

**Public Library Association  
Board of Directors—Annual Conference Meeting  
Rosen Centre Hotel, Salon 11, Orlando, FL  
June 25, 2016, 1:00 pm – 5:00 pm**

**DRAFT Board Actions**

*To be reviewed and approved at the fall 2016 PLA Board of Directors Meeting*

- Present:** Vailey Oehlke, President; Felton Thomas, President Elect; Larry Neal, Past President; Directors at Large: Carolyn Anthony, Rhea Brown Lawson, Melanie Huggins, Gina Millsap, Rivkah Sass, Manya Shorr
- Approved Absences:** Jay Turner
- PLA Staff:** Barb Macikas, Executive Director; Scott G. Allen, Deputy Director; Lian Drago, Program Officer, Continuing Education; Mary Hirsh, Deputy Director; Steven Hofmann, Manager, Web Communications; Kathleen Hughes, Manager Publications/Editor *Public Libraries*; Melissa Faubel Johnson, Meeting Planner/National Conference Manager; Samantha Lopez, Grant Project Coordinator; Kara O’Keefe, Marketing Manager; Emily Plagman, Grant Project Manager; Megan Stewart, Program Coordinator
- Guests:** Cindy Gibbon, Access and Information Services Director, Multnomah (Ore) County Library and Chair, PLA Intellectual Freedom Committee; Deborah Jacobs, Director, Global Libraries, Bill & Melinda Gates Foundation; Julius Jefferson, ALA Executive Board Liaison; Chris Jowaisas, Program Officer, Global Libraries, Bill & Melinda Gates Foundation; Richard Kong, Deputy Director, Skokie (Ill) Public Library and incoming PLA Director at Large; Pam Sandlian-Smith, Director, Anythink Libraries (Colo) and incoming PLA President; Colleen Shogan, Deputy Director of National and International Outreach, Library of Congress; Tracy Strobel, Deputy Director, Cuyahoga County (Ohio) Public Library
- Emerging Leaders:** Natalie Bazan, Hopkins District (Mich) Library; John Daquino, Montclair (New Jersey) Public Library; Christina Golm, Patmos (Mich) Library; Erin Anne Hollingsworth, Basalt Regional (Colo) Library; Jacqueline Mayse of Cleveland Heights-University Heights (Ohio) Public Library; Katrina Ortega, New York (NY) Public Library; Carolyn Reagle, Loudoun County (Virg) Libraries

- 1. Welcome and introductions, Vailey Oehlke**
- 2. By consent, approved the 2016 Spring Board Draft Actions.**

3. **By consent, removed** the ALA Task Force on Equity, Diversity and Inclusion from the consent agenda and **approved** the adoption of the agenda as revised.

<u>Consent agenda documents</u>	<u>Document Number</u>
a. 2016 Spring Board Draft Actions	2016.62
b. Awards Report	2016.63
c. Digital Learning Center-(DigitalLearn.org)	2016.64
d. Family Engagement Project Update	2016.65
e. Membership Report	2016.66
f. PLA 2016 Report	2016.67
g. PLA Continuing Education Report	2016.68
h. "Public Libraries" Magazine Report	2016.69
i. Publications Report	2016.70
j. Project Outcome Report	2016.71
k. Leadership Academy Report	2016.72
l. Technology Report	2016.73 a,b,c,d
m. ALA Washington Office Report	2016.74
n. Partners Report	2016.76
o. Emerging Leaders Update	2016.77
p. PLA Board Fall Meeting Information	2016.78

#### **Action/Discussion/Decision Items**

4. **President's Report, Vailey Oehlke (2016.79).** Oehlke reported on the meeting of Division presidents and the ALA Executive Committee held June 23, 2016, which was productive. Division leaders expressed interest in further discussion of the ALA strategic vision; concern about IT resources and budget; concern about communications to divisions; and interest in examining ALA structure and potential opportunities for improvement. Board members suggested that while ALA has a strategic plan, the mechanisms to deploy it from the top down are either lacking or nonexistent, and that the current ALA governance structure hinders speaking in a unified voice and multiple-way communication. As a result of the meeting, a small group was formed to review ALA structure. Division leadership also suggested reviewing and potentially updating the operating agreement, which hasn't been revisited since 1989 and may be outdated (for instance, it doesn't mention technology at all). Neal suggested past presidents should form a similar cohort and have opportunities for discussion, given their expertise and perspectives.
5. **Library of Congress National and International Outreach, Colleen Shogan (2016.80).** Shogan reported that she is the Deputy Director of a new division, the National and International Outreach (NIO) office, of the Library of Congress. The NIO office was assembled from resources from other areas, such as national programs, business enterprises, and scholarly and educational programs. After a period of setting up administrative processes for the new office, LOC staff are now looking at strategy, including who to engage and what to emphasize. Creating awareness of NIO work is a priority, hence Shogan's presence at the PLA board meeting. Upcoming programs were mentioned and included celebrating the centennial of John F. Kennedy's birth, commemoration of World War I,

and highlighting women's suffrage from 2019-2020. Members suggested LOC coordinate work with the ALA Public Programs Office and urged LOC to find resources for traveling exhibits, which are appreciated by public and other libraries.

6. **ALA Executive Board Liaison, Julius Jefferson** (on-site document 2016.88). Jefferson referenced the Executive Board talking points for the 2016 Annual Conference. The Task Force on Equity, Diversity and Inclusion, initiated in response to member concern about ALA's decision to meet in Orlando, was assembled, looked at range of issues, and drafted 58 recommendations, including some (the Opening General Session in Orlando, for instance) which have been implemented. The Task Force is expected to continue in some format with some continuing members. Jefferson reported that the ALA fiscal year 2016 (FY16) budget is in good shape, with expenses currently ahead of revenue but expected to adjust when conference revenue is recognized. However, Annual Conference attendance is down about 5,000 attendees, or 25%. Membership is slightly up, to about 59,000, with five divisions seeing increases but most growth resulting from United for Libraries new membership model. He was asked to communicate back to the Executive Board that the planned increase in the ALA overhead rate is distressing to divisions because it was very high, announced with little notice, and raised questions about the value of services received from ALA for the overhead. Finally, Jefferson reported on ALA's difficulty advocating to eliminate use of the term "illegal alien" and on strong efforts to support Carla Hayden's nomination as the next librarian of Congress.
  
7. **PLA Emerging Leaders Presentation** (no document). The team working on the project "Curating Professional Tools and Future Forecasting" debuted their work to revise and add to the PLA "Professional Tools" resource on its website (<http://www.ala.org/pla/tools>). The site has expanded to feature 8 main categories and 43 subcategories with links to tools and resources for PLA members. In addition, the team developed criteria to help identify appropriate resources for the site and keep it updated going forward. Board members suggested promoting the resources to PLA members, perhaps by highlighting one content area in each issue of PLA E-news over the next few months. The team working on the "Assessing SLIS/MLIS Preparation for Emerging Public Library Leaders" project presented their results. About half of the nearly 700 PLA members who responded to an online survey reported that their MLIS education did not adequately prepare them for their first positions as public librarians. Interviews with different groups (hiring managers, librarians with little experience and those with significant experience, and library school faculty) suggested both changes in library school curricula and the addition of more practical experiences during library school. The team suggested that future Emerging Leaders teams continue this work, perhaps by reviewing library school curricula in more detail and promoting synergy with other graduate education opportunities. Jacobs suggested sharing the full project results with Susan Hildreth, who may benefit in her new capacity as practitioner in residence at the University of Washington's iSchool.

**PLA Conference Site 2020/ALA Report, Barb Macikas** (2016.81 a,b,c,d). The PLA 2020 Conference will be in Nashville, TN. Recent Tennessee legislation may support PLA to activate the civil rights clause in our hotel contracts, so the board discussed the potential to change the meeting location. Nashville leaders have urged PLA to continue its plans, and board members suggested that changing locations in such situations punishes the members in those locations rather than supporting them. Finding a

new meeting location may be difficult given the timing, and facilities in that location would likely prohibit similar clauses in new contracts when they learn of PLA's decision to pull out of Nashville. Additionally, no site is immune from the potential for new civil rights legislation that conflicts with our core values so we could potentially see the same problem erupt elsewhere. Conversely, by staying in the location, PLA risks low attendance, as might be expected in any location that members deem unacceptable. Furthermore, some municipalities have banned employee travel to certain places, which could negatively impact conference attendance. Board members suggested PLA confirm its intent and desired outcome before deciding on actions. If the intended outcome is to show an economic impact, PLA should not act alone and should coordinate with other societies and conventions. If the intended outcome is to change policy or law, then the argument was made that PLA should hold its meeting in the offending city or state and use our presence to educate and inspire action. Macikas will investigate potential guidance from the American Society of Association Executives (ASAE) and the Professional Convention Management Association (PCMA) and will draft guidelines on PLA's philosophy and goals with regard to these situations.

8. **Legacy Grant and Gates Foundation Update**, *Vailey Oehlke, Barb Macikas, Deborah Jacobs* (no document). Jacobs noted that PLA was able to receive approval of its legacy grant proposal in May 2016, which was earlier than anticipated. In July, leader from the three legacy partners will convene to develop a memorandum of understanding regarding how the organizations will work together, establish governance to maintain accountability to each other and the field, and align their work. Around April 2018 or soon after, the Global Libraries (GL) program will shut down, so second and final installments of the legacy grants will be issued in early 2018, pending accomplishment of early critical milestones. Jacobs also mentioned the globalization of PLA's work through spreading Project Outcome as part of legacy and the potential for PLA and African Library & Information Associations & Institutions (AfLIA) to collaborate on leadership training. Proposals are currently being developed for potential GL funding for the PLA/AfLIA work. The PLA board reiterated their appreciation to Jacobs and GL for the legacy opportunity and their excitement about the potential to advance the field. Chris Jowaisis was also recognized for his strong work at GL and in supporting the library field.
9. **Budget and Finance Reports**, *Barb Macikas* (2016.82a, 2016.82b). Status of FY16 revenue and expenses as of April 2016 were presented.
10. **ACTION. FY17 Budget Overview**, *Gina Millsap* (2016.83a, 2016.83b). It was moved and **approved** to accept the draft FY17 budget as presented with the understanding that the final budget will align PLA staff salary adjustments with those approved by ALA. It was also moved and **approved** that FY16 interest from the long term investment will be allocated to the DigitalLearn program in FY17.
11. **ACTION. PLA Intellectual Freedom Committee**, *Cindy Gibbon* (2016.84). Over the last year, the PLA Intellectual Freedom Committee (IFC) explored its purpose, opportunities, and PLA needs. Representation to the ALA IFC in order to provide input to developing policies was determined to be priority for PLA and has been requested by the ALA Office for Intellectual Freedom (OIF). Other PLA needs surfaced during discussion, such as creating training on IF for public library practitioners and identifying and supporting future public library staff to become IF leaders. Board members moved

and **approved** (8 in favor, 1 opposed) that PLA shall disband the PLA IFC; shall annually appoint a liaison to represent PLA to the ALA IFC; and shall identify 1-2 members to represent PLA on the ALA IFC Privacy Subcommittee. Ideally one representative to the ALA IFC Privacy Subcommittee will have experience contracting with vendors, and the terms of the two appointees will be staggered. It was further moved and **approved** that the board empowers staff and the PLA representative to the ALA IFC to work with the ALA OIF on developing an appointed, member position on the ALA IFC to be recommended by the PLA president. Thomas appointed Gibbon to serve as PLA's representative to the ALA IFC, and Gibbon accepted. It was further decided that staff will ask a representative of the ALA OIF to attend PLA board meetings at least annually to provide reports, similar to the ALA Washington Office.

- 12. ACTION. EBSCO Excellence in Small/Rural Library Award (2016.85).** Recommendations from the 2016 jury chair were reviewed. It was moved and **approved** to rename the EBSCO Excellence in Small and/or Rural Public Library Service Award to the EBSCO Excellence in Rural Library Service Award; to revise eligibility criteria for the award to disallow branch libraries from eligibility and to add criteria of an upper per capita income limit of not more than the 75th quartile of the national average required for qualification; and to increase the award amount (\$500) and payment of a travel stipend to the recipient (up to \$1,500), pending availability of this funding from the award sponsor.
- 13. PLA Re-Positioning, Barb Macikas, Scott Allen, Kara O'Keefe (no document).** Staff reported that development of a new logo with accompanying style guide and recommendations for aligning all PLA program identities will start in the near future. GMMB is handling this work as well as consulting on legacy communications as needed. ALA will revise the template web site for all units later this year, and until then, PLA will not update materials or the web site with the new logo or positioning language.
- 14. Review of the ALA Council Agenda, Rivkah Sass (no document).** PLA will support signing on to two resolutions, on inclusivity and honoring Charles Robinson.
- 15. PLA Nominating Committee Update, Larry Neal (no document).** Neal thanked members for completing the board assessment tool. The likelihood that the next ballot will be structured to ensure a representative from a rural library was reiterated. The slate of candidates will be decided by the end of July.
- 16. Proposed Statement on Accreditation, Larry Neal (2016.86).** The statement drafted by Neal was reviewed, and he was thanked for his excellent work.
- 17. ACTION. ALA Task Force on Equity, Diversity and Inclusion (2016.75).** The Task Force was charged with developing "a plan and strategic actions to build more equity, diversity, and inclusion among ALA members, the field of librarianship, and communities." A report featuring 58 recommendations was released before Annual Conference. One recommendation (4.4) was made to "strongly encourage all offices, divisions, and round tables within ALA to audit their goals, strategies and outcome for diversity and inclusion every three years." The board agreed PLA should examine the needs of PLA

members and public libraries with regard to these issues and consider actions and new programs. Diversity in the profession has been slow or stagnant. It was suggested that when public libraries succeed at reaching minority and disadvantaged populations with education and other supports, it may actually discourage them from pursuing librarianship in favor of higher-paying careers. PLA might explore new programming, scholarship programs, mentoring, and replication of successful models (such as a government/education collaboration between St. Catherine's University and the city of St. Paul, MN). Additionally, board members suggested PLA undertake member education about what equity really means through conferences and publications. Collaborating with the Urban Libraries Council was suggested, and Brown Lawson agreed to approach ULC about their complementary programs and interest. The potential to develop PLA's work in these areas into programs that might be suitable for grant funding was noted. It was moved and **approved** that PLA establish a board Task Force consisting of Brown Lawson, Oehlke, and Shorr to review the 58 recommendations and make suggestions to PLA for priorities and actions.

- 18. Service Recognition of Outgoing Board Members, *Vailey Oehlke* (2016.87).** President Oehlke presented past-president Larry Neal with a resolution of thanks, and thanks were offered to outgoing Board members Carolyn Anthony and Jay Turner.
- 19. New Business.** Seeing no new business, President Oehlke reminded the board to join colleagues after the Board meeting at the PLA Leadership Reception, and the meeting adjourned at 5:00pm.