

**Public Library Association
Board of Directors
2013 Spring Meeting
May 5, 2013, Washington DC
DRAFT Board Actions**

To be reviewed and approved at the PLA Board Meeting at the 2013 ALA Annual Conference

Present: Eva Poole, President; Carolyn Anthony, President Elect; Marcia Warner, Past President. Directors at Large: Portia Latalladi; Georgia Lomax; Vailey Oehlke; Pam Sandlian-Smith; and Felton Thomas

PLA Councilor: Christine Lind Hage

Excused absence: Tom Fortin

PLA Staff: Barb Macikas, Executive Director

Guests: Jamie Hollier, PLA Project Manager, www.digitalllearn.org

1. Welcome and introductions.
2. **By consent, approved** the adoption of the agenda
3. **By consent, accepted** the following reports on the [consent agenda](#):
Draft 2013 Midwinter Board Actions; 2013.47; Edge Initiative Update; 2013.48; Educational Activities Report; 2013.49; Membership Report; 2013.50; PLA 2014 Conference Report; 2013.51; Publications Report; 2013.52; "Public Libraries" Magazine Report; 2013.53; Technology Report; 2013.54; and Virtual Spring Symposium Report; 2013.55.
4. **PLA President's Update.** Eva Poole informed the Board of plans for her President's Program at ALA Conference featuring Ann Patchett. The President's Reception will be held Friday evening at 6 p.m. at the Tribune Tower and a collaborative reception with ULC and the Chicago Public Library will be held Thursday evening at the Chicago Art Institute. The Board also discussed the situation in Kentucky where library millages are being challenged due to an initiative that challenges the use of library fund balances. If successful, libraries would have to roll back to the 1970's rate and will lose about 50% of their funding. An ALA advocacy crisis group is working with the Kentucky libraries.
5. **PLA Executive Director Update.** Barb Macikas reported the results of the PLA elections. In addition, she provided an update for the PLA leadership initiative; Carolyn Anthony added background related to the successful training held in March. A full report will be available at the ALA Annual Conference. Macikas will attend an IMLS-funded meeting in Washington in early June related to continuing library education. The meeting will provide an opportunity to discuss

possible collaborations. PLA is working with the ALA Public Programs Office and the ALA Development Office on a possible collaboration with AARP. Finally, PLA was invited to join the Gates Foundation global advocacy working group, which is focused on branding the “Turning the Page” program internationally.

6. **Association for Rural and Small Libraries** request, document 2013.63. ARSL has invited PLA to become a member of their Affiliate Network. PLA and/or ARSL would have the option to cancel the relationship at anytime and there is no fee. A motion to join the ARSL affiliate network was made and **approved**. Georgia Lomax volunteered to be the PLA liaison to ARSL and will report back to the Board.
7. DigitalLearn.org and DPLA update. Project manager Jamie Hollier (see document 2013.58) provided a demonstration of www.digitallearn.org. The soft beta site launch went well on 3/21/2013. A major project goal is 10,000 unique visitors who complete 1,000 training lessons; to date 5,281 unique visitors and 21 training completions have occurred. The site is focused on end user resources and training directed to practitioners. A community of practice will be formed via an API. There will be CoP’s based on locations and topics. There will be opportunities for discussions and blogs. There will be sections on the website dedicated to discussions, FAQs and questions. IP addresses will be used to geo-locate people.
8. ALA Financial Status Report, document 2013.62. There is a \$1.8 million gap in the 2013 ALA general fund budget. Cost savings measures have been implemented to cover the gap; 2014 is challenging because the annual conference will be in Las Vegas and conference attendance may be lower. The Board discussed the impact of reduced ALA services on PLA and discussed how to communicate concerns to ALA. Macikas was directed to discuss strategies with fellow division executive directors.
9. PLA FY 2013 Financial Status Report and FY2014 Draft Budget Overview, documents 2013. 56 and 2013.57. There was a discussion related to the losses experienced by the PLDS product when it transitioned to online only. Some on the Board expressed concern related to the challenges of using the online product. What is the purpose of the product, do we need a new model? IMLS data is more current than it used to be. One option might be for PLA to produce customized reports, e.g., an executive level summary for directors for a fee. Macikas will explore the options with staff.
10. Support of the work of Jamie LaRue, Douglas County (Colo.) Library. The Board is interested in supporting LaRue’s work related to e-books. He will be invited to the next PLA board meeting to discuss how PLA might help. Pam Sandlian Smith will invite.
11. ALA Digital Content Working Group Update. Vailey Oehlke provided an update. A current focus is on school issues and access for people with disabilities. The PLA eBook Working Group, chaired by Jim Cooper, Salt Lake County Public Library, is discussing a one book-one community

eBook program though given that OverDrive has launched the same program, the Working Group may have to re-evaluate its focus.

12. PLA Conference 2020 and 2022 site selection, document 2013.59. The recommended conference sites are Nashville in 2020 and Portland in 2022. All letters of support from host state chapters and contiguous state chapters have been received save one. A motion to approve the sites recommended, contingent upon receiving the final letter of support, was made and **approved**. (Note: that letter was received following the Board meeting.) The next step in the approval process is to receive approval from the ALA Board of Directors. Sites will be placed on the ALA Board agenda for their ALA Annual Conference meeting.
13. SLJ Public Library Leadership Think Tank. Pam Sandlian-Smith provided an overview of the SLJ meeting as well as the Gates Foundation Global Peer Learning Meeting. Two themes surfaced: Libraries approach partnerships differently based on specific needs for two-way partners. The second message was the need for better impact evaluation.
14. PLA Awards, document 2013.60. Barb Macikas reviewed the document and stated that staff would work directly with sponsors to improve participation and increase application rates.
15. PLA Performance Measurement Task Force Proposed, document 2013.61. Carolyn Anthony recommended creation of a task force to look at library measurement. A motion to approve the creation of a task force, with the following charge: "To develop standardized measures of effectiveness for widely-offered public library programs and promote the training for implementation and use of the measures across public libraries" was made and **approved**.
16. WGBH Maker Space Proposal, document 2013.41. Barb Macikas was contacted by WGBH to partner on a proposal to the National Science Foundation. A motion to approve partnership with WGBH, contingent upon funding, was made and **approved**.
17. New business. The Board suggested that next year, assuming Legislative Day begins at the same time, the PLA Board meeting could start a day later, on Monday morning instead of Sunday afternoon.

The meeting was adjourned at 5:15 p.m., May 5, 2013.