

**Public Library Association  
Board of Directors  
2013 Fall Board Meeting  
October 25-26, 2013, Chicago, Illinois  
DRAFT Board Actions**

*To be reviewed and approved at the 2014 Midwinter Meeting of the PLA Board of Directors*

- Present:** Carolyn Anthony, President; Larry Neal, President Elect; Eva Poole, Past President. Directors at Large: Portia Latalladi; Georgia Lomax; Pam Smith; Felton Thomas; Jay Turner
- PLA Councilor:** Christine Lind Hage
- Excused Absence:** Melinda Cervantes
- PLA Staff Present:** 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 Kloeppel, Amy Sargent, Marketing and Communications Manager; and Lian Sze, Program Coordinator.

1. Welcome and introductions.
2. **Approved consent documents** following a discussion related to document 2014.8, Membership Report. Christine Hage asked about the impact of the Board's notes to new members. In general, most Board members do not hear back from recipients of the notes. Consent agenda documents: Draft 2013 Annual Conference Board Actions, 2014.3; Continuing Education Report, 2014.4; Digitalearn.org Report, 2014.5 & 2014.5a; Edge Initiative Report, 2014.6; Leadership Development Report, 2014.7; Membership Report, 2014.8; "Public Libraries" Magazine Report, 2014.9; PLA 2014 Report, 2014.10; Publications Report, 2014.11; Technology Report; 2014.12; ALA Washington Office Report, 2014.13; Turning the Page Report, 2014.14.

**Discussion agenda**

3. **Approved agenda as presented** with addition of new business related to: Aspen Institutes; Executive Director performance evaluation and PLA 2014 convention center policy.
4. **PLA President's Report, Carolyn Anthony.** Anthony reported on several PLA initiatives including: the March leadership academy and IMLS proposal submitted for additional training; the creation of the PLA Performance Measurement Task Force, which will focus on developing standardized measures of effectiveness for widely-offered public library programs, as well as promoting training for implementation and use of the measures across public libraries; and the IMLS-funded research PLA and ALSC are conducting related to the impact of the Every Child Ready to Read program on parent behavior and reading readiness. She also reported on the type of media questions she's been getting. Finally, she initiated a conversation about PLA's focus for the ALA meeting scheduled that afternoon. The Board

discussed the need for ALA to restructure and the roles of the ALA Executive Director and ALA President, which should be clarified.

5. **PLA Executive Director Barb Macikas** provided an overview of the FY 2013 Year End Financial Analysis Report and FY 2013 (2014.15) and Year-to-Date by Project Report (2014.16). The budget report was accepted as presented. Macikas also provided an overview of the ALA and PLA Financial Processes and ALA/division relationships (2014.17).
6. **PLA Strategic Planning Process Discussion**, (2014.18 & 2014.18a). The Board reviewed the PLA Strategic Plan. Overall, the Board felt the plan remains relevant but needs some revision. It was noted that strategic partnerships and engagement with the community (external focus) should be added. The statement about PLA being the primary source of continuing education should also be revised. Might broadband be included? In general, strategies need to be more aggressive, more outcome-based and measurable. The Board recommended that a session for PLA leaders be held at Midwinter to discuss revision of the plan with the premise that we are revising, not starting from scratch. What is relevant, what needs to be adjusted? Board members Portia Latalladi and Pam Sandlian Smith will work with Barb Macikas to develop an agenda for the session at Midwinter on Friday.
7. **PLA Right-Sizing and Member Engagement**, (2014.19 & 2014.19a). The Board discussed member engagement. It was observed that ALA connect is not a social space; it is like a basecamp. LinkedIn and Facebook are the social places for many public librarians. Ideas included: 1) PLA should assign member liaisons to Facebook to seed content, monitor discussions; 2) use meta tags for members: up to five different interests (e.g., training, early literacy, etc.) that would allow others with like interests to connect; 3) provide opportunities for members to work with PLA, e.g., let them speak on behalf of PLA at local associations, tweet-ups, etc. It was observed that the way organizations and individuals interact with one another is shifting, becoming more participatory and less hierarchical. Participatory organizations should: connect, create, and share around content.
8. **Candidates for ALA/PLA offices at PLA conferences (2014.20) and at PLA Board meetings**. The Board discussed changing past practice related to candidates at PLA conference. The Board agreed that for 2014 and going forward, PLA candidates for office and ALA (president and treasurer) candidates will be introduced at the PLA Opening General Session and will be given space at tables (if requested) for campaigning and materials. PLA staff will develop guidelines related these activities. In all election years, based on discussion at the Board's meeting at the 2013 ALA Annual Conference, the Board will introduce these same candidates at the PLA Board meeting if they are in attendance during the first 15 minutes of the Board meeting. Candidates will not be permitted to speak at the PLA Board meeting; nor will they be introduced at any other time than during the first 15 minutes of the Board meeting.
9. **Request from the Society of American Archivists' Public Library Archives (2014.21)**. The Board reviewed and declined the SAA's request for PLA to co-sponsor of the Public Librarian Roundtable. While there is interest among PLA members in the topic, there is not a member group to liaise with the Roundtable within PLA's structure and PLA has made an effort to limit creation of new committees. PLA will offer the Roundtable meeting space at ALA conferences via a table at the PLA All-Committee meeting. This might also be an opportunity for Roundtable members to meet other PLA members. PLA will add the meeting to our list of meetings and promote via our usual mechanisms. If the group wants PLA co-sponsorship in name only of their programs, they will need to follow the procedure in place to make this request.

10. **PLA preconference at ALA 2014 Annual Conference (2014.22).** Following discussion it was moved and the PLA Board **approved** the motion to accept the slate of preconferences to be held at the 2014 ALA Annual conference. There was a question regarding the differences in budgets between the preconferences. Staff will review the costs.
11. **Debrief of Friday afternoon ALA/Division Joint Boards Meeting.** The Board expressed concern about the amount of time, energy and resources spent on the meeting when no outcomes result. This has been the case consistently over the years. There was a discussion about the decision process in ALA and how changes are made, as well as the need for solid financial projections. The Board focused on how PLA can work most effectively within the current environment and asked Macikas to consider 2-3 things that we might implement to assure PLA's success.
12. **New Business. Three items were added:**
  - a. *Aspen Institutes*-participation by two PLA Board members. *Pam Smith* reported on the "[Dialogue on the future of public libraries](#)." A white paper is being developed based on the convening in August. There will be a meeting in Washington DC Nov. 5-6 on next steps. Paper will be released in April though might be previewed in March at PLA. *Felton Thomas* is participating in the [Aspen Institute Task Force on Learning and the Internet](#). It is a national conversation led by a task force from technology, public policy, education, business and online safety sectors. The Task Force aims to better understand how we can optimize the web to improve learning. There may be intersections with PLA. Task force has concerns for kids regarding safety online and privacy. How can libraries serve as equalizers?
  - b. *Indiana Convention Center, policy on carrying concealed weapons.* ACRL held its conference in 2012 in Indianapolis and was asked by the Convention Center if it had a policy against carrying concealed weapons at its conferences. The ACRL board voted to create such a policy. *Barb Macikas* wanted to hear the Board's thoughts on PLA creating such a policy, if requested by the convention center. There were concerns about the need for the policy, enforceability and whether such a policy might attract attention from gun advocates. Macikas will follow up with the convention center and if needed, will return to the Board.
  - c. PLA Executive Director Performance Evaluation. *Larry Neal* suggested a process needs to be developed to evaluate the PLA executive director in order to provide the executive director's ALA supervisor with a letter from the Board. Past-president *Eva Poole* will work with Neal on developing the process. Macikas will provide Neal and Poole with sample association ED evaluation documents.

Seeing no new business, it was moved and the PLA Board **approved** that the meeting end and it concluded at 11:00 am Saturday, October 26, 2013.