

**Public Library Association
Board of Directors--Fall Meeting
October 25, 2014, 8:30 am-1 pm
ALA HQ, Krug Room, 1st Floor, 50 E. Huron St., Chicago
DRAFT Board Actions**

To be reviewed and approved at the 2015 Midwinter PLA Board of Directors Meeting

Present: Larry Neal, President; Vailey Oehlke, President-Elect; Carolyn Anthony, Past President.
Directors at Large: Melinda Cervantes, Melanie Huggins; Pamela Sandlian Smith;
Manya Shorr; Felton Thomas; and Jay Turner

Excused Absence: Rivkah Sass, PLA Councilor

PLA Staff: Barb Macikas, Executive Director

Guests: None

1. Welcome and introductions.

2. **By consent, approved** the adoption of the agenda.

3. **By consent, accepted** the following reports on the consent agenda:

1. Draft 2014 Annual Conference Board Actions	2015.1
2. Continuing Education Report	2015.2
3. Digitalearn.org Report	2015.3
4. Edge Update	2015.4
5. Emerging Leaders Projects Report	2015.5
6. Financial Orientation/Overview	2015.6
7. Membership Report	2015.7
8. "Public Libraries" Magazine Report	2015.8
9. Publications Report	2015.9
10. Technology Report	2015.10
11. ALA Washington Office Report	2015.11

Action/Discussion/Decision Items

4. **President's Report**, *Larry Neal* (no document). Neal reported on PLA work since his term began including: the appointment process; attendance (with *Carolyn Anthony* and *Barb Macikas*) at the ICMA annual conference in September to participate on a public library/city manager panel at the invitation of the Aspen Institute; and media requests on a range of topics from library mascots to weeding (no questions about

relevance of libraries to date). Neal also thanked past-president *Carolyn Anthony* for an easy transition. Finally, Neal announced that Board member *Jay Turner* would be leaving his position at the state library in Georgia to begin a new position as Senior Consultant of Talent and Organizational Development for the American Red Cross. Turner hopes to finish out his term on the Board. Neal and the Board wished Jay the most sincere congratulations on this wonderful news though noted that this is a true loss to the profession and to PLA.

5. ALA-Division Joint Meeting Review and Discussion, Neal, Oehlke, Anthony. Larry Neal, Carolyn Anthony and Vailey Oehlke reported on their participation at the full day ALA strategic planning session, held the previous day with other division presidents and the ALA Board. They reviewed the day's agenda and reported that there was recognition that ALA needs to focus but there was no articulated interest in change. Is ALA working to adapt to change like PL's are? It was noted that ALA members need to take ownership of the change process. The Board had questions about the next steps in the process and where the October meeting would fit with other planned efforts for member feedback in development of the ALA strategic plan. The timeline is for a draft strategic plan to be presented to ALA Council for approval.

6. Performance Measurement Update, Carolyn Anthony. Anthony reported on test results of the impact measurement surveys and shared the excellent news that the Global Libraries Program at the Bill & Melinda Gates Foundation has awarded PLA a three-year, \$2.9 million grant to accelerate and expand the work that the PLA Performance Measurement Task Force began a year ago. This initiative will help PLA achieve several goals of the strategic plan and will help integrate outcome measurement into standard library practices. By collecting outcomes, participating libraries will be able to demonstrate the real difference they make in the lives of patrons and the vital role they play in healthy communities.

7. Aspen Institute Update, Pam Smith. Smith reviewed the report and noted that the PLA Board could consider how best to use it in public libraries. It needs a steward and there is discussion underway of who will "own it." It was recommended the Board have a more in-depth discussion of the report at Midwinter, possibly with Aspen staff. Partners on this could be ULC, United for Libraries and others.

8. PLA Boot Camp Review, Jay Turner. Last spring the Board suggested a review of this long-running program and a group led by Jay Turner conducted the review (see document 2015.15). Other members in the group were: Melinda Cervantes, Georgia Lomax, and Portia Latalladi; Amy Sargent Lundy was the staff liaison. While the program is effective and there is a strong need for management training, the group recommended PLA expand its options and avoid being reliant on two facilitators. They recommended going forward with the 2015 Boot Camp, while also planning for new programming in the following year. The Board discussed other training options such as: management training related to performance measurement; and developing training around a new strategic planning process product, with an emphasis on service design and more nimble and shorter planning horizons.

The Board agreed with the recommendations to host one final Results Boot Camp in 2015 with the current facilitators and to begin development of a new management training program. The review group should continue its work and consider what the new program in 2016 will include. Melanie Huggins will be added to the group. The work she and Raymond Santiago did related to the "Partnership for 21st Century Skills" is a great resource. For 2015, staff will schedule Boot Camp in the fall and inform and thank the facilitators.

9. **Review of PLA/ALA Financial Structure**, *Barb Macikas*. Macikas reviewed the PLA/ALA financial structures (see document 2015.6) to help orient new board members and to answer general questions related to financial management.

10. **2014 Year End Financial Analysis/FY15 overview and FY 2014 Year-to-Date by Project Report**, *Macikas*. Macikas reviewed year-end results for FY14 (Sept. 13-August 14) and provided an overview of the FY15 budget (see documents 2015.16 and 2015.17). Overall, FY14 ended on a very positive note as the PLA Conference exceeded budget and expenses were under budget. With a net of almost \$1.3 million and a balance from the previous year of \$1.7 million, PLA ended the year with a \$3 million fund balance.

11. **E-Rate Update**. See documents 2015.18A-E. The Board discussed the PLA/OITP/ULC relationships vis-à-vis the FCC e-rate negotiations. ALA and ULC each had different strategies; at times PLA was caught in the middle. For the future, care should be taken to manage relationships and keep the lines of communication open. PLA Board should continue to have regular conversations with OITP. In the end, libraries are benefitting from increased FCC funding.

12. **ALA Digital Content Working Group Update**, *Anthony, Oehlke*. (See document 2015.19.) Anthony is co-chair of the DCWG and will be going with a group to NY to talk to publishers regarding e-book pricing. She asked the Board for suggestions on what public libraries want from publishers and the Board provided suggestions related to: multiple use; pricing, and access. Oehlke cited an IMLS grant that may demonstrate how circulation for digital products is increasing. Several libraries are collecting data to be analyzed as part of the grant.

13. **ALA OITP Policy Revolution Update**, *Vailey Oehlke*. (See document 2015.20). Oehlke is on the task force for this three year Gates funded initiative, as is PLA board member Melinda Cervantes. The goal of the Policy Revolution! Initiative is to increase library visibility and strengthen capacity for sustained action in national public policy. Oehlke recommended everyone read the Trends Report that is a product of the initiative. She also noted there will be an information session at Midwinter at 1 pm on Feb. 1 and she encouraged everyone to attend.

14. **PLA Strategic Plan Review-Public Awareness**, see document 2015.21. As part of the PLA strategic planning session, a goal area that resonated strongly under “Advocacy and Awareness” was how might PLA help support libraries as their roles continue to change and shift? How might the perception of the library as “books and buildings” be shifted? The Board discussed various ideas. A national campaign used by Kaiser Permanente was cited as an example of a successful campaign. The Board discussed top-down and bottom up campaigns. Challenges relate to cost as well as to messaging, which is difficult to localize were noted. Pam Smith volunteered to contact the agency that worked on the Kaiser campaign. The Board will continue the discussion at ALA Midwinter, ideally to be facilitated by a marketing expert.

The meeting was adjourned at 1:30 pm.