

**Public Library Association
Board of Directors Meeting
ALA Midwinter Meeting
Saturday, January 16, 2010
1:30-3:30 p.m.**

Location

Convention Center, Room 102B

Logistics:

Catering –Beverages and snacks will be available in the meeting room at 1:15 p.m. prior to the meeting.

Note:

Agenda

1. **Action Item:** Adoption of the agenda

Additional items may be added to the agenda prior to the adoption of the agenda. Items may also be removed from the consent agenda and moved to a discussion item. The PLA policies related to Board service, the strategic plan and a Board roster have been included in your packets as reference materials. These are not agenda items.

2. **Consent agenda**

Document Number

a. 2009 Fall Board Draft Actions	2010.17
b. Membership Report	2010.18
c. National Conference Report	2010.19
d. Publications Report	2010.20
e. Partners Program Status Report	2010.21
f. "Public Libraries" Magazine Report	2010.22
g. Continuing Education Report	2010.23
h. Leadership Task Force Report	2010.24
i. Gates Grant Report	2010.25

Discussion agenda

- | | |
|--|---------|
| 3. ACTION ITEM. Communities of Practice Task Force Final Report, <i>Caplan</i> (40 mins) | 2010.26 |
| 4. Sara Kelly Johns, ALA Presidential Candidate, no doc (2:15) | |
| 5. Molly Raphael, ALA Presidential Candidate, no doc (2:20) | |
| 6. Spectrum Pres. Initiative, <i>Turock, Herrera & Figueroa</i> (2:30-2:40) | 2010.27 |
| 7. Emily Sheketoff, Washington Office Report (2:45-3) | 2010.28 |

8. Report from Budget and Finance Cmt Chair, *Boria & Macikas*
 Relating to the following documents:
 - a. FY09-10 Financial Analysis & Management Report, through Nov. 2010.29
 - b. FY09-10 Year-to-Date by Project Rpt, through Nov. 2010.30
 - c. Introduction to the FY2011 Budget Planning Process no doc

9. Review of the ALA Council Agenda. The purpose of this
 Agenda item is to seek input from the PLA Board prior to
 Council sessions so that the PLA councilor can adequately
 and accurately represent PLA's point of view at Council
 Meetings, *Hage* no doc

10. Patricia Hogan, liaison from the ALA Executive Board and BARC no doc

11. Nann Blaine Hilyard, liaison to ALTAFF no doc

12. Report on China Visit. *Feldman* no doc

13. New Business:

DRAFT

**Public Library Association
Board of Directors
Fall Meeting
October 23 & 24, 2009
Shakespeare Room**

DRAFT Board Actions

To be reviewed and approved at Mid Winter Board Meeting

Present: Sari Feldman, President; Carol Sheffer, Past President; Audra Caplan, President Elect; Directors at Large: Sara Dallas; Judy Napier; Mary Ann Hodel; Kathy Knox; Judy Napier, Gary Shaffer; Marcia Warner, Christine Lind Hage

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

PLA Councillor: Christine Lind Hage

PLA Staff: Joseph Potaczek; Acting Executive 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

Excused Absence: Susan Hill-Pieper; Irene Blalock; Marion Francis; Michael Golrick

Unexcused Absence: Lillian Snyder

1. Welcome and Introductions.
2. **By Consent, approved** the adoption of the agenda
3. **By Consent, approved** the following reports on the consent agenda
Draft 2009 Annual Conference Board Actions 2010.1, Publications Report 2010.2, Membership Report 2010.3, "Public Libraries" Magazine Report 2010.4, Educational Activities Report 2010.5, PLA Partners Update 2010.6, Every Child Ready to Read Task Force Report 2010.7, Gates Program Report 2010.8, Leadership Task Force Report 2010.9 Nominating 2010 Report 2010.10

Action/Discussion agenda

4. **Reviewed and discussed** status of Lillian Snyder required board attendance 3 unexcused absences 2010.11.

Motion 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. Approved

Motion that the PLA board vote, pursuant to PLA Bylaws, Article VI, Section 5, to not replace the board position vacated by Lillian Snyder which was to expire June of 2010 in keeping with the 2008 PLA bylaws change to reduce the total count of board members through 2011 to 12. Approved.

5. **Reviewed and discussed** National Conference 2010 and future site approval update 2010.14. Melissa Faubel Johnson.
6. **Motion** to adopt resolution honoring the accomplishments of former PLA president Effie Lee Morris who is seriously ill. Approved.
7. Verbal report from Sari Feldman on status of search for PLA Executive Director. There were over 70 applicants total a first round of phone interviews were conducted and finalists were interviewed at ALA on 10/21/09. The search committee expects an announcement shortly.
8. **Reviewed and discussed** Communities of Practice Task Force Report 2010.15. Audra Caplan and Sara Dallas presented report. Discussion included review of other association's activity with communities and social networking, discussion on interviews conducted by members of the CoP Task Force and input from Paul Meyer. The Leadership Taskforce to continue to work to produce a survey for members and CoP participants, and to provide a report with final recommendation for the 2010 Mid Winter meeting. Discussion included the following points:
 - Overall CoP's participation, purpose and focus.
 - Investigate a hybrid structure taking elements of a more structured committee and the CoP structure.
 - Initial CoP registrations were high, but ongoing involvement was not. Poll to be conducted to probe are expectations of participants and balance with goals of the association.
 - Dialoging vs. work output. Define purpose of CoP's between a listserv type structure and more output based charges for CoP's.
 - Meyer also discussed work of the association vs. members ability to connect with like-minded members. Review methods for more formally recognizing the work that is need to be done in the association.
 - Not to replace the former committee structure, but to use this as an opportunity to enhance member engagement.
 - Look for stronger opportunity for leadership succession and development for the association and opportunities for greater involvement by members.
 - Review official titles in groups, term limits for leaders, possibly level of qualification or job description for leaders.
 - Benefits of migration from PLAspace to ALAConnect.

Motion to move the existing PLA communities of practice from the PLAspace website and to integrate PLA's activities for these communities on ALAConnect. Migration plan to be developed for Mid Winter 2010. Approved.

9. **Reviewed and discussed** PLA Strategic Plan. Discussion of PLA strategic plan was conducted with Paul Meyer including review of attributes to be included in new strategic plan. Discussion included:
 - * Build in a process to monitoring strategic plan through the life of the plan.

- * Process to review new opportunities and projects come forward to the association, provide for the ability to measure these against the strategic plan.
- * PLA board to work on updated strategic plan at its spring 2010 PLA board meeting.
- * Proposed time May 3 and 4, 2010. (Begin work at noon on May 3 with a working dinner, and conclude by mid day on May 4.)
- * Paul Meyer to conduct focus groups at the PLA National Conference.

Meeting adjourned for 10/23/09

Meeting reconvened 10/24/09

10. **Received** the following reports from J. Potaczek
 - a. FY 2009 Year End Financial Analysis Report 2010.12
 - b. FY 2009 Year-to-date by Project report 2010.13
11. Verbal report from Audra Caplan on participation in the CILIP conference in the UK in October. Overall participation in this conference was useful as the UK has many similar issues facing its public libraries as in the US.
12. Verbal report and discussion with Emily Sheketoff, AED, ALA's Washington Office of Government Relations. Discussion on how PLA and the Washington office can work together more fully to advocate for public libraries in the upcoming months.
 - a. Library Advocacy Day, June 29, 2010 in Washington DC. Look for PLA to help build rally with members and the public library patrons and supporters in the vicinity.
 - b. National Library Legislative Day. Look for PLA participation for 2011 legislative day to promote public libraries with congressional staff visits and other allied groups.
 - c. Verbal report of meeting with DOL for libraries role in supporting job/employment services locally. DOL is in planning to work with state labor departments to provide a

Motion to provide logistical assistance for PLA members and public libraries in support of the June 29, 2010 rally in Washington, DC. Approved.

Motion for PLA to promote and support the Library Advocacy Day rally on June 29, 2010 in Washington, DC with its members and to involve public libraries. Approved.

Notes

Date: January 6, 2010
To: PLA Board
From: Amy Sargent, Manager, Marketing and Communications
Re: Membership

OVERVIEW

As of November 2009, PLA had 10,424 members.
In November 2008 (a National Conference year), PLA had 11,494 members.

Most ALA divisions were challenged with declining membership in 2009. All but one division, AASL (2009 was a National Conference year), had a decrease in members. Additionally, ALA membership experienced a -3.10% shift.

The Good News - Since August 2009, PLA has seen an average increase of 100 new members each month. This growth tracks with the opening of registration for the 2010 National Conference.

Membership Percentages by Region

The following numbers represent the percentage of PLA membership representing each region. Please note that these numbers do not add up to 100% because they do not include foreign personal members.

Eastern Region - 23%

(Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New York, New Jersey, Pennsylvania, Vermont, and Rhode Island)

Southern Region - 24%

(Virginia, West Virginia, Kentucky, Tennessee, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Arkansas, Louisiana, and Missouri, and Texas).

Midwest Region - 29%

(Ohio, Michigan, Indiana, Wisconsin, Illinois, Minnesota, Iowa, North Dakota, South Dakota, Kansas, Nebraska)

Western Region - 21%

(Arizona, New Mexico, Nevada, Oklahoma, Colorado, Wyoming, Montana, Utah, California, Nevada, Idaho, Oregon, Washington, Alaska, and Hawaii)

Division Overlap Report

(As of November 18, 2009)

This portion of the report shows what other divisions PLA members belong to numerically and by percentage:

DIVISION	Member Counts	Percentage of PLA membership
PLA ONLY	4917	51.02%
AASL	304	3.15%
ACRL	494	5.13%
ALCTS	545	5.66%
ALSC	1286	13.34%
ALTAFF	524	5.44%
ASCLA	367	3.81%
LLAMA	1900	19.72%
LITA	646	6.70%
PLA	9637	100.00%
RUSA	1127	11.69%
YALSA	1240	12.87%
CLENE	189	1.96%
EMIERT	196	2.03%
ERT	116	1.20%
FAFLRT	90	0.93%
GLBTRT	168	1.74%
GODORT	144	1.49%
IFRT	534	5.54%
IRRT	265	2.75%
LHRT	108	1.12%
LIRT	139	1.44%
LRRT	235	2.44%
LSSIRT	72	0.75%
MAGERT	52	0.54%
NMRT	306	3.18%
SRRT	450	4.67%
STORT	84	0.87%
VRT	58	0.60%

Division Membership Comparison

(As of November 2009)

PLA	11,817
AASL	8,818
ACRL	12,285
ALCTS	4,215
ALSC	4,021
ALTA	1,108
ASCLA	820
LLAMA	4,507
LITA	3,433
RUSA	4,334
YALSA	5,414

Current PLA Connections

PLA reaches out to members and nonmembers alike in a variety of media to deliver benefits or introduce/reinforce the value of PLA membership.

- Monthly e-News
- *Public Libraries*
- New member mailing (1-2 mos. after registration)
- Renewing member mailing (3 mos. before "expiration date")
- Dropped member mailing (3 mos. after "expiration date")
- Assorted e-mails
- Assorted mailings National Conference, CPLA, etc...)
- National Meetings – PLA National Conference, ALA Annual Conference, ALA Midwinter
- Regional Meetings – Results Boot Camp, Public Library Management (CPLA) Workshops, State Library Association Meetings
- Facebook
- Twitter
- PLA Blog

Anticipated 2010 Membership Marketing Activities

Retaining Members

- Enhance new member communications (timing and content)
 - *Within one month of registration (working with ALA to reduce this to two weeks):* E-mail from PLA Staff (ED?) to welcoming member and tell her to expect a package from the President outlining PLA benefits and first issue of *Public Libraries*.
 - *Within two months of registration:* Welcome package from PLA President. Includes: letter, education and publication brochures, any relevant meeting/conference information, and introduction to Communities of Practice. Will continue to identify valuable items to include.

- *After three-four months of registration:* E-mail from PLA staff inquiring if member received information and reaffirming PLA commitment to supporting members.
- Emphasize membership value in all communications by highlighting top benefits as identified in the 2009 Member Loyalty Survey
 - *Public Libraries/Public Libraries Online*
 - National Conference (identify ways to continue value following the event)
 - Publication offerings
- Reformat e-News to include valuable professional and practical applications for readers – education, “news you can use,” etc.
- Identify ways to enhance Communities of Practice offerings and engage members on PLA Space/ALA Connect.
- Enhance website layout and design to improve readability and relevance.

Gaining Members

- Develop mailings/e-mails promoting key benefits/special programs as way to engage nonmembers (Bowker List)
 - Promote National Conference and Virtual Conference
 - PLA@ALA
 - 2010 education program
 - Publications
 - *Public Libraries*
- Work with the renewed Membership Marketing Group – a group of ALA and division marketing/membership managers.
 - Identify appropriate messaging to “sell” the ALA membership in conjunction with PLA.
 - Develop queries in iMIS to assist reengaging dropped members that are still members of ALA.

General Membership Marketing

- Identify ways to engage current PLA Members as a resource or “sounding board” to evaluate member communications and messaging.
- Revisit membership marketing materials – possibly update message and creative to ensure maximum impact and usability.

Date: January 4, 2010

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 down 3% from 2008. As of January 4, 2010, 764 booths and 20 table tops are sold. This compares to 789 booths and 20 table tops sold as of January 2008. A couple sales e-blasts went out in December, and there has been an increase in reservations in the past few weeks.

Registration

As of January 4, 2010, 3,200 attendees are registered for the basic conference. This compares to 2389 registrants as of January 2, 2008. **Please note – In 2008, the PLA Early Bird deadline was January 18th. The early bird deadline for the 2010 conference was December 16th.

Registration is strong for preconferences and meal events.

Preconferences and Meal Events

360 Degrees of Teen Advocacy @ Your Library - 34
Active Learning Environments for Children - 77
Booktalking Book Camp - 33
Building Green - Working Green - 31
Get Your Game On: Libraries, Learning, and Games - 46
Librarians Get Graphic - 26
Turning the Page - 136
Opening Doors, Opening Books - 78
Putting the Puzzle Together - 83
Readers Advisory 2.0 - 75
Tag, You're It! - 98
The Accidental Technology Trainer – 64

Preconference Lunch with Patrick Sommerville - 34
YA Lunch with Virginia Euwer Wolff - 195
Adult Lunch with Scott Turow - 536
Audio Publishers Assoc Dinner - 424
Children's Lunch with Kadir Nelson - 247
Adult Lunch with Luis Urrea - 270

Housing

The PLA housing block is currently 82% sold. We are in the process of contracting with some new properties.

Notes

Date: January 04, 2010
To: PLA Board of Directors
From: Kathleen Hughes
Re: PLA Publications

INFORMATION ITEM

Sales

Publication sales have gotten off to a good start, currently at \$49,206.31; the sales figure was budgeted to be at \$18,751. At this time last year, sales were at \$8,029.36. Some of this can be attributed to sales of the “Libraries Prosper” book for the fall Turning the Page workshops. PLA’s upcoming national conference offers an extra opportunity to sell books this year; as such, we expect sales revenues to continue to grow throughout the year.

Expenses

Expenses are a bit ahead of budget. The budgeted figure is \$15,857; we are actually at \$27,901.85. This is mostly a timing issue; we expect expenses to be at or below budget by end of fiscal year.

PLA Publishing Activities

Just released last month (and available at the ALA Online Store) is Customer Service: Balancing Rights and Responsibilities, the second in PLA’s train the trainer kits. Stress-Less, the next kit in the series will be released prior to the PLA National Conference. The PLA train the trainer kits contain everything needed to conduct a one day training session in a library. Written by Sandra Nelson, the kits contain scripts, handouts, PowerPoint slides, and more.

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:

- Digital Assets Management
- Discovery Platforms
- E-Commerce for Libraries
- Negotiating Contracts with Integrated Library System Vendors
- Network Management
- Remote Conferencing
- RFID Technology
- Social Networking Sites and Libraries
- Voice Over IP

Public Library Data Service Statistical Report

Sales of the 2009 PLDS report are fairly steady. As of the last report we have sold 621 copies of the 2009 report. This is fairly comparable to the previous year’s sales, which were at 700 at this point. For the past three years, PLA has been offering access to a PLDS Subscription Database. A subscription to the PLDS Database (\$250) provides unlimited Web access to data and reports from the Public Library Data Service Survey for one year (12 months). At this point, we have sold 78 subscriptions to the 2009 report. In 2008 we sold 83 subscriptions, and in 2007 we sold 70. We also license the annual data to Bibliostat.com and Counting Opinions.

Notes

TO: PLA Board

FROM: Joe Potaczek

RE: **Partners Program Status Report**

DATE: December 28, 2009

For FY 2009-2010, PLA has received pledges to date for a total of \$189,750. Of this, \$126,750 are direct dollars to PLA; \$37,000 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.

Board member involvement in these donations is critical. 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.

Notes

Year	2009-10					
Company	Purpose	Direct	In-kind	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	Gold (Internet Café)	5,000			5,000	
H.W. Wilson Fdn.	Platinum	10,000			10,000	
Ingram	Gold	5,000			5,000	
Innovative Interfaces	Gold (Conference Bags)		8,000		8,000	
Jan Way Co.	Gold	5,000			5,000	
LibraryConsultants.org	Bronze	500			500	
Library Journal		5,000			5,000	
LSSI	Conable Award			2,000	2,000	
Mango Languages	Gold (Internet Café)	5,000			5,000	
Midwest Tape	Platinum	10,000			10,000	

Year	2009-10					
Company	Purpose	Direct	Indirect	Awards	Total	
Morningstar	Gold	5,000			5,000	
OverDrive	Platinum (Memb. Recp)	10,000			10,000	
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 (Notepads)		8,000		8,000	
Romance Writers of America	RWA Award			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	126,750	36,000	26,000	189,750	

PLA Board of Directors
Midwinter 2010
2010.22

Date: January 04, 2010
To: PLA Board of Directors
From: Kathleen Hughes
Re: *Public Libraries*

INFORMATION ITEM

According to the November reports, ad sales in fiscal year 2010 are behind budget. The most recent performance report (November, 2009) shows that gross advertising revenue is at \$772.00, the budgeted figure is at \$10,960. For comparison purposes, at this time last year, advertising sales were at \$10,230. This is partially a timing issue, as September/October and November/December ad revenues continue to be collected. In addition, thanks in part to PLA National Conference exposure, we have already sold several advertising pages for upcoming issues, so we think advertising sales will look better by the end of the fiscal year.

Our subscription base is strong; we currently have 683 subscriptions. At this time last year we had 764 subscriptions. Subscription revenues are up, budgeted to be \$7,700; the actual figure is \$9,568.

In terms of expenses, we are budgeted to be at \$31,396; at this point expenses are at \$31,131.

New at *Public Libraries*

- We recently unrolled www.publiclibrariesonline.org, an online companion to *Public Libraries*. This site features portions of the print journal as well as exclusive web content.

Notes

January 4, 2010

To: PLA Board of Directors

From: Linda Bostrom
PLA Manager of Professional Development

Re: Report on Educational Activities

ALA 2010 Annual Conference

Attached to this report is an up-to-date list of the programs that PLA is sponsoring at the 2010 ALA Annual Conference in Washington, D.C. One program, "By Hook or by Crook: Using Technology as a Lure to Teach 21st Century Literacy Skills to Teens," has withdrawn due to lack of travel funds. That leaves 19 programs, plus the President's Program.

e-Learning@PLA

Amy Sargent, the PLA Communications Manager, produced a new print marketing piece for all of PLA's continuing education offerings with a focus on e-Learning. Copies will be available in Boston. Registration for e-Learning has been low. However, the courses are reasonably priced, with multiple-course and multiple-registrants-from-the-same-library discounts available. This much-needed marketing will draw attention to these courses and should improve registration.

PLA 2010 National Conference Programming

The conference schedule currently includes 118 concurrent session programs, Two programs, "Tweens: Lean, Mean and Green," and "Using Customer Satisfaction Surveys to Heighten Relevance and Escalate Advocacy," have withdrawn from the conference due to the loss of travel funds. Based on the Session Preference Survey results and recommendations from the NC10 Program Subcommittee at the Midwinter Meeting, a handful of programs will be asked to repeat.

The Saturday schedule contains fewer programs overall due to lighter attendance that day, but still includes strong programs on hot-button issues. Topics include the pros and cons of outsourcing library services; how to face serious budget cuts, how to write clear email messages and succession planning. The strongest tracks overall are Administration/Leadership, Marketing, Serving Adults and Youth, and Workforce Development.

Other highlights include programs about making financial decisions in these economic times; about how to make your library efficient using Toyota techniques; covering 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. A newly added program, assembled by the Association of American Publishers,

features well-known mystery writers. 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 entire schedule of events: 14 preconferences/events, 118 programs and 54 Talk Tables, is available online at http://www.placonference.org/programming_schedule.cfm.

The Virtual Conference is still under construction but we hope to have participating programs finalized by the Midwinter Meeting.

Regional Workshops

Of the fourteen workshops scheduled in 2009, only one event had to be cancelled due to extremely low registration. Starting in 2010, a new host/partner has signed on, the Southern Maryland Regional Library Association. The downturn in the economy has affected expenditures on travel and we will be monitoring registration closely. Ten courses have been scheduled for 2010 so far. These are listed on the web site at <http://www.ala.org/ala/mgrps/divs/pla/plaevents/cplacourses/index.cfm>.

Results Boot Camp 5 was held in Seattle, October 12-16, with 45 attendees, a lower than expected number, again, due to the economy. Several participants cancelled in the last few weeks before the class due to funding issues. This is a very unique program for library managers and directors and typically elicits the most favorable evaluations from the participants, and has very good word-of-mouth marketing. We will be exploring more economical venues as possible hosting sites for 2010.

Approved programs for presentation at the 2010 ALA Annual Conference, June 24-28, Washington, D.C.

Advocacy By All. *Organizer: Carol Schuyler, Director of Support Services, Kitsap Regional Library, Bremerton, Wash.* After a failed levy lid lift, the Metropolitan Group recommended that Kitsap Regional Library raise its awareness in the community through an education initiative. The KRL Café, a staff-driven advocacy group was created. The Café develops initiatives to inform and excite the community about the library, its mission, collection, programs, and services. Collecting and sharing stories with staff and the public, reaching out to groups, developing a grassroots information campaign, the group has directly influenced the community's support of the library.

Bang for Your Buck: Partnerships that Save Money and Are Easy to Replicate. *Organizer: Betsy Diamant-Cohen, Early Childhood Expert, Port Discovery (Museum), Baltimore, Md.* Brief overviews of successful projects between children's services in public libraries and different partners give practical ideas for replication. Learn new ways to share and enrich programming, publicize materials and events, expand online databases, and much more.

Every Child Ready to Read (ECRR): Evaluation Update. *Organizer: Kathleen Reif, St. Mary's County Library, Md.* Every Child Ready to Read is a parental education initiative created by PLA & ALSC. A PLA/ALSC taskforce was created in 2008 to evaluate ECRR and to recommend next steps. Dr. Susan Neuman of the University of Michigan and Dr. Donna Celano of LaSalle University were selected to work with the taskforce. This program will present the results of this evaluation and the recommended next steps.

Extreme Makeover: Summer Reading. *Organizer: Pat Downs Bright, Youth Services Manager, San Diego County Library.* Is your summer reading program looking a little dated? Need some fresh ideas to grow or groom your program? Come learn how San Diego County Library more than doubled summer reading participation in just a few years. Also learn how other library systems revamped their programs to maximize benefits and minimize hassles. Take away a resource list to help update your program, whether it be a minor repair or a major renovation.

Help for Hard Times @ the library. *Organizer: Susan Moore, Principal Librarian, Adult Services, San Diego County Library.* Learn how San Diego County Library developed programs and services to help customers survive, thrive and get through tough economic times. A panel presentation including representatives from the award winning Housing Opportunities Collaborative, Brainfuse, and San Diego County Library.

Homeless Not Helpless: How Public Library Outreach Can Empower Homeless Patrons. *Organizer: Angela Craig, Program Specialist, Outreach, Public Library of Charlotte and Mecklenburg County.* Through a successful partnership with Urban Ministries, the Public Library of Charlotte and Mecklenburg County has implemented outreach programs to the homeless population based in technology, work force development and literacy. This presentation will address the evolving needs of the homeless patron and how to facilitate empowering and potentially life-changing library programs.

I'm Doing Events at the Library from Now On: Getting Big-Name Authors for FREE. *Organizer: Tim Wadham, Assistant Director, Youth Services and Community Services, St. Louis County Library, Mo.* A panel of staff members from the St. Louis County Library Discuss their experience with successful author events at the library, how librarians can work with publishers to bring in A-list authors, and how libraries can work with sponsored to leverage these events for fundraising and public relations opportunities.

Japanese Paper Theater Interactive Culture for Your Library. *Organizer: Hazuki Kataoka, Author and Performer, Folsom, Calif.* Parents' Choice Award-winning authors demonstrates how the traditional Japanese storytelling format called kamishibai (paper theater) can inspire children to develop literacy and enable librarians to tell stories rather than simply reading them. The session explores kamishibai history and educational applications, showing how kamishibai can transform storytime into a dynamic, multicultural experience.

I Need a Mentor, Quick! Mentoring Options in Rural Public Libraries. *Organizer: Larry Grieco, Director, Gilpin County Public Library, Blackhawk, Colo.* This program will be a panel discussion of various forms of mentoring, particularly virtual and cross-generational mentoring, tailored to the rural public library situation. Formal mentoring, such as the LLAMA (Div. of ALA) Mentoring Program, will be described, as well as informal mentor/mentee relationships that formed on their own.

Passing the Baton: Who Will Take It? *Organizer: Paula Singer, President, The Singer Group, Reisterstown, Md.* There are 72 million baby boomers, 11,000 Americans turn 50 every day, 4.6 adults turn 65 each minute, and almost 60% of librarians are 45 or older. There is little balance: only 7% of the library work force is age 20-29! Not surprisingly the profession worldwide is asking "who will run the libraries when this talent leaves?" Be proactive – be ahead of the curve! Learn how to accelerate your planning to deal with this reality.

When Your Patron is a Cyber Patient: Learn to Help Patrons Identify Their Health Information Needs and Locate Relevant Resources. *Organizer: La Ventar Danquah, Coordinator, Education and Community Services, Wayne State University/Shiffman Medical Library, Detroit, Mich.* Emerging Web technologies continue to impact library-

patron relations. Accordingly, health information seeking continues to be a leading Internet activity. Although patrons can access vast amounts of information on the Internet, the filtering process to locate relevant information can be bewildering. Participants will learn from an experienced medical librarian how to communicate with patrons to identify their health information needs, and locate quality resources. The session will also address health information literacy and effective communication strategies:

Phat Fiction: Engaging Hip Hop Literature in the Public Library. *Organizer: Susan McClelland, RA Librarian, Evanston (Ill.) Public Library.* Why should librarians identify and purchase urban fiction? While book reviews, publishers' lists, and patron requests drive much library purchasing, mainstream publisher's omission of hip hop imprints often means patrons are not finding what they want to read on library shelves. This presentation will be both an exploration of the impact of hip hop publishers and authors in public libraries and a comparison of racial, ethnic, regional aspects of urban fiction presentation.

Programs, Promotions, and PR. *Organizer: Bonnie Young, Head, Public Libraries and Professional Development, Pennsylvania State Library.* Do you want to emphasize your library's role in the community as the place for educational enrichment for all ages? This practical session teaches you the importance of planning programs and how to determine what programs to offer, ensure sufficient attendance, promote the programs and find the funds.

Public Library at the Heart of the Community: New Service Models for a Changing Era. *Organizer: Anne Haines, Branch Group Manager, Atlanta Fulton Public Library System.* Families are turning to their local library for many things during these challenging times and librarians are responding by planning programs and services tailored to community needs. Librarians will present models for innovative programs unique to the communities they serve. From San Francisco's project to provide citizenship information on line and King County Library System's "Look to Your Library in Hard Times" project to GED (General Equivalency Diploma) testing at the Atlanta-Fulton Public Library System and Sew Divine, a group that grew into a community centered program at the Richland county Public Library System.

Reach Out and Serve: Embracing Special Populations. *Organizer: Eileen Glazik, Programmer and Librarian, Vernon Area Public Library District, Ill.* Get out of your comfort zone and gather ideas for programs and services that include special populations. Learn how to organize a library open house for the special needs patrons. Gather ideas for literature-based programs for special education classes, preschool through high school. Become informed on services for children in hospital settings and high school special education classes. Learn great ways to book talk to the teens in detention centers.

Recruiting the Future: Promoting Public Librarianship as a Career. *Organizer: Hedra Packman, Director of Library Services, Free Library of Philadelphia.* A discussion sharing lessons learned and best practices of a variety of recruitment strategies – “growing our own,” college interns, non-traditional job fairs, scholarship programs, library trainees, etc. Learn how to identify your needs and potential audience, how to market your library, and how to develop, adapt, and successfully use recruitment methods

Sharing Costs, Sharing Spaces: The Cost Savings of Designing a Multi-Purpose Facility. *Organizer: Audra L. Caplan, Director, Harford County (Md.) Public Library.* Is a new library in your jurisdiction’s Capital Plan, but you’re concerned that tight budgets will prevent it from moving forward? Consider collaborating with another agency in your jurisdiction to build a multi-purpose facility under one roof. Combine resources and funding and reduce land acquisition costs, site development costs, design & construction costs, and overhead expenses over the lifetime of the facility. Presenters will analyze the cost savings when two Maryland libraries teamed with other agencies in their jurisdiction to share a new facility. They will also explore the community benefits of this approach to new building. Could this be an option for your jurisdiction’s next library project?

Summer Camp @ the Library? *Organizer: Celia Huffman, Youth Services Manager, Cuyahoga County Public Library, Parma, Oh.* Think you can’t do a summer camp? Yes, you can! We’ll share the scoop on potential partnerships and planning tools that can help you offer a variety of successful summer camps @ your library.

Translation Station: Tools for Serving New Americans. *Organizer: Hedra Packman, Director of Library Services, Free Library of Philadelphia.* Presentation of training and translation tools to improve services to non-English speaking patrons. Demo and giveaway of “Translation Station,” a communication tool for library staff to respond to simple requests for library resources and services in other languages, and training kits to introduce staff to language phrases and different cultures. Discussion of lessons learned from the Free Library of Philadelphia’s LSTA grant, and opportunity for participants to share best practices for serving New Americans.

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: December 28, 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.

PLA Leadership Fellows Program 2010

Applications are now open for the PLA Leadership Fellows program. The four programs offered in 2010 are:

- Harvard University, Kennedy School of Government, Senior Executives in State and Local Government;
- University of Pennsylvania, Wharton School of Business, Leading Organizational Change;
- University of Michigan, Ross School of Business, Positive Leadership – Building Extraordinary Leadership Capabilities; and
- University of Washington, Evans School of Public Affairs, Emerging Leader Development Program.

Deadlines for application are March 1 (Ross and Evans) and April 1 for (Harvard and Wharton). 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.

Changing Course: Leadership for Navigating the New Library

The PLA Leadership Task Force continues to plan this preconference session to be held on March 23 and 24 prior to the PLA National Conference in Portland, OR. This program is open by application only. Normal preconference registration fees apply to this session. Dr. Adam Goodman of Northwestern University will facilitate the session along with 2009 Leadership Fellows and members of the PLA Leadership Taskforce.

Notes

PLA Board of Directors
Midwinter 2010
2010.25

January 4, 2010

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 Spring of 2008; Round 2 was completed in November of 2008; and grantee events for Round 3 were completed in November of 2009. To date over 3000 grantees have completed Turning the Page.

The final event for 200 PLA members will be held at the 13th PLA National in Portland, Oregon. There are currently 137 PLA Members registered for this event.

Prior to Round 3, the Foundation informed us that they expected additional grantees to participate in the Turning the Page events during Round 3 than originally thought. PLA requested additional funds to cover the expenses of the additional attendees. Those funds, \$277K, were received in December of 2009.

PLA has applied for a federal grant as part of the ARRA funding for public access broadband accessibility with the NTIA. PLA is still awaiting word on the status of that application; all funds are due to be announced by the end of February 2010. This application is to provide Turning the Page conferences and online courses to the 18 states that did not participate in the Foundation's Opportunity Online hardware grants.

The current grant will expire on May 31, 2010.

Notes

To: PLA Board of Directors

From: Audra Caplan, Chair

ACTION REQUESTED/INFORMATION/REPORT:

Information/Discussion

ACTION REQUESTED BY:

Audra Caplan, Chair

DRAFT OF MOTION:

Motion to approve and implement the recommendations of the CoP Task Force.

BACKGROUND:

Attachments:

Executive Summary PLA Member Participation Research Report, December 2009

Member Participation Research Report (Tecker Consultants)

Member Participation Research Supplemental Report –Age Range Crossed With Survey Responses (Tecker Consultants)

CoP Task Force: Sara Dallas, Betsy Diamant-Cohen, Sari Feldman, Mary Anne Hodel, Cathy Sanford, Jay Lamar Turner, Marcia Warner. Staff Liaison: Joe Potaczek, Deputy Executive Director

RE: Recommendations from CoP Task Force.

The Task Force held a conference call on December 28th to review the data collected from the survey to membership on CoP's and incorporate that information with the other data that has been collected to arrive at a set of recommendations to the PLA Board on how to strengthen the Communities of Practice and member engagement in PLA.

Recommendations for improvement to the Communities of Practice:

1. CoP's need to be restructured to include the following components:
 - a. Each CoP should have a designated leader from the PLA membership. As part of the transition, PLA will issue a call for CoP leaders for each group. The call will outline the role and terms of CoP leadership. Leaders will be stewards of the CoP. Leaders should receive orientation to PLA and to their role as CoP leader. The leadership position should have a term limit.
 - b. Each CoP should have a charge to support the work of the association and provide focus for the groups' activities.

- c. CoP participants should continue to self select, joining in a CoP as opposed to being appointed.
 - d. PLA should provide staff support to oversee CoP's, not only technically but to: coordinate communication between PLA and CoP's; monitoring CoP activity and providing customer service.
 - e. Each CoP should have a Board liaison for support, advice and recognition.
 - f. There needs to be a formal mechanism to recognize participation in the CoP's. This could be a letter from the PLA president stating the person is a working member of a CoP. The acknowledgement needs to be formal but differentiated from committee appointments. CoP leaders should be formally recognized for their efforts at term end. CoP should be recognized for work output in support of association goals.
 - g. CoP will be moved to ALAConnect in order to be easier to navigate and more accessible across a broader group. CoP's can also consider having a presence on Face Book, Twitter as appropriate.
2. The task for restructuring will be given to each CoP with the mandate to use the appropriate criteria from the above list. The CoP leaders will be asked to work with the group to develop a charge and create a plan to improve involvement in the CoP. All CoP's will be given a deadline to complete the charge and plan. Information about the criteria for the charge, PLA expectations and reporting will be provided by PLA to assist CoP leaders. A CoP may decide to disband at this point.
 3. Create a Marketing Plan to promote the CoP's and assist members and past leaders to understand the role and benefits of the CoP's. This plan should be implemented once the structural changes have taken place.
 4. Create opportunities for CoP's to inform association work, such as responding to questions posed by the leadership. CoP's should also be used as vehicles for communicating important association issues to leadership.
 5. Timeline to accomplish the move to ALA Connect and implement recommendations to revitalize CoP's:
 - Leaders, Responsibilities, Reporting and Liaisons. Define leader roles, responsibilities, reporting to PLA board, service term and board liaisons based on recommendations. Request input from existing CoP leaders 2/26/10 – Taskforce
 - Set up PLA CoP's in ALAConnect. Establish CoP Groups in ALAConnect 2/26/10 - Staff
 - Call for New Group Leaders (or reinstate existing) based on leader roles starting 4/1/2010 though 5/7/2010 – Staff and Taskforce
 - CoPs to establish or renew individual CoP charges and begin to migrate any existing content to ALA Connect 5/30/10- Staff and Taskforce.
 - Communication and Launch. Existing CoP members will be contacted by email and invited to self-migrate to ALAConnect groups beginning 6/1/2010- Staff

- General Communication to all PLA membership about the move to ALAConnect 6/1/2010 - Staff
 - CoP's invited to meet at ALA Annual Conference 2010 in DC.
 - Launch of PLA CoP's in ALAConnect.
6. Create an opportunity at the National Conference (or whatever other vehicle is identified) for an information session on the restructuring and revitalization of the CoP's.

Recommendations to enhance member engagement (response to interviews and survey):

1. Beyond CoP's, Taskforce recommends that opportunities are identified by the PLA Board to increase member engagement for both new and non-active members to become involved in the work of the organization. Look to provide stronger communication to invite new participation when a new task is identified.
2. Involve the broadest cross section of membership in developing and implementing the new strategic plan
3. Create opportunities for PLA leadership to reach out to new and inactive members (e.g., mentoring program).

Notes

Executive Summary
PLA Member Participation Research Report
December 2009

Paul D. Meyer, of Tecker Consultants conducted a web-based membership survey to:

Identify the knowledge, satisfaction and usefulness of PLA's current participatory opportunities

Measure PLA membership's participation and satisfaction with CoPs

Gather suggestions for consideration for future PLA participation opportunities

The survey was sent via email to 8,646 email accounts. The return was almost 12%.

53% of the respondents were unaware of PLA's CoPs.

Survey Respondent Demographics

51% of the responders were members for 6 years or less

59% of the responders were 51-60 years old

Current Participation levels

Only 8% of the responders consider themselves to be fairly or highly active in PLA. Most responders said that they lacked the time to be more involved but they were happy with their level of involvement.

People wanted the option of participating both electronically and face to face. They also wanted to be able to get immediate answers to job related questions and interact with others in our profession.

Over half of the people reported that they get no financial assistance from their institution to attend PLA committees or task force meetings.

***CoP satisfaction

Only 19 people reported that they were satisfied or somewhat satisfied with the CoPs.

Trends for low satisfaction

- 1) No significant activity within the CoPs and PLAspace
- 2) Lack of leadership in each of the CoPs

Respondents were clear in numbers and in comments:

1. The CoPs should have an appointed leader to facilitate discussions.
2. The CoPs should have a charge or task.
3. People should understand that CoPs can meet face to face.

And 58% of those people responded that they were either satisfied or not dissatisfied with the CoPs experience. One could assume this number was so low was because over half of the respondents did not identify knowledge of the CoPs.

The Public Library Association (PLA)

Member Participation Research Report

December 2009

Conducted and Prepared by

Paul D. Meyer
Principal Partner
Tecker Consultants, LLC
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www.tecker.com

Notes

Introduction

The Public Library Association (PLA) engaged Tecker Consultants, (TC) to conduct a quantitative web-based membership survey to collect the thoughts, preferences, and opinions regarding participation in PLA. The survey link was distributed to members electronically in December 2009 and posted on PLA's website.

The objectives of the research were to:

- Identify member familiarity, satisfaction, and usefulness levels of PLA's current participation/involvement opportunities.
- Probe deeper into member participation and satisfaction with PLA's Communities of Practice (CoPs).
- Gather suggestions for consideration regarding PLA's future participation opportunities.

Methodology

A survey link was sent by email to PLA's current member database. 1,008 completed responses were received between Monday, December 7 and Wednesday, December 16, 2009.

Confidence Level of Results

Results yielded a confidence interval of ± 2.6 and a confidence level of 95% for most of the survey questions.

(Note: The confidence interval is the same as the margin of error. It is the \pm figure frequently reported with poll results. For example, if the confidence interval is 3 and 30 of the sample reports that they like blue better than red, then it means that between 27 and 33 of the entire population would have also reported that they like blue better than red. The confidence level is the value that describes how certain you can be of the findings. It is always expressed as a percentage and is reported in conjunction with the confidence interval. If the confidence interval is 95, then you can state that you are 95 certain that the public will say they like blue better than red between 27 and 33 of the time.)

Please note that due to rounding on some questions, percentages may not always equal 100.

Survey Respondent Demographics

Years of PLA Membership

Response	Count	Percent
Less than one	115	11%
1 – 3 years	236	23%
4 – 6 years	173	17%
7 – 10 years	163	16%
11 – 15 years	132	13%
16 – 20 years	81	8%
More than 20 years	103	10%

Age Groups of Survey Respondents

Response	Count	Percent
Younger than age 30	65	7%
Age 31 – 40	150	15%
Age 41 – 50	184	18%
Age 51 – 60	434	43%
Age 61 – 70	156	16%
Older than age 70	16	2%

Survey Results and Analysis

Current Participation Level in PLA

Response	Count	Percent
I consider myself to be highly active in PLA. I regularly take the initiative to be directly involved through meetings, discussions, and other opportunities for interaction.	18	2%
I consider myself to be fairly active in PLA. I sometimes take the initiative to be involved when there is an issue that interests me.	58	6%
I consider myself to be somewhat active in PLA. While I don't usually take the initiative, I will provide my opinions and feedback when asked.	246	25%
I have limited activity with PLA, but I maintain a connection with PLA by reading materials and using other similar "indirect" methods to stay engaged.	488	49%
I have very little or no involvement with PLA on any level.	101	10%
I have not been a member long enough to answer.	95	9%

Overall Level of Satisfaction with Current Participation Level in PLA

Response	Count	Percent
Very satisfied	144	14%
Somewhat satisfied	257	26%
Neither satisfied nor dissatisfied	405	40%
Somewhat dissatisfied	186	19%
Very dissatisfied	15	2%

Reasons Why Survey Respondents Do Not Have a Higher Participation/Involvement Level In PLA (Checked *all* that applied)

Response	Count	Percent
I do not want to have a higher participation/involvement level.	139	14%
I do not have the time to do so (personal and/or work).	557	55%
I was never asked/invited to do so.	301	30%
I do not know how to become more active/involved.	323	32%
I do not have the funds to pay for participation.	371	37%
I am not sure if I have the skills and expertise to get more involved.	173	17%
I do not see much value to increasing my activity level.	63	6%
My employer does not support my having a high participation/involvement level with PLA.	128	13%
I do not feel there is a way to get involved that meets my needs.	104	10%
I do not feel PLA encourages me to be more active or involved with the Association.	165	16%
I find it more valuable to be involved with other associations/organizations/ALA divisions I belong to.	114	11%
Other (please specify)	127	13%

Single Reason Why Survey Respondents Do Not Have a Higher Participation/Involvement Level In PLA (Checked *only one*)

Top Five Responses	Count	Percent
I do not have the time to do so (personal and/or work).	334	34%
I do not know how to become more active/involved.	124	13%
I do not have the funds to pay for participation.	115	12%
I do not want to have a higher participation/involvement level.	84	9%
I was never asked/invited to do so.	72	7%

**Current Involvement in PLA Committee and/or Task Force
 (Past 24 months)**

Response	Count	Percent
Yes	96	10%
No	901	89%
Not sure	12	1%

**Statement Describing Recent Participation/Involvement Opportunity
 (Completed by those that answered "yes" to the preceding question)**

Response	Count	Percent
My experience made me feel I had a significant impact on the future of PLA and the profession.	20	21%
My experience was positive and met my expectations.	42	45%
My experience was neither positive or negative.	15	16%
My experience had some positive aspects, but also had some negative ones as well.	13	14%
My experience was not positive and I do not feel it was a good use of my time.	4	4%

**Results of Open-Ended Question Asking to Describe Why Experience Was Not As Positive As Expected
 (Only completed by those that responded negatively in the preceding question)**

The committee I was on turned into a "community" and no one participated.
Most recently, the feeling that all the decisions were being made (indeed, had already been made) by the exec dir and the president; the committees had no real impact.
PLA, like most ALA-associated groups, is a large and inflexible bureaucracy that very few can fight their way through, unless they have a great deal of time, patience, and connections. I have never found that attempting to work in such an environment is ever productive and so choose to spend my valuable professional time in other ways.
I believe in face to face committees (vs. online CoP), and believe PLA could do more to promote and support participation in this way.
Was elected to a vice chair/chair position with little experience on the committee
It seems to be a network of "old guard" and they did not make me feel very welcome
I was not able to attend ALA conferences, so the committee dropped me as a member. I did contribute to discussion and submitted ideas.

Results of Open-Ended Question Asking to Describe Why Experience Was Not As Positive As Expected (*Only completed by those that responded negatively in the preceding question*) Continued

I had no experience in PLA other than attending 2-3 conferences which I really enjoyed.

Because PLA is run by a small group that does not want to hear from the membership. It has always been run by Directors of Public Libraries and does not allow top-level participation by others.

The change from committees to communities of practice, at least at the past 2 ALA meetings, appears to have greatly diminished the participation level (though the economy could also be a factor in reduced participation numbers). On the main committee I attended, we had 2 meetings each ALA conference in order to discuss ideas and work on programs. Since the change to CoP, according to our chair, it has been difficult to get a 2nd meeting scheduled outside of the Sunday all-committee meeting.

It has become increasingly difficult for individuals who are not a part of the "in group" at PLA to become involved in the Association.

Honor your meetings and appointments!

I don't think the section's concerns about the PLA restructuring were considered as they contradicted the Leadership's interests. From active peers, I have not heard anything to support that the current Leadership has changed the process to insure that concerns are being heard and addressed whether or not they change the end result.

Communicate, communicate, and communicate. I was on a committee and was basically ignored. Emails unanswered. It was very discouraging.

I served on 2 committees..one a jury award committee with very poor participation from both applicants and PLA members. I also served on the "best Practice" community of practice group and we lacked direction and focus and therefore had few participants.

The participation in the committees was not encouraged at a higher level of PLA. I feel the PLA Board should be actively seeking new recruits at conferences to further the Cop's

It was difficult to meet at the "all committees" time since there were multiple groups that I would like to attend.

Face-to-Face Versus Virtual Participation

Response	Count	Percent
More opportunities for <i>face-to-face</i> interaction/participation in issues important to our profession.	74	7%
More opportunities for <i>electronic</i> interaction/participation in issues important to our profession.	236	24%
Both of the above.	447	45%
Neither — PLA already provides enough opportunities for interaction/participation.	236	24%

Ranking of Statements Regarding Participation Preference (1=most important and 3=least important)

Rank Item	Rank	Points
Interacting with other colleagues to get immediate answers to questions I am dealing with on the job.	1	2375
Interacting with other colleagues on important topics relating to the future of our profession.	2	2247
Interacting with other colleagues on important projects that contribute to the future success of PLA.	3	1291

Statements Regarding Institutional Financial Support for Participation

Response	Count	Percent
My institution provides financial support for in-person PLA committee meetings that I attend.	321	32%
My institution provides financial support for in-person PLA task force meetings that I attend.	167	17%
My institution provides financial support for in-person PLA Communities of Practice (CoP) meetings I attend.	144	14%
My institution does not provide financial support for any of the above.	588	58%

Currently Registered for PLA's Communities of Practice (CoP)

Response	Count	Percent
Yes	96	10%
No	747	75%
Not sure	154	15%

Why Survey Respondents Are Not Participating in a PLA CoP
(Completed by only those that checked "No" in the preceding questions)

Response	Count	Percent
I am not aware of PLA's online Communities of Practice (CoP).	536	72%
I am satisfied with other opportunities to participate in PLA.	27	4%
I have tried PLA's online Communities of Practice (CoP) and did not find them valuable.	11	2%
I do not see the value of PLA's online Communities of Practice (CoP).	29	4%
I do not understand the purpose of PLA's online Communities of Practice (CoP).	49	7%
I have chosen to be more active in other online communities.	24	3%
Other (please specify)	72	10%

Top CoP Survey Respondents Were Registered For

Response	Count	Percent
Do not know	27	2.7%
Public Library Systems	24	2.4%
Readers Advisory	23	2.3%
Technology	21	2.1%
Collection Development	19	1.9%

Satisfaction Level with CoP Experience
(Only completed by those that identified that they are registered)

Response	Count	Percent
Very satisfied	3	3%
Somewhat satisfied	16	16%
Neither satisfied nor dissatisfied	39	39%
Somewhat dissatisfied	30	30%
Very dissatisfied	13	13%

Reasons for High Level of Satisfaction with CoP
(Only Completed by those that were "Very satisfied" and "Somewhat Satisfied")

Response	Count	Percent
The CoP was facilitated by a skilled leader.	2	.2%
The topics discussed within the CoP were relevant and of interest to me.	12	1%
The technology was accessible and easy to use.	8	1%
The CoP introduced me to other professionals of interest to me.	2	.2%

Reasons for Lower Level of Satisfaction with CoP
(Only completed by those that were "Somewhat Dissatisfied" and "Very Dissatisfied")

Response	Count	Percent
The CoP lacked leadership.	23	2%
The topics discussed within the CoP were not of interest and relevant to me.	10	1%
The technology was not easy to use.	12	1%
There was no significant activity.	59	6%
The other professionals participating in the CoP were not of interest to me.	4	.4%

Level of Importance of the Following Statements Regarding CoP

	Extremely Important	Very Important	Somewhat Important	Important	Not Very Important	Not Important At All
CoP should have an appointed leader to facilitate the discussion.	29% (27)	44% (41)	15% (14)	5% (5)	5% (5)	2% (2)
CoP should be given a charge/purpose provided by the PLA Board of Directors.	23% (21)	33% (31)	20% (19)	4% (4)	18% (17)	1% (1)
CoP should be governed by a Steering	10% (9)	19% (17)	22% (20)	9% (8)	30% (27)	10% (9)

	Extremely Important	Very Important	Somewhat Important	Important	Not Very Important	Not Important At All
Committee.						
CoP should have the opportunity to meet face-to-face.	19% (18)	23% (22)	25% (24)	7% (7)	20% (19)	5% (5)
CoP should be self-defining and remain somewhat independent of PLA leadership.	3% (3)	13% (12)	23% (21)	14% (13)	34% (31)	13% (12)

Responses to Open-ended Question Requesting Ideas for Future Improvements to the CoP

Part of the problem is that you have to login and check for messages. It would be better if you at least received notification that something had been posted.
I'm still learning about it. Just signed up but don't have access.
There is not much information about them, at least not that is readily available. It is awkward to use the site (and once you do get there, no one else is there). WebJunction and PubLib are MUCH easier.
I see others involvement greatly reduced because their libraries don't support their involvement in the CoP in the same way as if they had a formal committee appt. Instead of widening involvement, it seems to be decreased, plus there is a distinct lack of direction and leadership.
It seems to just need some impetus to get started - perhaps a facilitator for each CoP to put out issues for discussion; I suspect it will grow from there on its own. Then people will consider it a reliable source of information to turn to on the topics covered. The concept of sharing information among ourselves through a forum such as this has obvious appeal. We're all struggling with the challenges of delivering quality service today and learning from the experience of others can only make us collectively stronger.
Encourage face-to-face participation at midwinter and annual for those who can make it
Face to face meetings and/or conference calls need to happen to hold people's interest and encourage interaction.
I have not been very satisfied with the CoP model. Unless someone assumes leadership of a CoP, and facilitates discussion, no discussion occurs and the effectiveness of the CoP is extremely prohibited.
Don't really use them and don't know.

Responses to Open-ended Question Requesting Ideas for Future Improvements to the CoP (Continued)
More participation. More defined reasons for existing.
Eliminate.
How do they create programming? Where is the structure? They need regular meetings at conference.
More activity- perhaps someone assigned to start conversations and get things going.
As the head of a CoP, I can attest to the fact that it can be extremely difficult to get conversations going. Involvement level varies widely. Perhaps we need to look at some CoP consolidation.
I would like to see people appointed to the communities like they were in the past. I feel you should continue with a chair and people should not be on more than one committee at a time.
I would like CoP to be a means for a committee to work without travel. (virtual workspace).
Right now site is not being used, last post A Note was posted by Doug Dawson on 02/20/2009
I don't actually know anything about CoP so getting the word out might be a good start.
When there is some activity within the groups I've joined, I'd like a reminder to go check it out. When I first got involved, there was very little activity, and I don't have time to go look on a regular basis. CoP needs to meet me at least half way.
Participation by more members.
Facilitate communication outside the confines of the PLA MySpace software - eg. Encourage use of Facebook, meetups, and other areas where PLA members already are connecting.
Move back to more of a committee like structure.
I'm not sure what, but something is missing; it may have been the abruptness of the transition coinciding with the recession.
Recruit more participants, set goals and achieve them.
I can't really say. I hardly ever make the time to check on it.
I'm not sure how it could be enforced or accomplished, but while the idea of CoP seems good/useful, in practice the lack of discussion leaders/chairs reduces the impetus to participate. It is also necessary that there be a goal/program to drive the work of the CoP.
not knowledgeable enough of current status; I think a cop should have discussion space as well as development of a knowledge base; document storage; and easy searching in order to take advantage of collective wisdom.
I'm not sure -- the future seems cloudy in that area.
WEbX on topics quarterly for participation on personal level. Regional or state level - I did just receive info on NC webjunction, so it will become much more relevant for networking and discussion on my state level.
It should send out regular email alerts, perhaps via Facebook or to individual emails through email blasts.
strong purpose and facilitator.

<p align="center">Responses to Open-ended Question Requesting Ideas for Future Improvements to the CoP (Continued)</p>
<p>If possible, elect a leader for a fixed term length. They would guide the work of the CoP for their term. All other participation voluntary. The CoP has to have VALUE for me to take time to go to it. Provide tools and resources on site. Provide a space for participants can share documents and resources.</p>
<p>I think there needs to be active participation by all. However, there needs to be an easier method.</p>
<p>No comment at this time.</p>
<p>Defined leadership.</p>
<p>Fully integrated with other technologies such as Google Reader.</p>
<p>Move away from PLASpace towards ALA Connect. It seems weird that there's a separate web space for CoP activities. I also think there needs to be stronger leadership for the CoPs.</p>
<p>I'd like to see people actually use them. Maybe others get used, but Cataloging isn't doing anything, and messages haven't been posted since July.</p>
<p>More outreach into the PL community.</p>
<p>RSS feeds of posts so I don't have to remember to log in.</p>
<p>Increased member participation and discussion of hot topics and issues.</p>
<p>Many members have told me that they fill out the volunteer form and then NEVER hear anything. How can we resolve this?</p>
<p>Can't think of any right now.</p>
<p>Technology should be easier to use and there needs to be more engagement and dynamic discussion.</p>
<p>Needs some kind of committee to give it meaning. Too much like virtual and not real.</p>
<p>I would like to see the CoP having multiple options for communication; for example, a blog I could visit or an email listserv I could subscribe to instead of having to visit the social network.</p>
<p>More guidance from PLA FAQ for technical issues related to CoPs PLA leadership at all committee meetings giving tips on successful CoPs Depending on the topic, consider returning to committee structure with modifications.</p>
<p>Maintaining a pertinent online presence requires daily upkeep. I don't know how PLA would find a volunteer to put in that kind of time.</p>
<p>More leadership role.</p>
<p>Stronger leadership.</p>
<p>I think leadership makes a difference. It may depend on the amount of time the leader has to devote to his/her section.</p>
<p>Somehow involvement should be encouraged more? Maybe some type of seasoned mentor to help you along with process of joining etc.</p>
<p>n/a.</p>
<p>It seems there's no purpose to the Communities of Practice. I'd start over.</p>

Responses to Open-ended Question Requesting Ideas for Future Improvements to the CoP (Continued)

I'm not sure that there will ever be much of a participation level but I think it would help if there was an actual meeting during the PLA or ALA conferences.

Leaders should be appointed and topics generated at least monthly. PLA Board members should mentor the Cop leaders and share news items.

More activity. I never see anything happening on it.

Targeted invitations to appropriate PLA members.

Notes

The Public Library Association (PLA)

Member Participation Research Supplemental Report – Age Range Crossed With Survey Responses

December 2009

Conducted and Prepared by

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Notes

Age Range Crosstabs

General Participation

How satisfied are you with your present participation/involvement level with PLA?

Responses	Younger than age 30	Age 31 – 40	Age 41 – 50	Age 51 – 60	Age 61 – 70	Older than age 70
Very satisfied	10.8% (7)	9.3% (14)	9.2% (17)	14.3% (62)	24.4% (38)	31.3% (5)
Somewhat satisfied	21.5% (14)	26.0% (39)	23.9% (44)	26.3% (114)	25.6% (40)	37.5% (6)
Neither satisfied nor dissatisfied	40.0% (26)	38.0% (57)	41.3% (76)	42.5% (184)	35.9% (56)	25.0% (4)
Somewhat dissatisfied	23.1% (15)	25.3% (38)	25.0% (46)	15.0% (65)	13.5% (21)	6.3% (1)
Very dissatisfied	4.6% (3)	1.3% (2)	0.5% (1)	1.8% (8)	0.6% (1)	0.0% (0)
Total Counts	65	150	184	433	156	16

What is the single most significant reason you are not more actively involved with PLA? (Check only one.)

Responses	Younger than age 30	Age 31 – 40	Age 41 – 50	Age 51 – 60	Age 61 – 70	Older than age 70
I do not want to have a higher participation/involvement level.	4.8% (3)	6.0% (9)	2.8% (5)	9.6% (41)	14.5% (22)	18.8% (3)
I do not have the time to do so (personal and/or work).	23.8% (15)	32.2% (48)	35.4% (64)	34.2% (146)	36.8% (56)	25.0% (4)
I was never asked/invited to do so.	1.6% (1)	4.7% (7)	11.0% (20)	8.0% (34)	5.3% (8)	12.5% (2)
I do not know how to become more active/involved.	30.2% (19)	22.1% (33)	10.5% (19)	9.1% (39)	9.2% (14)	0.0% (0)
I do not have the funds to pay for participation.	14.3% (9)	11.4% (17)	10.5% (19)	12.4% (53)	9.2% (14)	12.5% (2)
I am not sure if I have the skills and expertise to get more involved.	11.1% (7)	3.4% (5)	6.6% (12)	2.1% (9)	2.6% (4)	0.0% (0)
I do not see much value to increasing my activity level.	1.6% (1)	0.7% (1)	2.8% (5)	1.6% (7)	2.0% (3)	12.5% (2)

Responses	Younger than age 30	Age 31 – 40	Age 41 – 50	Age 51 – 60	Age 61 – 70	Older than age 70
My employer does not support my having a high participation/involvement level with PLA.	3.2% (2)	3.4% (5)	3.3% (6)	5.9% (25)	3.9% (6)	0.0% (0)
I do not feel there is a way to get involved that meets my needs.	1.6% (1)	3.4% (5)	1.7% (3)	2.1% (9)	2.6% (4)	12.5% (2)
I do not feel PLA encourages me to be more active or involved with the Association.	0.0% (0)	1.3% (2)	2.2% (4)	5.9% (25)	3.3% (5)	6.3% (1)
I find it more valuable to be involved with other associations/organizations/ALA divisions I belong to.	3.2% (2)	4.7% (7)	5.0% (9)	3.3% (14)	5.3% (8)	0.0% (0)
Other	4.8% (3)	6.7% (10)	8.3% (15)	5.9% (25)	5.3% (8)	0.0% (0)
Total Counts	63	149	181	427	152	16

Would you prefer that PLA offer:

Base Question	Younger than age 30	Age 31 – 40	Age 41 – 50	Age 51 – 60	Age 61 – 70	Older than age 70
More opportunities for face-to-face interaction/participation in issues important to our profession.	6.3% (4)	3.4% (5)	7.2% (13)	7.7% (33)	10.4% (16)	18.8% (3)
More opportunities for electronic interaction/participation in issues important to our profession.	23.8% (15)	31.1% (46)	26.0% (47)	20.8% (89)	22.7% (35)	25.0% (4)
Both of the above.	57.1% (36)	52.7% (78)	49.2% (89)	43.7% (187)	33.1% (51)	25.0% (4)
Neither — PLA already provides enough opportunities for interaction/participation.	12.7% (8)	12.8% (19)	17.7% (32)	27.8% (119)	33.8% (52)	31.3% (5)
Total Counts	63	148	181	428	154	16

Participation in Communities of Practice

Are you currently registered for PLA's online Communities of Practice (CoP) on PLAspace.org?

Base Question	Younger than age 30	Age 31 – 40	Age 41 – 50	Age 51 – 60	Age 61 – 70	Older than age 70
Yes	6.3% (4)	11.3% (17)	9.3% (17)	10.0% (43)	9.3% (14)	6.7% (1)
No	71.9% (46)	76.0% (114)	73.1% (133)	75.9% (328)	73.5% (111)	80.0% (12)
Not sure	21.9% (14)	12.7% (19)	17.6% (32)	14.1% (61)	17.2% (26)	13.3% (2)
Total Counts	64	150	182	432	151	15

Which statement best describes the reason why you are not participating in one or more of PLA's online Communities of Practice (CoP)?

Base Question	Younger than age 30	Age 31 – 40	Age 41 – 50	Age 51 – 60	Age 61 – 70	Older than age 70
I am not aware of PLA's online Communities of Practice (CoP).	87.2% (41)	75.0% (84)	70.7% (94)	70.2% (228)	68.7% (79)	61.5% (8)
I am satisfied with other opportunities to participate in PLA.	2.1% (1)	1.8% (2)	3.8% (5)	3.4% (11)	5.2% (6)	7.7% (1)
I have tried PLA's online Communities of Practice (CoP) and did not find them valuable.	0.0% (0)	2.7% (3)	0.8% (1)	1.8% (6)	0.9% (1)	0.0% (0)
I do not see the value of PLA's online Communities of Practice (CoP).	0.0% (0)	3.6% (4)	3.8% (5)	4.0% (13)	5.2% (6)	7.7% (1)
I do not understand the purpose of PLA's online Communities of Practice (CoP).	4.3% (2)	6.3% (7)	5.3% (7)	6.8% (22)	7.8% (9)	15.4% (2)
I have chosen to be more active in other online communities.	2.1% (1)	2.7% (3)	3.8% (5)	2.8% (9)	4.3% (5)	7.7% (1)
Other	4.3% (2)	8.0% (9)	12.0% (16)	11.1% (36)	7.8% (9)	0.0% (0)
Total Counts	47	112	133	325	115	13

How satisfied are you with your experience in a PLA online Community of Practice (CoP)?

Base Question	Younger than age 30	Age 31 – 40	Age 41 – 50	Age 51 – 60	Age 61 – 70	Older than age 70
Very satisfied	0.0% (0)	5.6% (1)	0.0% (0)	2.2% (1)	6.7% (1)	0.0% (0)
Somewhat satisfied	0.0% (0)	5.6% (1)	17.6% (3)	17.4% (8)	20.0% (3)	100.0% (1)
Neither satisfied nor dissatisfied	75.0% (3)	22.2% (4)	52.9% (9)	37.0% (17)	40.0% (6)	0.0% (0)
Somewhat dissatisfied	25.0% (1)	44.4% (8)	17.6% (3)	32.6% (15)	20.0% (3)	0.0% (0)
Very dissatisfied	0.0% (0)	22.2% (4)	11.8% (2)	10.9% (5)	13.3% (2)	0.0% (0)
Total Counts	4	18	17	46	15	1

Level of Importance of Appointed Leader to Facilitate Discussion

Base Question	Younger than age 30	Age 31 – 40	Age 41 – 50	Age 51 – 60	Age 61 – 70	Older than age 70
Extremely Important	66.7% (2)	16.7% (3)	41.2% (7)	23.8% (10)	35.7% (5)	0.0% (0)
Very Important	33.3% (1)	55.6% (10)	23.5% (4)	45.2% (19)	50.0% (7)	0.0% (0)
Somewhat Important	0.0% (0)	5.6% (1)	23.5% (4)	19.0% (8)	7.1% (1)	0.0% (0)
Important	0.0% (0)	16.7% (3)	5.9% (1)	2.4% (1)	0.0% (0)	0.0% (0)
Not Very Important	0.0% (0)	5.6% (1)	5.9% (1)	4.8% (2)	7.1% (1)	0.0% (0)
Not Important At All	0.0% (0)	0.0% (0)	0.0% (0)	4.8% (2)	0.0% (0)	0.0% (0)
Total Counts	3	18	17	42	14	0

Level of Importance of Charge/Purpose provided by the PLA Board

Base Question	Younger than age 30	Age 31 – 40	Age 41 – 50	Age 51 – 60	Age 61 – 70	Older than age 70
Extremely Important	66.7% (2)	27.8% (5)	17.6% (3)	17.1% (7)	28.6% (4)	0.0% (0)
Very Important	33.3% (1)	22.2% (4)	35.3% (6)	36.6% (15)	35.7% (5)	0.0% (0)
Somewhat Important	0.0% (0)	27.8% (5)	29.4% (5)	17.1% (7)	14.3% (2)	0.0% (0)
Important	0.0% (0)	0.0% (0)	5.9% (1)	2.4% (1)	14.3% (2)	0.0% (0)
Not Very Important	0.0% (0)	22.2% (4)	11.8% (2)	24.4% (10)	7.1% (1)	0.0% (0)
Not Important At All	0.0% (0)	0.0% (0)	0.0% (0)	2.4% (1)	0.0% (0)	0.0% (0)
Total Counts	3	18	17	41	14	0

Level of Importance of a CoP Steering Committee

Base Question	Younger than age 30	Age 31 – 40	Age 41 – 50	Age 51 – 60	Age 61 – 70	Older than age 70
Extremely Important	33.3% (1)	12.5% (2)	0.0% (0)	12.2% (5)	7.1% (1)	0.0% (0)
Very Important	33.3% (1)	12.5% (2)	31.3% (5)	14.6% (6)	21.4% (3)	0.0% (0)
Somewhat Important	0.0% (0)	37.5% (6)	6.3% (1)	22.0% (9)	28.6% (4)	0.0% (0)
Important	33.3% (1)	6.3% (1)	12.5% (2)	4.9% (2)	14.3% (2)	0.0% (0)
Not Very Important	0.0% (0)	31.3% (5)	43.8% (7)	29.3% (12)	21.4% (3)	0.0% (0)
Not Important At All	0.0% (0)	0.0% (0)	6.3% (1)	17.1% (7)	7.1% (1)	0.0% (0)
Total Counts	3	16	16	41	14	0

Level of Importance of Face-to-Face Meetings

Base Question	Younger than age 30	Age 31 – 40	Age 41 – 50	Age 51 – 60	Age 61 – 70	Older than age 70
Extremely Important	25.0% (1)	27.8% (5)	11.8% (2)	14.3% (6)	28.6% (4)	0.0% (0)
Very Important	0.0% (0)	16.7% (3)	41.2% (7)	21.4% (9)	21.4% (3)	0.0% (0)
Somewhat Important	75.0% (3)	22.2% (4)	17.6% (3)	23.8% (10)	28.6% (4)	0.0% (0)
Important	0.0% (0)	16.7% (3)	0.0% (0)	4.8% (2)	14.3% (2)	0.0% (0)
Not Very Important	0.0% (0)	16.7% (3)	29.4% (5)	23.8% (10)	7.1% (1)	0.0% (0)
Not Important At All	0.0% (0)	0.0% (0)	0.0% (0)	11.9% (5)	0.0% (0)	0.0% (0)
Total Counts	4	18	17	42	14	0

Level of importance of CoP's Self-defining and Remaining Somewhat independent of PLA leadership

Base Question	Younger than age 30	Age 31 – 40	Age 41 – 50	Age 51 – 60	Age 61 – 70	Older than age 70
Extremely Important	33.3% (1)	0.0% (0)	6.3% (1)	0.0% (0)	7.1% (1)	0.0% (0)
Very Important	0.0% (0)	16.7% (3)	12.5% (2)	7.3% (3)	28.6% (4)	0.0% (0)
Somewhat Important	0.0% (0)	38.9% (7)	31.3% (5)	19.5% (8)	7.1% (1)	0.0% (0)
Important	0.0% (0)	16.7% (3)	25.0% (4)	4.9% (2)	28.6% (4)	0.0% (0)
Not Very Important	66.7% (2)	11.1% (2)	18.8% (3)	51.2% (21)	21.4% (3)	0.0% (0)
Not Important At All	0.0% (0)	16.7% (3)	6.3% (1)	17.1% (7)	7.1% (1)	0.0% (0)
Total Counts	3	18	16	41	14	0

Notes

The American Library Association's

Spectrum Scholarship Program & Spectrum Presidential Initiative

About Spectrum

Established in 1997, the Spectrum Scholarship Program is ALA's national diversity and recruitment effort designed to address the specific issue of under-representation of critically needed ethnic librarians within the profession while serving as a model for ways to bring attention to larger diversity issues in the future. Spectrum's mission is to improve service at the local level through the development of a representative workforce that reflects the communities served by all libraries in the new millennium.

To be eligible for a Spectrum Scholarship:

- Applicant must be a citizen or permanent resident of the U.S. or Canada.
- Applicant must be American Indian/Alaska Native, Asian, Black/African American, Hispanic/Latino or Native Hawaiian/Other Pacific Islander.
- Applicant must attend an ALA-accredited graduate program in library and information studies or an ALA-recognized NCATE School Library Media program.
- Applicant shall have completed no more than a third of the credit requirements toward her/his MLIS or school library media degree at the time of award, June 1st.
- Applicant must be enrolled in an accredited program and begin school no later than September 1st or the Fall Semester immediately following the award.
- Applicants may have full or part time status.

The Spectrum Scholarship is valued at \$6,500 and includes a \$5,000 scholarship (divided into two payments); attendance at the Spectrum Leadership Institute, a three day institute held ahead of the ALA Annual Conference; and membership in the American Library Association.

To date, over 600 scholarships have been awarded to qualified applicants pursuing a Masters in Library and Information Science.

Current Funding for Spectrum

Upon its establishment in 1997, ALA committed resources for 50 annual scholarships of \$5,000 a year for Spectrum's first four years. The Spectrum program continues to fund scholarships through the initial endowment and the generous contributions of individuals and organizations whose donations support named scholarships in the Spectrum Family of Funds.

As of June 30, 2009, the value of the Spectrum Endowment was \$2.7 million.

To provide an overview of how the Spectrum Scholarships are funded annually, below is the funding breakdown for FY 2009 scholarships:

10 Scholarships funded by the ProQuest Scholarship Bash

2 Scholarships funded by the Medical Library Association/National Library of Medicine

- 1 Scholarship funded by the Young Adult Library Services Association (YALSA)
- 1 Scholarship funded by the Betty Turock Endowment
- 1 Scholarship funded by the William Gordon Endowment
- 10 Scholarships funded by the Spectrum Endowment
- 25 Scholarships funded by the IMLS *REACH 21* Grant

Two endowments, the William R. Gordon and the Dr. Betty J. Turock, are specifically designated to provide funding for a Spectrum Scholarship per year. The Leo Albert, Louise Giles, and Howard M. and Gladys B. Teeple endowments are included with the Spectrum Endowment to form the Spectrum Family of Funds. Every year, Spectrum Scholarships are named in honor of Leo Albert, Louise Giles, William R. Gordon, Howard M. and Gladys B. Teeple and Dr. Betty J. Turock.

In 2005, the Medical Library Association/National Library of Medicine (MLA/NLM) raised its commitment to provide an additional named annual award and now funds two scholarships a year through 2010. The MLA/NLM Spectrum Scholarships support students of color with an interest in the field of medical or health sciences librarianship.

Ten of the 2009 Spectrum Scholarships have been funded by proceeds from the ALA/ProQuest Scholarship Bash.

The Young Adult Library Services Association (YALSA) has funded one 2009 YALSA Spectrum Scholar pursuing a career in young adult librarianship or secondary school librarianship. In the past, specific scholarships were funded by and named for the Public Library Association (PLA) and the Association of College and Research Libraries (ACRL) for individuals interested in careers in public libraries and academic librarianship, respectively.

Through a three-year *REACH 21* grant, IMLS has funded 25 scholarships a year in 2008, 2009 and 2010. The IMLS is an independent federal grant-making agency dedicated to creating and sustaining a nation of learners by helping libraries and museums serve their communities. ALA will announce its final 25 *REACH 21* scholars in June 2010. ALA will pursue another IMLS grant to support Spectrum Scholars past 2010, but this funding is not guaranteed and cannot be counted on to fund the future of Spectrum.

Spectrum Overview Demographics (all percentages based on 606 recipients from 1998-2009 who have completed a full scholarship year)

Gender

- 108 Male (18%)
- 498 Female (82%)

Ethnicity

- 29 American Indian/Alaskan Native Scholars (5%)
- 149 Asian Scholars (25%)
- 258 Black/African American Scholars (42%)
- 158 Hispanic/Latino (26%)
- 12 Native Hawaiian/Other Pacific Islander (2%)

*Note that the racial and ethnic classification standards changed in 2001, specifically Pacific Islander and

Asian have been broken out. A percentage of Pacific Islander scholars prior to 2000 may have been classified as Asian.

Regional

39 New England (6%)
106 Middle Atlantic (18%)
120 South (20%)
127 Midwest (21%)
65 Southwest (11%)
139 West (23%)
9 Canadian (1%)
1 Outside US/Canada (0%)

LIS Program

Alabama, University of [7 Spectrum Scholars]
Albany, State University of New York [1 Spectrum Scholar]
Arizona, University of [16 Spectrum Scholars]
British Columbia, University of [8 Spectrum Scholars]
Buffalo, State University of New York [12 Spectrum Scholars]
California - Los Angeles, University of [31 Spectrum Scholars]
Catholic University of America [12 Spectrum Scholars]
Chicago State University [3 Spectrum Scholars]
Clark Atlanta University [1 Spectrum Scholar]
Clarion University of Pennsylvania [1 Spectrum Scholars]
College of St. Catherine [7 Spectrum Scholars]
Denver, University of [2 Spectrum Scholars]
Dominican University [19 Spectrum Scholars]
Drexel University [17 Spectrum Scholars]
East Carolina University [1 Spectrum Scholar]
Emporia State University [5 Spectrum Scholars]
Florida State University [20 Spectrum Scholars]
Hawaii, University of [9 Spectrum Scholars]
Illinois Urbana-Champaign, University of [31 Spectrum Scholars]
Indiana University [8 Spectrum Scholars]
Indiana University – Purdue University, Indianapolis [1 Spectrum Scholar]
Iowa, University of [1 Spectrum Scholar]
Kent State University [9 Spectrum Scholars]
Kentucky, University of [1 Spectrum Scholar]
Louisiana State University [4 Spectrum Scholars]
Long Island University [8 Spectrum Scholars]
Maryland, University of [14 Spectrum Scholars]
McGill University [1 Spectrum Scholar]

Michigan, University of [16 Spectrum Scholars]
Missouri-Columbia, University of [5 Spectrum Scholars]
North Carolina - Chapel Hill, University of [13 Spectrum Scholars]
North Carolina - Greensboro, University of [2 Spectrum Scholars]
North Carolina Central University [10 Spectrum Scholars]
North Texas, University of [19 Spectrum Scholars]
Oklahoma, University of [4 Spectrum Scholars]
Old Dominion University [1 Spectrum Scholar]
Pittsburgh, University of [30 Spectrum Scholars]
Pratt Institute [12 Spectrum Scholars]
Queens College, City University of New York [11 Spectrum Scholars]
Rhode Island, University of [5 Spectrum Scholars]
Rutgers, the State University of New Jersey [13 Spectrum Scholars]
Sam Houston State University [1 Spectrum Scholar]
San Jose State University [58 Spectrum Scholars]
Simmons College [26 Spectrum Scholars]
Southern Connecticut State University [5 Spectrum Scholars]
Southern Mississippi, University of [5 Spectrum Scholars]
South Carolina, University of [13 Spectrum Scholars]
South Florida, University of [22 Spectrum Scholars]
St. John's University [1 Spectrum Scholars]
Syracuse University [5 Spectrum Scholars]
Tennessee, University of [1 Spectrum Scholar]
Texas - Austin, University of [24 Spectrum Scholars]
Texas Woman's University [11 Spectrum Scholars]
Valdosta State [1 Spectrum Scholar]
Washington, University of [12 Spectrum Scholars]
Wayne State University [14 Spectrum Scholars]
Western Ontario, University of [2 Spectrum Scholars]
Wisconsin - Madison, University of [9 Spectrum Scholars]
Wisconsin - Milwaukee, University of [5 Spectrum Scholars]

Spectrum Application Trends

Over the past several years, the Spectrum Scholarship Program has been able to fund approximately half of all applications. Unfortunately, many qualified applicants go unfunded.

For 2009-2010	128 completed applications, 49 awarded
For 2008-2009	146 completed applications, 68 awarded
For 2007-2008	167 completed applications, 80 awards

Spectrum Scholars are interested in the many opportunities a career in libraries provides. Collecting data on applicants' interest in a particular area of librarianship is difficult. Because Spectrum utilizes the

general ALA Scholarship Program Application, we do not receive data on the specific area of librarianship an individual applicant wishes to enter, except for what can be derived from an individual applicant's personal statement or resume of past service in libraries. Therefore, it is very difficult to derive a conversion rate for number of applicants interested in School/Public/Academic libraries who receive scholarships.

After the awarding of a scholarship, Spectrum recipients are asked to complete an information form in which they do indicate the type(s) of libraries they are interested in.

Data for the 2008-2009 and 2009-2010 scholars is indicated below. Please note that individuals were allowed to select more than one type of library.

	2008-2009 Scholars (68)	2009-2010 Scholars (49)
School Library	15	10
Special Library	32	28
Academic Library	54	40
Public Library	34	28
Library Cooperative/Network	8	4
Government Library	21	18
Library-Related Institution	13	14

Beginning with the 2009-2010 Scholars, information on the area of librarianship scholars were interested in was collected. Data for the 2009-2010 Scholars is presented below. Please note that individuals were allowed to select more than one type of position.

Instruction	14
Administration	21
Archives	20
Automation	1
Cataloging	10
Circulation	9
Collection Development	25

Databases	9
Media Specialist	9
Government Documents	9
Information Consulting	16
Interlibrary Loan	3
Reference	29
Research	24
Tech/Serials	4
Young Adult Services	13
Children's Services	10
Web Management	4
Outreach	18

Spectrum Scholars' Involvement in ALA and ALA Divisions

Currently, 318 Spectrum Scholars are members of the American Library Association. Please note this does not include the free memberships awarded to the 2009-2010 class.

Spectrum scholars are members of ALA divisions. Membership as of December 2009 is:

AASL	39
ACRL	156
ALCTS	50
ALSC	57
ASCLA	27
LITA	55
LLAMA	55
PLA	88
RUSA	81
YALSA	64

While many would like solid data regarding the scholars' employment in public, academic, or school libraries, we unfortunately cannot provide that. The scholars we are most able to track are those who remain members of ALA and, unfortunately, ALA membership data does not specify type of library. Our

best assumptions for the placement of Spectrum Scholars are based on their membership in specific Divisions.

Divisions' Support of Spectrum Scholarship Program

ALA Divisions have been overwhelmingly supportive of the Spectrum Scholarship Program since its creation. In addition to providing financial contributions, all divisions have provided free memberships to scholars during their scholarship year and several divisions have found additional ways to support scholars' development, including free conference registrations and travel support, mentorship opportunities, and more.

The table below indicates financial contributions from Divisions to the Spectrum Scholarship Program

Division	Gift to Date	History of Giving
American Association of School Librarians (AASL)	\$42,500	\$5,000 gifts in 2001, 2002, 2003, 2004, 2005, 2006, 2007, and 2008; one \$2,500 in 2009
Association for Library Service to Children (ALSC)	\$3,500	One \$2,500 gift in 1999
Association for Library Collections and Technical Services (ALCTS)	\$250	One \$250 gift in 1999
Association of College & Research libraries (ACRL)	\$57,500	One \$25,000 gift in 1999; one \$32,500 gift in 2003 to name six "ACRL Scholars"
Association of Library Trustees, Advocates, Friends & Foundations (ALTAFF)		
Association of Specialized & Cooperative Library Agencies (ASCLA)	\$250	One \$250 gift in 1999
Library & Information Technology Association (LITA)	\$1,500	One \$1,500 gift in 1999
Library Leadership, Administration & Management Association (LLAMA)	\$7,000	One \$5,000 gift in 1999; one \$2,000 gift in 2005

Public Library Association (PLA)	\$182,500	One \$50,000 gift in 1999; one \$100,000 gift in 2003; one \$32,500 gift in 2005 to name five "PLA Scholars"
Reference & User Services Association (RUSA)	\$5,000	One \$5,000 gift in 1999
Young Adult Library Services Association (YALSA)	\$14,000	Two \$500 gifts in 2000 and 2003; two \$6,500 gifts in 2008 and 2009 to name "YALSA Scholars" in each year

Selected highlights of Division support for Spectrum include:

- AASL Since 2007, has provided free registration and travel support for 4 scholars to attend the AASL National Conference and 2 scholars to attend an AASL National Institute
- ACRL Established the Spectrum Scholar Mentoring Taskforce in 2003 to provide mentorships to Spectrum Scholars
- LLAMA With the Council of LLAMA Affiliates offered free registration for LLAMA Regional Institutes
- PLA Since 2000, has provided 10 grants for each of the PLA National Conferences each consisting of a \$1500 travel stipend, complimentary conference registration, and a mentor
- RUSA Developed a RUSA intern program in 1998 which awards a two-year internship each year and provides \$3,000 for a scholar to assist the RUSA vice-president/president with programs and initiatives

About The Spectrum Presidential Initiative (SPI)

At the 2009 ALA Annual Conference in Chicago, ALA President Camila Alire, Immediate Past President Jim Rettig, and President-Elect Roberta Stevens announced the Spectrum Presidential Initiative, a one year campaign to raise \$1 million for the Spectrum Scholarship Program. The \$1 million will allow ALA to double the number of Spectrum Scholarships awarded over the next few years, provide two Spectrum Doctoral Fellowships, and build the Spectrum Endowment to ensure this important program's future.

To help guide the Initiative with Camila Alire, Jim Rettig and Roberta Stevens, SPI is being chaired by ALA Past president Betty Turock and an SPI Leadership Taskforce (see pg. 11). Additionally, ALA's efforts are being advised by Falona Joy, formerly of the Alfred Group and a managing partner of Strategic Non-Profit. The Leadership Taskforce has identified and secured several honorary co-chairs to serve as public ambassadors (see pg. 12) and has built an Advisory Committee of external corporate and foundation leaders (see pg. 13) to help guide our fundraising.

Spectrum Presidential Initiative Financial Breakdown

The majority of the \$1 million will be allocated for scholarships (direct pass through to qualified applicants to the Spectrum Scholarship program). Our proposed budget would provide for 100 scholarship at \$6,500 (\$650,000), two doctoral scholarships at \$25,000 each (\$50,000), at least 10% to building the endowment for long-term growth (\$100,000 or more), and some money to program expenses (recruitment, etc.).

Initial feedback from foundations and corporate donors is that they are more willing to fund scholarships than to fund an endowment. The SPI taskforce members certainly recognize the importance of the Endowment to the long-term success of Spectrum and are hoping that significantly more can be contributed to the endowment than the minimum 10%.

SPI Strategy

To raise the \$1 million, ALA is working with several external partners, organizations interested in libraries, education, and diversity. As part of the case we are presenting to our external partners, however, we are emphasizing the value and support our membership provides to Spectrum. To make this case real, we are hoping to raise nearly half of the \$1 million through the internal library community, including ALA members, member groups (including Divisions), ALA corporate partners, and library staff and supporters.

Arriving at the 1:1 match began after deciding to reach out to the foundation and business community to see if they would be inclined to support our critical need. Looking at universities' scholarship fundraising trends from corporate donors and foundations, it is clear that the case can be made to donors that scholarships are worthy recipients of their dollars. There has been recent interest shown by foundations and corporate donors in funding scholarships for specific professions (e.g., doctors, teachers, engineers, nurses, etc.). While this group doesn't typically give to associations for scholarships, we believe our case is strong enough to present to them and ask for their philanthropic support. Initial discussions with funders indicated that they would not give a gift without a match (at least 1:1) by ALA and its membership. This 1:1 match is consistent with trends in the business world where venture investments increasingly require a 1:1 match and even with IMLS which requires the same. In order to raise \$1 million, ALA needs to demonstrate that the library community supports the Spectrum Scholarship program at the same level we are asking from the external partners.

While these are difficult financial times, we feel that we cannot continue to wait to fund Spectrum. The last significant campaign for Spectrum was five years ago. This campaign will seek broad support from our membership at any level they can contribute. The Spectrum Presidential Initiative will not just seek large donations, but will provide opportunities for anyone contribute to Spectrum no matter their economic situation.

SPI External Strategy

With the Leadership Taskforce and the Advisory Committee, SPI has identified a list of 50 foundations and corporations interested in libraries, education and diversity. SPI is leveraging contacts from the Honorary Co-Chairs, Advisory Committee, and the library community to help establish meetings and conduct preliminary interviews. While this list is currently confidential, it does include some familiar names (Bill and Melinda Gates Foundation, Dollar General Literacy Foundation, Verizon Foundation, etc.) and some new prospects (BOEING, JP Morgan Chase, Silicon Valley Community Trust, etc.).

SPI Internal Strategy

The SPI Leadership Taskforce is also busy identifying a strategy to raise \$.5 million from the internal library community. This fundraising will happen through several means, including targeted direct mail appeals, a grassroots “Dinners for Spectrum” plan, and a general appeal to the membership and larger library community.

ALA Divisions, Affiliates, and Roundtables are among the leaders in potential giving and can continue to demonstrate their strong commitment to the Spectrum Scholarship Program. Divisions, Affiliates, and Roundtables will also lead the way in reaching out to members and encouraging them to give as part of an organized campaign under the heading of the Division, Affiliate, or Roundtable.

Communication

If you have questions, comments, or feedback on the direction of the Spectrum Presidential Initiative or how you can get involved in the initiative, please contact Miguel A. Figueroa, Director, Office for Diversity at mfigueroa@ala.org, or Kim Olsen-Clark, Director, Development Office at kolsen-clark@ala.org.

Spectrum Presidential Initiative Leadership Taskforce

Camila Alire, ALA President

Jim Rettig, ALA Immediate Past President

Roberta Steven, ALA President-Elect

Keith Michael Fiels, ALA Executive Director

Betty Turock, Chair, SPI Leadership Taskforce

Jim Neal

Carol Brey-Casiano

Liz Bishoff

Pat Smith

Terri Kirk

Winston Tabb

Luis Herrera

Spectrum Presidential Initiative Honorary Co-Chairs

Confirmed

Kareem Abdul-Jabbar, retired NBA player, author, coach, actor

Julia Alvarez, author

Rudy Anaya, author

Tiki Barber, sports broadcaster and author

Kevin Clash, author, voice artist and puppeteer

Rickey Minor, music director, composer, music producer

Walter Mosley, author

Charles Ogletree, Harvard Law Professor

Paula Poundstone, social commentator and comedian

Richard Rodriguez, author and writer

Luis Rodriguez, author

Sharon Robinson, author

Spectrum Presidential Initiative Advisory Committee

Confirmed

Don Cooke, McCormick Foundation

Lynda James-Gilboe, ProQuest

Ricardo Millett, consultant

Karen Proctor, Scholastic Inc

Anne Roosevelt, Roosevelt Institute

Art Sussman, MacArthur Foundation

Carroll Joynes, University of Chicago Cultural Policy Institute

Office for Diversity and Spectrum Committee Membership by Library Type

Provided is an overview of the composition of the Committee on Diversity, Spectrum Advisory Committee, and the Spectrum Jury for the past four years (2007- current 2010 roster). Please note, this is an approximation as library type was derived from the iMIS membership database which records each members institution.

The Committee on Diversity is appointed by the ALA President. The Spectrum Advisory Committee is selected by the Chair of the Committee on Diversity. The Spectrum Jury is appointed by the Chair of the Spectrum Advisory Committee.

Committee on Diversity

	2010 (current year)	2009	2008	2007
Academic	10	6	5	9
Public	2	6	7	5
School	2	2	1	1
Special*	2	3	3	1

*Special includes LIS faculty, medical, government, and corporate libraries

Spectrum Advisory Committee

	2010 (current year)	2009	2008	2007
Academic	5	8	9	7
Public	4	3	4	5
School				
Special*	7**	3**	1	5

*Special includes LIS faculty, medical, government, and corporate libraries

**For the past two years, an LIS faculty member focused on school librarianship has served on the Spectrum Advisory Committee

Spectrum Jury

	2010 (current year)	2009	2008	2007
Academic	4	4	4	4
Public	2	3	3	3
School	1		2	1
Special*	3	3	1	2

*Special includes LIS faculty, medical, government, and corporate libraries

EXECUTIVE SUMMARY

- **Broadband Technology Opportunities Program (BTOP)**
Since the passage of the American Recovery and Reinvestment Act and the release of the Notice of Funds Availability for the Broadband Technology Opportunities Program (BTOP) under this bill, the Washington Office has focused on guiding membership in the application process and advocating for policy changes in the next round of funding.
- **Jobs Bill**
In mid-December The American Library Association (ALA) Washington Office prepared a proposal (<http://www.ala.org/ala/aboutala/offices/wo/libraryjobs.pdf>) to include jobs for librarians in the Jobs for Main Street Act of 2010 (H.R. 2847) which was taken up on the floor of the House of Representatives in December.
- **USA PATRIOT ACT**
On December 16, Congress extended the sunset deadline for Section 215 and the other two expiring provisions, the roving wiretaps and lone wolf sections from December 31, 2009, to February 28, 2010. ALA is monitoring the House activities and has meetings scheduled to follow up with key Senate staff.
- **Consumer Product Safety Improvement Act**
On August 26, 2009, the Consumer Product Safety Commission (CPSC) issued its final rule on children's products containing lead. In the rule, the CPSC confirmed that libraries have no independent obligation to test library books for lead under the law. Meanwhile, the CPSC has announced a second one-year stay of implementation, postponing the date to February 2011.
- **Open Government**
With regard to open government-related activities, OGR has been closely monitoring the Obama administration's Open Government Directive (http://www.whitehouse.gov/omb/assets/memoranda_2010/m10-06.pdf) that was announced on December 8, 2009.
- **Librarianship and Traditional Cultural Expression**
Over the last ten months, an OITP-lead workgroup has been collaborating with librarians, archivists and members of various indigenous communities within the United States in order to draft a statement of guiding principles concerning the management and protection of traditional cultural expressions (TCEs). TCEs are defined as, but not limited to, narratives, poetry, music, art, designs, names, signs, symbols, performances, architectural forms, and handicrafts created by indigenous and/or traditional communities.

The workgroup will continue to share the document with ALA divisions, roundtables, offices, executive board, Council, and other interested units and organizations. The group aims for the principles to be considered for adoption as ALA policy at the 2010 Midwinter Conference in Boston. See the TCE Web site (<http://wo.ala.org/tce/>) for further information.

- **New OITP Policy Brief Series**
OITP has established a new series of policy briefs, which will comprise substantive works on the order of 10-30 pages each when published. The first brief “Fiber to the Library” was issued as a print version in November. Several other policy briefs are in process and are expected to be published in the first half of 2010.
- **Improving Access for the Visually Impaired**
The Library Copyright Alliance filed comments with the Library of Congress’ U.S. Copyright Office regarding facilitating access to copyrighted works for the blind or other persons with disabilities.
- **OITP’s Participation in the Opportunity Online Broadband Grant Program**
Seven states held their state summits as a part of the Gates Foundation’s Opportunity Online Broadband Grant Program. OITP provides consulting services to all seven after their summits in the spring of 2009 through summer 2010.

WASHINGTON OFFICE

Broadband Technology Opportunities Program (BTOP)

Since the passage of the American Recovery and Reinvestment Act and the release of the Notice of Funds Availability for the Broadband Technology Opportunities Program (BTOP) under this bill, the Washington Office has focused on guiding membership in the application process and advocating for policy changes in the next round of funding. Highlights of the Washington Office's efforts are outlined below.

OITP Publishes Two Overview Documents on BTOP

ALA's Washington Office released two documents, *Broadband Funding: American Recovery and Reinvestment Act of 2009* and *Guidance for the Library Community: Preparing a Proposal for the Broadband Technology Opportunities Program*. The first document provides an overview of and library perspective on the broadband funding programs administered by NTIA and Rural Utilities Service (RUS). The second document provides more detail and some thoughts on strategies for libraries that are considering applying for BTOP funding.

OITP Publishes Two Specialized Documents on BTOP

Since the BTOP program has many ideal opportunities for libraries, the ALA Washington Office released two publications: "A Note on the Public Computer Center Funding Category and Library Proposals" to guide members of the library community who have a serious interest in applying to the Public Computer Center program, and "A Note on Resources about Jobs and the Economy: Assistance for the Library Community in Their Applications to the Broadband Technology Opportunities Program (BTOP)."

Washington Office Hosts Webinars

Alan Inouye and other staffers from the Washington Office conducted a webinar on July 22 about guidelines and opportunities for stimulus funding.

On August 5, the Washington Office held the "Nuts and Bolts" webinar given by OITP Consultant and EdTech Strategies President, Linda Schatz, along with Chris McLean and Jennifer Holtz from E-Copernicus. The webinar covered last-minute questions before the application deadline.

Frequently Asked Questions Web page

In addition to the webinars found on the "Know Your Stimulus Web site" (www.ala.org/knowyourstimulus), the Washington Office put together an informal "Frequently Asked Questions" (FAQ) page and links to the official FAQ page from National Telecommunications and Information Administration's (NTIA) and RUS. During the height of this first application round, the Washington Office created an e-mail account specifically designed for ALA members to e-mail their stimulus questions. The questions were either answered in house or routed to one of our experts who have been reading and digesting the Notice of Funds Availability (NOFA), application guidelines, as well as attending NTIA workshops. We were fortunate to have many talented and knowledgeable people working on behalf of the library community, which was made possible through ALA's special 2010 strategic plan program.

OITP Files Broadband Stimulus Application

OITP filed an application to the Broadband Technology Opportunities Program (BTOP) on August 18, 2009, requesting \$1,644,785 from the National Telecommunications and Information Administration (NTIA) to fund a project to develop a set of resources to help librarians manage and plan broadband capacity. The Chief Officers of State Library Agencies (COSLA) and individual state librarians, the Center for Library and Information Innovation at the University of Maryland, the Information Institute at Florida State University and state library associations through the ALA Chapter Relations Office would be partners in the project.

Comments and Other Inputs Provided to the Federal Communications Commission and Department of Commerce

OITP developed responses to four requests for input from the Federal Communications Commission (FCC) and the Department of Commerce. The responses for the FCC covered possible changes to the E-rate program, broadband adoption, and the economic impacts of broadband deployment. Comments on the first round of applications for the Broadband Technology Opportunities Program (BTOP) were submitted to the Department of Commerce. Additionally, OITP representatives participated in an FCC effort to solicit perspectives via site visits to libraries and other institutions in several cities around the country.

Libraries Highlighted in Recent Broadband Discussions, Activity

As one of the founding members of the Schools, Health and Libraries Broadband (SHLB) Coalition, the American Library Association's (ALA) Washington Office has actively participated in communicating the role of anchor institutions in national broadband build-out to members of Congress, the National Telecommunications and Information Administration (NTIA) and the Federal Communications Commission (FCC).

Washington Office Files Comments to Department of Commerce Seeking Improvements to BTOP Applications Process

The Washington Office filed comments to the U.S. Department of Commerce regarding requirements for information collection under the first-round Notice of Funds Availability (NOFA) for the National Telecommunications and Information Administration's (NTIA) Broadband Technology Opportunities Program (BTOP). The compressed time frame resulted in an application process that needs improvement. The comments outline how the application process restricts the opportunity to describe the substantive aspects of a proposed project while also mandating excessive, often redundant requirements for information collection. The Washington Office's comments set forth recommendations for changes to the next NOFA to address these matters as well as other issues, such as improvements needed for the online application process.

OFFICE OF GOVERNMENT RELATIONS (OGR)

Jobs Bill

In mid-December The American Library Association (ALA) Washington Office prepared a proposal (<http://www.ala.org/ala/aboutala/offices/wo/libraryjobs.pdf>) to include jobs for librarians in the Jobs for Main Street Act of 2010 (H.R. 2847) which was taken up on the floor of the House of Representatives in December.

The bill, which bypassed the standard procedure of introduction and passage in committee, called for immediate action by library supporters. Lobbying for the inclusion of libraries in this legislation will be a top priority in the second session of the 111th Congress.

USA PATRIOT ACT

OGR has been heavily engaged in pursuing reform to the USA PATRIOT Act.

The Senate Judiciary Committee failed to pass a bill that would secure comprehensive reform to this bill; however, the USA PATRIOT ACT Amendments Act of 2009 (H.R. 3845), passed by the House of Representatives Judiciary Committee on November 5, 2009, could put Congress back on track to achieve comprehensive reform of our nation's surveillance laws.

H.R. 3845 would restore reader privacy by curbing the use of secret court orders and National Security Letters to obtain library and bookstore records about innocent people. Other key protections in the bill include improved judicial review of investigations, new protections for librarians and others who receive gag orders from the government, and more oversight of how PATRIOT Act powers are being used.

The House committee also approved an amendment from Rep. Tammy Baldwin (D-WI) expressing the sense of Congress that the president should periodically review secret surveillance programs to determine whether they should remain classified. The committee rejected several amendments that would have watered down or eliminated the bill's civil liberties protections. H.R. 3845 goes much further toward restoring our civil liberties than the Senate Judiciary Committee's bill, S. 1692, which passed committee in October.

It is unclear at this time when the full House will vote on this bill. On December 16, Congress extended the sunset deadline for Section 215 and the other two expiring provisions, the roving wiretaps and lone wolf sections from December 31, 2009, to February 28, 2010. ALA is monitoring the House activities and has meetings scheduled to follow up with key Senate staff.

Library Services and Technology Act (LSTA)

The president signed omnibus legislation that included the Labor, HHS, Education Appropriations in December. The final version of the legislation included a slight increase for Library Services and Technology Act (LSTA) funding.

LSTA was appropriated \$213.5 million for FY 2010, a 0.63 percent increase over FY 2009. Of that amount, \$172.5 million was designated for the Grants to States program, the primary source of federal funding for libraries. This amount is a 0.62 percent increase over last year.

While the increase in funding is marginal, this outcome is a win for libraries. However, lobbying and engaging grassroots advocacy for increasing LSTA to \$450 million will remain a primary goal of OGR in 2010.

Google Book Search Settlement

Washington Office staff continues to closely monitor developments and inform ALA activities in response to the proposed Google Book Search settlement. On November 13, 2009, Google, the Authors Guild and the Association of American Publishers submitted an amended settlement agreement (ASA) to the Court. This is the latest activity by the parties in an attempt to resolve the class-action lawsuit brought by book authors and publishers in response to Google's Book Search digitization project.

In response, the ALA, along with the Association of Research Libraries (ARL) and the Association of College and Research Libraries (ACRL), released "A Guide for the Perplexed Part III: The Amended Settlement Agreement," which highlights those changes relevant to libraries. While many of the amendments will have little direct impact on libraries, the amended settlement agreement significantly reduces the scope of the settlement because it excludes most books published outside of the United States, among other things. In addition, on December 14, 2009, the library associations sent a letter to the U.S. Department of Justice (DOJ) asking for ongoing judicial oversight of the Google Book Search settlement, if approved.

Looking ahead, the Court has accepted the parties' recommended schedule and set January 28, 2010, as the deadline for class members to opt out of the amended settlement agreement or to file objections, and February 4, 2010, as the deadline for the Department of Justice to file its comments. The Court will hold a fairness hearing on February 18, 2010.

Also, during the 2009 ALA Annual Conference in Chicago, the ALA Council approved a resolution that requested the ALA President, "...convene an ALA-wide representative group: to continue to assess the proposed Google Book Search Settlement and its ongoing impact on ALA members and members institutions..." ALA President Camila Alire invited a representative group of ALA members to be on a task force to study the agreement and the impact it will have on library services. The Task Force has had an initial conference call and will hold a meeting at the 2010 ALA Midwinter Conference in Boston.

Consumer Product Safety Improvement Act

As the ALA has emphasized since the enactment of the Consumer Product Safety Improvement Act (CPSIA), concern for children's safety is our first priority in providing materials to young patrons. On August 26, 2009, the Consumer Product Safety Commission (CPSC) issued its final rule on children's products containing lead. In the rule, the CPSC confirmed that libraries have no independent obligation to test library books for lead under the law. Meanwhile, the CPSC has announced a second one-year stay of implementation, postponing the date to February 2011.

The CPSC also announced its intention to release a Statement of Policy specifically providing guidance for libraries with regard to the treatment of children's books already on the shelf. While we await the Statement of Policy, the ALA recommends that if a library is aware that any children's book does indeed contain lead above the legal limits or otherwise presents a danger to children, the library should remove it from public access. For instance, the library should move it to the non-circulating collection. We also ask that if libraries who learn of any books containing lead let the ALA Washington Office know so that we might share that information with other libraries. When the Statement of Policy is released, we will promptly notify our members.

Federal Advocacy

The Office of Government Relations has engaged in several campaigns related to targeted advocacy strategies to influence federal legislation. Examples of such successful advocacy and education outreach in the last three months include, but are not limited to:

- On October 28, 2009, more than 250 people participated in a webinar devoted to social networking and advocacy. This program, titled “Libraries, Advocacy and Social Media,” focused on the benefits of incorporating Twitter, Facebook and other social media programs into a grassroots strategy.
- On November 18, 2009, more than 100 ALA members participated in a webinar highlighting the tools and strategies necessary to meet with members of Congress when they are at home during district work periods. The webinar provided tips from how to schedule a meeting and what to cover to how to utilize OGR resources and staff in preparation.
- On Wednesday, December 16, 2009, OGR issued an action alert asking ALA members to call their members of Congress to request the specific inclusion of librarians in the Jobs for Main Street Act of 2010 (H.R. 2847). More than 2,500 e-mails were sent to Congress and even more phone calls were placed. Additionally, this news item ranked as one of the most re-tweeted District Dispatch posts for the month.

As a result of a comprehensive approach to advocacy – webinars, action alerts, social media such as Twitter and Facebook – the number of messages sent to Congress has doubled in the last year. These resources remain available to ALA members on our Web site.

OFFICE FOR INFORMATION TECHNOLOGY POLICY (OITP)

Librarianship and Traditional Cultural Expression

Over the last ten months, an OITP-lead workgroup has been collaborating with librarians, archivists and members of various indigenous communities within the United States in order to draft a statement of guiding principles concerning the management and protection of traditional cultural expressions (TCEs). TCEs are defined as, but not limited to, narratives, poetry, music, art, designs, names, signs, symbols, performances, architectural forms, and handicrafts created by indigenous and/or traditional communities.

The purpose of this document is to help librarians appreciate the unique nature of indigenous culture and to highlight ways that librarians can better manage traditional cultural expressions in their collections and share expertise with cultures that choose to self manage their own cultural heritage. The workgroup will continue to share the document with ALA divisions, roundtables, offices, executive board, Council, and other interested units and organizations. The group aims for the principles to be considered for adoption as ALA policy at the 2010 Midwinter Conference in Boston. See the TCE Web site (<http://wo.ala.org/tce/>) for further information.

Staffing Changes

We're happy to report that Carrie Lowe, Director, Program on Networks, was married in November and is now Carrie McGuire. We're sad to report that Timothy Vollmer, Assistant Director, Program on Public Access to Information, is leaving OITP at the end of December. Timothy will be moving to San Francisco to work for Creative Commons.

New OITP Policy Brief Series

OITP has established a new series of policy briefs, which will comprise substantive works on the order of 10-30 pages each when published. The first brief "Fiber to the Library" was issued as a print version in November. Several other policy briefs are in process and are expected to be published in the first half of 2010.

Release of Fiber to the Library Policy Brief

The ALA Office for Information Technology Policy (OITP) has released the official version of its policy brief, "Fiber to the Library: How Public Libraries Can Benefit." The purpose of the paper is to assist libraries in understanding the benefits of fiber optic technology and to suggest strategies they can consider when exploring how to obtain fiber connectivity. The paper provides background information and arguments that may be useful in library community applications to the Broadband Technology Opportunities Program (BTOP) of the U.S. Department of Commerce. This policy brief (No. 1) represents the first publication in a newly structured OITP Policy Brief series of signed papers. Subsequent policy briefs are expected to be released in the coming months.

Improving Access for the Visually Impaired

The Library Copyright Alliance filed comments with the Library of Congress' U.S. Copyright Office regarding facilitating access to copyrighted works for the blind or other persons with disabilities. The comments, which were filed jointly by the Library Copyright Alliance, the Electronic Frontier Foundation, the Internet Archive, and the Chief Officers of State Library Agencies, called for a multilateral treaty to resolve issues of accessibility for the blind and visually impaired.

Improving access for the visually impaired was the featured session at OITP's annual planning retreat. Jessica Brodey, a well-known expert on this topic, participated in a session to review the major technical, access, and policy issues.

Fall E-rate Training Held

As a part of its grant from the Bill & Melinda Gates Foundation, OITP held its fall training for state E-rate coordinators in the Washington, D.C. area. As at past sessions, this training is conducted by consultant Linda Schatz and coordinated by OITP staffers Carrie McGuire and Marijke Visser. OITP staff is now in the process of assessing its activities in promoting library participation in the E-rate program to develop a plan for 2010 and thereafter.

Delaware State Library Agency reported that due to ALA's E-rate training, "Delaware's participation rate has increased, in one year, from 11 percent to 60 percent – a 49 percent increase! Due to the E-rate discount that we received (69 percent), the library's obligation was \$131,000 vs. \$423,000 if we had not received the discount."

OITP's Carrie McGuire Serves as Panelist at FCC Workshop

On August 20, Carrie McGuire, director of the Program on Networks for OITP, participated in a Federal Communications Commission (FCC) workshop as part of a panel discussion on the future of E-rate. The panel is part of the FCC's initiative to gather information from key constituents to develop the National Broadband Plan. She discussed how the program brought direct broadband access to libraries and schools and should be a key component of a national broadband plan.

OITP's Participation in the Opportunity Online Broadband Grant Program

Seven states held their state summits as a part of the Gates Foundation's Opportunity Online Broadband Grant Program. OITP provides consulting services to all seven after their summits in the spring of 2009 through summer 2010.

First Amendment Rights File Amicus Brief

ALA, along with the Association of Research Libraries (ARL), the Association of College and Research Libraries (ACRL), The Organization for Transformative Works and the Right to Write Fund have filed an amicus curiae brief asking the U.S. Court of Appeals for the Second Circuit to reverse the Federal District Court judge's ruling in *Salinger v. Colting*. In July, the District Court ruled in favor of author J.D. Salinger, who claimed that Fredrik Colting, the author of "60 Years Later: Coming Through the Rye," infringed his copyright on "Catcher in the Rye." The District Court's preliminary injunction prohibits the publication and distribution of the book, which the groups believe implicates free speech rights of authors, publishers and the public protected by the First Amendment.

Notes

January 6, 2010

TO: PLA Board of Directors

RE: FY 2009-2010 Financial Analysis and Management Report

ACTION REQUESTED/INFORMATION/REPORT:

Information

ACTION REQUESTED BY:

Barb Macikas, Executive Director

DRAFT OF MOTION:

N/A

BACKGROUND:

Report is based on information available through November 2009 financial performance reports. This narrative provides context for the attached by project report.

November 09

Public Library Association Operating Budget

Total Revenues Budgeted/Actual/Remaining:	\$ 297,663	\$ 276,680	\$ 20,982
Total Direct Expenses Budgeted/Actual/Remaining:	\$ 562,686	\$ 402,279	\$ 160,406
Contribution Margin Budgeted/Actual/Remaining:	\$ (265,023)	\$ (125,598)	\$ (139,424)
Overhead Budgeted/Actual/Remaining:	\$ 18,877	\$ 19,759	\$ (882)
Tax Budgeted/Actual/Remaining:	\$ 219	\$ 219	\$ 0
Net Revenue (Expense) Budgeted/Actual/Variance	\$ (284,119)	\$ (145,577)	\$ (138,541)
Beginning/Ending Net Asset Balance:	\$ 142,533	\$ (3,023)	

Revenues

PLA revenues are 7% (\$20,982) under budget. Revenue is off primarily as a result of lower than budgeted membership dues and CE registrations, as well as timing issues. Membership is 11% (\$12,593) under budget; however, dues are picking up as registration for the 2010 PLA National Conference continues (membership typically increases due to the national conference) and as of November 2009 PLA membership stands at 10,424 (see Membership report). Staff has begun developing new and strengthening existing marketing and retention plans. *Public Libraries* revenues are under budget by 37% (\$5,587) due primarily to timing related to advertising. As noted in the *Public Libraries* report, subscriptions are over budget 24% (\$1,868). The Publications program revenues are over budget by 36% (\$29,314) due in part to sales of

“Libraries Prosper” for Gates project. PLDS sales are under budget by 64% (\$20,633). The Partner program is 44% (\$11,500) over budget as of November. As noted in the Partner report, it is anticipated that the Partner program will exceed budget based on commitments made to date. Revenues for online CE are 96% under budget (\$35,501). Existing courses are being evaluated and a marketing plan is being developed. Revenues for National Conference are not yet recognized; however, registration for the conference is trending slightly ahead of two years ago and exhibit sales are 3% under budget but anticipated to catch up (see National Conference report). If these trends hold, NC revenues will make budget.

Expenses

Overall, expenses are 28% (\$159,524) under budget. This is due primarily to timing issues and salary/benefit savings of two vacant positions. There have been no expenses charged to the PLA e-learning except for overhead and bank charges (\$202). The PLA publications program is over budget in expenses due primarily to timing issues; as noted in the Publications report, it is anticipated expenses will be on budget as we work through the fiscal year. *Public Libraries* magazine is on budget. Most expenses for the National Conference have not yet been incurred; the expenses National Conference has realized are under budget and expenses continue to be carefully monitored.

Endowment

The PLA endowment principle is at \$1,015,154. This represents an increase of \$288,188 from the low of \$726,066 in February 2009.

Gates Grant

Budget for the Gates advocacy training project, Turning the Page, is on target. The project was 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 and will conclude with a final training event at the national conference in Portland. To date, over 3,000 grantees have attended a Turning the Page conference. As noted in the Gates report to the Board, prior to Round 3, the Gates Foundation informed PLA they expected additional grantees to participate in Round 3 than originally planned. Additional funding of \$277,000 was requested and received in December to cover those costs.

PLA applied for a federal grant as part of ARRA funding for public access broadband accessibility with the NTIA and is awaiting word on the status of that application; all funds are due to be announced by the end of February 2010. The funding would provide Turning the Page conferences and online courses to the 18 states that did not participate in the Foundation’s Opportunity Online hardware grants. The Gates grant will expire on May 31, 2010. Overhead is recovered based on project expenses; estimated overhead ALA will recover this fiscal year is \$343,700.

Summary

Given the state of the economy, overall, PLA is performing as anticipated. Staff continues to monitor and adjust planned programmatic activities and to spend conservatively.

**Public Library Association
 FY 2010 Financial Report
 Year-To-Date Report by Project**

	<u>FY2009 Budget</u>	<u>FY2009 Final Close</u>	<u>FY2010 Budget</u>	<u>FY2010 November</u>
1 Administration (0000)				
Revenue	\$0.00	\$0.00	\$0.00	\$0.00
Expenses				
Salaries/Benefits	\$543,455.00	\$423,302.34	\$528,437.00	\$78,649.93
Operating	<u>\$251,979.00</u>	<u>\$230,195.79</u>	<u>\$274,716.00</u>	<u>\$40,668.93</u>
TOTAL	\$795,434.00	\$653,498.13	\$803,153.00	\$119,318.86
2 Service to Members (3000)				
Revenue				
Dues	\$450,168.00	\$446,269.79	\$483,970.00	\$107,908.18
Others	<u>\$7,470.00</u>	<u>\$1,800.00</u>	<u>\$3,500.00</u>	<u>\$0.00</u>
TOTAL	\$457,638.00	\$448,069.79	\$487,470.00	\$107,908.18
Expenses				
Operating	\$330,955.00	\$225,156.07	\$253,505.00	\$24,745.53
3 Committee Planning (3002)				
Revenue				
	\$0.00	\$0.00		
Expenses				
	\$32,900.00	\$2,990.67	<i>N/A- most included in project 3000 in FY10</i>	
4 Regional CE (3007)				
Revenue				
	\$68,750.00	\$46,945.00	\$66,500.00	\$32,160.00
Expenses				
	\$110,131.00	\$66,454.43	\$65,410.00	\$74,433.82
5 Regional CE-Meal Events (3010)				
Revenue				
	\$3,000.00	\$9,945.00	\$3,000.00	\$0.00
Expenses				
	\$2,600.00	\$236.00	\$2,600.00	\$0.00
6 Certified Public Library Administrators (3189)				
Revenue				
	\$67,500.00	\$81,185.00	\$70,200.00	\$21,570.00
Expenses				
	\$60,516.00	\$107,545.32	\$69,634.00	\$20,050.90
7 Web-CE (3040)				
Revenue				
	\$17,100.00	\$353.00	\$148,500.00	\$1,624.00
Expenses				
	\$15,043.00	\$1,980.70	\$67,168.00	\$202.68
8 PLA Partners (3020)				
Revenue				
	\$69,000.00	\$73,490.00	\$94,000.00	\$35,000.00
Expenses				
	\$56,850.00	\$6,356.99	\$52,350.00	\$367.39

	FY2009 Budget	FY2009 Final Close	FY2010 Budget	FY2010 November
9 <u>Preschool Literacy (3120)</u>				
Revenue	\$39,375.00	\$36,087.41	\$39,375.00	\$7,057.97
Expenses	\$22,955.00	\$28,685.96	\$38,225.00	\$9,760.24
10 <u>Public Libraries (3030)</u>				
Revenue				
Subscriptions	\$36,250.00	\$39,144.13	\$48,125.00	\$9,568.68
Advertising (Net)	\$49,400.00	\$32,264.84	\$45,800.00	-\$113.36
Other	<u>\$50.00</u>	<u>\$2,453.15</u>	<u>\$150.00</u>	<u>\$9.32</u>
TOTAL	\$85,700.00	\$73,862.12	\$94,075.00	\$9,464.64
Expenses				
Manufact./Dist. Outside	\$63,495.00	\$59,385.75	\$67,190.00	\$12,290.14
Professional Services	\$10,000.00	\$5,676.38	\$10,000.00	\$2,000.00
All ALA IUT's	\$45,404.00	\$41,580.12	\$46,550.00	\$4,824.30
Other	<u>\$59,182.00</u>	<u>\$56,420.46</u>	<u>\$79,643.00</u>	<u>\$13,384.74</u>
TOTAL	\$178,081.00	\$163,062.71	\$203,383.00	\$32,499.18
<i>All ALA IUT's and all Outside production expenses are now on the same line.</i>				
11 <u>Public Library Data Service (3172)</u>				
Revenue				
Sales	\$155,000.00	\$95,108.67	\$118,760.00	\$13,831.34
Royalties	\$10,000.00	\$11,064.11	\$14,000.00	\$0.00
Returns	<u>\$3,800.00</u>	<u>-\$6,710.00</u>	<u>-\$4,563.00</u>	<u>-\$2,416.00</u>
Total	\$161,200.00	\$99,462.78	\$128,197.00	\$11,415.34
Expenses				
U of I Contract	\$52,000.00	\$71,262.00	\$72,101.00	\$0.00
Other	<u>\$56,438.00</u>	<u>\$38,258.47</u>	<u>\$42,309.00</u>	<u>\$2,113.42</u>
TOTAL	\$108,438.00	\$109,520.47	\$114,410.00	\$2,113.42
12 <u>Publications (3058)</u>				
Revenue				
Books	\$90,000.00	\$41,067.81	\$75,000.00	\$49,206.31
Fulfillment/Returns	-\$3,840.00	-\$447.40	-\$3,840.00	(508.50)
Royalties	<u>\$173,710.00</u>	<u>\$44,930.96</u>	<u>\$79,000.00</u>	407.55
TOTAL	\$259,870.00	\$85,998.77	\$150,160.00	\$49,105.36
Expenses				
Manufacturing/Dist.	\$11,700.00	\$1,914.05	\$11,400.00	\$0.00
Professional Services (new breakout in FY10)			\$42,000.00	\$24,465.00
ALA IUT (new breakout in FY10)			\$600.00	\$12.60
Operating	<u>\$80,580.00</u>	<u>\$29,827.46</u>	<u>\$18,927.00</u>	<u>\$9,316.86</u>
TOTAL	\$92,280.00	\$33,041.96	\$72,927.00	\$33,794.46
13 <u>AC Preconference (3026)</u>				
Revenue	\$26,250.00	\$8,680.00	\$29,500.00	\$1,375.00
Expenses	\$21,224.00	\$5,150.92	\$20,280.00	\$0.00
14 <u>2009 Spring Symposium (3072)</u>				
Revenues	\$187,500.00	\$122,522.00		
Expenses	\$179,203.00	\$126,639.17		
15 <u>NC 2010 General Program (3081)</u>				
Revenues	\$0.00	-\$1,758.62		
Expenses	\$22,250.00	\$16,744.10		

	<u>FY2009 Budget</u>	<u>FY2009 Final Close</u>	<u>FY2010 Budget</u>	<u>FY2010 November</u>
16 NC 2010 Exhibits (3082)				
Revenues	\$0.00	\$0.00	\$933,700.00	\$0.00
Expenses	\$91,250.00	\$55,063.51	\$506,185.00	\$60,078.32
17 NC 2010 Promotion (3083)				
Revenues	\$0.00	\$0.00	\$100,000.00	\$0.00
Expenses	\$31,850.00	\$31,714.82	\$96,770.00	\$36,054.06
18 NC 2010 Registration (3084)		<i>These weren't open yet in FY09.</i>		
Revenues			\$0.00	\$0.00
Expenses			\$35,250.00	\$0.00
19 NC 2010 OGS/CGS (3085)				
Revenues			\$20,000.00	\$0.00
Expenses			\$63,000.00	\$54.23
20 NC 2010 Programs (3086)				
Revenues			\$0.00	\$0.00
Expenses			\$85,075.00	\$0.00
21 NC 2010 PLA Store (3087)				
Revenues			\$0.00	\$0.00
Expenses			\$0.00	\$0.00
22 NC 2010 Tours (3088)				
Revenues			\$0.00	\$0.00
Expenses			\$0.00	\$0.00
23 NC 2010 Meal Events (3089)				
Revenues			\$112,500.00	\$0.00
Expenses			\$85,000.00	\$0.00
24 NC 2010 Preconferences (3090)				
Revenues			\$95,000.00	\$0.00
Expenses			\$52,737.00	\$789.87

BALANCE SHEET STATEMENT

	<u>FY2009 Budget</u>	<u>FY2009 Close</u>	<u>FY2010 Budget</u>
Opening Fund Balance	768,737	\$768,737.00	\$142,552.00
Revenue	1,442,883	\$1,084,543.00	\$4,201,777.00
Expenses	<u>\$2,151,960</u>	<u>\$1,710,727.00</u>	<u>\$3,468,168.00</u>
Net	59,660	-\$626,184.00	\$733,609.00
Transfer to Endowment	0	\$0.00	-\$100,000.00
Closing Fund Balance*	\$59,660	\$142,552.00	\$776,161.00

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

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

2009 4th Close Endowment Principle	\$948,117.00
Reflects market losses of	\$64,872.00

Endowment Spending Account	
Interest/Dividends	\$34,543.00 Will be reinvested