

9. Every Child Ready to Read Task Force Report	2010.7
10. Gates Program Report	2010.8
11. Leadership Task Force Report	2010.9
12. Nominating 2010 Report	2010.10

Action/Discussion/Decision Items

13. Action Motion on Lillian Snyder: 3 unexcused absences. <i>Potaczek, Feldman (5 min.)</i> 2010.11	
14. FY 2009 Year End Financial Analysis Report <i>Potaczek (10 min.)</i>	2010.12
15. FY 2009 Year-to-Date by Project Report <i>Potaczek</i>	2010.13
16. National Conference 2010 Update. <i>Faubel-Johnson(10 min.)</i>	2010.14
17. CoP Task Force Report and Discussion – <i>Caplan with Meyer (1 hour report and discussion - Friday)</i>	2010.15
18. PLA Strategic Plan – Path Forward for Spring – <i>Meyer (1 hour review and path forward for Strategic plan - Friday)</i>	(no doc)
19. ALA Strategic Plan Update <i>Discussion – Feldman (25 min. - Saturday)</i>	(no doc)
20. Washington Update <i>Sheketoff (30 min. - Saturday)</i> * DOL and job initiative with libraries * Funding update * National Legislative Day - Washington, June 27, 2010 * Risks and issues orientation facing libraries.	(no doc)
21. Other updates: a. British Library Assoc Meeting – <i>Caplan</i>	(no doc)
22. PLA Executive Director Search (board)	(no doc)

Mission: The Public Library Association enhances the development and effectiveness of public library staff and library services. Our core purpose is to strengthen public libraries and their contribution to the communities they serve.

**Public Library Association
Board of Directors Meeting
ALA Annual Conference
July 13, 2009
Chicago, IL**

DRAFT Board Actions

To be reviewed and approved at Fall Board meeting

Present: Carol Sheffer, President; Jan Sanders, Past President; Sari Feldman, President Elect; Directors at Large: Audra Caplan; Sara Dallas; Marion Francis; Michael Golrick; Mary Anne Hodel; Kathy Knox; Judy Napier; Larry Neal; Neel Parikh; Susan Hill Pieper; Eva Poole; Cathy Elizabeth Sanford; Gary Shaffer; Marcia Warner;

PLA Councilor: Christine Lind Hage;

Representative from Assoc. of Library Trustees, Advocates, Friends & Foundations:
Donald Roalkvam (non-voting board member);

PLA Staff: Greta Southard, Executive Director; Joseph Potaczek, Deputy Director; Linda Bostrom, Manager, Professional Development; Douglas Dawson, Web Services Manager; Kathleen Hughes, Manager Publications/Editor *Public Libraries*; Melissa Faubel Johnson, Meeting Planner/National Conference Manager; Julianna Kloeppel, Program Coordinator; Kathleen Chau, Project Manager, Gates Grant; Mary Hirsh, Project Coordinator, Gates Grant

Excused Absence: Irene Blalock;

Unexcused Absence: Lillian Snyder.

1. Welcome and introductions.
2. **By consent, approved** the adoption of the agenda as amended by moving Communities of Practice/Web Update, 2009.70 from the consent agenda to a discussion item.
3. **By consent, accepted** the following reports on the consent agenda:
 - President's Report, 2009.58; Draft 2009 Spring Board Actions, 2009.59; 2009 Election Results, 2009.60; Membership Report, 2009.61; PLA Publications Report, 2009.62; Partners Program Status Report, 2009.63; *Public Libraries* Magazine Report, 2009.64; Education Activities Update, 2009.65; 2009 Spring Symposium Report, 2009.66; Gates Project Update, 2009.67; NC2010 Program Committee Report, draft program schedule, 2009.83.

Action/Discussion agenda

4. **Reviewed and discussed** the ALA Council Agenda, discussion included a verbal report from the PLA Intellectual Freedom Advisory Group, Sara Dallas. Dallas reported that the IF Advisory Group had reviewed the following documents regarding interpretations of the ALA Library Bill of Rights, 2009.71, and had no suggestions or revisions to propose. All materials are acceptable as received from ALA. The Board requested that in the future a written report be submitted to the Board for their review, rather than a verbal report.
 - a. Proposed Revisions to the interpretation(s) of the ALA *Library Bill of Rights*:
 1. Labeling and Rating Systems
 2. Access to Digital Information, Services, and Networks
 3. Importance of Education to Intellectual Freedom
 4. Minors and Internet Interactivity
 - b. ALA Resolution on Civil Marriage Equality, June 25 version, 2009.72. Board discussed and took no action. During the course of the discussion Hage was advised to vote her conscious on this agenda item. However as a result of the discussion the following motion was made:

Motion that the following statement be made during a Council meeting: that in the time that America's libraries are experiencing the worst crisis in history, that the Councils' message to legislative bodies should be focused on the crisis in America's libraries. Approved.
5. **Reviewed and discussed** the Emerging Leaders Report, Community Connections Project, 2009.73 Report presented by *Sarah Townsend, Norfolk Public Library, Norfolk, VA; Sarah Lawton, Wilkinson Public Library, Telluride, CO; Christine Ayar, Evanced Solutions, Indianapolis, IN*. Noted that the report is available in PLASpace, suggested to PLA Leaders that they have a more visible presence in PLASpace, report includes an audit of existing continuing education (CE) resources, core competencies and various delivery mechanisms. Discussion included the challenges of delivering CE to rural libraries.
6. **Reviewed and discussed** the ALA Washington Office Annual Conference Report, 2009.74, as presented by E. Sheketoff of the Washington Office (WO). Discussion included the status of lead in children's books and materials, availability of stimulus monies and process to apply for is still be determined, keep watching the ALA WO website for more information, very fluid process at this point in time, Google settlement, LSTA reauthorization status, current IMLS director term to expire in March 2010. Question arose as to whether ALA can recommend names for the new appointment; so far five members have expressed interest in having their names put forward as candidates. Sheketoff advises that ALA communicate 'principles' that we think the government should look for when filling this position.
7. **Reviewed and discussed** the Membership Research Study Report, 2009.75. presented by L. Siebert and J. Potaczek. This report will help inform future programmatic decisions and confirmed much anecdotal information from our membership.

8. **Discussed** the search process to fill the PLA Executive Director position with M. Ghikas, ALA Associate Executive Director Member Programs & Services. Sheffer announced the PLA members on the search committee will be: C. Bohrer, S. Feldman, C. Sheffer; Ghikas will select internal ALA staff who will also participate. Process was outlined, development of the job ad, solicitation of candidates, initial and final interview protocol. Board closed session to further discuss the search and transition process.
9. **Received** Every Child Ready to Read Evaluation Task Force Report(s), 2009.78.1 executive summary *An Evaluation of Every Child Ready to Read: A Parent Education Initiative*, report by Susan B. Neuman.
Motion to support the recommendations in the Evaluation Summary and Recommended Next Steps Report, 2009.78. Approved.
10. Verbal update from P. Smith regarding ALA President Elect C. Alire plans and initiatives.
11. **Received** the following reports from Budget and Finance Cmt Chair, M. Boria
 - a. FY08-09 Financial Analysis & Management Report, through May 2009.80
 - b. FY08-09 Year-to-Date by Project Rpt, through May 2009.81**Motion** to adopt the FY 2010 budget, 2009.82. Approved.
12. **Motion** to approve the recommended sites and dates for the PLA 15th and 16th National Conferences, 2009.76. Approved.
13. **Discussed** Strategic Program Assessment Report, 2009.77. Discussion included the notion that implementation plans for the various recommendations were necessary, the need to cross check the recommendations on page 33 of the assessment report with the data staff have obtained in the member loyalty survey as a reality check.
Motion to solicit support from Paul Meyer (author of the Strategic Program Assessment Report) to help staff move through the analysis and into implementation of the recommendations. Approved.
14. **Motion** to approve 2010 National Conference Program Committee Report and Proposed Preconferences, 2009.79. Approved.
15. Verbal update from the ALA Executive Board liaison, M. Gonzalez.
16. Verbal report from N. Blaine Hilyard, PLA Representative to the ALLTAF Board.
17. **Discussed** Communities of Practice/Web Update Report, 2009.70. Discussion included the following points:
 - Need for more data, how many people have registered to use the site;
 - Number of CoP's, number of CoP's who are actively engaged and using the tool;
 - Is there a need for training and facilitation guidelines/pointers for CoP leaders;

- Need for additional evaluation, what would that look like? What would be meaningful information for us;
- Concern expressed that CoP's might be disenfranchising future leaders;
- How can we increase member participation in CoP's;
- Look at the structural issue, what do the members need and want as their method of engagement with PLA.

Motion to appoint a task force to discuss and provide recommendations to the PLA Board at the fall Board meeting on how PLA should evaluate the existing web tool and methodology for member engagement through Communities of Practice structure. Task force: A. Caplan, chair, S. Feldman, S. Dallas, C. Sanford, B. Diamant-Cohen, M. Warner, M. Hodel, J. Turner (previous ALA Emerging Leader), D. Dawson, J. Potaczek. Approved.

Motion the report the Board receives at the fall meeting from the above task force will serve as the basis to formulate a more rigorous report which will include evaluative data and future recommendations regarding PLA's use of new medium and member engagement. Full report is due at the 2010 midwinter meeting. Approved.

18. Service recognition of outgoing Board members, Sheffer thanked the following Board members for their service and distributed small tokens of appreciation to them and to the PLA staff.

- Larry Neal
- Neel Parikh
- Eva Poole
- Cathy Sanford
- Jan Sanders

19. Meeting Adjourned.

Date: October 9, 2009
To: PLA Board of Directors
From: Kathleen Hughes
Re: PLA Publications

INFORMATION ITEM

Sales

Sales figures finished the fiscal year at \$85,961, which is fairly far behind the budgeted figure of \$259,870. Sales figures at this time last year were \$77,340. The large difference between budgeted figure and sales figures can be attributed to the number of Advocacy Toolkits (Libraries Prosper with Passion, Purpose, and Persuasion!) which were expected to be purchased for the Turning the Page workshops. The number turned out to be less than expected and also some were bought in this FY10, instead of FY09.

Strong-sellers this year included “Libraries Prosper with Passion, Purpose, and Persuasion! A PLA Toolkit for Success,” “Nursery Rhymes, Songs, and Fingerplays,” “Weeding Manual,” and the Every Child Ready to Read Training Kit.

Expenses

Expenses are approximately \$14,000 over budget. We spent \$95,572 and were budgeted to spend \$81,000. Much of this can be attributed to projects that were finalized near the end of FY09 and will be reflected in increased sales in FY10.

Publishing Activities

Train the Trainer Series

We are working on a Train the Trainer series with Sandra Nelson. This consists of downloadable training kits for libraries on various subjects. The first in the series, “Libraries Prosper: A Guide to Using the PLA Advocacy Toolkit” is now available at www.alastore.ala.org The next, “Customer Service: Balancing Rights and Responsibilities” will be out soon. Also we have recently released:

- 75 Of the Best Books for Young Children (Poster Kit)
- 100 Best Books to Read in Kindergarten (Poster Kit)
- The PLA Read for Public Library Directors and Managers (Published by Neal-Schuman).

We are working on an update of “The Public Librarian’s Guide to Providing Consumer Health Information” and the next book in the Neal-Schuman Reader Series.

PLDS

This is the third year that we have offered an online version of the PLDS report. So far we have sold 61 subscriptions to the 09 report (\$250.00). At this point last year we had sold 75. The 2009 PLDS Statistical Report print version has sold 575 copies so far. At this point last year, we had sold 608 copies of the 2008 report.

TechNotes

PLA continues its popular TechNotes Series. TechNotes are short, web-based papers introducing specific technologies for public librarians. TechNotes are located at www.pla.org. TechNotes added this year include:

[Discovery Platforms](#)

PDF File, 37.9 kb

A portal is more than just a gateway or a way out to resources. What distinguishes a library portal from a gateway is that it augments the user interface with federated searching, patron authentication, and link resolution—the last of which gets beyond the sources of the content to the content itself.

[E-Content](#)

PDF file, 50 kb | *updated 6/16/09*

eContent—which includes electronic versions of books, journals, media, and archival materials—have become a significant part of most libraries' resources. While most eContent has been digitized from other formats, there increasingly are original electronic publications, especially eJournals. The major advantages of eContent are integrity of the collection, availability around the clock, remote access, and multiple simultaneous users.

[Geographic Information Systems \(GIS\)](#)

PDF file, 30 kb | *updated 4/17/09*

Geographic Information Systems (GIS) consist of hardware and software that make it possible for digitized maps to be overlaid with data. Much of the data used in GIS has been available for many years, but it is now available in new formats, including digitized maps, machine-readable census data, and other machine-readable data—including locally produced machine-readable statistics. The idea is to display a digitized map and then to add information to the map from census data or other machine-readable sources. A number of public libraries now offer GIS services to patrons, especially to the business community. They are proceeding cautiously because the decision to do so involves an investment in hardware, software, data sets, and staff resources.

["Open Source" Integrated Library System Software](#)

PDF file, 490 kb | *posted 1/05/09*

A number of public libraries have been investigating “open source” integrated library system software. Their motivations appear to be both financial and a desire to tailor a system to more closely meet their requirements than the proprietary products allow.

Date: October 9, 2009
To: PLA Board of Directors
From: Kathleen Hughes
Re: Membership

As of the most recent report (August 2009) PLA membership is at 10,490. In August 2008, PLA membership was at 11,934; this reflects the typical conference year increase in membership. For comparison purposes, in the last non-national conference year, 2007, PLA membership was at 10,935.

Given the challenging economy, PLA membership is holding fairly steady. In the past year, we have initiated a mailing cycle that sends renewal information to members with approaching expiration dates, and we are regularly sending new member packets and welcome letters to those who have recently joined. We also launched a membership campaign in late summer and expect PLA membership to grow as other marketing efforts and registration for PLA 2010 get underway.

Recent PLA member research indicates that members would like to receive stronger welcoming information and more ongoing communication on the features and benefits of membership. We look to increase the level of these efforts in the upcoming year, as a Manager of Marketing and Communications is hired.

PLA membership breaks down as follows:

Regular members	6,936
Student members	1,164
Support staff	124
Retired	131
Trustee	439
Associate	49
Non-salaried	297
International	113
Life members	166
Organizational/Corporate	499
Misc.	572

Division and Round Table Overlap Report (from June 2009)

PLA members also belong to other divisions and round tables of ALA. This report show how many PLA members are members of each organization.

PLA.	AASL.	304
PLA.	ACRL.	494
PLA.	ALCTS.	545
PLA.	ALSC.	1286
PLA.	ALTAFF.	524
PLA.	ASCLA.	367
PLA.	LLAMA.	1900
PLA.	LITA.	646
PLA.	RUSA.	1127
PLA.	YALSA.	1240
PLA.	CLENE.	189
PLA.	EMIERT.	196
PLA.	ERT.	116
PLA.	FAFLRT.	90
PLA.	GLBTRT.	168
PLA.	GODORT.	144
PLA.	IFRT.	534
PLA.	IRRT.	265
PLA.	LHRT.	108
PLA.	LIRT.	139
PLA.	LRRT.	235
PLA.	LSSIRT.	72
PLA.	MAGERT.	52
PLA.	NMRT.	306
PLA.	SRRT.	450
PLA.	STORT.	84
PLA.	VRT.	58

Date: October 9, 2009
To: PLA Board of Directors
From: Kathleen Hughes
Re: "Public Libraries"

INFORMATION ITEM

"Public Libraries" ad sales in fiscal year 2009 were fairly slow and ended behind budget. The most recent performance report shows that gross advertising revenue is at \$40,012.80; the budgeted figure is \$75,600. For comparison purposes, at the end of the last fiscal year (FY 08) advertising sales were at \$68,472. While this has been a bad year for advertising industry-wide, we feel that advertising sales will rebound in the coming fiscal year, with the opportunities to sell ads prior to National Conference. Also, we are working on an online companion to "Public Libraries" and the opportunity to offer advertising in both the digital and paper versions should help sell ads.

Our subscription base is fairly steady; we currently have 674 subscribers. At this time last year we had 728 subscriptions. Subscription revenues are up, budgeted to be \$36,250 – subscription revenues are actually at \$39,144.

In terms of expenses, we were budgeted to be at \$172,231; the actual expenses total is \$159,039 making us approximately \$13,000 under budget.

October 14, 2009

To: PLA Board of Directors

From: Linda Bostrom
PLA Manager of Professional Development

Re: Report on Educational Activities

PLA 2010 National Conference Programming

The Preliminary Program was mailed in late August and registration opened on the day after Labor Day, September 8.

The conference schedule currently encompasses 119 concurrent session programs, A few slots are reserved to repeat popular programs, based on the Session Preference Survey (at http://www.placonference.org/session_preference_survey.cfm) and ongoing until November 20). The Saturday schedule contains fewer programs overall due to lighter attendance that day. The strongest tracks are Administration/Leadership, Marketing, Serving Adults and Youth, and Workforce Development.

Some highlights include programs about making financial decisions in these economic times; about how to make your library efficient using Toyota techniques; about every type of Readers Advisory; and non traditional libraries. For 2010, we have added a Children's Book Buzz program, featuring publishers talking about upcoming children's books. The Buildings track features a few programs about building or remodeling facilities on limited budgets. In addition to public and university librarians, speakers include some from Australia, New Zealand, Sweden, Canada and the top library consultants.

The list of 12 recommended preconferences, plus a leadership development by-invitation preconference and a Turning the Page workshop, was included in documents the Board received in July. A slate of 50+ Talk Tables was approved in September.

All sessions will be available in the online program schedule at: http://www.placonference.org/programming_schedule.cfm

Programs at ALA 2010 Annual Conference

A list of the 19 programs that were approved for the 2010 ALA Annual Conference was distributed at the Board's summer meeting. Since that time, one additional program has been added to the slate, an update on the Every Child Ready to Read project evaluation featuring Dr. Susan Neuman.

Regional Workshops

PLA/CPLA courses have been scheduled more selectively during this fiscal year. Three partner/host sites that had difficulty drawing sufficient audiences (and led to cancellation of some events) have been dropped. Of the fourteen workshops scheduled in 2009, with three left, only one event had to be cancelled due to extremely low registration. Based on the number of inquiries I receive, interest in the program is increasing. However, the downturn in the economy has affected expenditures on travel and registration. Courses are now being scheduled for 2010, some already listed on the web site, and I'm negotiating with potential new partner/hosts.

Results Boot Camp 5 was held in Seattle, October 12-16, with 45 attendees, a lower than expected number. Several participants cancelled in the last few weeks before the class due to funding issues. However this is a very unique program for library managers and directors and typically elicits the most favorable evaluations from the participants.

e-Learning@PLA

PLA's slate of 20 asynchronous, self-directed, on-demand online courses have seen low registration. Additional marketing and a potential repositioning needs to be conducted for these programs. Low enrollment is due in part to the departure of the PLA communications manager in the summer and the resulting vacancy for this position through the end of the fiscal year. However, the courses are reasonably priced, with multiple-course and multiple-registrants-from-the-same-library discounts available. Some much needed marketing will draw attention to these courses and should greatly improve registration.

TO: PLA Board

FROM: Joe Potaczek

RE: **Partners Program Status Report**

DATE: October 14, 2009

For FY 2009-2010, PLA has received pledges to date for a total of \$176,250. Of this, \$116,250 are direct dollars to PLA; \$34,000 for in-kind merchandise, including registration tote bags, badge holders, notepads and pens as well as speakers paid by vendors/publisher to support national conference; and \$26,000 for awards and administrative fees. Total Partners budget target for fiscal year 2010 is \$94,000. Some new additions to this year's group include: SirsiDynix, BookPage, Gale Cengage, Midwest Tape, OverDrive and Playaway. One long time supporter EBSCO indicated a shift in their sponsorship level from \$5,000 to \$1,000 due to change in marketing strategy.

Board member involvement in these donations is critical. Thanks to Sari Feldman for securing support from Playaway, Midwest Tape and OverDrive. We also had member involvement securing new support from SirsiDynix and Gale Cengage. Board members are encouraged to suggest new vendors for potential sponsorship opportunities. In many cases newer suppliers or those that are seeing an expansion in their outreach to the library market are good candidates. Please continue to contact Joe Potaczek with any suggestions and/or contact information.

Year	2009-10					
Company	Purpose	Direct	Indirect	Awards	Total	
Audio Publishers Assoc.	Silver		1,000		1,000	
Baker & Taylor	Gold	5,000			5,000	
Baker & Taylor	Allie Beth Martin Award			3,500	3,500	
Baker & Taylor	Entertainment Award			3,000	3,000	
Baker & Taylor	Charlie Robinson Award			1,500	1,500	
Bill & Melinda Gates Fdn.	Platinum					
BBC Audiobooks	Gold	5,000			5,000	
BookPage	Gold	5,000			5,000	
Brainfuse	Gold (Opening Session)	5,000			5,000	
Brodart	Gold	5,000			5,000	
BWI	Gold	5,000			5,000	
CIVICTechnologies	Silver	1,000			1,000	
DEMCO, Inc.	New Leader Travel Grant			5,500	5,500	
EBSCO	Exc Small-Rural Award			1,500	1,500	
EBSCO	Silver	1,000			1,000	
Gale Cengage	Platinum (Badgeholders)		10,000		10,000	
Hachette Book Group	Silver		1,000		1,000	
HarperCollins	Silver		2,000		2,000	
Highsmith	Innovation Award			2,500	2,500	
Highsmith	Internet Cafe	5,000			5,000	
H.W. Wilson Fdn.	Platinum	10,000			10,000	
Ingram	Gold	5,000			5,000	
Innovative Interfaces	Conference Bags		8,000		8,000	
Jan Way Co.	Gold	5,000			5,000	
LibraryConsultants.org	Bronze	500			500	
LSSI	Conable Award			2,000	2,000	
Midwest Tape	Platinum	10,000			10,000	
Morningstar	Gold	5,000			5,000	
OverDrive	Platinum (Memb. Recp)	10,000			10,000	

Year	2009-10					
Company	Purpose	Direct	Indirect	Awards	Total	
Playaway	Gold (Book Buzz)	5,000			5,000	
Polaris Library Systems	Gold	5,000			5,000	
Polaris Library Systems	John Iliff Award			1,500	1,500	
Proquest	Platinum	10,000			10,000	
Queens Public Library	Gold	1,500	8,000		9,500	
Romance Writers of America	Gold			5,000	5,000	
R. R. Bowker	Silver	2,000			2,000	
Simon & Schuster	Silver		1,000		1,000	
SirsiDynix	Gold	5,000			5,000	
Tech Soup	Silver	1,000			1,000	
Tutor.com	Silver		1,000		1,000	
Userful	Gold		5,000		5,000	
World Book	Silver	1,250			1,250	
	TOTAL	116,250	34,000	26,000	176,250	

Date: October 14, 2009

To: ALSC Board, PLA Board

From: ECRR Task Force

Re: Fall Meeting Update

Dr. Susan B. Neuman has agreed to revise the ECRR curriculum for the amount allocated by the ALSC/PLA Boards. An independent contractor agreement with Dr. Neuman has been prepared, which includes a timeline and deliverables. The task force has also asked that a memorandum of understanding be developed which lays out the responsibilities of the PLA office, ALSC office and ECRR task force regarding this project. The services of the person that worked on bringing the initial ECRR "raw" curriculum to a "finished" product will again be utilized for this revision.

A subgroup of the task force met with Dr. Neuman on September 2, 2009 to go over expectations regarding the revisions/enhancements, which were reflected in the contractual agreement. Expectations include:

- Incorporation of new research
- Emphasis on the informational aspects of book reading and its important relationship to background knowledge and conceptual development
- Incorporation of ecological factors which are critical for literacy motivation and learning within workshops
- Sensitivity to cultural, economic, education and linguistic diversity
- Development of 4 general workshops and a mini-series of workshops focusing on content areas (ie. vocabulary, comprehension, content knowledge, etc.) with appropriate handouts
- Development of a simple participant self-reporting evaluation system to track outcomes and outputs across all workshops

The first two workshops will be provided to our task force for review and comments in early November 2009, so we quickly come to terms with expectations. Our goal is to have the new ECRR product unveiled at the ALSC Spring Institute in September 2010. This is an aggressive timeline, which the task force will do its best to meet.

Another subgroup of the task force has been assigned to work on securing grant funding for translations in a variety of languages and training, which could be delivered interactively online as well as prepared presentations "on demand." A task force conference call regarding grant funding has been scheduled for October 27, 2009.

The task force has scheduled a program at the 2010 PLA National Conference on Thursday, March 25, 2010 at which Dr. Neuman will be the featured speaker. Dr. Neuman will also speak at the ALSC Spring Institute in 2010.

The ECRR Task Force thanks the PLA and ALSC Boards for their support of this initiative.

October 9, 2009

TO: PLA Board of Directors
FROM: Kathleen Chau, Project Manager
RE: Gates Project Update



In June 2007, the Bill & Melinda Gates Foundation awarded PLA a \$7.7 million grant to develop and provide an advocacy training program for public libraries over three years.

The project, branded **Turning the Page**, is divided into three rounds, each round serving specific states. Round 1 was completed in the spring of 2008; Round 2 was completed in November of 2008; and Round 3 is underway. To date 2250 grantees have attended a Turning the Page conference and another 275 have completed the online conference.

Round 3 of Turning the Page includes conferences in Columbus, Ohio; Minneapolis, Minnesota; Decatur, Illinois; St. Louis, Missouri and Sioux Falls, South Dakota. Conferences are scheduled during September, October and November 2009 and a final event for 200 PLA members will be held at the 13th PLA National in Portland, Ore.

The Foundation has extended an invitation for a PLA Board member to attend each conference during Round 3. Marcia Warner, Library Director of the Grand Rapids Public Library and PLA Board Member, attended the conference in Minneapolis. Gary Shaffer and Judy Napier are planning to attend the conferences in St. Louis and Sioux Falls respectively.

The actual number of attendees for Round 3 has not been at the original estimated levels. PLA has withdrawn its request for supplemental funding from the Foundation.

The grant will expire on May 31, 2010.

TO: PLA Board of Directors

FROM: Luis Herrera
Leadership Development Task Force Chair
Joe Potaczek
Deputy Executive Director

RE: Leadership Development Task Force Report

DATE: October 16, 2009

BACKGROUND:

PLA's Leadership Development Task Force is continuing its work on leadership initiatives for the association. Below is an update on recent activities.

ALA Conference in Chicago

The Leadership Task Force presented a program at the ALA Annual Conference in Chicago. The program titled: "Leading the Way: PLA Fellows Transform the Future" will be facilitated by Dr. Adam Goodman of Northwestern University's leadership program. The program included a panel discussion featuring 3 of the PLA Leadership Fellows.

PLA Leadership Fellows Program 2010

Following the success of the initial year of the PLA Leadership Fellows program, the Leadership Task Force will offer 4 opportunities for fellowships in 2010. These programs will include: University of Michigan, Ross School of Business, Harvard Kennedy School of Government, and the Evans School of Government, University of Washington. The Task Force has been pleased with the high caliber of the applicant pools for all four fellowship opportunities for the 2009 offerings and looks forward to another successful award group in 2010.

Leadership Planning Session

The PLA Leadership Task Force conducted a planning session on July 10, 2009 led by Dr. Adam Goodman of Northwestern University. During this meeting the group identified key leadership skills that will be necessary for future leaders in the public library profession. Leadership Task Force invited representatives from the PLA Board along with additional stakeholders from IMLS, Simmons College, Leadership Fellows and Emerging Leaders. The outcome of this session will inform the development and design of the PLA Leadership Institute being developed by the Task Force for the pre-conference planned for the PLA National Conference in Portland, March 2010.

Date: July 30, 2009

To: PLA Board of Directors

From: Jan W. Sanders
Chair, PLA Nominating Committee (2010)

Re: 2010 Election Slate

I am very happy to report to you that we have secured two candidates for the position of PLA President. We believe these are strong, capable candidates, either of whom would serve the association proudly and well. I want to thank the committee members Eva Poole, Kay K. Runge, Karen Danczak-Lyons, Clara Bohrer, Betsy Diamant-Cohen, and Yuan-Shang Constance Hsi for their work and time. It was a pleasure work with each of you.

The candidates standing for PLA Election are:

Rivkah Sass of the Sacramento (CA) Public Library

and Marcia Warner of the Grand Rapids (MI) Library.

If you need other information, or if there are other things you need the committee to perform, please let me know.

October 16, 2009

TO: PLA Board of Directors

RE: Status of Lillian Snyder required board attendance.

ACTION REQUESTED/INFORMATION/REPORT:

ACTION

ACTION REQUESTED BY:

Joseph Potaczek, CAE, Acting Executive Director

DRAFT OF MOTION:

BACKGROUND:

Lillian Snyder has had three (3) unexcused absences for the following board meetings, two of which have been consecutive conferences:

Midwinter 2009, Spring 2009 and Annual Conference 2009.

These unexcused absences have been recorded in minutes of these meetings.

Pursuant to PLA Bylaws, Article VI, Section 4,

“If a member of the Board of Directors (other than the ALTAFF representative) fails to attend two consecutive conferences (e.g., an Annual Conference and the following Midwinter Meeting), that director's office may be declared vacant by majority vote of the Board of Directors.”

Motion: “Move that the PLA Board vote, pursuant to PLA Bylaws, Article VI, Section 4, to vacate the board position held by Lillian Snyder, term to end June of 2010 for having had unexcused absences from two consecutive conferences, Midwinter 2009 and Annual Conference 2009, and including an unexcused absence from the Spring 2009 PLA board meeting.”

TO: PLA Board of Directors
RE: FY 2008-2009 Financial Analysis and Management Report

ACTION REQUESTED/INFORMATION/REPORT:

Information

ACTION REQUESTED BY:

Joseph G. Potaczek, CAE, Acting Executive Director

DRAFT OF MOTION:

N/A

BACKGROUND:

This report is based on information available through October 6, 2009 (Second Close) financial performance reports. This narrative provides context for the year-to-date by project report (2010.13)

Total Revenues Budgeted/Actual/Remaining:	\$ 1,442,883	\$ 1,084,293	\$ (358,589)
Total Direct Expenses Budgeted/Actual/Remaining:	\$ 2,033,263	\$ 1,594,424	\$ (438,839)
Overhead Budgeted/Actual/Remaining:	\$ 117,185	\$ 88,579	\$ (28,605)
Net Revenue (Expense) Budgeted/Actual/Variance	\$ (709,077)	\$ (600,223)	\$ 108,854
Beginning/Ending Net Asset Balance:	\$ 768,737	\$ 168,514	

In terms of our two year conference planning cycle, this is year in which we spend down our fund balance. At the end of FY09 we have a remaining fund balance of \$168,514.

As of second close, PLA revenues are \$1,084,293 or 25% below budget and expenses are \$1,594,424 or 22% below budget. Overall, PLA is \$108,854 or 15% better than budget on a net revenue/expense basis. Overall, as a composite, registration fees for PLA continuing education offerings came in under budget with a difference of \$25,690. However expenses for these same events came in better than budget with a difference of \$20,162. The 2009 PLA Spring Symposium, on a net basis, lost \$4,117. Membership total revenues were slightly off budget of \$450,168 by \$9,568 and provided \$222,913 in net revenues to the association.

Publishing overall sales were \$85,961, which is behind the \$259,870 budgeted target. Previous FY sales were \$77,340. This difference between the budgeted and actual sales figures can be attributed to the number of Advocacy Toolkits (Libraries Prosper with Passion, Purpose, and Persuasion!™) which were expected to be purchased for the Turning the Page workshops. The number turned out to be less than expected and also some were bought in this FY10, instead of FY09. Publishing expenses came in approximately \$14,544 over budget, \$95,572 actual vs. \$81,000 budgeted. Much of this can be attributed to projects that were finalized near the end of FY09 and will be reflected in increased sales in FY10. Advertising revenue was off \$35,587 primarily due to cutbacks in advertiser spending.

The PLA Leadership Development Task Force is dedicated to creating leadership training opportunities focused on developing “change agents” within the public library profession. The Task Force made four scholarship awards to Harvard, Wharton, and University of Michigan. PLA also sponsored two members to participate in the ALA Emerging Leaders Program. The program aims to prepare 100 young librarians for ALA and professional leadership.

Nearly 500 persons attended PLA’s 2009 Spring Symposium, which was held April 2-4, in Nashville, Tennessee. The 2009 Symposium featured intensive day and a half long workshops on Everyday Library Ethics; Service Responses; Assessing the Quality of Public Library Statistics and Making the Most of Them; Today’s Library; New Library Technologies; and Current Library Issues.

PLA sponsored twenty programs and three preconference program during the 2009 ALA Annual Conference. In addition, noted journalist and political commentator Cokie Roberts made the keynote presentation at the 2009 PLA President’s Program held during the ALA Annual Conference.

PLA hosted several CPLA Library Management Workshops this year. These traveling workshops are held at public libraries around the country. Topics included: Budget & Finance; Technology; Organization and Personnel; Current Issues; Serving Diverse Populations; Marketing; Politics & Networking; and Planning and Management of Buildings. PLA continues to partner with regional library systems, state library associations, and state libraries to host the courses. This minimizes our financial exposure as we use the host site as the venue to conduct the course rather than a hotel. *PLA Boot Camp 5* PLA held its fifth “Boot Camp” on October 12-16, 2009 in Seattle, WA. 50 persons attended this weeklong interactive workshop. The program is designed to teach practical library management skills and also provides an overview of all the publications in the PLA Results series and shows how they interconnect, and how they can help attendees forge an effective management style.

New PLA publications developed this year include, 75 of the Best books for Young Children, 100 Best books to Read in Kindergarten and the PLA Reader for Public Library Directors and Managers. PLA is also working with ALSC on a revision of the Every Child Ready to Read Curriculum which is anticipated in Fall 2010.

In June 2007, the Bill & Melinda Gates Foundation awarded PLA a \$7.7 million grant to develop and provide an advocacy training program for public libraries over three years.

The conference, branded Turning the Page, will support libraries that are eligible to receive Bill & Melinda Gates Foundation Opportunity Online hardware grants, which require grantees to match foundation funds with local dollars. It is also be available to non-grantees on a limited basis.

Foundation grantees are encouraged to send teams of up to three people including trustees to their local learning event so that they will develop an advocacy action plan specific to their local community environment. Each participant receives *Libraries Prosper with Passion, Purpose, and Persuasion: A PLA Toolkit for Success*, which provides them with processes for implementing their advocacy plan. Ongoing support will also is provided through an online CoP on the PLAspace website that will be maintained throughout the life of the project.

The project is divided into three rounds, each round serving specific states. Round 1 was completed in the spring of 2008; Round 2 was completed in November of 2008; and Round 3 is underway. To date 2250 grantees have attended a Turning the Page conference and another 275 have completed the online conference. The final event will be held at PLA National Conference 2010.

**Public Library Association
 FY 2008-2009 Financial Report
 Year-To-Date Report by Project**

	<u>FY2008 Budget</u>	<u>FY2008 Final Close</u>	<u>FY2009 Budget</u>	<u>FY2009 Second Close</u>
<u>1 Administration (0000)</u>				
Revenue	\$0.00	\$0.00	\$0.00	\$0.00
Expenses				
Salaries/Benefits	\$637,846.00	\$494,578.41	\$543,455.00	\$417,313.29
Operating	<u>\$92,044.00</u>	<u>\$91,595.87</u>	<u>\$251,979.00</u>	<u>\$221,125.71</u>
TOTAL	\$729,890.00	\$586,174.28	\$795,434.00	\$638,439.00
<u>2 Service to Members (3000)</u>				
Revenue				
Dues	\$517,255.00	\$488,068.97	\$450,168.00	\$446,269.79
Others	<u>\$3,500.00</u>	<u>\$116.82</u>	<u>\$7,470.00</u>	<u>\$1,800.00</u>
TOTAL	\$520,755.00	\$488,235.79	\$457,638.00	\$448,069.79
Expenses				
Operating	\$430,105.00	\$267,191.74	\$330,955.00	\$225,165.07
<u>3 Committee Planning (3002)</u>				
Revenue	\$0.00	\$0.00	\$0.00	\$0.00
Expenses	\$30,800.00	\$1,078.04	\$32,900.00	\$2,992.67
<u>4 Regional CE (3007)</u>				
Revenue	\$68,750.00	\$32,605.00	\$68,750.00	\$46,945.00
Expenses	\$110,288.00	\$64,681.33	\$110,131.00	\$66,454.43
<u>5 Regional CE-Meal Events (3010)</u>				
Revenue	\$3,000.00	-\$60.00	\$3,000.00	\$9,945.00
Expenses	\$2,600.00	\$4.70	\$2,600.00	\$236.00
<u>6 Certified Public Library Administrators (3189)</u>				
Revenue	\$67,500.00	\$84,330.00	\$67,500.00	\$81,185.00
Expenses	\$60,078.00	\$138,107.13	\$60,516.00	\$102,029.55
<u>7 Web-CE (3040)</u>				
Revenue	\$34,250.00	\$35,745.00	\$17,100.00	\$353.00
Expenses	\$26,870.00	\$54,040.07	\$15,043.00	\$1,980.70
<u>8 PLA Partners (3020)</u>				
Revenue	\$129,000.00	\$116,105.50	\$69,000.00	\$73,490.00
Expenses	\$59,850.00	\$2,215.62	\$56,850.00	\$6,356.99

	<u>FY2008 Budget</u>	<u>FY2008 Final Close</u>	<u>FY2009 Budget</u>	<u>FY2009 Second Close</u>
9 <u>Preschool Literacy (3120)</u>				
Revenue	\$96,250.00	\$65,921.50	\$39,375.00	\$36,087.41
Expenses	\$48,026.00	\$20,224.11	\$22,955.00	\$29,108.09
10 <u>Public Libraries (3030)</u>				
Revenue				
Subscriptions	\$36,250.00	\$40,070.32	\$36,250.00	\$39,144.13
Advertising (Net)	\$49,400.00	\$54,761.77	\$49,400.00	\$32,264.84
Other	<u>\$50.00</u>	<u>\$2,752.38</u>	<u>\$50.00</u>	<u>\$2,453.15</u>
TOTAL	\$85,700.00	\$97,584.47	\$85,700.00	\$73,862.12
Expenses				
Manufacturing/Dist.	\$24,325.00	\$59,385.75	\$63,495.00	\$56,134.62
Professional Services	\$500.00	\$5,676.38	\$10,000.00	\$8,088.65
CPU	\$13,437.00	\$19,304.08	\$19,585.00	\$13,817.72
Other	<u>\$109,070.00</u>	<u>\$87,671.51</u>	<u>\$85,001.00</u>	<u>\$87,211.72</u>
TOTAL	\$147,332.00	\$172,037.72	\$178,081.00	\$165,252.71
11 <u>Public Library Data Service (3172)</u>				
Revenue				
Sales	\$121,788.00	\$99,106.51	\$155,000.00	\$88,148.67
Royalties	\$10,000.00	\$770.16	\$10,000.00	\$11,064.11
Returns	<u>\$3,800.00</u>	<u>\$5,692.16</u>	<u>\$3,800.00</u>	<u>-\$6,710.00</u>
Total	\$127,988.00	\$94,184.51	\$161,200.00	\$99,212.78
Expenses				
U of I Contract	\$50,000.00	\$82,374.00	\$52,000.00	\$71,262.00
Other	<u>\$41,298.00</u>	<u>\$35,261.30</u>	<u>\$56,438.00</u>	<u>\$38,373.60</u>
TOTAL	\$91,298.00	\$117,635.30	\$108,438.00	\$109,635.60
12 <u>Publications (3058)</u>				
Revenue				
Books	\$46,800.00	\$77,340.08	\$90,000.00	\$41,382.31
Fulfillment/Returns	-\$2,340.00	\$499.50	\$3,840.00	-\$447.40
Royalties	<u>\$30,000.00</u>	<u>\$15,898.41</u>	<u>\$173,710.00</u>	<u>\$45,026.36</u>
TOTAL	\$76,960.00	\$168,323.21	\$259,870.00	\$85,961.27
Expenses				
Manufacturing/Dist.	\$11,400.00	\$1,914.05	\$11,700.00	\$49,609.66
Operating	<u>\$125,234.00</u>	<u>\$29,827.46</u>	<u>\$80,580.00</u>	<u>\$51,008.70</u>
TOTAL	\$136,634.00	\$33,041.96	\$92,280.00	\$100,618.36
13 <u>2008 NC General Program (3041)</u>				
Revenue	\$1,432,100.00	\$1,206,650.64		
Expenses	\$611,637.00	\$833,066.10		
14 <u>NC 2008 Exhibit Registration (3042)</u>				
Revenue	\$1,827,500.00	\$1,843,465.50		
Expenses	\$804,752.00	\$973,048.55		
15 <u>NC 2008 Promotion (3043)</u>				
Revenue	\$130,000.00	\$109,372.37		
Expenses	\$120,010.00	\$138,133.98		

	<u>FY2008 Budget</u>	<u>FY2008 Final Close</u>	<u>FY2009 Budget</u>	<u>FY2009 Second Close</u>
16 NC 2008 Registration (3044)				
Revenue	\$0.00	\$0.00		
Expenses	\$53,000.00	\$45,917.96		
17 NC 2008 Open/Close Session (3045)				
Revenue	\$20,000.00	\$10,000.00		
Expenses	\$61,000.00	\$116,029.90		
18 NC 2008 Programs (3046)				
Revenue	\$0.00	\$0.00		
Expenses	\$127,900.00	\$80,283.89		
19 NC 2008 PLA Store (3047)				
Revenue	\$1,200.00	\$0.00		
Expenses	\$1,200.00	\$0.00		
20 NC 2008 Tours (3048)				
Revenue	\$100.00	\$0.00		
Expenses	\$100.00	\$0.00		
21 NC 2008 Meal Events (3049)				
Revenue	\$100,000.00	\$116,255.00		
Expenses	\$84,000.00	\$112,774.32		
22 NC 2008 Preconferences (3050)				
Revenue	\$122,500.00	\$148,330.82		
Expenses	\$69,185.00	\$75,445.61		
23 AC Preconference (3026)				
Revenue	\$26,250.00	-\$120.00	\$26,250.00	\$8,680.00
Expenses	\$16,383.00	\$5,713.55	\$21,224.00	\$5,150.92
24 2009 Spring Symposium (3072)				
Revenues	\$0.00	\$0.00	\$187,500.00	\$122,522.00
Expenses	\$8,000.00	\$10,228.79	\$179,203.00	\$126,639.17
25 NC 2010 General Program (3081)				
Revenues			\$0.00	\$0.00
Expenses			\$22,250.00	\$16,744.10
26 NC 2010 Exhibits (3082)				
Revenues		\$0.00	\$0.00	\$0.00
Expenses		\$2,289.40	\$91,250.00	\$55,063.51
27 NC 2010 Promotion (3083)				
Revenues			\$0.00	\$0.00
Expenses			\$31,850.00	\$31,714.82

*Some National Conference 2010 Projects are open for use in FY 2009.

BALANCE SHEET STATEMENT

	FY2008 <u>Budget</u>	FY2008 <u>Close</u>	FY2009 <u>Budget</u>	FY2009 <u>Close</u>
Opening Fund Balance	\$196,385.00	\$196,385.00	768,737	
Revenue	\$4,953,603.00	\$4,619,161.00	1,442,883	
Expenses	<u>\$3,870,768.00</u>	<u>\$3,871,808.00</u>	<u>\$2,151,960</u>	
Net	\$1,279,220.00	\$943,738.00	59,660	
Transfer to Endowment	-\$250,000.00	<u>-\$175,000.00</u>	0	
Closing Fund Balance*	\$1,029,220.00	\$768,738.00	\$59,660	

* Fund Balance 2008 beginning fund balance is the audited opening balance.

* Fund Balance 2009 beginning fund balance is the audited opening balance.

2008 Endowment Principle	\$837,989
August 2008 Contribution	<u>\$175,000</u>
Projected FY09 Principle Balance	\$1,012,989

2009 2nd Close Endowment Principle	\$913,573.94
Reflects market losses of	\$65,275.89

Endowment Spending Account	
Interest/Dividends	\$34,543.28
Will be reinvested	

Date: October 12, 2009

To: PLA Board

From: Melissa Faubel Johnson, CMP
Conference Manager

Re: 2010 PLA National Conference, March 23-27, 2010 – Portland, OR

Plans for the PLA 2010 National Conference in Portland, OR, are progressing on schedule.

Exhibits

Exhibit sales are on track. As of October 12, 2009, 720 booths are sold. This compares to 727 booths sold as of October 2007. 118 booths remain available.

Registration

The preliminary program was mailed in September, and all conference information is available at www.placonference.org. Registration and housing opened on September 8th. As of October 12, 2009, 572 attendees are registered for the full conference. This compares to 716 attendees as of October 22, 2007. All other conference events (meal events, tours & preconferences) are steadily picking up registrants.

Special Event Speakers

The following speakers are confirmed for special/meal events:

Book Buzz – Nancy Pearl

Opening Session – Nicholas Kristof

Thursday Young Adult Author Lunch – Virginia Euwer Wolff

Thursday Adult Author Lunch – Scott Turow

Audio Publishers Assoc Dinner – Chelsea Cain, Sue Grafton, Judy Kaye & Marcia Muller

Friday Children's Author Lunch – Kadir Nelson

Friday Adult Author Lunch – Luis Urrea

Closing Session – Sarah Vowell

The Preconference Luncheon speaker will be confirmed soon.

Housing

The PLA housing block is currently 47% sold.

TO: PLA Board of Directors

FROM: Sara Dallas

RE: CoPs Report

DATE: October 13, 2009

Charge: At the PLA Board Meeting at ALA Annual Conference July 2009, a task force was formed to discuss and conduct a review and provide initial recommendations to the PLA Board by the fall 2009 Board meeting on how PLA should evaluate the existing tool and methodology for member engagement through Communities of Practice. The task force will provide final report with recommendations to the PLA Board for the 2010 Midwinter meeting.

Members of the Task Force: Audra Caplan, Chair, Sari Feldman, Betsy Diamant-Cohen, Cathy Sanford, Jay Turner, Mary Anne Hodel, Marcia Warner, Sara Dallas, Joe Potaczek (PLA Staff) and Doug Dawson (PLA Staff)

Background: In May, 2008, PLA members voted in favor of changing the PLA by-laws to provide an opportunity for all members to participate in PLA through Communities of Practice (CoPs). The purpose of the CoPs was to allow people to come together to share knowledge and ask questions on a specific subject. It was hoped that the interactions would produce greater understanding of a specific subject and to help solve problems or generate new ideas.

The structural component, was designed to be a member benefit rather than “working groups” responsible for association projects.

Characteristics of the Communities of Practice (COPs):

These characteristics were developed and accepted by the PLA Board in Spring of 2007 as part of “Report from Executive Committee Discussion on Volunteer Work Group and Member Interest Group Structure *April 21, 2007*”

PLA provides technology to support COPs (My PLAspace).

Communicate and network primarily virtually, but may meet face-to-face.

Self-emerging.

Provide ability to post documents, pictures, links, etc. online.

Provide online ability to connect with other communities of practice.

Self-sustaining.

Dedicated staff available to support technology and systems.

Leadership can be appointed or can come from the community. Leadership is not required, but encouraged.

Do not have representation on Board.

Board may solicit ideas/projects of COPs.

PLA membership is required for participation although non-members may be able to view discussions.

Specific communities will not have assigned staff support.

Communities cannot speak on behalf of PLA

Integrated with electronic newsletter and PLA directory, etc.

Can create recommendations for consideration of programs and services.

Establishment of Communities of Practice:

By-law: Article IX. Communities of Practice.

Sec. 1. Establishment.

Any member of the Association interested in establishing communication or discussing common problems that fall within the mission of the Association may form a formal community of practice upon submission of written request to create such group.

Sec. 2. Operation.

A Community of practice may incur no expenses except as authorized by the PLA Board of Directors and it may make no declaration of policy.

Sec. 3. Dissolution.

A Community of practice will continue in existence until inactive (no communications or activities) or dissolved by action of the Board of Directors.

COPs would:

Replace many PLA committees

Would be accessible to all whether or not they could travel to the in-person meetings

Space would be provided at ALA Midwinter or Annual Conference to allow in-person meetings if requested

There would be no appointing process – and members could join or leave at their own discretion

New communities could be formed based upon interest or new topics emerge

CoPs would recommend conference programs, PLA products and services for consideration

Interview responses:

Currently CoPs are not meeting expectations (both by the PLA Board and membership)

Poor retention – people visit but do not come back

Being a CoP chair is too much work for one person

Large number of CoPs does not translate into many people doing the work – rather lurkers, not workers.

Need for more structure – use young technologists; assign work to be done.

No leadership – Cops are removed from the Board; Official Board appointments acknowledge the work done by PLA members;

Lack of dialog

Official recognition and physical presence are important – missing with CoPs

CoPs are like a listserv

Committee structure worked when there was synergy among the members

Misunderstanding among PLA members regarding the purpose of CoPs

Trends of groups using COPS:

California Library Association technology platform has not been developed to date.

Denver Public Library – use a staff intranet to communicate news, policies and procedures, committee reports, statistics and tolls for staff and managers. Intranet is moderated; most used areas are readers’ advisory, database discussion, staff “marketplace” to sell items like concert tickets; and a water cooler area. Challenge: driving staff to site and having them participate.

Special Libraries Association - Dianna Wiggins: SLA is preparing to launch their own communities by the end of the year. She suggests:

Each CoP has a leadership team (engagement manager, content manager, Executive Sponsor to lend fiscal authority to each team. In our situation, should each CoP have a Board Sponsor to lend “authenticity to CoPs” from the Committee model?)

SLA strongly encourages the use of Twitter and Twitter hashtags by incorporating Tweet streams into their Drupal platform. They found that since so many librarians are on Twitter anyway it is an easy way for their CoPs to communicate without having to log in to their website. This is something that we could probably implement quickly for minimal cost.

She strongly recommended a book: Company Command, by Nancy Dickson and some Army personnel. It is a thin book but full of good ideas, based on how the Army implements communities of practice. Doug will try to bring it to the Board meeting.

Joe interviewed some associations regarding their implementations of CoP's. Joe also had a discussion with Paul Meyer re: perspective on communities or practice. (posted) - Paul is available and can come to the fall Board meeting for this discussion.

Use statistics on usage are posted on PLAspace.

Observations:

- * CoPs are not dynamic and have little traffic; while there has been strong registration (over 1,200) PLA members need to feel engaged and the CoPs need to be focused and purposeful.
- * This is not the time to go back to the traditional Committee structure (Meyer recommendation).
- * Few people are subscribed to the Email feed; observation that very few things are posted per month.
- * Is it appropriate to tie PLAspace and the CoPs to Facebook or Twitter?
- * There needs to be a bigger Board presence in PLAspace.
- * Work needs to be done to get better member engagement; possibly meld the committees into the CoPs.
- * Structure and Purpose. CoP participants interviewed do not see enough structure. There is interest in meaningful, compelling and relevant outcomes to be developed by these groups. CoP participants interviewed wanted to see more of a strategic connection to outcomes that impact the association and/or the profession. Recognition by the association for their efforts was also implied.
- * Leadership and Charge. Initial feedback indicated that there was a need for more formal leadership of groups. Currently CoP's leaders can operate without a term specified. There was also indication of a need for a liaison from the Board or staff for each CoP.
- * Dialoging vs Work Output - distinction was not clear between dialog between participants and work output of CoP's. Wanted clarity between "just another list serve" and an output-based charge for the CoP. This indicates need for structure and/or specific coaching.
- * Perception of purpose of website. Website with editorial content or member community tool? As users approach the website there may be an expectation for editorial content and resources to be "pushed" to the user. This may indicate why initial sign-ups are high, but return visits may be low. Distinction needs to be made that the web tool is established to support PLA membership engagement structure (CoP's / committees) and to provide for member interaction, rather than as an editorial product. Implementation provided for groups self emerge and develop dialog and output on their own.
- * Call to reinstate committee structure. One group, technology, was very specific about having designation as a committee reinstated. Part of these reasons were for formal recognition by the PLA Board and for committee status providing a reason for members to attend in-person meetings. There is also possibly a feeling that being on a "committee" holds more prestige.

* Other association's implementations. There were indications that other association implementations had some success, but were not used universally. Where there were successes there were some common elements, some of these are: 1. subject matter expertise assigned to group (to provide answers and input for q and a about a specific issue to the profession), 2. volunteer and staff liaisons were assigned to the group with volunteers having specific terms 3. Topical focus was narrow and dealt with a "high volume or high interest" technical topic. 4. Did not see an implementation of work output solely emerging through a community. None of the associations contacted duplicated our effort or were using CoP's to replace organizational (committee) structure.

* Hybrid direction. One potential approach may be for a "hybrid" structure to be investigated. This would involve slightly increasing structure of CoP's and potentially provide for a "next step" to committee status if certain benchmarks/goals are achieved. Reinstatement of those committees (i.e. technology) that have an active constituency but are frustrated with CoP format may need to happen quickly.

* Former PLA committee structure. It is important to remember that many of the former PLA committees were not functional and that going back to reestablishing committees would not be useful in itself.

* Marketing of site did attract a good number of registrations, but interactions between members did not occur to the extent that would have been expected.

* There needs to be more online training on how to use the CoP's, and better prompts along the way, including screencasts. Also a marketing campaign should be developed to encourage participation.

Next Steps:

* Develop Survey questions to go to larger group of members/CoP users based on initial report. Deploy Late October/November time frame.

* Develop recommendations on structure of CoP's for final report.

* Review issue of PLA engagement on ALAconnect; discuss at Fall Board meeting and discuss in recommendations for MW.

* Taskforce Report with Recommendations due by Mid Winter 2010. Include feedback from survey.

PLAspace Site and CoP Data Report

Prepared by Doug Dawson
 October 1, 2009

Executive Summary

A large number of people have registered for the site (1,280) and have joined CoPs but almost no one is actively participating in CoPs. CoPs are launched and experience some interest from site visitors (as seen in the Readers Advisory examination below) but that drops off and they no longer see much activity. Overall visits to the site remain regular and last nearly five minutes at a time but these visitors are just browsing - no participatory activity takes place.

PLAspace CoPs, CoP Leaders, Number of Members, and Total Number of Individual Posts + Wikis

Of all the tools available to create or share content on PLAspace – Notes, Wiki Pages, Events, Polls, and Chat Rooms – the two most useful are Notes and Wiki pages. This list is a complete list of public CoPs as of September 30, 2009, along with the listed CoP leader, the total number of members of the CoP, and the count of Notes and Wiki Pages created within that CoP.

<u>CoP</u>	<u>Leader</u>	<u>Members</u>	<u>Notes and Wiki Pages</u>
Audiovisual Audiovisual services in public libraries	Adele	78	0 + 0
Be A Better Manager <i>Dedicated to helping library managers and managers-to-be become better managers.</i>	Bonnie_T	334	4 + 0
Branch Libraries <i>For those working in or with branch libraries.</i>	Paula Settoon	300	7 + 2
Cataloging <i>PLA CoP for Cataloging</i>	Sally Smith	136	4 + 0
Collection Development <i>Dedicated to all aspects of Collection Development and Materials Management</i>	Cynthia Bischoff	446	7 + 2
Community Connections <i>Community Connections is comprised of four 2009 ALA Emerging Leaders, working on behalf of PLA and the Association for Rural and Small Libraries.</i>	Christine Ayar	5	0 + 5
Digital Librarianship <i>Focused on integrating digital tools and technology into programming for public libraries.</i>	Becky Ranallo	23	1 + 0

<u>CoP</u>	<u>Leader</u>	<u>Members</u>	<u>Notes and Wiki Pages</u>
Ethics and the Library <i>The purpose of this group is to discuss ethics issues and help people make decisions.</i>	Sara Dallas	82	0 + 0
Intellectual Freedom <i>Provides support for libraries' promotion of freedom of acquisition, dissemination, and maintenance of materials, services, and programs.</i>	MadlynS	146	6 + 0
International Relations <i>To promote international awareness and understanding of public libraries to PLA membership.</i>	Isanojackson	40	6 + 1
Marketing Public Libraries <i>To share and discuss ideas for promoting public libraries</i>	IrmBrown	331	1 + 1
Northern CA Youth Services <i>To enhance creative, quality services to youth in constituent libraries through shared ideas, training, collections, special projects and programming.</i>	PattyHector	4	0 + 0
P.L. Services for Children <i>Public Library Services for Children</i>	llareau	167	6 + 0
Public Library Systems <i>Focused on the concerns of Public Library Systems</i>	kdenero	459	9 + 0
Readers Advisory <i>PLA CoP for Readers Advisory</i>	MadlynS	562	19 + 6
Rural Libraries <i>Committed to increasing the quality of library services to rural communities everywhere</i>	Sara Dallas	214	0 + 0
Services for Spanish Speakers <i>Dedicated to supporting librarians who serve Spanish speakers</i>	ewe2831	95	2 + 0
Small and Medium Libraries <i>Concerned with issues of small and medium-sized public libraries</i>	kbolancullin	213	3 + 0
Staffing Issues <i>We will discuss and explore best practices in staffing of public libraries.</i>	anne haimes	237	2 + 0
Technology <i>PLA CoP for Technology</i>	Amy Terlaga	514	9 + 3
Urban Libraries <i>A forum for those who work in urban public libraries</i>	fgitner	193	3 + 0

In-Depth look at Readers Advisory CoP

The Readers Advisory CoP was one of the three original CoPs created from committees that were discontinued. The other two were Technology and Cataloging. Madlyn Schneider has run the Readers Advisory CoP from its inception, although her active participation slowed to a stop around the time of ALA Annual Conference 2009. The Readers Advisory CoP has had more original activity – 19 Notes and 6 Wiki Pages created – than any other CoP. This is a look at the traffic to the Readers Advisory CoP, month by month, for the year that PLAspace has been live.

Google Analytics data:

September 1, 2008 to October 1, 2008

414 Pageviews | 226 Unique Views | 1:13 Time on Page

October 1, 2008 to November 1, 2008

389 Pageviews | 188 Unique Views | 0:51 Time on Page

November 1, 2008 to December 1, 2008

481 Pageviews | 243 Unique Views | 1:04 Time on Page

December 1, 2008 to January 1, 2009

197 Pageviews | 124 Unique Views | 0:33 Time on Page

January 1, 2009 to February 1, 2009

411 Pageviews | 235 Unique Views | 0:51 Time on Page

February 1, 2009 to March 1, 2009

108 Pageviews | 76 Unique Views | 0:50 Time on Page

March 1, 2009 to April 1, 2009

141 Pageviews | 100 Unique Views | 0:34 Time on Page

April 1, 2009 to May 1, 2009

167 Pageviews | 87 Unique Views | 0:34 Time on Page

May 1, 2009 to June 1, 2009

83 Pageviews | 53 Unique Views | 0:15 Time on Page

June 1, 2009 to July 1, 2009

53 Pageviews | 34 Unique Views | 0:34 Time on Page

July 1, 2009 to August 1, 2009

53 Pageviews | 30 Unique Views | 0:25 Time on Page

August 1, 2009 to September 1, 2009

32 Pageviews | 21 Unique Views | 0:33 Time on Page

Snapshot of PLAspace use from July 2009

While Google Analytics shows some respectable statistics for the month of July, 2009, the number of actual posts and comments on PLAspace is extremely low. PLAspace does continue to attract new users at the rate of about 10 a week.

Google Analytics:

1,119 visits to pages on PLAspace.org from 557 unique visitors

Average time on site was 3 min 47 seconds and an average of 5.2 pages were viewed

PLAspace CoP usage:

PLAspace users: 1,280

New users in July: 45

New users in July by week:

Week 1 (short) = 1

Week 2 = 11

Week 3 = 13

Week 4 = 11

Week 5 = 9

New original posts in July: 12

New posts in July by week:

Week 1 = 1

Week 2 = 2

Week 3 = 2

Week 4 = 3

Week 5 = 4

New comments in July: 3

New comments in July by week:

Week 1 = 0

Week 2 = 0

Week 3 = 1

Week 4 = 1

Week 5 = 1

CoP's Characteristics Chart

Characteristics	Expectations	Observations
PLA provides technology	Technology provided	Training may be necessary, but over 1280 were able to register.
Communicate and network primarily virtually, but may meet face-to-face.	*Virtual tool provided. *Space provided at "All Committee Meeting" at ALA Midwinter and Annual Conference	Currently CoPs are not meeting expectations (both by the PLA Board and membership) for level and type of communication and networking
Self-emerging	*New communities could be formed based upon interest or new topics emerge	Many communities emerged on major topical areas for public libraries and many joined. Not seeing activity did not go back. Appears to be need for more structure and/or facilitation with this group – use young technologists; assign work to be done
Provide ability to post documents, etc	Technology Provided	Not being used fully. Some bias to still use email.
Provide online ability to connect with other communities of practice	*Technology provided for interaction across groups. *Physical space was provided at ALA Midwinter or Annual Conference to allow in-person meetings if requested	*Users would do an initial visit but do not come back to CoP site. *In person meeting, while provided did not have overwhelming use.
Self-sustaining	*There would be no appointing process – and members could join or leave at their own discretion	<ul style="list-style-type: none"> • Large number of CoPs does not translate into many people doing the work – rather lurkers, not workers. • Lack of dialog, postings and communication • CoPs are like a listserv and don't seem to add value • Misunderstanding among PLA members regarding the purpose of CoPs • Transition from committee to COPS needed
Dedicate staff to support technology	Supported tool created	Technology supported. Is there a need for content or subject matter expertise?
Leadership either appointed or can come from the community. Leadership is not required, but encouraged	Some leaders emerged initially.	*Being a CoP chair is too much work for one person *Other Associations models use team structure. *Lack of goals and term limits is difficult for leaders. *Official Board appointments acknowledge the work done by PLA members and leaders.
Leadership not required	Leaders in some case started and then stopped posting.	*No leadership – Cops are removed from the Board; *Official Board appointments acknowledge the work done by PLA members; *Need facilitation and acknowledgement

Characteristics	Expectations	Observations
Do not have representation on the Board		*Official recognition & physical presence are important
Board may solicit ideas/projects from CoPs	No formal tie back to CoPs from Board specifically occurred.	*No formal linkage, tasks, or outputs were solicited.
PLA membership required to participate/nonmembers may view discussions	Open to both members and non-members	* Open format allowed both members and non-members to participate.
Specific communities will not have assigned staff support	Liaisons were not assigned per plan	*Review need for possible facilitation
CoPs can not speak on behalf of PLA		
Integrate with electronic newsletter and PLA directory		
Can create recommendations for consideration of programs and services		Other COPs are not being used to replace committees