

**Public Library Association
Board of Directors
Fall Meeting
October 22 & 23, 2010
Lake House room**

[Holiday Inn Mart Plaza \(Merchandise Mart\)](#)

350 West Mart Center Drive
Chicago, IL 60654
(312) 836-5000

Logistics

Friday

- Breakfast will be available between 7:30 and 8:30 a.m. in the LaSalle room, 15th Floor.
- PLA Board of Directors meeting will begin at 8:30 a.m. in the Lake House, 14th Floor.
- Morning Break will be from 10-10:15 in the 14th Floor Foyer.
- Lunch with other divisions will be from 12 -1:30 p.m. in the Sauganash Grand Ballroom West. Most PLA Staff will return to Headquarters at noon.
- Concurrent Session. After lunch the Concurrent Session will begin in the same ballroom. This is a joint meeting with the other divisions and the ALA Executive Board.
- Afternoon Coffee Break 3-3:15
- Dinner, 6:30 p.m., location TBA. The PLA Board of Directors will have a group dinner.

Saturday

- Breakfast is available from 7:30-8:30 a.m. in the LaSalle Room, 15th Floor.
- The PLA Board of Directors will reconvene at 8:30 a.m. in the Lake House, 14th Floor.
- Morning Break will be from 10-10:15 in the 14th Floor Foyer.
- It is planned for the meeting to adjourn at 11 a.m.
- Expense forms are available at the meeting and <http://connect.ala.org/node/114107> (ALA Login)

Agenda

1. Welcome and Introductions
2. **Action Item: Adoption of the Agenda**
Additional items may be added to the agenda prior to the adoption of the agenda. Items also may be moved from the Consent Items to become a discussion item. The policies related to Board service and the [PLA Strategic Plan](#) have been [posted to ALAConnect](#) as reference materials and will be available onsite. A board roster is also posted to ALAConnect. These are not agenda items.

Consent Items

Document Number

- | | |
|--|--------|
| 3. Draft 2010 Annual Conference Board Actions | 2011.1 |
| 4. Publications Report | 2011.2 |
| 5. Membership Report | 2011.3 |
| 6. "Public Libraries" Magazine Report | 2011.4 |
| 7. Educational Activities Report | 2011.5 |
| 8. PLA Partners Update | 2011.6 |
| 9. Every Child Ready to Read Task Force Report | 2011.7 |
| 10. External Projects Report | 2011.8 |

11. Technology Report	2011.9
12. Nominating Committee 2011 Report	2011.10
13. Gates Foundation Technology Benchmarks Report	2011.11
14. Legislative Advisory Group Report	2011.12
15. Leadership Task Force Report	2011.13
16. CoP Task Force Report	2011.14

Action/Discussion/Decision Items

17. FY 2010 Year End Financial Analysis Report- <i>Macikas</i>	2011.15
18. FY 2010 Year-to-Date by Project Report- <i>Macikas</i>	2011.16
19. Discussion of Dues Structure— <i>Caplan</i>	2011.17
20. Approval of PLA Programs at ALA 2011— <i>Macikas/Bostrom</i>	2011.18
21. Creation of Legislation and Intellectual Freedom Committees- <i>Caplan</i>	2011.19
22. PLA Strategic Plan—Strategies Update	2011.20
23. ALA Joint Meeting Recap – <i>Caplan</i> (Saturday)	(no doc)
24. Washington Update <i>Sheketoff</i> (9:30 a.m.)	2011.21
25. Other updates:	
a. Gates Foundation in Brussels – <i>Caplan</i>	(no doc)

25.New Business:

Meeting Adjourns

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

**Public Library Association
Board of Directors Meeting
ALA Annual Conference
Washington D.C.
Saturday, June 26, 2010
1:30-4:30 p.m.**

DRAFT Board Actions

To be reviewed and approved at Fall Board meeting

Present: Sari Feldman, President; Carol Sheffer, Past President; Audra Caplan, President Elect; Directors at Large: Irene Blalock; Sara Dallas; Michael Golrick; Kathy Knox; Judy Napier; Gary Shaffer and Marcia Warner.

PLA Councilor: Christine Lind Hage

**ALTAFF
Representative:** Nann Blaine Hilyard

PLA Staff: Barb Macikas, Executive Director; Linda Bostrom, Manager, Professional Development; Kathleen Hughes, Manager Publications/Editor *Public Libraries*; Melissa Faubel Johnson, Meeting Planner/National Conference Manager; and Amy Sargent, Manager, Marketing and Communications.

Guests: Beth Bingham; Marilyn Boria; Susan Hildreth, Danny Hales; Pat Hogan; Kathleen Reif; Kay Runge; and Emily Sheketoff.

Excused Absences: Mary Ann Hodel, Susan Hill Pieper

1. Welcome and introductions.
2. **By consent, approved** the adoption of the agenda as presented.
3. **By consent, accepted** the following reports on the consent agenda:
President's Report, 2010.31; 2010 Midwinter Board Meeting Actions, 2010.32; 2010 Election Results, 2010.33; Membership Report, 2010.34; PLA Publications Report, 2010.37; Partners Program Status Report, 2010.35; *Public Libraries* Magazine Report, 2010.36; Education Activities Update, 2010.38; Strategic Opportunities Update, 2010.39; CoP's Task Force Report, 2010.40; Leadership Task Force Report, 2010.41; Turning the Page/Gates Foundation Report, 2010.42; Every Child Ready to Read Task Force Report, 2010.43 and Awards Status Report, 2010.44.

Action/Discussion agenda

4. **Reviewed and discussed the PLA Strategic Plan, 2010.45.** Sari Feldman reviewed the plan. As a result of the discussion, the following motion was made:
Motion that the PLA Strategic Plan be accepted as presented, with the addition of the ALA Washington Office into Objective 1 of the "Advocacy and Awareness" Goal so that it reads: "Enhance and improve relations with ALA Advocacy and Washington offices to better represent the needs of public libraries." and with the correction of any typos. Approved.
5. **Reviewed and discussed the Endowment Task Force Report, 2010.46,** presented by Susan Hildreth, chair. The task force made the following recommendations: 1) that PLA develop a contingency fund of at least 2-4 months of operating expenses in its operating account; 2) that PLA not make further contributions to its endowment (long-term investment) until financial prognosis for ALA and PLA is more robust and PLA contingency fund is in place; 3) that specific plans/process for determining how to utilize the interest generated annually from PLA LTI be developed; 4) that PLA consider establishing a Friends of PLA similar to the Friends of ACRL that supports strategic initiatives and to provide a much more flexible method to capture and deploy member contributions; and 5. that the Endowment Task Force, having discharged its responsibilities, be sunset. Sari Feldman thanked the task force for its excellent work and directed the staff to be sure to acknowledge the task force via written thanks. The Board will discuss how the interest income for FY11 might be used at its next meeting.
6. **Reviewed and discussed reports from the PLA Budget & Finance Committee: Financial Analysis Overview and Management Report through April 2010, document, 2010.47; FY2010 Year-to-Date by Project Report through April 2010, 2010.48 and PLA Basic Services vs. Dues Income report, 2010.50.** Marilyn Boria, chair of the PLA Budget & Finance Committee noted that ALA's policies related to division long term investments (what PLA refers to as its "endowment") make it impossible for PLA to withdraw from the corpus. Given that PLA's fund balance is relatively low, B&F supports the Endowment Task Force recommendation to build a contingency fund. Boria indicated she would get additional information from the ALA Budget Analysis and Review Committee (BARC) regarding endowment policy. Boria noted that PLA dues do not cover the cost of providing basic services. Basic services are outlined in ALA [policy 6.4.1](http://www.ala.org/ala/aboutala/governance/policymanual/index.cfm) <http://www.ala.org/ala/aboutala/governance/policymanual/index.cfm>. B&F recommends the Board review the PLA dues structure.
7. **Reviewed and discussed the FY2011 PLA budget.** Boria presented the budget; the Budget & Finance committee recommended approval of the budget. As a result of the discussion, the following motion was made:
Motion that the PLA FY2011 budget be approved as presented. Approved.
8. **Verbal report by Patricia Hogan, liaison from ALA Executive Board and BARC.** She reviewed: ALA membership figures; Spectrum Scholarship fundraising; ALA virtual conference and grants within ALA. Sari Feldman conveyed the Board's concern regarding ALA policy 8.5.1 (endowment policy) and asked that BARC provide more information about the policy.

9. **Discussed the PLA Legislative Advisory Group**, Kathleen Reif, chair, reported that the advisory group is working with the ALA Washington Office on setting up a meeting with the Department of Education in order to inform DOE of the role libraries. In general, the Advisory Group is working to get the word out to public libraries about legislative issues and opportunities and to inform the Washington Office about how best it can help.
10. **Reviewed and discussed ALA Washington Office Report, Document 2010.51**, Emily Sheketoff, Director, reported on WO activities related to LSTA, the American Recovery and Reinvestment Act, the Google Book Settlement and activities related to the OITP.
11. **Reviewed and discussed ALA Council Report, Document 2010.52**, Christine Hage, PLA Councilor, reviewed Council discussions and asked for the Board's comments related to the ALA Resolution to change Policy 54.16 against employment discrimination. As a result of the discussion, the following motion was made:
Motion that the PLA Board support the proposed changes to Policy 54.16 as presented in document 2010.52. Approved.
12. **Reviewed and discussed 2010 National Conference Report, Document 2010.53**. Kay Runge and Beth Bingham, co-chairs of the National Conference Committee, presented their report. Sari Feldman thanked them on a very successful national conference.
13. **Report from PLA Representative to the ALTAFF Board**. Nann Blaine Hilyard reported on ALTAFF plans for continuing education through webinars and the Trustee Academy.
14. **Report from the PLA Freedom to Read Foundation liaison, Documents 2010.60 and 2010.61**. Sara Dallas, PLA representative, alerted the board to two documents under discussion; one related to meeting room policy and the Alliance Defense Fund; the other related to ebook creators and publishers.
15. **Resolution to honor the life and work of PLA Board Member, Marion W. Francis**. PLA President-elect Audra Caplan read the resolution, attached. The resolution was forwarded to ALA Council so that Marion would be honored at Council.
16. **Service recognition of outgoing Board members**, President Feldman thanked: Past-President Carol Sheffer and out-going board members Irene Blalock; Sara Dallas; Michael Golrick and Marcia Warner for their excellent work on behalf of PLA and public libraries and indicated that they should expect to receive small tokens in appreciation for their work upon their return home.
17. **President's Report Out**. President Feldman invited the Board and guests to attend the PLA President's Program and Awards Ceremony featuring Will Shortz. Sunday, June 27, 1 p.m., Washington Convention Center, Ballroom C.
18. Meeting Adjourned.

Resolution to honor the life and work of PLA Board Member, Marion W. Francis

Whereas Marion W. Francis was born and raised in New Orleans, Louisiana;

Whereas she received a Bachelor's Degree in Music from Millsaps College and later earned her Master's Degree in Library Science from Florida State University;

Whereas she began her library career as Agency Manager/Head Librarian of the Germantown and Cordova Branches, the largest and highest circulating branches in the Memphis Public Library System in Tennessee;

Whereas, in 1994, Marion returned home to Jackson, Mississippi to become Executive Director of the fifteen-branch Jackson/Hinds Library System;

Whereas she came to Anne Arundel County Public Library (AACPL) in August 2002 and served as its administrator until May 2010, when health problems forced her into early retirement;

Whereas she left her mark on the library system by spearheading the effort to establish the Anne Arundel County Public Library Foundation, Inc., an entity dedicated to raising funds for enhancement of library services that is now in its fourth year;

Whereas she also leant her enthusiasm to creating vibrant and inviting children's spaces at AACPL;

Whereas she was also an advocate for the vital importance of replacing the Annapolis and North County Area Libraries with state-of-the-art buildings to serve the growing needs of the community;

Whereas she was active in the Annapolis community, sharing her love of music and her vocal talents with all who knew her;

Whereas her tireless contributions to the profession garnered her many awards, including being named as one of *Mississippi Business Journal's* 50 Leading Business Women;

Whereas she took much pride and pleasure in being known as "Marion the Librarian," lending her beautiful voice to impromptu sing-alongs at MAPLA's (Maryland Association of Public Library Administrators) fall meeting;

Whereas Marion was a natural advocate for every project she took on, always willing to testify on behalf of any library in need;

Whereas she was a passionate supporter of libraries and served as a member and past president of the Maryland Library Association (MLA) and chaired the Maryland Library Association's Committee for Disaster Relief for Gulf Coast Libraries and used her connections to help Mississippi libraries affected by Hurricane Katrina;

Whereas she was a board member of both the Urban Libraries Council and the Public Library Association and a long-time member of the American Library Association;

Whereas her dedication to libraries of all types and sizes, particularly public libraries, was reflected in her active participation in professional associations;

Whereas she will be greatly missed by family, friends and colleagues;

Now, therefore, be it resolved, that the Board of Directors of the Public Library Association honors the life and work of Marion W. Francis, a true library advocate, dedicated professional, and gracious colleague, whose talents will be missed by the library world.

Date: October 8, 2010
To: PLA Board of Directors
From: Kathleen Hughes
Re: PLA Publications

INFORMATION ITEM

Sales

Sales figures finished the fiscal year at \$97,437.64 which is fairly far behind the budgeted figure of \$150,160, but better than sales figures at this time last year, which were \$85,961. The large difference between budgeted figure and sales figures can be attributed to lackluster sales at the PLA Conference and the two ALA conferences.

Strong-sellers this year included “Nursery Rhymes, Songs, and Fingerplays,” “Weeding Manual,” and the Every Child Ready to Read Training Kit, which benefitted from a summer sale promotion.

Expenses

Expenses are approximately \$5,000 over budget. We spent \$68,730 and were budgeted to spend \$63,428. Much of this can be attributed to projects that were finalized near the end of FY10 and will be reflected in increased sales in FY11.

Publishing Activities

Train the Trainer Series

We are working on a Train the Trainer series with Sandra Nelson. This consists of downloadable training kits for libraries on various subjects. The following kits are now available at www.alastore.ala.org:

- Libraries Prosper: A Guide to Using the PLA Advocacy Toolkit
- Customer Service: Balancing Rights and Responsibilities
- Stress Less: Taming the Tensions in Your Life

And due out soon:

- Time Flies – But Where? Time Management Tips and Tools
- 75 Of the Best Books for Young Children (Poster Kit)
- 100 Best Books to Read in Kindergarten (Poster Kit)
- The PLA Read for Public Library Directors and Managers (Published by Neal-Schuman).

PLDS

This is the fourth year that we have offered an online version of the PLDS report. So far we have sold 58 subscriptions to the 09 report (\$250.00). At this point last year we had sold 61. The 2010 PLDS Statistical Report print version has sold 510 copies so far. At this point last year, we had sold 575 copies of the 2009 report.

TechNotes

PLA continues its 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

Libraries increasingly seek to maintain digital collections as well as print and audio-visual collections. The digital collections may include text, images, audio, and video. As of mid-2006, the most common digital collections in public libraries were images of local newspapers and historical photographs. Digital assets management (DAM), the term used in this TechNote, deals with the management of these digital files.

Digital Object Identifier (DOI)

The Digital Object Identifier (DOI) is a unique, persistent identifier of intellectual property in the digital environment. Using this tool, an article or paper or image published online would be given a DOI just before or at the time of its creation, and the DOI would remain with it throughout its life span. DOIs are created by and meant for the publishing community, not the individual web user.

eContent

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

Games and Gaming in Libraries

Librarians are concerned that computer gamers read so little, and that they do not visit libraries as often as older generations. In the hope that adding games and providing game playing opportunities in libraries will bring young people in and, once there, may look beyond games, a number of libraries have built collections of games and have provided the equipment for using them in the library.

Intranets and Extranets

An intranet is the Internet writ small: it uses Web technology to create a locally based and locally accessed internet. Put another way, an intranet is an assemblage of online information created by and accessible via Web browser technology within a particular library or library system. An intranet connects Local Area Networks (LANs) and works on TCP/IP and HTTP protocols, just like the Web does, so all of the bells and whistles available to the Web can be used on an intranet. The difference is that most intranets are open only to the staff of their particular institution.

Materials Handling Systems in Libraries

While librarians don't like to think of libraries as warehouses for books, there are a number of technologies developed for warehouses that can be beneficially used in libraries. Among these are return/sorting systems and automated storage/retrieval systems (AS/RS), collectively known in the warehousing industry as materials handling systems.

Metadata

In information technology usage, the word metadata has come to be used as a definition or description of data: a small indicator that encompasses and points to a larger piece of information. Metadata enables searchers to find information in cyberspace and to see how it relates to other information. The traditional methods of cataloging do not work for the Web: the proliferation of data makes that impossible. So the use of metadata provides a way to organize Web information in a way that makes it retrievable.

Negotiating Contracts with Integrated Library System Vendors

Libraries and consortia are spending a significant percentage of their budgets on the acquisition and maintenance of integrated library systems (ILS). The sales of new multi-user, multi-function systems, upgrades, and vendor support was in excess \$600 million dollars worldwide in 2009—a figure that does not include expenditures on PC-based systems.

Network Management

While many libraries began automating in the 1970s, it was not until the early 1990s that there was an explosion in the deployment of networks. Initially, the networks were limited to staff workstations and patron access catalogs, but with the growth of the Internet, including remote access to library servers from outside libraries and out to electronic resources, the management of networks became too complex to accomplish without network management tools.

Social Networking Sites and Libraries

Before the advent of the Web, social networks tended to be limited to scores of people who knew one another. That changed when social networking sites that could support “virtual communities” of millions of members were created beginning in 1993. More than half of all Internet users accessed social networking sites each month during the first three quarters of 2009 according to Alexa, a service that tracks activity on hundreds of Internet sites

Wireless LANs

A wireless LAN makes it possible for a desktop or notebook PC, or for a PDA, to access a local area network without being physically connected to it. At least 30 percent of public libraries and 70 percent of academic libraries had a wireless LAN in the fourth quarter of 2005.

Date: October 8, 2010
To: PLA Board
From: Amy Sargent
Re: Membership

OVERVIEW

As of August 2010, PLA had 10,408 members. This reflects a 2.82% increase in membership from August 2009 (a nonconference year) when PLA had 10,123 members. Data from September through December of 2009 show a rapid increase (100+/month) in new memberships due to the opening of PLA 2010 registration. As we reach the beginning of the one year renewal cycle for many of these members, the focus in 4th quarter 2010 will be to renew as many of them as possible.

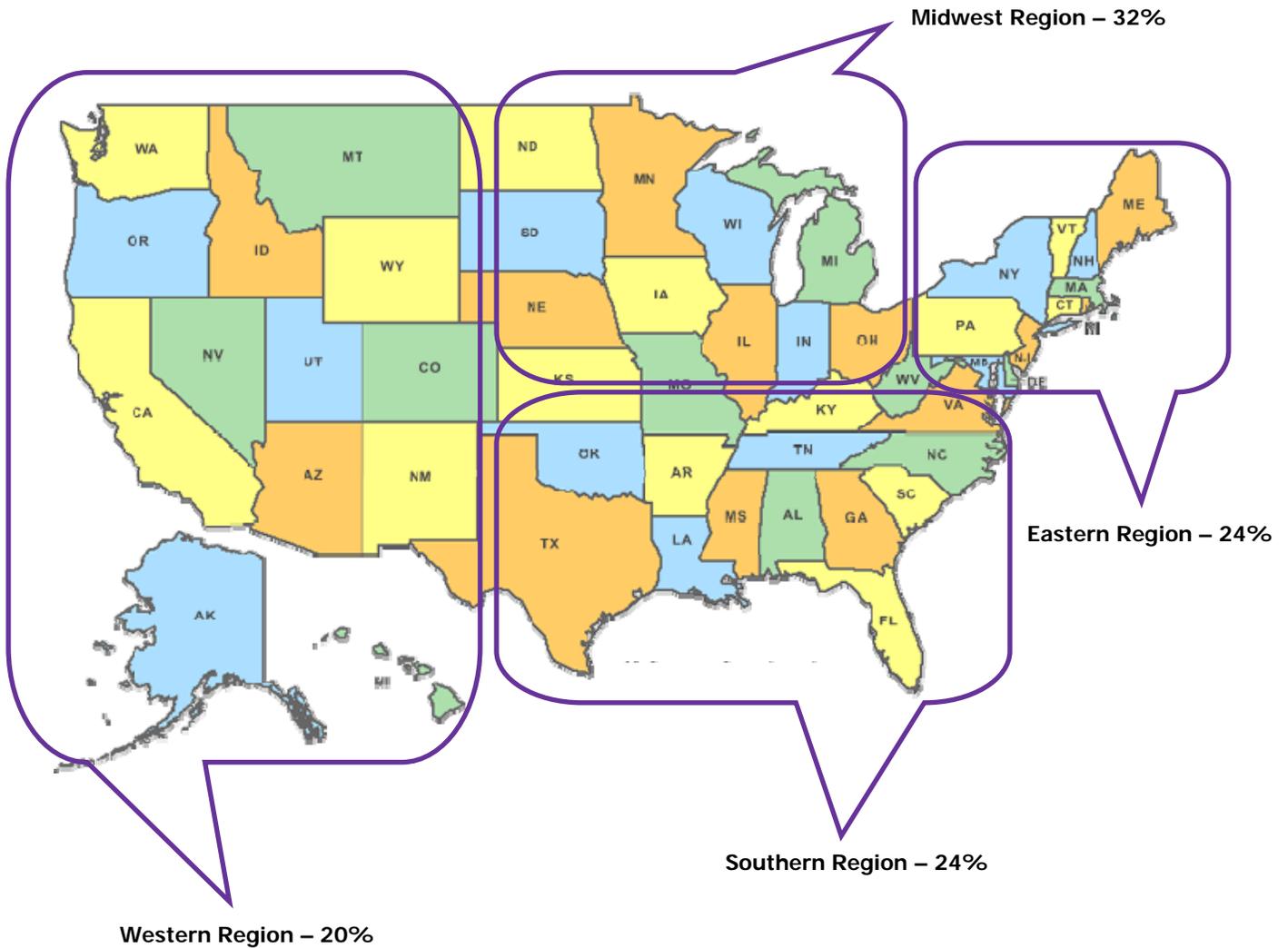
ALA membership experienced a -.48% shift from August 2009 to August 2010.

PLA Membership Numbers by Type

- Personal: 9,940
 - Regular: 7,161
 - Student: 1,173
 - Trustee: 408
 - Support Staff: 176
 - Retired: 146
 - Other: 876
- Organization: 426
- Corporate: 42

PLA Membership Percentages by Region

The following numbers represent the percentage of PLA personal memberships representing each U.S. region. Please note that these numbers do not include international members of which there were 131 in August 2010 (a 16.96% increase from August 2009).



Division Membership Comparison (As of August 2010)

These numbers reflect the total membership for each division.

PLA	10,408
AASL	8,259
ACRL	12,126
ALCTS	4,149
ALSC	4,001
ALTAFF	1,168
ASCLA	813
LITA	3,412
LLAMA	4,346
RUSA	4,265
YALSA	5,296

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 eNews
- *Public Libraries*
- www.publiclibrariesonline.org
- www.pla.org
- Welcome to new members from Barb Macikas within a month of registration
- 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-mail blasts (one-two a month)
 - CPLA
 - Midwinter Institute
 - New publications
- Membership mailing to ALA members who are public librarians but NOT PLA members.
- National Meetings – PLA Conference, ALA Annual Conference, ALA Midwinter
- Regional CPLA workshops
- Facebook (2,276 fans, Oct 8, 2010)
- Twitter (1,303 followers, Oct 8, 2010)
- PLA Blog

Anticipated 2010-2011 Membership Marketing Activities

Our three primary target groups are

- ALA members who are public librarians but not PLA members
- Existing PLA members
- Librarians who are neither ALA or PLA members

Target 1: ALA Members/non-PLA Members

With 6,500 ALA members who are public librarians but not PLA members, PLA has a great opportunity to sell its membership to a group that has already “paid the cost of entry” – ALA membership. There’s no challenge to also sell ALA. The pitch is purely about PLA and about how PLA can enhance ALA membership.

Considerations:

- Develop specific messaging, i.e. PLA personalizes/customizes your ALA experience—stressing the focus of PLA on public libraries versus the larger umbrella of ALA.
- Work with ALA membership to communicate with dropped PLA members – offering them the opportunity to return at the half year point for half of membership dues. (This opportunity is cycling through divisions)

Target 2: Existing PLA Members

In addition to gaining new members, it is vital that we attempt to lose as few as possible, particularly as members who joined primarily to receive the conference discount are now coming up for renewal. In the coming year, PLA membership marketing will focus on opportunities to reinforce the value of membership.

Sometimes the lack of renewal is due simply because a member overlooked it. Renewal and dropped member communications in the upcoming year will become more eye-catching and “reminder” like.

Considerations

- Revise the renewal and dropped member mailings from envelope and letters to postcard. Include creative email reminders.

- Enhance new member communications to begin showing value from the moment of registration (timing and content)
 - *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.
 - Develop new portfolio/folder for mailings to present a professional image.
 - Develop new member welcome page on website to provide a simple “portal” into PLA and ALA.
 - *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
 - Publication discounts
 - New online education opportunities
- Promote the Communities of Practice as valuable networking, learning, and professional opportunities
- Reformat e-News to include valuable professional and practical applications for readers – education, “news you can use,” etc.
- Include survey in dropped member communications – “why didn’t you renew?” – to help PLA understand motivating factors

Target 3: Non ALA-PLA Members

This is the most challenging group to engage because communications have to sell both PLA and ALA membership.

Considerations

- Identify lists of prospects – i.e. Bowker List

- Develop mailings/e-mails promoting key benefits/special programs as way to engage nonmembers
 - 2010 education program
 - Publications
 - *Public Libraries*
 - Promote National Conference
 - PLA@ALA
- Work with the Membership Marketing Group – a group of ALA and division marketing/membership managers.
 - Identify appropriate messaging to “sell” the ALA membership in conjunction with PLA.

Membership Advisory Group

A Membership Advisory group has been established to advise PLA on creating successful membership recruitment and retention practices. The chair is Jennifer Giltrop, Assistant Director - Library Services, Seattle Public Library. Other members are Kristen Kirk, Amanda Brewer, Manya Shorr. Some of the initial tasks for the group include:

- Recommendations for member networking events at ALA Annual Conferences - determining what kind of "event" seems most appealing and beneficial for members to connect with other members and celebrate PLA.
- Input and feedback on a reformat of the eNews.
- Input and feedback on Renewal Cycle materials – messaging and vehicles

General PLA Membership Marketing

- Create communications (primarily web) that help digest ALA resources specific to public librarians – “the public librarian’s guide to ALA”
- Enhance website layout and design to improve readability and relevance.

Date: October 8, 2010
To: PLA Board of Directors
From: Kathleen Hughes, Manager, Publications and Editor
Re: "Public Libraries"

INFORMATION ITEM

"Public Libraries" ad sales in fiscal year 2010 were fairly slow and ended behind budget. The most recent performance report shows that gross advertising revenue is at \$52,734; the budgeted figure is \$68,500. For comparison purposes, ad sales at the end of the last fiscal year were \$40,012 and in FY 08 (for comparison to a national conference year) advertising sales were at \$68,472. While this has been a bad year for advertising industry-wide, we feel that advertising sales will rebound in the coming fiscal year, with the opportunities that we have created for also selling/combining ads in our electronic products (www.publiclibrariesonline.org, www.plablog.org, and PLA enewsletter). Our subscription base has dropped some; we currently have 601 subscribers. At this time last year we had 674 subscriptions. Subscription revenues are at \$37,258; they were budgeted to be \$48,125. Subscription revenues last year at this time were \$39,144. We plan to institute a subscription drive this year which should increase subscription numbers.

In terms of expenses, we were budgeted to be at \$196,232; the actual expenses total is \$134,631 making us approximately \$61,000 ahead of budget. We were able to keep expenses down this year by keeping each issue to maximum of 56 pages, and by cutting back on some other costs. A decline in paper prices also helped us to keep expenses in check this year.

In January, we launched www.publiclibrariesonline.org, an online companion to the paper journal. We plan to use comments and suggestions collected during this beta year to further improve user experience of the online journal.

October 8, 2010

TO: PLA Board of Directors

FROM: Linda Bostrom
Manager of Professional Development

RE: Educational Activities Report
Fall 2010

PLA @ ALA Annual Conference Programming

PLA received an unusually high number of proposals—more than 70—for the ALA 2011 Annual Conference. This compares with the 50 that were submitted last year. Previous years typically averaged 30-35 submissions.

The PLA 2011 Annual Conference Program Subcommittee, at its meeting in Washington, D.C., selected 18 programs and 3 preconferences for presentation. Two programs have been added since then: “One Person Can Make a Difference: Tips and Techniques for the Lone Change Agent” sponsored by the PLA Leadership Task Force, and “Recovery Along the Gulf Coast: 21 Communities Build Back Better Public Libraries,” a follow up on the Gates Funded Gulf Coast Library Project. The PLA President’s Program is not yet finalized.

The complete list of preconferences and programs recommended by the PLA program subcommittee for presentation in New Orleans is contained in a separate document, #2011.18, on the Action Items agenda.

2011 Virtual Spring Symposium

The first PLA Virtual Spring Symposium is tentatively scheduled to take place on March 30, 2011. It will be a live one-day event, featuring several half-day tracks of program sessions on various topics. Group as well as individual registration will be available. Program content is still in the planning stages, being crafted with the help of the PLA CE Advisory Group, chaired by Larry Neal.

2012 PLA Conference

The proposal site for the 2012 PLA Conference in Philadelphia is active and proposals are being submitted. Typically, the majority of the proposals are submitted in the final week before the site closes, November 30, 2010.

The Conference Committee approved some minor changes to the program schedule. Program session times on Thursday and Friday will be: 8:15-9:30am, 10:30-11:45am, 2:00-3:15pm and 4:15-5:15. The Saturday program schedule will remain unchanged. The Program Subcommittee will be working on adding some new types of programming, especially for the last hour- long time slot on Thursday-Friday.

e-Learning@PLA

In Spring 2010, ALA undertook to consolidate all online learning offered by all its offices and divisions units into one comprehensive site, <http://www.ala.org/ala/onlinelearning/index.cfm>. PLA's courses are now located there as well. There are still some functionality issues with PLA's online courses, due to having moved them from the site on which they were previously hosted. Thanks to Steven Hofmann, the problems are being corrected. I'm happy to report that there has been an increase in interest in these courses.

Two additional e-learning offerings will be added in the coming month. A one hour webinar based on "Words that Work," a column that appeared in Public Libraries, and "The Accidental Technology Trainer," a multi-week course about conducting technology training in the library,

PLA/CPLA Workshops

Of the twelve CPLA workshops scheduled for calendar year 2010, five were canceled due to low registration. This should minimize loss in that budget. The number of actual CPLA candidates continues to grow slowly, and PLA is one of only two approved workshop providers to present face to face training.

I am currently seeking new partners/hosts to present the workshops in 2011. In 2010, a new instructor was added: Judy Drescher is now teaching the Politics and Networking class, formerly taught by June Garcia and Sandra Nelson.

TO: PLA Board of Directors

FROM: Barb Macikas, PLA Executive Director

RE: **Partners Program Status Report**

DATE: October 13, 2010

For FY2010, PLA received \$135,020 in direct dollars; \$38,000 for in-kind merchandise, including registration tote bags, badge holders, and notepads as well as speakers paid by vendors/publisher to support the PLA conference; and \$26,000 for awards and administrative fees for a total of \$199,020. Total Partners budget for FY2010 was \$94,000.

Budget for FY2011 is \$69,000. We are looking at repositioning opportunities for event sponsorships at the Virtual Spring Symposium and at webinars. We will be surveying our partners about how we can enhance and improve the partner program. We have revised the web site to reflect current opportunities and are looking for a potential partner for the leadership event planned at Midwinter.

I encourage Board members to suggest new vendors for potential sponsorship opportunities. Newer suppliers or those that are seeing an expansion in their outreach to the library market are good candidates. Please contact me with any suggestions.

Date: October 7, 2010

To: PLA Board of Directors
ALSC Board of Directors

From: Clara N. Bohrer
Chair, ALSC/PLA ECRR Evaluation Task Force

Re: Fall 2010 Update on Task Force Activities

The development/production of materials for the second generation of Every Child Read to Read continues. The development is on schedule. The materials will be available for sale at the 2011 ALA Midwinter Meeting in San Diego.

Dr. Susan Neuman made a presentation to an enthusiastic audience at the 2010 ALSC Institute on September 25, 2010 in Atlanta.

The Task Force submitted and received approval for a program on the new curriculum to be held at the 2011 ALA Annual Conference in New Orleans on Saturday, June 25 from 1:30-3:30 p.m. There are plans to submit a program for the 2012 PLA National Conference on some aspect of the ECRR initiative.

At the present time, two grants are being developed for ECRR training to be submitted later this year to the Institute for Museum and Library Services and the Verizon Foundation.

The Task Force is on target to complete its work by late spring 2011 and will submit a final report to both Boards at the 2011 Annual Conference which will include recommendations for institutionalizing aspects of the ECRR initiative within the divisions as a means to extend/keep fresh the life of the initiative and its curriculum.

Date: October 22, 2010

To: PLA Board

From: Mary Hirsh, Project Coordinator
Amy Sargent, Marketing Manager

RE: External Opportunities

The Public Library Association has worked with several organizations this year in order to provide its members with new learning opportunities, products, and programs. These external programs tend to be short-term, discrete projects that provide partnership opportunities resulting in funding as well as an enhanced national profile.

Turning the Page online and the Bill & Melinda Gates Foundation

In 2007, The Bill & Melinda Gates Foundation awarded PLA a \$7.7 million grant to deliver advocacy both at in-person events and via an online course. PLA developed *Turning the Page* (TTP), which was delivered to over 3,500 librarians in 32 states. Though this grant expired on May 31, 2010, due to the great success and positive response to *Turning the Page*, the foundation asked PLA to consider ways to extend the program and its reach. PLA is currently working on two approaches to fulfill this request, with a goal of training an additional 1,450 librarians in TTP-based content.

Turning the Page Online

The first approach was to update *Turning the Page* online to serve a general audience. Materials were scrubbed of all references to the original grant, and the advocacy goal became user-determined as opposed to grant mandated. In order to complete the updates, PLA was able to spend down the remaining grant funds. *Turning the Page* online was re-launched, free of charge, to all ALA members on July 6, 2010.

To date, over 200 ALA members have signed up for *Turning the Page* online. Users include public librarians, as well as professionals in academic and state libraries, government agencies, and private organizations. It's even been built into library science education as Clarion University required students to complete the training this quarter. Thus far, PLA has promoted the program through pla.org, the eNews, facebook, twitter and a press release. A users' guide will be mailed with the November/December issue of *Public Libraries* magazine to ensure maximum member reach. This guide provides background information as well as suggestions and tips for getting the most out of *Turning the Page* online. The initial goal, as defined by the Gates Foundation is for 250 members to undertake the training.

More information can be found at:

<http://pla.org/ala/mgrps/divs/pla/plaadvocacy/turningthepage/index.cfm>

Blended Learning Model

PLA also submitted a supplemental funding request to the Gates Foundation in late September. A total of \$623,723 was requested to develop a blended learning model reaching up to 1,200 people. The course work would include synchronous webinars, asynchronous homework, Communities of Practice, and a chance to attend an in-person event. Similar to the original TTP program, PLA and the Gates Foundation envision that there will be teams comprised of librarians and supporters or trustees working through six modules on the way to completing an advocacy work plan.

The program will be structured to train up to 60 cohorts of 20 learners. Each cohort will launch with a live event at a state or regional conference (attendance is voluntary). This will be followed by six consecutive weeks of regularly scheduled webinars. PLA will train a cadre of 8-12 facilitators to deliver the training and be available to advise the CoPs. The current timeline for the full project is 24 months, with the final report scheduled for an October 2012 delivery.

A Fresh New School Year!

The American Library Association and PLA teamed up with Merck and KidsHealth.org to distribute *A Fresh New School Year!* booklets to 300 libraries across the country. These brochures were aimed at parents of 11 to 14 year olds and offered tips on keeping kids happy and healthy as they returned to school. Topics addressed included: calming first day jitters, staying safe with digital media, and important questions to ask at back-to-school physicals.

The selected libraries, chosen from over 800 applicants, received 300 brochures to hand out at the circulation desk and at any programs for parents of 11-14 year olds. At the end of the program, libraries who filled out a survey received a \$50 honorarium. ALA received a small grant of \$58,500 to cover the costs of administering this program.

This was pilot program and the funder's first foray into libraries. They are interested in supporting health literacy programs, but it remains to be seen what role public libraries will play as they move forward.

Secret Millionaires Club

By Kids For Kids (BKFK) approached PLA with a potential partnership focusing on financial literacy for children aged 6 to 12. BKFK is working with Warren Buffet to develop a multi-media platform of televised cartoons, web resources, and print guides covering the basics of simple economics (Visit <http://www.smckids.com/> to learn more). BKFK has a mandate to reach every school in the country.

BKFK reached out to PLA to determine how public libraries could best serve as auxiliaries to this program. They envision creating PLA-branded materials customized for libraries. Content would facilitate standardized delivery at participating libraries.

It was not immediately clear how public libraries best fit into this scenario, nor what types of materials would be most useful. To that end, PLA agreed to help BKFK conduct a focus group conference call with a diverse sampling of public librarians. Depending on the program refinement that comes from this conversation, PLA will evaluate how it can help with and benefit from this potential partnership.

Federal Trade Commission

Recently PLA has been speaking with a representative from the Division of Consumer and Business Education from the Federal Trade Commission (FTC). The FTC has copious amounts of consumer information aimed at helping consumers protect themselves from identity theft, fraud, debt, and much more. There are materials ranging from bookmarks to online games customized for adults and children. The FTC reached out to PLA as a potential distributor/promoter of the information to public libraries. Other divisions in ALA, such as YALSA and AASL have done FTC mailings to their members.

PLA sees value in helping share these materials with our members. It not only positions PLA as a partner in consumer and business “literacy,” but also offers a robust line-up of resources to include on the website, in eNews, and through social media.

We are currently working with the FTC to outline a calendar of topics to share with members. There is also the potential of a webinar for libraries about using the materials to help their patrons.

Target

In October, ALA announced a partnership with Target Corporation in support of the Target “Read With Me” national campaign to help increase the reading proficiency of children. As part of this partnership, ALA is providing support and resources for a dedicated website that is focused on encouraging adults to read to children. The goal is to help foster a love of books and reading, and significantly increase a child’s ability to read on their own by the end of third grade. ALA is contributing recommended reading lists and tips to help parents build their child’s home library. Information and tips culled from the PLA/ALSC “Every Child Ready to Read” program will be included in the web site. Other ALA divisions including ALSC, AASL and YALSA have or may in the future, contribute content to the website. PLA and the other divisions will receive compensation for use of our materials as part of the agreement ALA negotiated with Target.

The website will also offer a library search tool to help visitors find libraries by ZIP code, and encourage them to supplement their reading activities with free library resources. The website is part of a larger Target initiative to donate more than \$500 million by the end of 2015 to support education. The new reading initiative includes a program of encouraging adults to pledge to read with a child on a regular basis and plans to design a physical and virtual reading

center of excellence. The physical center will serve to support and share innovative solutions and best practices in reading. The virtual space will ensure kids, parents and caring adults have access to interactive tools and reading resources, regardless of their location. For additional information about Target “Read With Me,” visit www.target.com/reading.

Date: October 8, 2010
To: PLA Board
From: Steven Hofmann, Manager, Web Communications
Re: Technology

PLA Website Review and Revision

One of the first tasks I completed in my new position was a full review of the current PLA site, identifying site problems and content issues to be addressed. Many of these have already been, or are in the process of being resolved. In addition, the structure of some areas of the PLA site is being revised for better function and usability (e.g. the Publications & Products area).

ALA Drupal Migration

ALA is preparing to migrate its website back end system to Drupal, a modular and incredibly flexible open-source content management system (CMS), from the current Serena Collage CMS. A contract with a Drupal consultancy, which will coordinate the customized installation of the new CMS and development of the new website, was to be signed in early October. Although the migration of actual content is not expected to begin until at least March 2011, content managers are already in the process of “cleaning up” existing content to facilitate the automated migration process. This content clean up is in addition to the resolution of site problems and content issues noted in the “PLA Website Review and Revision” section above.

PLA Communities of Practice

As of the writing of this report there were four PLA Communities of Practice without Board liaisons (Cataloging; Reference Group; Services for Spanish Speakers; Strategy for Public Libraries), and one CoP without a leader (Technology).

Jay Turner, chair of the PLA Communities of Practice Task Force, will present a webinar on Friday, Nov. 19 to orient CoP leaders and Board liaisons about:

- Strategies for making a successful CoP
- Tips and examples from other successful CoPs
- Working with your Board liaison
- Next steps—tangible projects/products

We plan to record the webinar and make it available to anyone unable to participate in the live event.

Turner has proposed that a tangible product each CoP should work on is a one-hour webinar (typically 45 minutes of content and 15 minutes of Q&A) on a topic of its choice within its area of practice. See “PLA Webinars” below for additional information.

PLA Webinars

Due to reservations about the iLINC web conferencing service adopted by ALA, we're investigating alternative webinar platform options. PLA would use this alternative platform to offer the CoP orientation webinar and potential series of CoP webinars noted in the "PLA Communities of Practice" section above, as well as other "stand alone" webinar programs. Webinars in the CoP series would be offered free of charge as a way of building the PLA brand as a source of cost-effective online education, but could also be a potential source of sponsorship revenue. Other stand alone webinar programs would be planned to generate revenue through registration fees, but could also be a source of sponsorship revenue.

PLA E-Learning in Moodle

PLA is expanding its e-learning presence in ALA's Moodle online learning site. Moodle is a modular open-source course management system. PLA's Service Responses self-directed courses, originally positioned as communities of practice and intended to include an ongoing interactive component, are currently being rebranded in ALA's Moodle as online workbooks (without the interactive component) to avoid confusion with the PLA Communities of Practice in ALA Connect. Certified Public Library Administrator (CPLA) post-course assignments and tests, which were previously hosted in a CPLA instructor's Moodle site, are being recreated in ALA's Moodle site to give us more timely control of the content and improve student record keeping.

Date: September 3, 2010
To: PLA Board of Directors
From: Carol Sheffer
Chair, PLA Nominating Committee (2011)
Re: 2011 Election Slate

I am pleased to announce the following slate of candidates for PLA office:

President: Eva Poole and Marcellus Turner

One year Board Members:
Danny Hales and Gary Shaffer
Kathleen Reif and Carol Simmons

Two Year Board Members:
Tom Fortin and Wayne Piper
Vailey Oehlke and Monique LeConge

Three Year Board Members:
Jay Turner and Portia Latalladi
Sonia Alcantara-Antoine and Georgia Lomax

ALA Councilor:
Christine Hage and Alan Harkness

I want to thank committee members Clara Bohrer, Larry Neal, Rivkah Sass and Felton Thomas for their many contributions. It was a pleasure work with each of you.

TO: PLA Board of Directors

FROM: Barb Macikas, PLA Executive Director

RE: **Gates Foundation Technology Benchmarks Status Report**

DATE: October 13, 2010

In May, the U.S. Libraries Program of the Gates Foundation convened a meeting of its partners, those organizations that have received funding from the Foundation. Sari Feldman and I attended for PLA. At the meeting, the Libraries Program announced plans for future direction. Its new initiative will focus on building the field's capacity to support current and future library leaders to plan for, manage, and advocate for technology (see document, 2011.11a).

This will be accomplished by seeding the development and supporting the adoption of public access **technology benchmarks**. Benchmarks are defined as a set of technology capabilities, capacities and practices that will drive investment behavior and continuous improvement of public access technology over time. They will provide a tool for public library systems to assess and set goals for the quality of public access technology; levels of services; management practices and use of technology to drive positive social and community outcomes. With librarians and library stakeholders, the Foundation looks to support:

- Development of public access technology benchmarks
- Creation of a sustainable professional development program to help library leaders improve public technology access using benchmarks
- Creation of incentives for broad adoption of the benchmarks by the field, and evolve these standards via a pool of public access innovation grants

The partner group was asked to react to ideas at the May meeting and at a subsequent meeting in June at ALA. As a result of these and many one-on-one conversations, the Foundation invited several organizations to come together to develop, pilot, communicate and train around the benchmarks. Those organizations and their roles are as follows:

1. ULC – Lead Facilitator
2. ICMA – Pilot Facilitator
3. Lyrisis– Implementation & Adoption Facilitator
4. OITP – Implementation & Adoption Facilitator
5. PLA– Implementation & Adoption Facilitator
6. State Library for CA – Implementation & Adoption Facilitator

7. State Library for OK– Implementation & Adoption Facilitator
8. State Library for TX – Implementation & Adoption Facilitator
9. TechSoup– Implementation & Adoption Facilitator
10. WebJunction– Implementation & Adoption Facilitator
11. University of Washington – Researchers
12. University of Maryland, College Park – Researchers

These organizations have met multiple times by conference calls and once in Seattle. The Foundation has requested that each group prepare a planning grant (maximum request \$80,000) that will include: support for staff and member participation in meetings throughout the process; support for communication to and from PLA members and public libraries and most important; a plan for (in PLA's case) what the training around the benchmarks would include. Contingent upon PLA receiving the planning grant and moving forward in the development of the benchmarks, I anticipate the Foundation will ask PLA for a second proposal, focused around training. We are one of several organizations that will work together to develop training for our respective audiences.

Implications for PLA

Strategic and programmatic

The technology benchmarks program aligns very well with PLA strategic plan and the goals of: 1) advocacy, particularly objectives related to enhancing effectiveness and awareness of PLA's advocacy resources and public awareness of public libraries and 2) leadership and transformation, particularly objectives of increasing opportunities to share best practices and next practices in public libraries and advancing the use of new and emerging technologies in public libraries. It is envisioned that training for the benchmarks will have a strong advocacy component and will build and expand upon PLA's existing advocacy training. The initiative will provide members with valuable resources and training and will solidify PLA's position as a leader in advocacy and training for the profession.

Scale

At this time, the Foundation has not shared plans for the scale of the program. However, given the investment it has made already, I expect their support to be significant. If PLA is funded to do the training, we will be one of several providers among the partner group (notably state libraries, Lyasis, Webjunction). I do not anticipate that the size of the funding provided for training will approach that of the Turning the Page grant.

Staffing/Costs

Significant staff and member time have been spent in the initial planning and more time will be required to develop (and if funded) implement the planning grant. If the Foundation invites PLA to prepare a full proposal for training, we will commit additional staff resources to developing the proposal.

US Libraries

Seeding development of public access technology benchmarks

Washington DC Roundtable – Follow-up

BILL & MELINDA
GATES *foundation*

Overview of Follow-up Materials

Thanks to all for a productive Roundtable discussion on June 28 to move public access technology benchmarks.

This packet includes:

- Background we previously shared on the foundation's next investments as it relates to the benchmarks
- The outcomes, goals and timeline we discussed at the meeting
- More detail on the roles moving forward
- Next steps

Slides	Notes
1-12	Widely shared background on the Foundation's next investments
13-16	Overview of goals and timeline we discussed at meeting
17-21	New details on roles informed by roundtable discussion
22	Immediate next steps

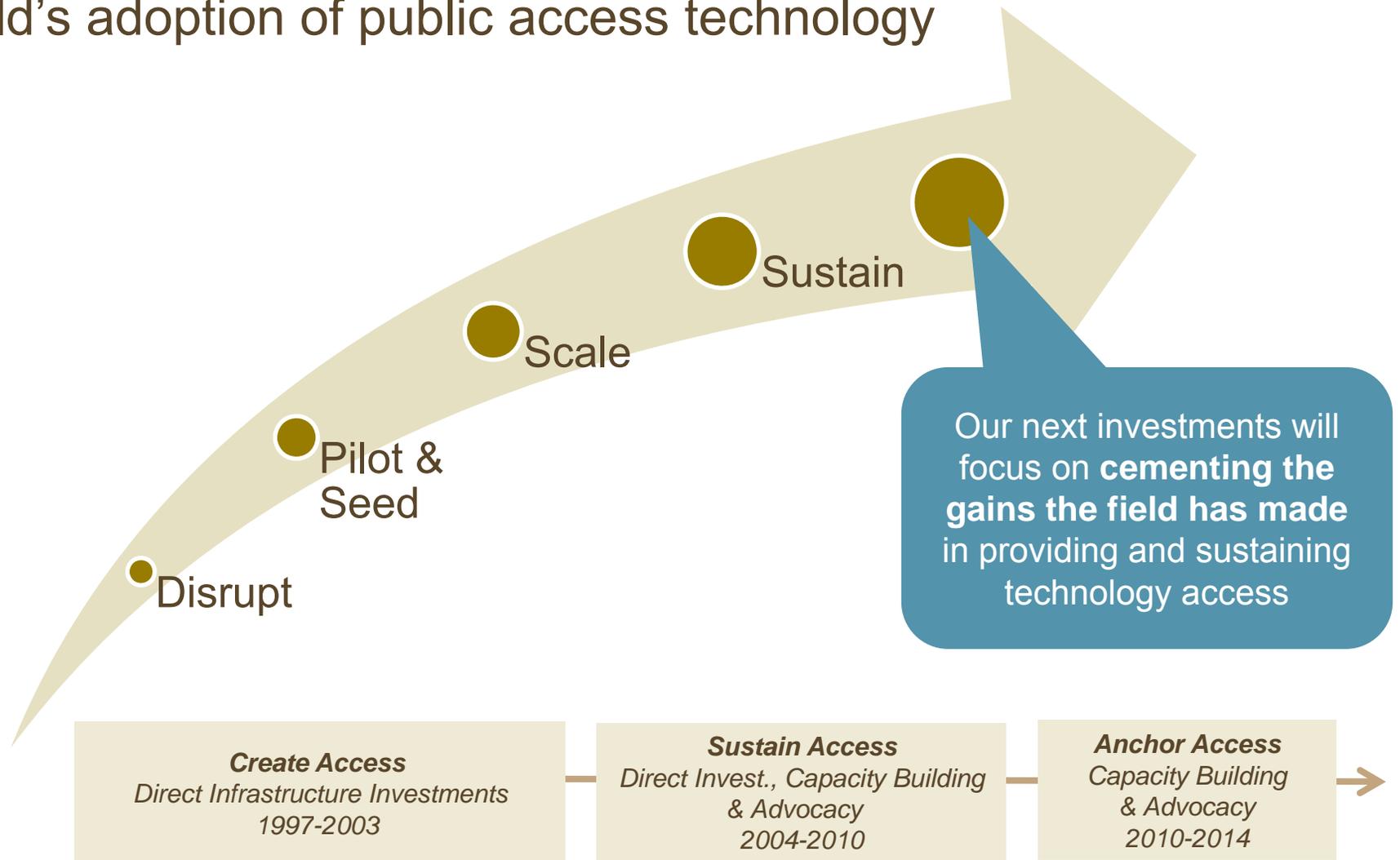


OUR VISION: Public libraries continue to offer free, quality access to computers and the Internet, independent of the foundation's resources and assistance, so that all people can benefit from technology.



Our Next Steps:

Our investments have changed with the evolution of the field's adoption of public access technology



What Conditions Are Needed to Achieve our Vision?

Leadership	Funding	Field Capacity
<p data-bbox="436 574 768 956">Local library leaders are willing and able to prioritize and manage public access technology</p>	<p data-bbox="890 574 1209 675">Adequate funding for the institution</p>	<p data-bbox="1339 574 1671 1162">Sufficient field capacity (national, regional, and state organizations) for local library leaders to manage and advocate for public access technology</p>

Critical Success Factor:

Leadership appears to be key to sustaining public technology access at public libraries



Strong leadership correlates with quality technology access



Other actors in the field that can help sustain access to technology are strongly influenced by an effective library leader

Critical Success Factor:

Threshold funding combined with prioritization is necessary to sustain public access technology



Above a certain threshold, additional funding does not appear to make libraries more likely to sustain their technology...



... and many libraries are sustaining their technology in spite of declining budgets in large part due to library leadership

Critical Success Factor:

Building the library field's capacity is key to cultivating the local leadership necessary to sustain technology access



Your organizations are critically important to this next phase of the foundation's investments



The foundation will shift its role as prescriptive grant maker to facilitator, working collaboratively with the field to determine our investments



Anchoring Access Investments

Anchoring Access will focus on building the field's capacity to support current and future library leaders to plan for, manage, and advocate for technology in order to maintain and continuously improve the technology services communities need.

Anchoring Access Core Initiatives & Investments

Seed the development and support the adoption of public access technology benchmarks

- **Develop public access technology benchmarks**
- **Create a sustainable professional development program to help library leaders improve public technology access using benchmarks**
- **Incentivize broad adoption of the benchmarks by the field, and evolve these standards via a pool of public access innovation grants**

What are Public Access Technology Benchmarks?

- A set of technology capabilities and capacities and practices that will drive investment behavior and continuous improvement of public access technology over time
- A tool for public library systems to assess and set goals for:
 - Quality of its public access technology
 - Levels of services
 - Management practices
 - Use of technology to drive positive social and community outcomes

Why Benchmarks?

- Creates a means for library systems to self-assess their public access technology services and set goals for continuous improvement
- Motivates re-investment
- Creates an advocacy tool to build awareness around the definition of quality public access technology
- Examples from other fields suggest that benchmarks can be a powerful driver of behavioral change and continuous improvement of standards in a field

Benchmark Goals and Outcomes

A tangible set of public access technology benchmarks designed to help local library leaders use technology to support local community priorities and deliver library programs.

- Supports community goals (education, employment, other)
- Motivates reinvestment
- Inspires continuous improvement
- Based on a foundation (IMLS process)



Attributes of Benchmarks (as brainstormed)

Successful benchmarks will:

- Assume necessary pre-work of defining a community agenda and/or mapping community assets
- Continue to develop and evolve
- Acknowledge a state specific context
- Provide a clear value for all stakeholders (libraries and communities) that help drive adoption
- Supported by education materials, processes, and strategies to motivate adoption
- Be flexible and address a continuum of needs

Two Phase Approach

with the benchmarks following the broader IMLS led effort

IMLS Digital Inclusion Framework

Broad framework to raise awareness of the critical elements needed to support public access

Applies to libraries and CBOs

Public Library Benchmarks

Further defines key elements of the broad IMLS framework actionable for public libraries

The benchmarks would be an aspiration not a regulation and would be designed to be meaningful to libraries in a variety of community contexts (ie. size and complexity)

Program Design – Timeline Overview

Dates	2010 Q3	2010 Q4	2011 Q1	2011 Q2	2011 Q3	2011 Q4	2012	2013	2014
IMLS Framework	RFP	Develop Framework Finalized March 30 th							
Collaboration	Develop proposals at the invitation of the foundation for specific roles Scope quant. analysis needed to support benchmarks	Develop structure and process – for example: Collaboration agreement Process for community involvement Detailed development plan for drafting, disseminating and revising benchmarks Conduct quant. analysis		Beta benchmarks ready for testing June 30 th	Community process for commenting and revising Refine dissemination plan Improve beta benchmarks based on feedback and test process for continuous feedback	Benchmarks Version 1 ready for dissemination before end of 2011	Disseminate Collect feedback Raise awareness and drive adoption Revise and prepare for V2 rollout	Prepare and release Version 2	Disseminate Collect feedback Raise awareness and drive adoption Revise and prepare for V3 rollout
Pilots		Define goals of pilots and process for inclusion		Select pilots and secure participation	Pilot sites test beta benchmarks and provide feedback on sample supports				
Implementation and Adoption				Outline implementation supports needed Develop sample tools for pilot sites	Plans due from collaboration partners tasked with scaling prof development, education materials and adoption efforts	Develop proposals for implemt. efforts based on approved plans	Develop edu materials, prof. development, train trainers and conduct select trainings Early adopter states begin Innovation awards available	Roll out adoption support to next wave of states and national partners	Roll out final wave of adoption support to states and national partners

Roles the Foundation will Support with Grant Funds

- **Lead Facilitator** – After gathering input, the foundation will solicit a grant proposal from one group to act as lead facilitator in the benchmark development process.
- **Pilot Facilitator** – the foundation will solicit a grant proposal from **one** organization to facilitate the piloting of the benchmarks in communities with the involvement of the public library and local decision maker(s).
- **Implementation or Adoption Facilitator(s)*** – The foundation will solicit grant proposals from up to eight organizations that will play key roles in producing the tools needed to support implementation and drive adoption of the benchmarks.

*Note: Due to resource constraints the foundation has decided that it is not feasible to provide grant funds to exclusively support participation in the development of the benchmarks. Instead, the foundation will provide funds for organizations who both participate in the development process and have a key role in implementation and adoption.

Benchmark Collaboration Roles

Lead Facilitator

- Establish and facilitate the benchmark development process
- Execute broad library field and community participation and “buy in”
- Ensure collaboration milestones are met and report progress to the foundation

Pilot Facilitator

- Participate in benchmark development
- Provide credibility in process and deliverable
- Work with Lead and others to select pilots
- Facilitate participation of pilots and work with others to integrate key lessons learned into benchmarks and potential supports

Implement./Adopt Facilitator(s)

- Participate in benchmark development
- Provide credibility in process and deliverable
- Develop plans to scale implement. and adoption supports depending on expertise and in alignment with other collaboration facilitators
- Benchmark supports include:
 - education materials (how-to's and case studies)
 - Professional development training (creating and delivering)
 - Plans to align state library incentives

Foundation

- Participate in benchmark development
- Provide credibility in process and deliverable
- Provide resources to lead, pilots, and implementation and adoption
- Accountability - arbiter of short term outcomes
- Implement a third party evaluation of benchmarks
- Coordinate with IMLS

Potential Organizations in Each Role

Lead Facilitator

(Candidates in alpha order)

- OITP
- ULC
- WebJunction

Pilot Facilitator

- ICMA

Implent./Adopt Facilitator(s)

- The two Lead candidates that are not selected
- Lyrasis
- PLA
- State Libraries for CA, OK, and TX
- TechSoup Global

Participating Organizations*

- Variety of public libraries (rural and urban, from all types of funding models)
- Other community decision maker organizations (i.e. National League of Cities)
- Other library support organizations (i.e. state libraries, regional systems, researchers)
- Other library professional organizations (i.e. ALA chapters and divisions)
- Others (to be determined by the collaboration)

*Participating organizations will not receive foundation funds to support their participation

Lead Facilitator Candidates

The following groups (listed in alphabetical order) are being considered for the role of Lead Facilitator

- 1. Office for Information and Technology Policy (OITP)**
- 2. Urban Libraries Council (ULC)**
- 3. WebJunction**

All of these groups are critical to the development and implementation of the benchmarks. As a result the three groups that are not selected will automatically be considered as Implementation and Adoption Facilitators

Criteria for Selecting Lead Facilitator

1. Capacity

- Experience (demonstrated experience facilitating a collaborative effort)
- Credibility as an neutral broker
- Ability to serve as a champion in service of bring others to the table and supporting the benchmarks

2. Leading from the “second row” or willing and able to collaboratively lead the benchmarks effort

3. Strong ties to individual public libraries in service of gathering immediate and productive feedback on the benchmarks

4. Working relationships beyond the library field to ensure meaningful participation of community leaders and decision makers

Next Steps

Date	Activity
July 28 (end of day)	Provide input on lead candidate(s) using online survey
Aug. 2	Foundation announces lead facilitator
Aug. 19 or 26	In-Person Collaboration Meeting (Seattle) Goals: <ol style="list-style-type: none">1. Deepen partnerships2. Begin to outline working relationships and work plan3. Next steps on proposal development
Sept. 17	Proposals Due
Nov 1	Funding Decisions
Nov 2	Collaboration efforts begin •Finalize Workplan •Collaboration Agreement

PLA Legislative Advisory Group Report

From: Chair, Kathleen Reif

September 29, 2010

This is my 2nd year. I currently have 5 members.

Last year I spent trying to understand the MANY advocacy and legislative groups in ALA! I am hoping to assign a member to the following COL subcommittees: e-government services, government information, grass roots advocacy, LSTA, telecommunications, Intellectual Property.

At 2010 Annual we didn't have all our members appointed but we still had a spirited discussion about:

- The role of the PLA Legislative Advisory Group. Some points that we agreed on include:
 - Washington Office appears to focus too much energy and time on legislation AFTER it is written or presented. We would like to know how much time is spent creating relationships with federal agency staff who are creating the legislation, and informing them about library services.
 - Structure and purpose of COL and Legislative Assembly are confusing. We need to have more clarity on how we should be communicating with them and how they are supposed to be communicating with us.
- We agreed that we should try to draft a new purpose statement to be presented to the PLA Board for their consideration.
- We agreed that we need to determine our role and the tasks/projects we should be doing for PLA Board and the members. (I would love to hear any ideas that the Board might have!?)
- We agreed that we need to improve communication with the Washington Office staff.

Efforts to work with ALA Washington Office:

- Met with Emily Sheketoff and her staff in September 2009 after receiving appointment. We all agreed that we wanted to improve communication and work together more effectively.
- I have gotten many requests from Emily for various examples of services or for librarians to make calls into their legislators. I send this to the PLA Leaders list. The recent requests have resulted in good feedback; for ex, the request for job services being provided.
- I send out info I get from the ALA "District Dispatch" that I think is relevant/of interest to PLA Leaders.
- At the request of Sari and IMLS, I referred them to an entrepreneur from Baltimore who used the library to plan her business. She was interviewed to promote Department of Labor's Training and Education Notice on workforce and public libraries http://wdr.doleta.gov/directives/corr_doc.cfm?DOCN=2920 . A Press Conference was held at ALA in DC. For more info, see IMLS website, <http://www.imls.gov/about/workforce.shtm>.
- I worked with Emily to schedule a meeting with Jacqueline Jones, Department of Ed Deputy Secretary in charge of Early Childhood Education, and her Assistant, Steven Hicks. Emily took care of setting up the meeting. Meeting was scheduled for June 16, 2010. We got there for what we thought was a 2:30 meeting but Dr. Jones' staff thought it was to start at 2PM; thus, we missed meeting with Dr. Jones but we did meet with Mr. Hicks. Not much has happened with them since. Emily said that she sent them the Dominion University Study on Summer Reading report.

- At the suggestion of Dr. Susan Neuman who is doing the ECRR revision, I called into the office of Dr. Joan Lombardi, a Deputy Secretary at DHHS Administration for Children & Families in charge of Early Childhood initiatives (including Head Start and Childcare block grants). In August we had a telephone conference call (me, Barb, Jeff Kratz for Emily, Audra Caplan). Dr. Lombardi was very enthusiastic about forming some kind of partnership with public libraries. We subsequently met with her assistant, Jeff Capizzano, on Sept. 17: Audra, Emily, me, Micki Freeny who is Youth Services Coordinator for DC Public. The meeting went very well.....they are eager to create some kind of "partnership" and event. At their suggestion, we created a "one pager" to explain just what we do. Amy Sargent did a great job formatting it for us. (See document 2011.12a)
- As a result of this meeting I am going to participate (for 5 min or less) in a webinar the DHHS office is doing on Oct. 6 with the National Gov Assoc to talk about the Early Childhood Advisory Councils that must be created in every state if they want DHHS Recovery Act funds. MD appears to be the only state that has a public librarian seat on that Council. I am going to talk about the value of having a public librarian on the council, and then I will send to the listserv the One Pager and a list of state contacts.

Stay tuned.....

Public Libraries

Creating Learning Communities

The 16,700 public libraries across this country share the same basic mission: to provide free and open access to resources that transform lives and communities. Public libraries provide FREE services for all ages, all incomes, all abilities, and all ethnic groups.

Principles guiding public library services for all include:

- Reading is an essential life skill.
- Celebrate diversity: provide free and open access for all.
- Community-based: the services of each library are designed based on the needs of their community.
- Collaboration: services are designed and delivered in cooperation with local agencies and government departments.
- Accountability: a local jurisdiction sets the policy and allocates resources.
- Data: output measures are continually collected and monitored and, when possible, outcome measures are also collected and evaluated.
- Innovations vary depending upon the needs of the community; for example:

Every Child Ready to Read @ your library (2004) was created by PLA in response to the 1998 publication *Preventing Reading Difficulties in Young Children*. Working with NICHD and reading specialists, PLA developed research-based materials to help families and caregivers make a difference in preparing their children for successful reading achievement. An update is being revised by Dr. Susan B. Neuman and will be released in 2010.

The Bill & Melinda Gates Foundation grants have funded technology purchases and upgrades since 1996. This support has resulted in increased access to PCs and the Internet. Libraries offer skill development workshops for all ages and income levels and provide the online connectivity to help people study for and take their GED exam as well as online college courses.

Early Learning Activity Centers encourage play-based, interactive learning by the adult and child while in the library. These can range from several stations built into a children's room to an entire wing devoted to this; such as Baltimore County (Md.) Public Library's Storyville and the West Bloomfield Township (Mich.) Public Library Youth Services Room.



Public Libraries: Creating Learning Communities

Children's Services

Additional principles guiding public library services for children include:

- Family Centered: services recognize that the parent/caregiver is the child's first teacher.
- Collaborative networks are necessary to meet the families most in need.
- Services are designed to develop the whole child and are directed to the parent/caregiver of babies and toddlers.
- Services accommodate languages other than English as well as special learning needs.
- Lifelong learning, beginning at birth, is a primary role of the public library.

Library services for children birth through eight years could include the following:

- Wide range of reading, viewing, and listening materials for all reading levels and in many languages.
- Professional staff trained in child development, children's literature, and early learning activities.
- Parent/Caregiver workshops.
- Story times in English and other languages.
- Technical assistance for childcare providers and other children's service agencies.
- Research-based early literacy and adult literacy programs.
- Custom designed programs for children with special needs.
- Outreach to childcare providers and Head Start Centers: storytelling vans, bookmobiles, story time kits.
- Public education campaigns about the importance of providing stimulating experiences and activities for all children during their early years.
- Workshops on PC use and the Internet for job skill development of the adult.
- Free meeting room space to convene community meetings and to provide a neutral place.

The Public Library Association (PLA), a division of the American Library Association (ALA), is the national professional association for public librarians. Its core purpose is to strengthen public libraries and the contribution to the communities they serve. Its core values include: excellence and innovation; inclusiveness and collaboration; and visionary leadership. PLA currently has 10,466 members.



For more information about PLA or public libraries, contact PLA at 1-800-545-2433 x5PLA or pla@ala.org.

TO: PLA Board of Directors

FROM: Luis Herrera
Leadership Development Task Force Chair

Barb Macikas
PLA Executive Director

RE: Leadership Development Task Force Report

DATE: October 13, 2010

Four leadership fellows were awarded in 2010. The Task Force was very pleased with the high caliber of the applicants; program recipients were:

University of Michigan, Ross School of Business
Stephanie Chase, Director of the Stowe (Vt.) Free Library.

University of Washington, Evans School of Public Affairs
Denise Lyons, a library development consultant with the South Carolina State Library.

University of Pennsylvania, Wharton School
Jennifer Wright, Assistant Chief in the Materials Management Division at the Free Library of Philadelphia (Penn.).

Harvard University, Kennedy School of Government
Chang Liu, Associate Director of Neighborhood Library Services for the District of Columbia Public Library.

Sustaining Leadership Development Efforts - Next Steps:

While a PLA leadership model was successfully delivered at the PLA National Conference, questions remain on the most effective implementation strategy and how to connect the work of the Task Force with PLA's new strategic plan. We are pleased that the strategic plan specifically calls out leadership and transformation as a key goal for the association and believe that the ongoing work of the LDTF can be leveraged to support PLA's strategic priorities. One option the Task Force is considering is submitting an IMLS proposal for funding to expand the leadership initiative.

Additional Leadership Development Task Force activities include ongoing refinement of the leadership model, planning for a possible institute at PLA National Conference in 2012, ongoing engagement of the PLA Fellows in PLA programs and publications.

At the 2011 Midwinter Meeting, the Task Force is planning a reunion reception for fellows and preconference participants from the PLA conference and the 3M Institute. The event will provide participants with an opportunity to share experiences and best practices; there will be a brief program with speaker(s) to be announced.

CoP Task Force Board Report

To: PLA Board of Directors

From: Task Force Members: Jay Turner (Chair), Audra Caplan, Betsy Diamant-Cohen, Cathy Sanford, Marcia Warner, Mary Anne Hodel, Sari Feldman. Staff Liaison: Steven Hofmann, Manager, Web Communications

Oct. 7, 2010

Summary of Progress

Since ALA Annual, the CoP Task Force has collaborated virtually through a combination of email and ALA Connect to manage communication regarding the communities of practice. Task Force members have been encouraged to share information through Connect and use the platform's notification feature so that group members will become more conversant with tool. The Task Force Chair has also subscribed to all of PLA's communities to monitor the amount of activity occurring within each CoP.

The Task Force has worked with PLA staff to identify member leaders and Board liaisons for each community. Board liaisons have been encouraged to establish contact with their communities through introductory posts on Connect, as well as reaching out personally to their CoP leaders. During this process, the Task Force noticed that several PLA members who had accepted the role of CoP leader were no longer members of their communities. See *Communities of Practice Leaders and Liaisons Table (page 2)*. The Task Force plans to meet before October 22, 2010 to discuss a plan of action for the leaderless CoPs.

Upcoming Projects

The Task Force plans to host a Communities of Practice Orientation webinar on Friday, November 19, 2010. The orientation will focus on:

- Strategies for making a successful CoP
- Tips and examples from other successful CoPs
- Working with your Board liaison
- Next steps—tangible projects/products (create your own webinar on a topic of interest within the knowledge domain of your community)

The Task Force believes that the CoPs may need more direction regarding an actual project to break the inertia of the communities, as well as provide them with validation. The Task force proposed to Steven Hofmann that at the end of the orientation webinar, the Task Force invite the CoP leaders to work with their CoPs to create a webinar on a topic of interest in their knowledge domain. For example, the PLA Marketing Public Libraries CoP might create a webinar about increasing the visibility of the library in the community, or the Buildings and Facilities CoP might create a webinar on the various security methods public libraries are using to keep buildings as safe and comfortable places for all patrons. The rationale is that since PLA is currently offering paid webinars as a form of continuing education, the free CoP-created webinars could supplement the paid offerings.

Communities of Practice Leaders and Liaisons

Note: **Highlighted** names indicate leaders who are no longer listed as a member of the community.

CoP Interest	Leader 1	Leader 2	Board Liaison	Staff Advisors	Location
Branch Libraries	Julie Robertson		Kathy Knox	Julianna Kloeppel	http://connect.ala.org/node/104730
Buildings and Facilities	Traci Lesneski		Christine Hage	Melissa Faubel	http://connect.ala.org/node/104757
Cataloging	Sally Smith		Jay Turner	Julianna Kloeppel	http://connect.ala.org/node/100954
Collection Development	Clara Hudson		Judy Napier	Melissa Faubel	http://connect.ala.org/node/104732
Continuing Education for Library Personnel	Pam North		Audra Caplan	Linda Bostrom	http://connect.ala.org/node/104761
Digital Librarianship	Becky Ranallo		Susan Pieper	Steven Hofmann	http://connect.ala.org/node/100521
Intellectual Freedom	Mary Glendening		Susan Pieper	Barb Macikas	http://connect.ala.org/node/104734
International Relations	James Keller	Jennifer Owens	Gary Shaffer	Barb Macikas	http://connect.ala.org/node/104737
Library Management	Bonnie Tollefson		Marcia Warner	Steven Hofmann	http://connect.ala.org/node/100526
Marketing Public Libraries	Denise Raleigh	Mary Howard	Gary Shaffer	Amy Sargent	http://connect.ala.org/node/104739
Public Library Services for Children	Mary Glendening		Sari Feldman	Linda Bostrom	http://connect.ala.org/node/104742
Public Library Systems	Robin Shader	Gretchen Pruett	Mary Ann Hodel	Melissa Faubel	http://connect.ala.org/node/104765
Readers Advisory	Marilyn Bonnette		Judy Napier	Kathleen Hughes	http://connect.ala.org/node/104744
Reference Group	Otto Pleil		Jay Turner	Amy Sargent	http://connect.ala.org/node/104759
Rural Libraries	Rob Reagan		Sara Dallas	Linda Bostrom	http://connect.ala.org/node/104746
Services for Spanish Speakers	Catherine O'Toole		Betsy Diamant-Co	Kathleen Hughes	http://connect.ala.org/node/100518
Small and Medium Libraries	Kent Slade	Pam North	Sara Dallas	Mary Hirsh	http://connect.ala.org/node/104750
Staffing Issues	Robin Shader	Kathryn Jordan	Audra Caplan	Julianna Kloeppel	http://connect.ala.org/node/104752
Strategy for Public Libraries	Kelly Whittle		Jay Turner	Amy Sargent	http://connect.ala.org/node/104763
Technology	Amy Terlaga		Christine Hage	Steven Hofmann	http://connect.ala.org/node/100515
Urban Libraries	Julie Robertson		Marcia Warner	Kathleen Hughes	http://connect.ala.org/node/104754
Volunteers	Barbara C. Dean		Gary Shaffer	Mary Hirsh	http://connect.ala.org/node/106398

TO: PLA Board of Directors

RE: FY2010 Financial Analysis and Management Report

ACTION REQUESTED/INFORMATION/REPORT:

Information

REQUESTED BY:

Barb Macikas, Executive Director

DRAFT OF MOTION:

N/A

BACKGROUND:

This report is based on information available through October 1, 2010 (Second Close) financial performance reports. This narrative provides context for the year-to-date by project report (document 2011.16)

Total Revenues Budgeted/Actual/Remaining:	\$ 4,201,777	\$ 4,150,712	\$ (51,064)
Total Direct Expenses Budgeted/Actual/Remaining:	\$ 2,775,381	\$ 2,406,762	\$ 368,618
Contribution Margin Budgeted/Actual/Remaining:	\$ 1,426,396	\$ 1,743,950	\$ 317,554
Overhead Budgeted/Actual/Remaining:	\$ 691,417	\$ 724,712	\$ (33,295)
Tax Budgeted/Actual/Remaining:	\$ 1,370	\$ 0	\$ 1,370
Net Revenue (Expense) Budgeted/Actual/Variance	\$ 733,609	\$ 1,019,238	\$ 285,629
Beginning/Ending Net Asset Balance:	\$ 142,533	\$ 1,161,791	

Revenues

Overall, PLA revenues are 1% under budget; PLA membership dues, publications and CE registration were under budget; underperformance there was balanced by conference revenues and PLA partner contributions that were over budget.

Expenses

PLA expenses are 13% under budget due primarily to salary savings for unfilled positions and savings in production for *Public Libraries*. Professional services, design and production, travel and strategic opportunities were also under spent. Benefits were over budget; we were instructed to budget at 26.3% of salaries; over the last year they cost 28.2%. We were also over in some expenses related to the PLA conference, specifically conference facilities rental and AV.

Adjustments to 2nd close

There are a few adjustments to be made related to travel to the PLA conference (transferring funds to the PLA budget from ALA budget for staff who attended our conference). These are not significant. For the final close, \$30,953 in interest and dividends from PLA's long-term-investment will be transferred into our fund balance.

**Public Library Association
 FY 2010 Financial Report
 Year-To-Date Report by Project (Sept.-August)**

	<u>FY2009 Budget</u>	<u>FY2009 Final Close</u>	<u>FY2010 Budget</u>	<u>FY2010 Aug. (2nd close)</u>
<u>1 Administration (0000)</u>				
Revenue	\$0.00	\$0.00	\$0.00	\$0.00
Expenses				
Salaries/Benefits	\$543,455.00	\$423,302.34	\$528,437.00	\$470,406.00
Operating	<u>\$251,979.00</u>	<u>\$230,195.79</u>	<u>\$274,716.00</u>	<u>\$101,419.00</u>
TOTAL	\$795,434.00	\$653,498.13	\$803,153.00	\$571,825.00
<u>2 Service to Members (3000)</u>				
Revenue				
Dues	\$450,168.00	\$446,269.79	\$483,970.00	\$440,783.00
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	\$440,783.00
Expenses				
Operating	\$330,955.00	\$225,156.07	\$253,505.00	\$166,501.00
<u>3 Committee Planning (3002)</u>				
Revenue	\$0.00	\$0.00	\$0.00	\$0.00
Expenses	\$32,900.00	\$2,990.67	<i>N/A- most included in project 3000 in FY10</i>	
<u>4 Regional CE (3007)</u>				
Revenue	\$68,750.00	\$46,945.00	\$66,500.00	\$36,680.00
Expenses	\$110,131.00	\$66,454.43	\$65,410.00	\$75,518.00
<u>5 Regional CE-Meal Events (3010)</u>				
Revenue	\$3,000.00	\$9,945.00	\$3,000.00	\$0.00
Expenses	\$2,600.00	\$236.00	\$2,600.00	\$0.00
<u>6 Certified Public Library Administrators (3189)</u>				
Revenue	\$67,500.00	\$81,185.00	\$70,200.00	\$47,025.00
Expenses	\$60,516.00	\$107,545.32	\$69,634.00	\$60,569.00
<u>7 Web-CE (3040)</u>				
Revenue	\$17,100.00	\$353.00	\$148,500.00	\$54,863.00
Expenses	\$15,043.00	\$1,980.70	\$67,168.00	\$38,291.00
<u>8 PLA Partners (3020)</u>				
Revenue	\$69,000.00	\$73,490.00	\$94,000.00	\$144,600.00
Expenses	\$56,850.00	\$6,356.99	\$52,350.00	\$1,576.00
<u>9 Preschool Literacy (3120)</u>				
Revenue	\$39,375.00	\$36,087.41	\$39,375.00	\$11,549.00
Expenses	\$22,955.00	\$28,685.96	\$38,225.00	\$33,131.00
<u>10 Public Libraries (3030)</u>				
Revenue				
Subscriptions	\$36,250.00	\$39,144.13	\$48,125.00	\$37,393.00
Advertising (Net)	\$49,400.00	\$32,264.84	\$45,800.00	\$42,602.00
Other	<u>\$50.00</u>	<u>\$2,453.15</u>	<u>\$150.00</u>	<u>\$1,909.00</u>
TOTAL	\$85,700.00	\$73,862.12	\$94,075.00	\$81,904.00

	<u>FY2009 Budget</u>	<u>FY2009 Final Close</u>	<u>FY2010 Budget</u>	<u>FY2010 Aug. (2nd close)</u>
Expenses				
Manufact./Dist. Outside	\$63,495.00	\$59,385.75	\$67,190.00	\$54,753.00
Professional Services	\$10,000.00	\$5,676.38	\$10,000.00	\$12,756.00
All ALA IUT's	\$45,404.00	\$41,580.12	\$46,550.00	\$33,471.00
Other	<u>\$59,182.00</u>	<u>\$56,420.46</u>	<u>\$79,643.00</u>	<u>\$39,096.00</u>
TOTAL	\$178,081.00	\$163,062.71	\$203,383.00	\$140,076.00

All ALA IUT's and all Outside production expenses are now on the same line.

11 Public Library Data Service (3172)

Revenue				
Sales	\$155,000.00	\$95,108.67	\$118,760.00	\$92,274.00
Royalties	\$10,000.00	\$11,064.11	\$14,000.00	\$21,185.00
Returns	<u>\$3,800.00</u>	<u>-\$6,710.00</u>	<u>-\$4,563.00</u>	<u>-\$4,384.00</u>
Total	\$161,200.00	\$99,462.78	\$128,197.00	\$109,075.00

Expenses

U of I Contract	\$52,000.00	\$71,262.00	\$72,101.00	\$78,630.00
Other	<u>\$56,438.00</u>	<u>\$38,258.47</u>	<u>\$42,309.00</u>	<u>\$34,905.00</u>
TOTAL	\$108,438.00	\$109,520.47	\$114,410.00	\$113,535.00

12 Publications (3058)

Revenue				
Books	\$90,000.00	\$41,067.81	\$75,000.00	\$89,799.00
Fulfillment/Returns	-\$3,840.00	-\$447.40	-\$3,840.00	(776.00)
Royalties	<u>\$173,710.00</u>	<u>\$44,930.96</u>	<u>\$79,000.00</u>	8,414.00
TOTAL	\$259,870.00	\$85,998.77	\$150,160.00	\$97,437.00

Expenses

Manufacturing/Dist.	\$11,700.00	\$1,914.05	\$11,400.00	\$680.00
Professional Services (new breakout in FY10)			\$42,000.00	\$56,508.00
ALA IUT (new breakout in FY10)			\$600.00	\$239.00
Operating	<u>\$80,580.00</u>	<u>\$29,827.46</u>	<u>\$18,927.00</u>	<u>\$11,735.00</u>
TOTAL	\$92,280.00	\$33,041.96	\$72,927.00	\$69,162.00

13 AC Preconference (3026)

Revenue	\$26,250.00	\$8,680.00	\$29,500.00	\$1,375.00
Expenses	\$21,224.00	\$5,150.92	\$20,280.00	\$330.00

14 2009 Spring Symposium (3072)

Revenues	\$187,500.00	\$122,522.00		
Expenses	\$179,203.00	\$126,639.17		

15 NC 2010 General Program (3081)

Revenues	\$0.00	-\$1,758.62	\$933,700.00	\$984,724.00
Expenses	\$22,250.00	\$16,744.10	\$506,185.00	\$441,229.00

16 NC 2010 Exhibits (3082)

Revenues	\$0.00	\$0.00	\$1,629,600.00	\$1,834,775.00
Expenses	\$91,250.00	\$55,063.51	\$781,106.00	\$870,238.00

17 NC 2010 Promotion (3083)

Revenues	\$0.00	\$0.00	\$100,000.00	\$105,197.00
Expenses	\$31,850.00	\$31,714.82	\$96,770.00	\$120,287.00

18 NC 2010 Registration (3084)

These weren't open yet in FY09.

Revenues			\$0.00	\$0.00
Expenses			\$35,250.00	\$45,714.00

	<u>FY2009 Budget</u>	<u>FY2009 Final Close</u>	<u>FY2010 Budget</u>	<u>FY2010 Aug. (2nd close)</u>
19 NC 2010 OGS/CGS (3085)				
Revenues			\$20,000.00	\$0.00
Expenses			\$63,000.00	\$127,203.00
20 NC 2010 Programs (3086)				
Revenues			\$0.00	\$0.00
Expenses			\$85,075.00	\$80,621.00
21 NC 2010 PLA Store (3087)				
Revenues			\$0.00	\$0.00
Expenses			\$0.00	\$458.00
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	\$90,290.00
Expenses			\$85,000.00	\$89,782.00
24 NC 2010 Preconferences (3090)				
Revenues			\$95,000.00	\$110,616.00
Expenses			\$52,737.00	\$73,990.00

BALANCE SHEET STATEMENT

	<u>FY2009 Budget</u>	<u>FY2009 Close</u>	<u>FY2010 Budget</u>	<u>Yr End (2nd close)</u>
Opening Fund Balance	\$768,737	\$768,737.00	\$142,552.00	\$142,552.00
Revenue	\$1,442,883	\$1,084,543.00	\$4,201,777.00	\$4,150,712.00
Expenses	<u>\$2,151,960</u>	<u>\$1,710,727.00</u>	<u>\$3,468,168.00</u>	<u>\$3,131,474.00</u>
Net	\$59,660	-\$626,184.00	\$733,609.00	\$1,019,238.00
Transfer to Endowment	\$0	\$0.00	-\$100,000.00	\$0.00
Closing Fund Balance*	\$59,660	\$142,552.00	\$776,161.00	\$1,161,790.00

* Fund Balance 2010 beginning fund balance is the audited opening balance.

2009 Endowment Principle	\$948,117
2010 2nd Close Endowment Principle	\$1,020,308.00
Reflects market increases of	\$72,191.00
Endowment Spending Account	\$30,953.00
Interest/Dividends 2010, not reinvested in endow.	

TO: PLA Board of Directors

RE: PLA Dues Structure

ACTION REQUESTED/INFORMATION/REPORT:

Discussion of dues structure and dues increase

REQUESTED BY:

Barb Macikas, Executive Director

DRAFT OF MOTION:

That the PLA Board of Directors include a request for a dues increase effective Fiscal Year 2012 (*insert terms here*) as part of the PLA 2011 ballot for a vote of the membership.

BACKGROUND:

At the 2010 Midwinter Meeting, the PLA Budget & Finance Committee was asked to review the PLA dues structure to determine whether our dues conformed with ALA Policy 6.4.1, III.D. Definitions under the "Basic Services" definition:

ALA Policy 6.4.1, III.D. Definitions

Division Basic Services: Those services made available to all Division members at no additional charge beyond their Division dues. Dues provide the primary support for basic services. Basic services may be supported by dues or other options as determined by Division Boards. Basic Division Services include: periodical publications designated as perquisites of membership, information/advisory services, support for governance/member groups, public/professional relations, administration of awards and scholarships, membership promotion/retention, executive/administrative/financial services.

The results of that review, presented to the Board at the 2010 Annual Conference as an estimated annual cost of PLA Basic Services (based on a two year average to account for conference and non-conference years), are as follows:

- Organization/governance. Includes support of the PLA Board of Directors, Committees, Communities of Practice and other ad hoc groups; strategic planning/implementation. **\$164,000**
- Administrative/financial/technology services. Includes: administration; budgeting/financial management; technology/web administration and implementation. **\$151,000**
- Public/professional relations. Includes building relationships and communicating information to various external publics about the benefits of public libraries and of PLA. **\$44,800**
- Publications (print and electronic) including: *Public Libraries* magazine; *PLA E-News*; *TechNotes*; *PLA Blog*. **\$161,400**
- Information/advisory services. These include requests for information from membership (via email, phone, mail) and resources made available via the PLA web site. **\$74,100**
- Membership promotion/retention includes marketing of PLA and services to members and potential members. **\$86,500**
- Administration of awards and scholarships. Includes all PLA awards and programs such as leadership program, Emerging Leaders, GYO scholarships, etc. **\$53,900**

Total Basic Services= \$735,700

Dues revenue averaged \$436,255 annually; 41% below the amount needed to cover expenses for basic services. To cover the cost of basic services, dues would have to be increased by 69%; for a regular PLA member rate of \$84 (current rate is \$50/regular members) to cover basic services at the current level.

Clearly, basic services to members are being subsidized by other income sources, most notably the PLA conference, sponsorships and products like Every Child Ready to Read. An advantage of dues revenue is that it is not subject to ALA

overhead. The \$300,000 in other revenue that subsidizes basic services actually represents approximately \$375,000 in income – with about \$75,000 of that total expended in overhead to ALA.

As ALA overhead increases (going from 24.0 to 26.1 in FY11), PLA's net on major "non-basic" revenue generators declines. Additionally, as noted in the Endowment Task Force report to the Board in June 2010, (Document 2010.46): "the robust revenue generated from PLA conferences in the 90's and 2000's may not be achieved in the current economic climate or at least for several years to come. PLA has been fortunate in that the success of its national conferences has supported a variety of activities and services in the recent past. The stabilization of revenue from the national conferences as well as the potential need for a dues increase must be considered in any financial decisions PLA makes over the next several years. "

Additional dues information

PLA dues have not been raised since 1993; prior to that they were raised in 1988.

Current PLA dues are:

Regular member: \$50

Student member: \$10

Other member: \$40 *This category is for inactive, retired, or unemployed, or for full or part-time in a library service position at a salary less than \$25,000 a year.*

International member: \$50

Trustee and associate members: \$50 *This category includes those who are not employed in library and information services or related activities, but through their personal commitment and support, promote library and information services. Members of governing boards, advisory groups, Friends organizations, and special citizen caucuses, and/or individuals interested in participating in the work of PLA.*

Organizational and corporate members: \$50

For comparison purposes, ACRL and AASL dues are:

ACRL

Regular: \$55

Library support staff members including those employed in library and information services or related activities: \$55

Student membership: enrolled at least half-time in a library science program—limit 5years): \$35

International members: \$55

Associate Members including those not employed in library and information services or related activities who, through their personal commitment and support, promote library and information services; e.g. friends and special citizen caucuses and/or individuals interested in participating in the work of the Association \$55

Retired members: \$35

Organizational and corporate members: \$110

AASL

Regular: \$50

Student: \$20

Retired: \$25

Sections (\$5 each)

Organizational and corporate members: \$75

Approximate breakdown of PLA members by type of members as of August, 2010.

- Personal: 9,940
 - Regular: 7,161
 - Student: 1,173
 - Trustee: 408
 - Support Staff: 176
 - Retired: 146
 - Other: 745
 - International: 131
- Organization: 426
- Corporate: 42

Additional background information

ALA increased dues, phased in at \$10/year over three years, beginning in 2006. ALA staff indicate the dues increase had no perceived effect on membership renewal and retention. ALA attributes the “flatness” of membership to the economy and retirements, not the dues increase.

A 2008 study from the American Society for Association Executives (ASAE), notes that overall, associations didn’t see a negative impact from dues increases up to 20%. See:

<http://www.asaecenter.org/Resources/EnewsletterMembership.cfm?ItemNumber=32393#>

These are challenging times for libraries and in many cases their resources are stretched to the limit. Everything PLA does should acknowledge that reality, and any dues increase will have to be carefully justified. We will need to be clear and demonstrate the value of PLA membership in our messages about dues. Staff can work with members to develop messaging and to continue to develop products and services of value to public librarians.

Summary

- PLA dues have not been increased in 17 years.
- Some of our dues categories are lower than comparable divisions.
- There is a significant gap between our basic services costs and the dues rates.
- Dues are not assessed overhead; PLA gets the most “bang for its members’ bucks” through dues dollars.
- The traditional sources of PLA “non-basic” income may not continue to experience the growth seen over the previous 20 years.
- ALA recently (2006-09) increased dues; it does not appear the increase changed the rate members join/renew.
- If PLA increases its dues and does so incrementally over a few years, members will have seen dues increase over a 6-7 year period because of ALA increase.
- These are especially challenging times for library budgets.

October 7, 2010

TO: PLA Board of Directors

FROM: Linda Bostrom
Manager of Professional Development

RE: Request Approval for Institute at ALA 2011 Midwinter Meeting and
Preconferences for ALA 2011 Annual Conference

ALA Midwinter 2011

In an effort to expand PLA's education offerings to a "built in" Midwinter market and to provide our members in the Southwest with a CE opportunity on a critical topic, a pre-Midwinter institute is planned—with assistance from Susan Hildreth—for San Diego. It is a full day event, scheduled on Friday, January 7.

Title: Public Libraries Survive and Thrive in the 21st Century

Description: How can your library make it through these tough economic times, with its no-end-in-sight budget cuts and staff lay-offs? Learn from top library administrators—from big and small libraries—how they make the tough decisions about budgets and staff; how they communicate with the various stakeholders; what they do to help preserve funding; and how they help both library staff and library customers survive. Plus take home new ideas and best practices—covering facilities, marketing, staffing, community collaborations, customer service, and technology—that will help your library thrive in the 21st century. Learn how to manage—in good times and in bad—how to incorporate innovative new ideas in your library and keep it relevant for when the bad times are over. **Speakers:** Kimberly Bolan Cullin, Kimberly Bolan & Associates LLC , Indianapolis, Ind.; Rob Cullin, Providence Associates LLC, Indianapolis, Ind.; John D. Hales, Jr., Director of Libraries, Suwannee River Regional Library (Fla.); Susan Hildreth, Director, Seattle (Wash.) Public Library; Theresa Landers, Director, Santa Cruz County (Calif.); Library Jane Light, Director, San Jose (Calif.) Public Library; Lisa Musgrove, Interim Director, Siskiyou County (Calif.) Library

Costs: \$4000 (est.) for speaker honoraria and travel; \$2,000 (est.) for AV equipment; plus cost for morning and afternoon breaks

ALA Annual Conference 2011, Preconferences

The PLA Annual Conference Program Subcommittee chaired by Alan Harkness, at its meeting in Washington, D.C., approved the following three preconferences for presentation at the 2011 ALA Annual Conference in New Orleans:

1. **Title:** Cirque de Peoples!
Length: Full day
Description: Working in a circus? Oh, yeah.... Begin the day exploring the what-ifs and the how'd that happens of daily life in managing/supervising/leading in a public library. The fun continues in the afternoon with three acts: Leading in Place, Dealing with Difficult People, and Take this Job and Love It! Aimed at the stars of the big top: lion tamers, jugglers, tight-rope walkers, and acrobats (aka: Staff) who deliver the show. Expected results: confidence up, blood pressure down!
Speakers: Gail E. Johnson, Face2Face Communications and Training; Pam Parr, Face2Face Communications and Training
Costs: \$6,000 for speakers' fees and expenses; \$2,000 (est.) for AV equipment; morning and afternoon breaks.

2. **Title:** The Top 10 Benefits of Tough Times
Length: Half day
Description: It's time to stop wringing our hands. Sure, times are tough. It's going to take a while to adjust budgets, staff sizes and everything else to this "new normal." But let's talk for a minute about the "good" side to this crisis. There is one, you know, and those who stay focused on it will come out winners in the end. Learn how to do more with your staff by stretching talents and interests. Hear how your facility design and spending can take some trimming and still come out stronger! Find out how to keep your organization well designed and growing, learning, stretching and succeeding, even as your budget continues to shrink.
Speakers: Catherine Hakala-Ausperk, Deputy Director, Cleveland Heights-University Heights Public Library; Kimberly Bolan Cullin, Bolan & Associates
Costs: \$2,000 (est.) travel expenses for speakers; \$2,000 (est.) AV equipment rental; beverage break for attendees

3. **Draft Title:** Creative Learning Spaces for Children
Length: Half day
Description: This preconference is being crafted from three separate proposals all focusing on children's learning spaces. Libraries that will be included are the Rancho Cucamonga (Calif.) Library, Ft. Vancouver (Wash.) Regional Library, and the St. Mary's County (Md.) Library. Topics covered include: creating interactive exhibits that incorporate purposeful play; how an "early learning zone" was created in a downtown library with input from the community; and how to incorporate an early learning space for birth through school aged children, without great expense, in different sized libraries.

Speakers: Michelle Perrera, Assistant Director, Rancho Cucamonga Library; Ruth Coates, AIA, Miller Hull; Amanda Ellington, Youth Services Supervisor, St. Mary's County Library.

Costs: \$3,000 (est.) for travel expenses for 3 speakers; \$2,000 for AV equipment rental; beverage break for attendees.

Any event that fails to draw a sufficient audience to cover expenses will be canceled. The PLA Annual Conference Program Subcommittee recommends that the PLA Board approve these preconferences for presentation at the 2011 ALA Annual Conference.

ALA 2011 Annual Conference, Programs

On behalf of Alan Harkness, Chair, and the members of the PLA 2011 Annual Conference Program Subcommittee, it is my pleasure to present to the PLA Board of Directors for their approval the following slate of programs which the committee recommends for presentation at the 2011 ALA Annual Conference in New Orleans, La. The list does not include the President's Program which is still in the planning stages.

1. **Beautiful (and Cheap) Websites and Tools for Low-Tech Libraries.**
Organizer: Veronica Rutter Reynolds, Web and Collection Development Librarian, New City Library, N.Y. Speakers: Veronica Rutter Reynolds, Bob Keith. Description: No money? No technological savvy? No problem! With the incredible rise of content management systems and open source tools, no library needs to be without technological necessities. The presenters will display several easy tools to create simple, clean websites as well as other tricks like tracking reference questions using Google Apps or set up an SMS service using Meebo? In this economy, no one can afford NOT to know about these tools.
2. **C3 - Customer Centered Classification -Doing Away with Dewey.** *Organizer: Moe Hosseini-Ara, Director, Service Excellence, Markham (Ont.) Public Library. Speakers: Moe Hosseini-Ara, Suraj Sharma, Amy Dolmer. Description:* Launched December 15, 2007, C3 is an innovative and award winning library classification system designed from a customer perspective to replace traditional classification systems such as Dewey and Library of Congress, C3 makes nonfiction library collections more accessible for library customers by providing simplicity, browsability and specificity all in one package. In addition to the benefits for the end-user, C3 has been developed to support efficient and effective library operations by improving material flow, containing and/or reducing staffing costs, and allowing the library to improve merchandizing and ultimately use of its nonfiction collections. C3 was awarded the Minister's Award for Innovation in 2010.

3. **Creativity in Action.** *Organizer: Marlena Boggs, Adult Services Manager, Mid-Continent Public Library, Mo. Speakers: Kimberly Howard, Christen Rhodes, Beth Atwater.* **Description:** Hands-on programming really draws teens into your library. Find out what this generation is like and some of the projects they like to do. By yourself, it is a challenge to come up with new, creative, and cost-effective program projects. See demos, brainstorm, and experience the fun that the teens in your library might have when these programs are duplicated.

4. **Define, Align, Empower: Developing a Coordinated Volunteer Program.** *Organizer: Teresa Claypool, Volunteer Services Coordinator, King County (Wash.) Library System. Speakers: Teresa Claypool, Julie G. Brand, Peter Cole, Louis Mendoza.* **Description:** Libraries and volunteers are a time-honored partnership, but the combination often created unanticipated challenges and additional workload for staff. As budgets shrink and demands for library service increase, gaining reliable results from volunteer programs becomes even more essential. Learn how the King County Library System approached the challenges of identifying and meeting staff and volunteer needs, standardizing the operational and supervisory factors involved, and establishing meaningful recognition for service.

5. **Download This! How One Library Embraced Its Downloadable Future.** *Organizer: Ned Heeger-Brehm, Branch Manager, Groesbeck Branch, Public Library of Cincinnati and Hamilton County, Oh. Speakers: Ned Heeger-Brehm, Sandy Bolek.* **Description:** In 2010 the Public Library of Cincinnati and Hamilton County conducted an evaluation of its downloadable materials collection. A team collected data on 83 other libraries' collections, ranking the collections and noting best practices for presenting and supporting those collections. The team recommended dramatically increasing the Library's downloadable budget, improving its catalog and website, marketing its collection, implementing staff and customer training, and improving customer support. The session will present the results, one year later.

6. **Early Literacy Model Magic.** *Organizer: Saroj Ghoting, Early Childhood Literacy Consultant, Va. Speakers: Saroj Ghoting, Stephanie Bailey-White, Kathy Shahbodaghi, Barbara Brand.* **Description:** Whether you have already implemented projects using Every Child Ready to Read at your library® or other early literacy programs or if you are just starting out, everyone from front line staff to youth services administrators to library directors/trustees can benefit from the experience of small, medium, and large libraries that have used different early literacy models to meet the needs of families. Presenters share research-based approaches/techniques that can be implemented anywhere.

7. **Empowering Your Users of All Ages to Use Digital Media.** *Organizer: Richard Kong, Information Services Manager, Arlington Heights (Ill.) Memorial Library. Speakers: Richard Kong, Denise Raleigh. Description:* In this day and age, when the average citizen has opportunities to ask political candidates important questions over YouTube, it's important that libraries find ways to empower their users to create and share digital media projects. Learn how one library created a state-of-the-art digital media lab and how customers used it, including children in one award-winning program, StoryTubes.
8. **Goin' Mobile: We Did It and You Can Too!** *Organizer: Sandra Bolek, Internet Site Coordinator, Public Library of Cincinnati & Hamilton County, Oh. Speakers: Sandra Bolek. Description:* Mobile devices are playing an increasingly important role in the lives of our customers, yet many public libraries are struggling to find the time and resources to develop mobile optimized websites. Despite the challenges (which really aren't so bad!) of dealing with another form of technology, libraries can't afford to ignore this trend. During this session, staff from The Public Library of Cincinnati and Hamilton County will guide you through the process of developing a mobile-friendly website.
9. **The Library eBranch: More Than Just a Website.** *Organizer: Julie Finklang, eBranch Manager, San Mateo (Calif.) County Library. Speakers: Julie Finklang, Patrick Sweeney, Ida daRoza, Carine Risley, Cris Miranda, Katherine Stevens. Description:* The San Mateo County Library launched a brand new eBranch (smcl.org) on April 12, 2010. This presentation will explain the evolution of the eBranch from vendor selection to launch and beyond. Topics include: 1. Choosing a CMS: Why Drupal? 2. Using an RFP to choose your developers 3. Multiple themes: the good and the bad 4. Our favorite features: carousels, video, flickr, social sharing, Bookletters, User accounts 5. Simplifying access to online resources using auto-login 6. Multiple languages: skip the automatic translator 7. Don't stop at translation: creating unique culturally significant content in other languages 8. Using blogs to create community 9. Engaging staff in content development 10. Improving the user experience with SOPAC 2.1 11. Looking back: what we do differently.
10. **Library Evolution: Five, Ten, & Fifteen Years.** *Organizer: Jennifer Rowe, Designer, Holzman Moss. Speakers: Jennifer Rowe, Elinor Barrett, Timothy R. Diamond, Lois Kilkka, Malcolm Holzman, FAIA. Description:* One test of a successful library is time. Public libraries respond to public needs which are ever changing. Flexible space allows libraries to adapt to these needs. Join us in a discussion of how 3 libraries programmed and built at different times during the last two decades are evolving in response to current needs. Learn from these libraries whether you are planning a new library or improving an existing library to better serve your community.

11. **The Making of a Latino Library Lover: Programming for Latinos.** *Organizer: Maria Cristina (Tina) Viglucci, Hispanic Outreach Coordinator, Gail Borden Public Library, Ill. Speakers: Tina Birkholz, Armando Trejo, Maria Cristina (Tina) Viglucci.* **Description:** Can you say "¿ yo amo mi biblioteca?" or, more importantly, can your community's Latinos say it? Learn how to draw Latino customers to your library and transform them into passionate library advocates through successful programming.

12. **One Person Can Make a Difference: Tips and Techniques for the Lone Change Agent.** *Organizer: Stephanie Chase, Director, Stowe Free Library, and President, Board of Directors, Green Mountain Library Consortium, Vt. Speakers: Stephanie Chase, Scott Hughes.* **Description:** Join two Library Journal Movers & Shakers as they discuss practical leadership lessons learned from leading change at the local and state level, as well as from the Senior Executives in State and Local Government program at Harvard's Kennedy School and as a Public Library Association Fellow in the Positive Leadership program at the University of Michigan's Ross School of Business. Come with an open mind; leave with a to-do list of ideas you can immediately implement.

13. **Public Programs that Work in Rural Libraries.** *Organizer: Larry Grieco, Library Director, Gilpin County (Colo.) Public Library. Speakers: Larry Grieco, Dwight McInvaill.* **Description:** This will be a panel presentation and discussion of a variety of public programs with a proven success record in rural libraries. Each panelist will describe one or more programs that have worked in his or her library, from inception to implementation including the development of an idea, funding sources, target audience, and how to replicate in another rural library. Dwight McInvaill will describe "The Hurricane Project" and "The Smart Investing Project", two program that have worked in his rural library in South Carolina. Larry Grieco will describe his "Artist-in-Residence" program, in its third year at the Gilpin County Public Library in Colorado (winner of the 2010 EBSCO Award for Excellence), and his library's ongoing viewing and discussion series, in the sixth year of showing 15 to 20 films a year; and his library's twice-a-year poetry readings, "A Midsummer Night's Poetry Reading" and "A Midwinter Night's Poetry Reading", which have drawn capacity (50) crowds at his library for the past two year. Two more rural librarians will be added to the panel to describe programs at their libraries.

14. **Read and Feed: Reaching Disadvantaged Youth with Your Summer Reading Program.** *Organizer: John Trischitti III, Assistant Director, Terrell (Tex.) Public Library. Speakers: John Trischitti III. Description:* The goal of Read and Feed is to reach the most socially and economically disadvantaged youth in the community and those without means to attend library programming otherwise. Through partnerships with local mass transit and free summer lunch programs, the library is able to offer a nutritious lunch and entertaining library program and the transportation to and from said programming, at no charge to the user.

15. **Recovery Along the Gulf Coast: 21 Communities Build Back Better Public Libraries.** *Organizer: MaryEllin Santiago, Project Manager, Gulf Coast Library Project. Speakers: MaryEllin Santiago. Description:* Lessons learned in the rebuilding of 21 public libraries lost in the storms of 2005. The rebuilding of staff, collections, and facilities took the library leaders on a career path that they had never expected. How local leaders joined forces with the public library in the hopes of building an “Engaged Community” in their towns in Louisiana and Mississippi. The Gulf Coast Library Project, funded by the Bill & Melinda Gates Foundation and administered by LYRASIS began in the fall of 2005 and will close this July. The project goals that included: building temporary libraries, strategic planning and replacement of technology in the libraries to serve the communities impacted by the Hurricanes Katrina and Rita have all been met. The program will share lessons learned to prepare for a disaster, during a disaster and what to do after your community is hit by a disaster. Library Directors, community leaders and Project Management team will share their stories of building back better libraries along the Gulf. Also, rebuilding of the public libraries will be shared: Extensive photos, planning tips and design challenges will be discussed.

16. **The REVISED Every Child Ready to Read.** *Organizer: Kathleen Reif, Director, St. Mary's County (Md.) Library. Speakers: Clara Bohrer, Elaine Meyers, Judy Nelson. Description:* Every Child Ready to Read (ECRR), a parental education initiative created by PLA & ALSC, has been updated and revised by Dr. Susan Neuman of the University of Michigan. This program will introduce the new ECRR product, the rationale for the changes, and suggestions for how to use it in your library.

17. **Seriously Social: Leveraging Social Media.** *Organizer: Kolene Allen, Web Branch Manager, Grand Rapids (Mich.) Public Library. Speakers: Kolene Allen, James Schuyler. Description:* Explore the fundamentals of social media, learning how to effectively use social networking to engage patrons and foster personal relationships. Discover how the Grand Rapids Public Library leverages the power of social media to provide outstanding customer services and promote their library. A live demonstration of Twitter and Facebook (or the reigning social media at the time of this presentation) will illustrate the assets embedded in online relationships.

18. **Two Thumbs Up: The Genres, Directors and Films You Should Know to Give Awesome Viewers Advisory.** *Organizer: Kati Irons, Music and Film Librarian, Selection and Acquisition, Pierce County (Wash.) Library. Speakers: Kati Irons, John Fosset.* **Description:** Is your idea of "Viewer's Advisory" pointing to IMDB and walking away? Are you not exactly sure what Viewers Advisory or IMDB are? You don't have to read every book to give great Reader's Advisory, so why feel that way about movies? This mini-survey course of notable genres, directors and films will give you tools to face Viewer's Advisory questions with confidence.

19. **What the Library Did for Romance.** *Organizer: Jennifer Lohmann, Adult Services Manager, Southwest Regional Library, N.C. Speakers: Jennifer Lohmann, Sarah Wendell.* **Description:** Few communities of fiction readers are as active online as romance readers, and librarians can learn from the romance community to entice customers of all types. Sarah will explain how she has created a large, active online community and Jennifer will discuss involving an existing community of readers to engage library customers. By using creative and inexpensive ideas, such as a unique online contest that challenged people's creativity and library humor, the potential for bringing readers together is endless, both in the virtual and physical space.

20. **You Can Do Puppet Shows Too!** *Organizer: Michelle Brzozowski & Chien-Ju Lin, Senior Librarian, Brick Branch of the Ocean County (N.J.) Library. Speakers: Michelle Brzozowski, Chien-Ju Lin.* **Description:** How much do you spend on outside performers to come to your library? Times are financially hard in the library world and you could pay out several hundred dollars for a program you hope will be great! Home grown puppet shows may be the answer to your fiscal woes. You too will be able to plan, construct, and perform an entertaining puppet show on a shoestring budget.

TO: PLA Board of Directors

RE: Standing PLA Committees for Legislation and Intellectual Freedom

ACTION REQUESTED/INFORMATION/REPORT:

Action

REQUESTED BY:

Audra Caplan, President and Barb Macikas, Executive Director

DRAFT OF MOTION:

The PLA Board of Directors vote to create two standing committees, Legislation and Intellectual Freedom. These standing committees will conform to the PLA committee description with each committee's charge to be: To advise the PLA Board of Directors on relevant issues or areas of practice and to support ongoing association activities related to legislation/ intellectual freedom. Each shall consist of up to 10 members, including a chair.

BACKGROUND:

In 2008, PLA reorganized its structure. As part of that re-organization, several standing committees were dissolved. Two advisory groups, Legislation and Intellectual Freedom, were created.

Per the organizational schemata developed as part of the reorganization, advisory groups characteristics are described as follows:

Advisory Groups

Characteristics:

- Primary purpose is to advise the PLA Board of Directors on relevant issues or areas of practice under current review.
- Do not have budget authority.
- Are not empowered to speak on behalf of the organization.
- Ongoing, but reviewed annually for continuance and relevance.
- Members serve two (2) year staggered terms, and appointed by president if work group is deemed to continue after annual review.
- Members are appointed for their expertise in the subject area. Advisory Groups are not subject to the annual call for volunteers.
- May be disbanded by the PLA Board of Directors as a result of annual review.
- Work product consists of policy statements, white papers, research, etc. for the PLA Leadership to use in decision making.
- Chairs may be assigned liaison responsibilities to other entities.

PLA Committees are described in this way:

President and President-elect appoints:

Standing Committees

Characteristics:

- Considered permanent committees
- Purpose is to support ongoing association activities and operations with expected outcomes
- May have budget responsibilities
- May have assigned staff liaisons and support
- Appointed by PLA leadership
- Many not speak on behalf of the organization

Standing Committees:

General term of service is chairs serve one (1) year and members and electronic members serve two (2) years.

Summary

Given that legislation and intellectual freedom are foundational to the profession, public libraries, and to the work of the association, we recommend the Board consider creating two standing committees to represent these areas. Their work is ongoing and it is unlikely that PLA would not require committees to address issues related to IF and legislation.

TO: PLA Board of Directors

RE: PLA Strategic Plan—Strategies Status Report

ACTION REQUESTED/INFORMATION/REPORT:

Information

REQUESTED BY:

Barb Macikas, Executive Director

DRAFT OF MOTION:

N/A

BACKGROUND:

The Board approved the PLA Strategic Plan at the annual conference in June. PLA staff meet with Paul Meyer in July to develop strategies and timelines related to the goals. This document describes those strategies. Paul helped the staff develop realistic strategies that would complement current work. Since our meeting, the staff has continued to refine strategies and the timeline. We focused on mostly high priority goals/objectives. Strategies will be incorporated into staff evaluation and goal plans.

PLA Strategy Action Planning *(Revised September 2010)*

Goal Area: Advocacy and Awareness

Goal Statement: PLA is positioned to sustain and grow its resources to advance the work of the association.

Objective: Enhance and improve relations with ALA Advocacy and Washington, DC offices to better represent the needs of public libraries.

Priority: HH

Strategies	When
Gain a better understanding of the ALA Advocacy and Washington offices and their relationships.	FY11
Identify areas of strategic collaboration between ALA Advocacy and Washington DC offices and PLA.	FY11

Objective: Enhance the effectiveness and awareness of PLA's advocacy resources.

Priority: H

Strategies	When
Identify relevant ALA advocacy materials.	FY11
Create and execute a plan to update PLA's existing advocacy tools.	FY11
Form a small advocacy group to vet resources after PLA staff identifies tools.	FY11

Objective: Drive participation in all levels (federal, state, local) of public library advocacy.

Priority: M

Strategies	When
Develop and implement an advocacy webpage to collect existing resources.	FY11
Aggregate communication tools used by other organizations to promote advocacy and identify best practices.	FY12
Disseminate more efficiently advocacy and legislative action alerts from Washington, DC office.	FY11

Goal Area: Leadership & Transformation

Goal Statement: PLA is the leading source for learning opportunities to advance the transformation of public libraries.

Objective: Increase leadership development and training opportunities designed to support ongoing transformation of public libraries.

Priority: H

Strategies	When
Continue to work with the Leadership TF to write a proposal to IMLS to develop leadership training.	FY11
Create a web presence with management tools to assist with transformation.	FY11
Identify VSS topics with focus on content aimed at transformational (emerging) trends and leadership.	FY11
Promote web presence to membership.	FY11

Objective: Increase opportunities to share best practices and next practices in public libraries.

Priority: H

Strategies	When
Develop column in "Public Libraries."	FY11
Use CoPs to collect information and best practices.	FY11
Create a national conference program track on transformational leadership.	FY11

Goal Area: Literate Nation

Goal Statement: PLA will be a leader and valued partner of public libraries' initiatives to create a literate nation.

Objective: Increase awareness of the many types of literacy necessary for success.

Priority: H

Strategies	When
Survey members to identify the types of literacy with the greatest needs of instruction within libraries.	FY11
Publish article in "Public Libraries" outlining the various types of literacy and provide examples of how libraries are offering services in support of literacy.	FY12

Objective: Enhance public libraries' abilities to provide literacy services in their communities.

Priority: M

Strategies	When
Develop CoPs to address various types of literacy.	FY11
Create tools (programming and publications) to equip public libraries to provide different types of literacy services.	FY12
Create a webpage to gather information and tools related to the various types of literacy.	FY12

Goal Area: Organizational Excellence

Goal Statement: PLA is positioned to sustain and grow its resources to advance the work of the association.

Objective: Achieve a financially stable operating model.

Priority: H

Strategies	When
Develop a process to assist volunteers and staff in monitoring the budget.	FY11
Develop a plan to better align member dues with perceived member benefits.	FY11

Objective: Increase the number of income generating products and programs.

Priority: H

Strategies	When
Explore ad revenues in "Public Libraries," eNews, webinars, and Spring Symposium.	FY11
Explore possible broader markets for products and publications.	FY11
Explore opportunities to create new products available to members.	FY11

Objective: Improve opportunities for member engagement.

Priority: H

Strategies	When
Create opportunities to use lesser known (and less expensive) members as speakers and presenters.	FY11

Objective: Enhance relationships with PLA partners.

Priority: H

Strategies	When
Develop a plan to retain partners in non-conference years.	FY11
Assign board members as liaisons to partners	FY11
Continue inviting partners to reception at national conference.	FY12
Explore sponsorship opportunities for partners using online products.	FY12

ALA Washington Office

Contributions to the ALA Executive Director's Report to Board and Council

OFFICE OF GOVERNMENT RELATIONS (OGR)

Obama announces nomination for Public Printer and Director of IMLS

On September 29, 2010, President Obama announced his nominations for key administration posts yesterday including Susan H. Hildreth for director of the Institute of Museum and Library Services.

Hildreth is currently the city librarian of the Seattle Public Library and an active member of the American Library Association (ALA), having served as president of the Public Library Association in 2006.

She was also previously appointed as California's state librarian by Gov. Arnold Schwarzenegger.

Renewed effort on the PATRIOT Act

There are no new developments in this area. However, OGR was involved in numerous coalition meetings in May 2010 to discuss how we might move forward on PATRIOT and other privacy issues. In particular the groups are looking at how we might educate the public before the next provisions sunset to increase grassroot support when these issues are again moving in Congress.

Elementary and Secondary Education Act

Both the Senate and House have held hearings and meetings throughout this year on what should be included in the reauthorization of the Elementary and Secondary Education Act (ESEA). During this time, the Washington Office has been meeting with key members and staff on what needs to be in ESEA for libraries. As time is running out on this Congress, it is unlikely that ESEA will be finished before the end of the year. It is speculated that Congress will deal with this legislation in 2011; however, it is not known at this time what or when this will happen.

The Washington Office has been working so that when an ESEA bill is introduced next year that school libraries are included in the legislation. The Washington Office has been pushing Congress to define in an ESEA bill an "effective school library program" as a school library that is staffed by a state certified school librarian, has up-to-date materials and equipment that can allow for regular collaboration among school librarians and classroom teachers. If a school does not meet his definition of an "effective school library program," then they would have to use a portion of their money authorized in the LEARN Act to meet this definition. If a school does meet this definition, then they are allowed to use this money in other areas.

Messages to Congress

To date, library advocates have sent 14,690 messages to Congress. This number breaks last year's record of 13,206 messages. ALA members continue to break records in sending messages to Congress using Capwiz software. The ALA Washington Office has also used the software to identify town hall meetings going on during the district work period.

E-Government Services

In late September, the Institute of Museum and Library Services (IMLS) awarded a \$581,609 grant to the American Library Association and the Center for Library and Information Innovation (CLII) of the University of Maryland's iSchool to develop a Web resource to help libraries and governments better assist their users to successfully engage in e-government activities. Project partners also include the University of Illinois at Chicago and the Information Institute at Florida State University.

Developed jointly by CLII and ALA, this Web resource will include service and resource content, tutorials, best practice approaches to government-library collaborations, embedded expert government information digital reference, guidance on the provision of e-government services, the ability to share and exchange practices, and tools to facilitate local customization of e-government service provision and resources in libraries. This Web resource will facilitate the ability of libraries to:

- Provide essential e-government services to their residents and communities;
- Work with agencies to develop collaborations to facilitate services to individuals; and
- Develop a range of collective support tools, templates, and training materials that help libraries of all types engage in e-government services rather than each library working on its own.

Appropriations

Before Congress adjourned for its annual August recess, it passed a \$23 billion jobs package of which \$10 billion could be used for keeping and hiring back laid-off education jobs. This money, as defined by Congress and the U.S. Department of Education, can therefore be used for school librarians.

Also, before the August recess the House and the Senate Appropriations Committee marked up their FY2011 spending bill. The House numbers are not yet public, but the Senate chose to level fund both the Library Services and Technology Act (LSTA) and the Improving Literacy Through School Libraries at \$231.5 million and \$19.1 million respectively.

On September 30, Congress passed a continuing resolution (CR) that will fund the federal government at current FY 2010 levels until December 3.

Congress was forced to pass this measure after they failed to pass any of the 12 appropriations bills for FY2011 by the end of the current fiscal year, which ended on October 1. The Senate voted 69-30, and the House voted 228-194 to pass the CR.

Congress has adjourned for the November elections, and they are expected to come back for a “lame duck” session on November 15. Congress is expected to finish up work on next year’s budget when they return.

The SPEECH Act, H.R. 2765

On August 10, 2010, the President signed into law the Securing the Protection of Our Enduring and Established Constitutional Heritage (SPEECH) Act – protecting American authors, journalists and publishers from foreign libel judgments that undermine free speech, also known as “libel terrorism.” The ALA WO worked closely with colleagues in OIF to help shape the legislative language and then advocate passage of this important legislation.

OFFICE FOR INFORMATION TECHNOLOGY POLICY (OITP)

E-rate

E-rate advocacy remains a high priority item with significant revisions in the E-rate program expected in 2010 and 2011. OITP staffer Marijke Visser and OITP’s outside E-rate advisor met with FCC staff to discuss issues related to the ALA filings submitted in the summer. OITP continues to hold monthly conference calls for the E-rate Task Force and state E-rate coordinators with staff of the FCC and USAC (Universal Service Administrative Company, the organization that administers the E-rate program). On September 23 the FCC Commissioners voted to adopt major changes to the E-rate program, which OITP is analyzing at the time of this writing. OITP will provide applicants with both useful and accurate information explaining how to navigate this complex program with the changes.

OITP director takes part in outreach activities

Alan Inouye engaged in three outreach activities in April and May. In April, Alan was a guest speaker at the School of Information at the University of California at Berkeley, where he also met with several faculty members and graduate students. His presentation was on national telecommunications policy and the role and interests of the library community, as well as on general information policy and politics in the Obama Administration.

As a member of Google’s Consumer Advisory Group, Alan participated in a two-day meeting at Google Headquarters, briefed on emerging issues at Google. A key purpose of this Group is to provide Google with public interest perspectives to help the corporation shape its products and practices. Other members of this Group include the ACLU, ARL, EDUCAUSE, Consumers’ Union, Public Knowledge, and Free Press.

In the latter part of May, Alan participated in a two-day meeting at the Bill & Melinda Gates Foundation to discuss the Foundation's new direction and strategy for its grant-making in its U.S. Libraries Program. Follow-up discussions include the development of possibilities of how OITP (and ALA generally) may participate in the new direction.

On September 15-16, 2010, Alan Inouye served on a panel at a workshop organized by the National Science Foundation and the National Endowment for the Arts. This workshop focused on how information technology fosters creativity in science, the arts, and other domains.

Call for Cutting-Edge Technologies

On October 6, the Office for Information Technology Policy (OITP) issued a call for nominations for best library practices using cutting-edge technology. Last year, OITP's America's Libraries for the 21st Century Subcommittee launched the "cutting-edge" contest to showcase libraries that serve their communities with novel and innovative methods and to provide the library community with some successful models for delivering quality library services in new ways. The subcommittee will review all nominations and conduct selected interviews or site visits to identify those libraries that are truly offering a best practice or most innovative service. Libraries or library service areas selected will be publicized via the OITP website, highlighted through ALA publications, and featured in a program at the ALA Annual Conference in 2011.

Office for Information Technology Policy names new directors

The ALA Washington Office today announces two staff appointments in the Office for Information Technology Policy (OITP).

Larra Clark will serve as the new director of the Program on Networks and Associate Director of the Program on America's Libraries for the 21st Century, and Marijke Visser will become the new assistant director of OITP.