

DRAFT Board Actions
PLA Fall Board of Directors Meeting
Chicago, Illinois
October 21 & 22, 2011

To be reviewed and approved at the 2012 ALA Midwinter Meeting

Present: Marcia Warner, President; Eva Poole, President Elect; Audra Caplan, Past President; Directors at Large: Tom Fortin, Portia Latalladi, Georgia Lomax, Vailey Oehlke, Gary Shaffer, and Carol Simmons.

PLA Councilor: Christine Lind Hage

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

Excused Absence:

Guests:

October 21, 2011, 8:30 a.m.

1. Welcome and introductions.
2. **By consent, approved** the adoption of the agenda.
3. **By consent, accepted** the following reports: Draft 2011 Annual Conference Board Actions, 2012.1; Publications Report, 2012.2; Membership Report, 2012.3; "Public Libraries" Magazine Report, 2012.4; Educational Activities Report, 2012.5; PLA Partners Update, 2012.6; Strategic Opportunities Report, 2012.8; Gates Foundation Technology Benchmarks Report, 2012.9; Turning the Page Report, 2012.10; Leadership Task Force Report, 2012.11 and ALA Washington Office Report, 2012.12.

Discussion/Decision Items—decision items are identified as ACTION

4. **ACTION.** Move the Technology Report Document 2012.7 from Consent for discussion and add an agenda item regarding Warner Home Video as new business. **Approved.**
5. **ACTION.** Board member Gary Shaffer provided background regarding a recent decision by Warner Home Video to change its policy on DVD distribution. Following discussion it was moved and **approved** that PLA would send a letter to Warner Home Video to protest the decision to delay sale of DVDs to public libraries for 28 days and to sell stripped down versions, with none of the DVD "extras".
6. **ACTION.** Discussion related to Document 2012.7 and next steps for Communities of Practice. Suggestion was made that Publib might be a partner in plans. Motion to approve the Technology Report Document 2012.7 as presented, to move ahead with the planned single PLA CoP and to continue to monitor and adjust as necessary was **approved**.
7. PLA Executive Director *Barb Macikas* presented two financial reports: FY 2011 Year End Financial Analysis Report 2012.13 and FY 2011 Year-to-Date by Project Report 2012.14. *Macikas* provided an overview of PLA finances, financial relationship to ALA and Long-Term Investment (endowment) as background for new Board members and cited [resources documents](#) related to the ALA Operating Agreement and overhead that would be posted to the [PLA Board's ALA Connect site](#).

8. **ACTION.** PLA relationship with the Association of American University Presses (AAUP), Document 2012.15. PLA President *Marcia Warner* reviewed the document and past practice. AAUP requests that PLA continue to participate in joint book selection committee. The Board discussed the project and **voted to decline** the request to re-establish the AASL/PLA University Press Books Committee.
9. **ACTION.** Approval of PLA Programs at ALA 2012. PLA President *Marcia Warner* and PLA Manager of Professional Development *Linda Bostrom* reviewed the slate of preconferences, Document 2012.16. A motion to approve the programs as presented was **approved**.
10. PLA President *Marcia Warner* and Technology Benchmarks Manager *Mary Hirsh* led a discussion on the latest iteration of the Gates Foundation-funded Technology Benchmarks (Document 2012.17). *Hirsh* reviewed the history of the project. In general, the Board was very supportive of the benchmarks concept and viewed them as having tremendous potential. Questions/comments (not in priority order): allocation of resources/benchmark rankings among branches within the same system; whether focus on technology diminishes/obscures the role of libraries; costs associated with implementation; issues around bandwidth; issues around inconsistency among state libraries' capacities to roll out/manage program; critical need for training (*Hirsh* reviewed PLA's role in developing training for benchmarks); the impact of a "negative" score; need for benchmarks to be nationally recognized; challenges to small libraries in implementation and motivation for large urban libraries that are high ranking; consistency in data collection; role in/tool for strategic planning; PLA CE opportunities; relationship to PLA PLDS; use of technology benchmark model for other initiatives, e.g., early literacy. *Macikas* and *Hirsh* will share relevant Board feedback with PLA partners in the Technology Benchmark Roundtable.
11. ACTION. A motion to adjourn for the morning was **approved**. The meeting adjourned at 11:55 a.m.

October 22, 2011

12. **ACTION.** Board reconvened at 8:05 a.m., October 22, 2011 and a second item regarding the Long Term Investment was added to New Business. **Approved**.
13. **ACTION.** The new business item regarding the PLA Long Term Investment was discussed. Board member *Christine Hage* asked if ALA could identify costs included in overhead rate. *Macikas* indicated this had been done in the past. *Hage* proposed approaching endowment trustees about giving PLA access to previous years' interest rolled back into endowment. A motion was made and **approved** that the PLA executive director or president discuss with other divisions the idea that divisions submit a request to ALA endowment trustees for access to interest previously rolled into endowment, without penalty, for use for special projects within divisions.
14. ALA Joint Meeting Recap. *Marcia Warner* led a discussion recapping the Friday afternoon joint meeting with ALA and division boards. *Georgia Lomax* and *Carol Simmons* agreed to identify a useful take away from the meeting. *Barb Macikas* will follow up with them regarding outcomes from ALA.
15. Review of Mega-issue discussion and next steps. *Marcia Warner* reviewed Document 2012.18, background and report on the mega-issue discussion held at ALA in June. The Board discussed ideas related to membership promotion including: using PLA Facebook site; thanking members personally through, for example, handwritten notes; mentoring at PLA conference (speed mentoring); member referral; how to "keep" members in non-conference years; using the virtual conference to build membership. Additionally, the PLA membership reception at ALA conference was discussed, as were a variety of webinar topics. Finally, a national ad campaign, brand development around public libraries and promotion of a professional identify were discussed. *Barb Macikas* will follow up with PLA staff regarding implementation of some of the suggestions and thanked the Board for their good ideas.
16. The Board reviewed document 2012.19, PLA Strategic Plan, Strategies Update, with *Barb Macikas*. She will continue to work with staff to revise strategies to insure goals are met.
17. **ACTION.** *Marcia Warner* debriefed the Board meeting and a motion to adjourn was **approved** at 11:05 a.m.