

**Public Library Association  
Board of Directors--Fall Meeting  
Held in conjunction with ICMA Conference  
September 27, 2016, 8am -12:30 pm  
Kansas City, Missouri**

**DRAFT Board Actions**

**Present:** Felton Thomas, President; Vailey Oehlke, Past President; Directors at Large: Rhea Brown Lawson, Melanie Huggins, Richard Kong, Gina Millsap, Rivkah Sass, Manya Shorr

**Approved Absences:** Pam Sandlian Smith, President-elect

**PLA Staff:** Barb Macikas, Executive Director; Larra Clark, PLA/OITP Deputy Director

1. Welcome and Introductions, *Felton Thomas*
2. **By consent, approved the 2016 Annual Conference Board Draft Actions**
3. **By consent, removed** the PLA 2018 Conference report (2016.17) from consent and **approved** the consent agenda as presented.

**Consent Items**

**Document Number**

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|--|----------------|
| 4. Draft 2016 Annual Conference Board Actions                | 2017.1         |
| 5. Continuing Education Report                               | 2017.2a,b      |
| 6. Leadership Academy Report                                 | 2017.3         |
| 7. DigitalLearn.org Report                                   | 2017.4         |
| 8. Membership Report   | 2017.5         |
| 9. "Public Libraries" Magazine Report                        | 2017.6         |
| 10. Publications Report                                      | 2017.7         |
| 11. Project Outcome Report                                   | 2017.8         |
| 12. PLA Re-Brand Update                                      | 2017.9         |
| 13. Technology Report  | 2017.10a,b,c,d |
| 14. Family Engagement Report                                 | 2017.11        |
| 15. Summaries of Focus Groups, April 2016                    | 2017.12        |
| 16. African Collaborative Action for Impact (ACAFI) proposal | 2017.13        |
| 17. PLA Committees, Semi-Annual Reports                      | 2017.14        |
| 18. PLA 2018 Conference Report                               | 2017.15        |

## Action/Discussion/Decision Items

4. Approval of agenda. It was moved and **approved** to accept the action agenda as presented, with new business added to the agenda related to ALA Council per the request of Rivkah Sass, PLA Councilor. Sass requested guidance on two items under discussion on Council list related to: 1) gun violence; and 2) education requirement for ALA Executive Director.

5. **President's Report, Felton Thomas.** Thomas thanked past president Vailey Oehlke for her tremendous work as PLA president and for setting the tone for the organization. Thomas then introduced new PLA Deputy Director Larra Clark and Clark shared her work experience and plans for her work in PLA. Next, Thomas discussed expanding the role of board members related to media. The PLA president typically gets asked to speak to the media on a regular basis and on a variety of topics. He would like to be inclusive and to provide opportunities for board members to participate if the topic is an area of expertise for a board member or if the media inquiry is relevant to a board member's city or state (so geographical relevance). PLA staff will collect this information and share PLA background for use with media requests for board members. Thomas also shared the excellent news that PLA/ALSC had received the "Power of the A" award from the [American Society of Association Executives \(ASAE\)](#). Finally, Thomas let the Board know that he will help select and participate in the awarding of the "I Love My Librarian" award in New York on November 30. He thanked the chair of the award committee, ALA and PLA past president Sari Feldman.

6. **PLA 2020 Conference Site, Thomas, Macikas (2017.16).** At the Annual Conference, the board discussed the civil rights issues the PLA 2020 site presented as a result of Tennessee anti-GLBT legislation. As hotel contracts need to be signed shortly, PLA needs to make a decision regarding the 2020 site and to develop a plan for decision-making related to future sites. Considerations include: all sites present the potential for these issues as no city or state is immune from political actions that are contrary to our values; PLA is a national organization and its members reside in all host states; through its conferences, PLA provides its members with high quality education opportunities *and* PLA seeks to educate and share with host communities our core values and principles; PLA conferences have been and will be inclusive as public libraries are community conveners on equity, inclusion, and diversity.

It was moved and **approved** that PLA will not change venues in 2020 and that equity, diversity, inclusion and community engagement will be themes for that conference and going forward. PLA will communicate to its membership the thinking behind this decision and will plan for an inclusive conference in Nashville. PLA will also work with the ALA GLBT Round Table and use the recommendations from the ALA Task Force on Equity, Diversity and Inclusion to guide conference planning.

7. **PLA Slate for 2017 Elections, Macikas.** Past president Larry Neal anticipates having the slate ready in the next few weeks. This will allow time for candidates to prepare their ballot information.

8. **Financial Reports.** FY 2016 as of July; FY 2016 by Project as of July (2017.18, 2017.19) and FY 2017 Overview; FY17 Budget summary 9-8-16, (2017.20 and 2017.21), *Macikas*. Macikas reviewed the financials for the previous fiscal year as well as provided an overview of the new fiscal year. The board reviewed and approved the FY 2017 budget at its Annual Conference meeting. Since then, certain adjustments were made, due to minor corrections, board direction regarding interest income, and new projects. It was moved and **approved** to accept the changes to the FY17 budget as presented.

9. **PLA Committee Appointment process**, *Macikas* (2017.22). Periodically, PLA board reviews the process for appointments to PLA committees and ALA bodies. Following review and discussion, the board recommended that staff pursue the idea of piloting “everyone on” commitment appointments for one or two committees where there is much demand. This would increase our ability to engage more members.

10. **Legacy implementation update**, Thomas (2017.23). Thomas reviewed plans to date. The board would like more practical talking points that provide members a good idea of what legacy will do and what it means to PLA and libraries. Staff will work with the Gates Foundation and partners TASCHA and IFLA on communication strategies in a meeting to be convened in a week.

The board also reviewed plans for the grant working with AfLIA (the African Library and Information Associations and Institutions) on leadership training. Director Kong recommended reviewing the work of the Willow Creek Association as a good model for AfLIA and PLA.

11. **Leadership Idea Exchange** update, *Macikas* (2017.24). Plans for the December meeting were discussed. Several board members (Thomas, Huggins, Sandlian-Smith and Stroebel) will be in attendance.

12. **ICMA Conference Debrief**, *all*. The board appreciated the opportunity to attend ICMA. The keynoter David Brooks was thought provoking; an ICMA booth that gave members the opportunity to comment on the strategic plan was an interesting idea. There are some vendors at ICMA that could exhibit at PLA; staff will share the list. PLA continues to struggle building relationships with IMCA; the short tenure of city managers could be one issue. The ICMA past president is a library advocate so for the future, PLA needs to continue to have a presence at ICMA and should submit program proposals, along with sending staff and members as needed. Other local organizations and governing bodies and their national associations were also considered to meet in conjunction with. These included the museum association, the National Association of County Officials, as well as the parks and recreation association. It was moved and **approved** that the PLA fall board meeting in 2017 be held in conjunction with the Parks & Recreation Association in New Orleans, September 26-28. See: <http://parks.nrpa.org/conference2016/about/future-conference-new-orleans/>

13. **Partnership with Cox Communications**, Clark (2017.25). There was a discussion about messaging and the need to stay focused on the topic of digital literacy (and not appear to be endorsing any low-cost broadband offering, for example). Board members also saw this as a good opportunity to keep building on DigitalLearn’s success and for PLA to develop models and guidelines for working with new national/local partners. What can we learn from this new relationship that might inform future collaborations? It was moved and **approved** to support a partnership with Cox Communications that includes the use of PLA’s name, pending acceptance of suitable financial support and signing of the MOU that is vetted by ALA legal.

14. **PLA 2018 Conference Schedule** (2017.15 from consent, new business). The PLA 2018 Conference Program committee and staff observed that evaluation results from 2016 indicated a significant number of requests for more educational offerings during the conference and PLA staff recommend creating a program slot on Wednesday morning to accommodate this request. It was moved and **approved** that a Wednesday morning program time slot be added to the PLA 2018 schedule if determined it is needed by the PLA 2018 Conference Program Committee.

15. **ALA Council Discussion Topic—Gun Violence** (new business). Rivkah Sass, PLA’s Councilor, asked for guidance related to the draft resolution on gun violence currently being discussed by the ALA Committees on Legislation and IF. In general, it was the general sense of the board that they were not in favor of the resolution. Within the current political climate and given the influence of the NRA, taking an official position on gun violence could have serious implications for local libraries in the form of political retaliation, decreased funding, diminished local support from

patrons and non-users alike and that not taking a position doesn't imply that ALA is FOR gun violence. Things ALA could do might be to lobby for libraries' ability to exempt themselves from concealed or open carry laws by working with the state library associations.

16. **ALA Council Discussion Topic—Education Requirement, new ALA ED** (new business). Rivkah Sass, PLA's Councilor, asked for guidance related to the ALA Council policy on a required MLIS degree for the ALA Executive Director position. The board agreed that the requirement for the position be MLIS recommended **not** required. The PLA Board sees great value in casting the widest net possible to attract the absolute highest quality candidates to lead positive change and to help resolve significant challenges for ALA and for libraries. Specifically, the PLA Board looks for these competencies in the new ALA ED:

### **Leadership**

The ideal candidate will demonstrate competency leading complex organizations through periods of change and growth, as indicated:

- Strategic vision
- Deep understanding of core library values and library advocacy
- Change facilitator

### **Management**

In addition to understanding and trusting the work of all ALA units, the ideal candidate will demonstrate higher-level management competencies in:

- Association operations, governance, and structure
- Strategic planning
- Development, policy , and advocacy

### **Personal**

To ensure a successful transition to new leadership, the ideal candidate will demonstrate personal competencies in:

- Building and motivating internal teams
- Building sustainable partnerships inside and outside the association
- Clear and consistent communications"

17. **New Librarian of Congress Carla Hayden** (new business). Felton Thomas took a moment to acknowledge and celebrate the appointment of former Enoch Pratt Director Carla Hayden as the new Librarian of Congress and asked that PLA send a letter of congratulations for Ms. Hayden.

18. **Outcome Measurement in library programs** (new business). Melanie Huggins announced that her library has developed a prototype with support from the Knight Foundation to be able to measure the impact, reach and efficacy of library programs and she is looking for libraries willing to beta test what Richland creates. Richland is in the process of developing an application that will allow customers to "check in" to a program with their library card or account. The library will be able to collect demographic data so it can better promote, connect to other opportunities and plan programs with more accurate knowledge. Lastly, it will enable libraries to have an ongoing relationship with the customer. Huggins will follow up with the board on details and how to pilot.

19. It was moved and **approved** to adjourn the meeting at 11:40 a.m.