

**Public Library Association
Board of Directors
2012 ALA Annual Conference Board Meeting
June 23, 2012
Anaheim, California
DRAFT Board Actions**

To be reviewed and approved at the Fall 2012 PLA Board of Directors 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 Kloepfel, Program Coordinator; Amy Sargent, Marketing and Communications Manager; Lynn Slawsky, Program Officer, and Lian Sze, Project and Research Assistant
- Guests:** Nancy Bolt, Larra Clark, Karen Danczak Lyons, Lee Rainey

1. Welcome and introductions.
2. **By consent, approved** the adoption of the agenda.
3. **By consent, accepted** the following reports on the consent agenda: President's Report, 2012.47; PLA Election Results, 2012.48; 2012 Spring Board Draft Actions, 2012.49; Membership Report, 2012.50; Continuing Education Report, 2012.51; PLA 2012 Conference Report, 2012.52; Publications Report, 2012.53; "Public Libraries" Magazine Report, 2012.54; Technology Report, 2012.55; Turning the Page Advocacy Report, 2012.56; Edge Initiative Report, 2012.57; Washington Office Report, 2012.58; PLA Partners Report, 2012.59; PLA Awards Report; 2012.60; Strategic Plan – Strategies Update, 2012.61.

Discussion agenda

4. [The Digital Public Library of America \(DPLA\)](#) report (2012.65); Gary Shaffer and Vailey Oehlke reported on the DPLA meeting in San Francisco in April. The focus and management of DPLA remains unclear. Shaffer framed it the "anti-Google," a non-commercial platform focused on arts, culture, tools that allow metadata to be manipulated. It is for materials still in copyright. There is funding for a DPLA executive director to be hired and the search is underway.
5. **ALA Digital Content in Libraries Working Group**, Vailey Oehlke. Oehlke reported on the work of the group, (see document 2012.66) that focuses on working with publishers to make digital content available to libraries. More vendors are offering eBooks, but a preferred business model has not yet surfaced. Publishers are providing eBooks to libraries using a range of models, e.g., Penguin will sell to libraries but only after the material is six months old. Publishers are interested in gathering demographic usage information from libraries and would like the option of selling through public library catalog.

This might be acceptable if the orders went directly to the publisher rather than through a vendor (OverDrive, Amazon, Barnes & Noble). Another model discussed: the customer would buy a book and when they are done it reverts to the library. The PLA Board discussed idea of a library public awareness campaign; finding partners and seeking private funding to hire a communications firm.

6. **ACTION. Library Support Staff Certification (LSSC) Program;** Nancy Bolt addressed the Board. Currently there are 56 course providers and about 100 students enrolled with another 100 candidates in the pipeline. The competencies have been revised and contain a new section on digital competencies. Six divisions including PLA have sponsored the program since its inception. Following discussion it was moved and **approved** to endorse the revised competencies in principle, upon review of the revisions by the Board, to be confirmed to Bolt by August 1. Note: the Board received the revised competencies electronically immediately following the ALA Conference and reviewed and approved as submitted by the August 1 deadline, with comments from Carolyn Anthony regarding suggestions for future revisions.

7. Review of **ALA Legislative Day** activities. Using the 2012 experience as a guide, the Board discussed how to be most effective at ALA Legislative Day. We will hold our Board meeting in conjunction with Legislative Day in 2013. It was decided that at the Midwinter Meeting, the Board would spend time focusing on developing a plan for the 2013 Legislative Day. If at all possible, the Board would appreciate receiving issue papers sooner, with an on-site briefing by WO staff.

8. **ALA Update.** Barb Macikas provided an overview on three ALA developments related to: ALA conference; membership dues and PLFTS results, documents 2012.67, 2012.67A, 2012.67B. ALA is undertaking plans to update schedule/campus for ALA Conferences in significant ways such as holding all programs in the convention center with meetings in outlying hotels and closer monitoring of the volume and content of proposed programs. Additionally, ALA is discussing a dues increase and finally, the [Libraries Connect Communities: Public Library Funding & Technology Access Study 2011-2012](#) has been released.

9. **PLA 2012 Conference Report,** Karen Danczak Lyons (document 2012.52). Danczak Lyons reported that overall, the conference was a huge success; the virtual conference was also very successful. Suggestions for 2014: focus on digital inclusion/ literacy; focus on how to keep PLA community/connections momentum and energy after conference; the leadership track was a good idea, should continue; consider themes or topics that are packaged for a day (a trustee day, new directors, rural libraries); continue to improve the conference app and provide on-site evaluation for programs, use app to “take the temperature and/or ask a question each day, what did you learn”. Other important topics to focus on: Ebooks, assessment, marketing, tech services building related: reimaging space. Danczak Lyons also discussed how to reach younger audiences and how to provide leadership training. Consider PLA scholarships for younger members.

10. **Pew Research Center.** Lee Rainey from Pew and Larra Clark, ALA OITP reported, document 2012.68. The Pew Research Center is a research group not an advocacy group. Two executive reports are available on eBooks, see:

<http://libraries.pewinternet.org/>

Summary of the Pew research reviewed by Rainey/Clark:

- * E-reading is taking off because devices/gadgets are taking off.
- * The gadget doesn't make the reader but it may change the user.
- * E-book readers are not platform snobs and they like different platforms for different purposes.
- * Library users are not always the same as library fans.
- * Librarians have a gigantic public education and marketing opportunity – people want to learn about the new world.
- * Library users are book buyers
- * Library borrowing patterns are changing
- * Collections are changing
- * Librarians' roles are changing.

Two big gaps in surveys: no statistics on book genres nor did they ask about technology use in libraries.

Pew and OITP are working on two additional surveys, one on use of e-Books by young people (due end of 2012) and one on user segmentation. Pew would like help on the second survey; recruiting for online focus groups. OITP staff will follow up with PLA staff.

11. **ACTION. School Library Campaign Report**, Audra Caplan, document 2012.70. The recent ALA Presidential Task Force on School Libraries is advocating for school libraries. PLA helped get the word out on the White House Petition on School Libraries, which gathered more than 27,000 signatures nationally. A resolution related to the campaign is before Council. Following discussion it was moved and **approved** to endorse the resolution.

12. **ACTION. CPLA Review**, document 2012.71. The Board discussed the document and PLA's history as a CPLA founding division and CPLA course provider. Following discussion it was moved and **approved** that "until such time as the program is financially sustainable for PLA, we will suspend development of new course content and offerings of existing CPLA courses. PLA reserves the right to offer the existing courses in a cost neutral manner upon appropriate request."

13. **Review of the ALA Council Agenda**, Christine Hage, document 2012.72. PLA's Councilor Christine Hage reviewed the Council agenda with the Board.

13. **ACTION. PLA FY 2012 financial reports and approval of PLA FY2013 budget**. Audra Caplan, chair of PLA Budget and Finance Committee and Barb Macikas. Caplan and Macikas reviewed Financial Analysis Overview, document 2012.62 and FY 2012 Year-To-Date by Project Report through April 2012, document 2012.63. These have been reviewed by the PLA Budget and Finance Committee, along with the proposed FY2013 Budget, document 2012.64. The PLA B&F Committee recommended a guideline of \$750,000 as the minimum fund balance maintained by PLA. This amount equals approximately four months operating expenses averaged over the conference and non-conference years. Following the recommendation of the PLA Budget & Finance Committee and discussion it was moved and **approved** that the Fiscal Year 2013 budget be approved as presented.

14. **ALA Fall Joint Boards Meeting-Recommendations**, Carol Simmons and Georgia Lomax, document 2012.73. Simmons and Lomax recommend that the PLA Board reach out to the ALA planning group to request that the agenda for the Fall joint meeting have an achievable endpoint goal. Lomax and Simmons have confidence in in-coming president Maureen Sullivan's facilitator skills in making this happen. The joint meeting will be held Friday afternoon, October 26 in Chicago.

15. **LGBT Rights in Cuba**, Request from Crosby Kemper, see 2012.74. The PLA Board discussed the document and determined it is a local issue to be handled by New York Public Library.

16. **ACTION. New business**. The PLA Leadership Development Task Force requests that the task force be given committee status, Carolyn Anthony, task force chair, document 2012.75. Leadership is a key focus of the PLA strategic plan, thus there is a need for a standing committee to address leadership. Following discussion it was moved and **approved** that a PLA leadership committee be appointed. A date for evaluation of the committee will be set and included as part of the committee charge.

17. **Thanks to outgoing Board members**. PLA President Marcia Warner presented past-president Audra Caplan with a Resolution of Thanks and thanks were offered to outgoing Board members Carol Simmons and Gary Shaffer, 2012.75

18. **ACTION**. PLA President Marcia Warner invited everyone to attend her President's Program featuring Sherman Alexie and the reception following the program. It was moved and **approved** to adjourn at 4:46 p.m.