEED tool, it will be voluntary and aspirational and not regulatory. Over the next 6 months, the Foundation will help a group of library organizations organize around development of the benchmarks. Benchmarks will not be owned by the Foundation, rather they will be owned by the profession.

12. **Discussed** how the PLA reorganization has impacted member participation; an unintended consequence may have been that there are now fewer "touch points" for member than previously. How do we continue to insure participation and membership engagement in order to develop leadership continuity? Succession planning for organizational excellence. The leadership fellows should speak to the board; we need to these librarians engaged. Leadership continuity and membership engagement might be a good topic for the mega-issue discussion at Annual Conference.

13. **Motion** to adjourn. Approved. The meeting adjourned at 4:50 p.m.