

**Public Library Association
Board of Directors
2012 Spring Board Meeting
April 21-22, 2012
Washington, D.C.
DRAFT Board Actions**

To be reviewed and approved at the 2012 PLA Board of Directors Meeting at ALA Annual Conference

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

PLA Councilor: Christine Lind Hage

PLA Staff: Barb Macikas, Executive Director

1. Welcome and introductions.
2. **By consent, approved** the adoption of the agenda with the addition of two items: Leadership Task Force status report (on-site document 2012.46) and report from President-elect Eva Poole on ASAE conference.
3. **By consent, accepted** the following reports on the consent agenda: 2012 Draft Midwinter Actions (2012.37).

Discussion agenda

4. [The Digital Public Library of America](#) (DPLA) report (2012.38); Gary Shaffer reported on the upcoming meeting in San Francisco; Vailey Oehlke will also be attending. Shaffer will report back in June. Marcia Warner reported that PLA has applied for an IMLS planning grant to develop a platform that will have a variety of tools including a web based app for summer reading. A smaller scale beta version would be available this summer. The app will point people to libraries with summer reading programs and will be based on the national theme.
5. FY2012 Financial Status and FY2013 Draft Budget (2012.39 and 2012.40). Audra Caplan and Barb Macikas reviewed document 2012.39. For FY2012, PLA is projected to net \$500,000 against ALA's overhead of (projected) \$800,000. ALA bases overhead on gross conference revenue; PLA pays higher expenses because east coast site is expensive. The Board will be asked to vote on endowment earnings for the coming year. FY13 – since it is an off-conference year, we will be spending down though will work to increase revenue streams and minimize deficit. Membership went up in 2012 and we had a \$5 dues increase should help us meet membership revenue target in 2013.
6. [Edge Initiative](#). The Board discussed document 2012.41. PLA is encouraging libraries to complete the Beta Test Instructions & Guidelines for technology benchmarks. There was discussion around benefits of a high score: will top scores make advocacy more difficult? In Michigan, high scores on standards had a negative impact. Project manager Mary Hirsh would appreciate any feedback on the benchmarks.
7. ALA Digital Content Working Group, document 2012.42. Vailey Oehlke, PLA's representative to the group, provided an overview and sought advice from the Board related to publishers. Oehlke presented one option under discussion: creation of a business model with big six publishers to limit or embargo access to front list titles. The Board found that model unacceptable. Models currently available are right of first sale, one-at-a-time single use and pay-per-use. Other points of negotiation – friction (high demand at the public library encourages people to purchase). Oehlke noted that libraries are not the largest piece of publishers' business. Other issues discussed: how do libraries engage with self-published; do we need to create a public awareness link or plug in that libraries

can use around access; how to get the public and authors on the side of libraries. There was interest in establishing a public awareness site or campaign that public libraries provide the access that support democracy; possibly working with a big name author to speak on behalf of public libraries. PLA will look into a campaign to maintain public access to digital books.

8. PLA 2012 conference review (document 2012.43) and ALA Annual Conference programming (2012.44). Barb Macikas reviewed PLA 2012 evaluation results and asked the Board for suggestions for PLA 2014. Response rate for the conference evaluation was excellent; over 2,300 people completed the evaluation; overall the conference received high marks. Board suggestions included: continue to investigate “unconference” and conversation models; consider “salon” type conversations; market to students and host program by students on library school today; strongly encourage speakers to post their handouts in advance. Regarding PLA programs at ALA, consider why we are offering programs and go from there. PLA might consider the offering the “best of the best” from national conference. Cut down the number of programs at annual program.
9. **ACTION.** Member engagement/CoP’s (document 2012.45). Board discussed status of CoP’s. If Facebook is “where they live,” use Facebook to reach members and potential members. Regarding committee appointments, more people volunteer to serve on PLA committees than there are slots. To enhance/increase engagement, consider forming a past presidents council/listserv/advisory group. For membership retention, make membership renewal automatic (opt-out membership). The Board determined that it was time to close the loop on CoP’s. Following discussion it was moved and **approved** that PLA would formally dissolve the original CoP’s. PLA will maintain its Facebook site and a location on ALAConnect, [Connect @ PLA](#) and continue to evaluate and investigate best options for increased member engagement.
10. Leadership status report (on-site document 2012.46). This was prepared by PLA Leadership Task Force chair Carolyn Anthony to inform ALA president-elect Maureen Sullivan of PLA leadership work, as Sullivan is planning to focus on leadership as part of her ALA presidency. PLA will learn in June whether the IMLS planning grant on leadership will be funded.
11. Report on ASAE CEO workshop. Eva Poole, PLA president-elect, reported on the workshops she and Barb Macikas attended. Poole focused in particular on the association value proposition (see attached) as a good foundation for planning. She asked the Board to consider how we can get young librarians to join, consider maximizing our Emerging Leaders efforts and include them in the nominating process.
12. **ACTION.** New business. Christine Hage asked about the status of the CPLA program. Macikas reported that although the curriculum is very good, attendance at programs has been down due to the economy. PLA scheduled seven workshops in FY2011; four were cancelled due to low enrollment. In FY2011, PLA lost \$2400 on the program; the best year ever financially for the program. We have not recovered our initial investment to develop courses and determine the core subjects to be included. Many of the attendees are not CPLA candidates and an option might be to repurpose the content for webinars. The program began 2006-2007; there are currently 147 active candidates and 54 graduates. Following discussion it was moved and **approved** to suspend the offering of PLA courses for CPLA pending further review and reassessment at 2013 ALA Annual Conference.
13. **ACTION.** It was moved and **approved** to adjourn at 11:00 a.m.