

**Public Library Association  
Board of Directors Meeting  
ALA Annual Conference  
Washington D.C.  
Saturday, June 26, 2010**

**Washington Convention Center  
Room 159 a/b  
1:30-5:00 p.m.**

**AGENDA**

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

Additional items may be added to the agenda at this time. Items may be removed from the consent agenda and moved to discussion items or may be moved to another day's agenda. New agenda items to be added to this agenda must be emailed to the PLA Executive Director 24 hours in advance of the meeting to allow time for document preparation and document distribution. Two PLA policies are included in the Board packet as background reference materials: Policies Relating to Committee and Board Service 2007.48 and Partnerships and Collaboration with the Public Library Association 2007.49.

Consent Items:

	<u>Document Number</u>
2. President's Report	2010.31
3. 2010 Midwinter Board Meeting Actions	2010.32
4. 2010 PLA Election Results	2010.33
5. Key Indicator Management Reports	
a. Membership Report	2010.34
b. Partners Report	2010.35
c. <i>Public Libraries</i> Report	2010.36
d. Publications Report	2010.37
e. Educational Activities Update Report	2010.38
f. Strategic Opportunities Update	2010.39
f. CoP's Task Force Report	2010.40
g. Leadership Task Force Report	2010.41
h. Turning the Page Report	2010.42
i. Every Child Ready to Read Task Force Report	2010.43
j. Awards Status Report	2010.44

Discussion/Decision Items—decision items are identified as **ACTION**

6. <b>ACTION.</b> Approval of PLA Strategic Plan, <i>Feldman</i>	2010.45
7. <b>ACTION.</b> Endowment Task Force Report, <i>Hildreth</i>	2010.46
8. Budget Reports, <i>Boria and Macikas</i>	
a. Financial Analysis Overview and Management Report FY 2010 thru April 2010.	2010.47
b. FY 2010 Year-To-Date by Project Report thru April 2010.	2010.48
c. PLA Basic Services vs. Dues Income	2010.49
9. <b>ACTION.</b> Adoption of the FY2011 Budget, Budget & Finance Committee, <i>Boria</i>	2010.50

PLA's core purpose is to strengthen public libraries and their contribution to the communities they serve.

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|---|---------------|
| <b>10.</b> Visit from Pat Hogan, ALA Executive Board liaison to PLA. ETA?   | No doc        |
| <b>11.</b> Legislative Advisory Group Report, <i>Reif</i>   | No doc        |
| <b>12.</b> ALA Washington Office Annual Conference Report, <i>Sheketoff</i><br>ETA: 3-3:15 p.m.   | 2010.51       |
| <b>13.</b> Review of the ALA Council Agenda. The purpose of this agenda item is to seek input from the Board prior to Council sessions so that the PLA Councilor can adequately and accurately represent PLA's point of view at Council meetings, <i>Hage</i> | 2010.52       |
| <b>14.</b> Preliminary National Conference Report, <i>Runge/Bingham</i>   | 2010.53       |
| <b>15.</b> New Business.  |               |
| <b>16.</b> Report from Nann Blaine Hilyard, PLA Representative to the ALTAFF Board  | <i>no doc</i> |
| <b>17.</b> Service recognition of outgoing Board members, <i>Feldman</i>  |               |
| <ul style="list-style-type: none"> <li>• <i>Carol Sheffer</i></li> <li>• <i>Irene Blalock</i></li> <li>• <i>Sara Dallas</i></li> <li>• <i>Michael Golrick</i></li> <li>• <i>Marcia Warner</i></li> </ul>  |               |
| <b>18.</b> President's Report Out, <i>Feldman</i>   |               |
| <ul style="list-style-type: none"> <li>• Gates Foundation May meeting</li> <li>• PLA President's Program and Awards Ceremony featuring Will Shortz. Sunday, June 27, 1 p.m., Washington Convention Center, Ballroom C.</li> </ul>                             |               |

Meeting Adjourns

## **PLA President's Report, 2010 ALA Annual Conference**

### **Sari Feldman, 2009-2010**

It has been an honor to serve as the President of the Public Library Association during the past year—surely one of the most challenging years for our members. Through the year we continued to offer all the valuable benefits that PLA is known for and identified a plan not only to sustain PLA in the coming years, but also to ensure that members receive the most relevant and beneficial resources for their success.

The PLA Board and the entire volunteer leadership has continued its commitment to PLA's future and its mission statement and is dedicated to providing the most comprehensive programming, publications, and events in the public library world. I'd like to thank the PLA officers and our committee chairs, task force chairs, community of practice members, and all members who have worked so effectively during this past year to make a contribution to the profession as well as the association. Thanks also to Barb Macikas, Executive Director of PLA and the PLA staff for their hard work on our behalf. I look forward to representing and serving PLA next year as past-president and working with PLA staff and members in the future.

Highlights of the past year include:

#### **Barb Macikas hired as the new Executive Director**

On November 23, 2009, PLA and its members welcomed Barbara A. Macikas as executive director of PLA. Macikas, a former PLA deputy executive director (2000-2007) and conference manager (1997-2000), was chosen from a nation-wide pool of candidates.

In addition to her inside knowledge of PLA, Barb brings extensive association management experience to the position. She served as executive director of the Association of Specialized and Cooperative Library Agencies (ASCLA) and the Reference and User Services Association (RUSA), divisions of the ALA, from May 2007 to May 2009. Prior to her work with ASCLA and RUSA, Barb served as a consultant to the American College of Sports Medicine, the Illinois Library Association, the ALA International Relations Office and other non-profit organizations.

She was elected trustee of the Homewood (Ill.) Public Library District, serving as president in 2008-2009, and has served as a volunteer for her local school district's Learning Resource Center. She is a graduate of UIUC, in political science.

## PLA National Conference

From March 23-27, 7,725 attendees gathered at the Oregon Convention Center for nearly 200 programs at PLA's 13<sup>th</sup> National Conference in Portland, Oregon. Programming focused on such key issues as advocacy, technology, literacy, and serving adults and youth.

This year's conference provided a national platform to share ideas on how to prepare to weather the "perfect storm" that is brewing in many of our communities with library visits and circulation numbers at an all time high and library budgets at new lows. Conference attendees had access to such economy driven programs as "Tough Decisions in Tough Times," "Don't Play Dead When Facing Life-Threatening Budget Cuts," and "Cents and Sensibility: Will your Technology Pay Off?" among others.

In addition, the conference provided the occasion for the release of "Opportunity for All: How the American Public Benefits from Internet Access at U.S. Libraries," a study funded by the Bill & Melinda Gates Foundation and the Institute of Museum and Library Services, which shows that nearly one-third of Americans age 14 or older—roughly 77 million people—used a public library computer or wireless network to access the Internet in the past year. The report is the first large-scale study of who uses public computers and Internet access in public libraries.

Preconference programming included a luncheon featuring acclaimed author Patrick Somerville (*The Cradle*) and Nancy Pearl's "Book Buzz," a perennial favorite of attendees. Preconference educational filled two days with programs like "Tag You're It! Implementing a 'Person in Charge' Training Program" and "Opening Doors, Opening Books: Providing Effective Readers' Advisory Service"

The conference opened with a heartfelt performance by Natalie Merchant. Before a crowd of more than 2,000, Merchant performed several songs from her new album *Leave Your Sleep*, a compilation of poems and nursery rhymes set to music. Merchant had to stop to compose herself and fought back tears as she shook audience members' hands. "Thank you for being librarians," she said as she made her way through the crowd.

Taking the stage after Merchant was Opening Session speaker and Pulitzer Prize-winning columnist Nick Kristof. Kristof moved audience members as he spoke of the importance of women's rights in the developing world and his admiration for libraries and librarians.

Author events hosted best-selling author Scott Turow (*Presumed Innocent*), Virginia Euwer Wolff (*Bat 6*), Kadir Nelson, author/illustrator (*Change Has Come: An Artist Celebrates Our American Spirit*), Luis Alberto Urrea (*The Devil's Highway*), Chelsea Cain, (*Confessions of a Teen Sleuth*), Sue Grafton and Judy Kaye (*U Is for Undertow*), and Marcia Muller (*Locked In*).

Sarah Vowell, author and contributor to NPR's *This American Life* keynoted the Closing Session, concluding the conference with her wry and entertaining perspective on American history.

Those who were not able to attend the conference in Portland, Ore., had an opportunity to join their colleagues via the Web. Online subscribers participated in such activities as ten live, interactive education programs and discussion boards.

The conference also offered access to 400 exhibiting companies, including top book publishers, who showcased the latest in products and services for public libraries and their users.

Feedback was overwhelmingly positive for the entire conference—from the public transportation in Portland to the educational offerings each day. I would like to recognize the hard work and dedication of the PLA 2010 National Conference Committee, under the leadership of Elizabeth Bingham and Kay Runge, the Program Subcommittee, led by Kathleen Imhoff, and the Local Arrangements Subcommittee, chaired by Vailey Oehlke.

Additionally, many thanks to the generous partners of PLA. Their support enables PLA to not only offer the best conference for the public library world, but also premier programming and benefits to members year round.

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### **Turning the Page Comes to a Close**

In 2007, PLA and public libraries received a generous grant for advocacy training from the Bill & Melinda Gates Foundation. As a result, the groundbreaking program, *Turning the Page: Building your Library Community*, was developed. This advocacy education component was designed for public libraries participating in the Gates Foundation Opportunity Online hardware grants program.

The program drew to a close on May 31, 2010 after benefiting more than 3,500 librarians and library supporters across 32 states. Following training, the vast majority of participants were better advocates for their libraries—feeling more confident in their abilities and more excited about advocacy. As a result, over 98% of participating libraries achieved their funding goals.

PLA and the entire public library community would like to express gratitude to the Gates Foundation for their steadfast belief in—and support of—public libraries.

Public librarians will soon have the opportunity to complete *Turning the Page* online for free. Through the generosity of the Foundation, PLA is currently updating *Turning the Page* for release this summer. This interactive, web-based training guides participants through the creation of an advocacy work plan. Library staff and supporters learn how to create and tell the library's story, deliver effective presentations, develop a compelling case for support, and build and sustain partnerships along the way.

## Scholarships and Awards

### **Leadership Fellows Program**

The Leadership Fellows scholarships offer PLA members who are public library managers a chance to attend executive leadership training at some of the best universities in the United States. These university programs draw participants from various disciplines in government, non-profit, and the private sector, allowing PLA Fellows to learn leadership and change management concepts among professionals with different perspectives and experiences.

Fellows will be asked to share their experience with PLA and contribute to the development of future leadership programming for public libraries. New skills gained through the programs will benefit their current roles and strengthen their future leadership capabilities.

This year's PLA Leadership Fellows scholarship recipients are:

***Stephanie Chase, Director of the Stowe (Vt.) Free Library:*** Positive Leadership: Building Extraordinary Personal Leadership Capabilities program at the Ross School of Business, University of Michigan.

***Chang Liu, Associate Director of Neighborhood Library Services for the District of Columbia Public Library:*** Senior Executives in State and Local Government program at Harvard University's Kennedy School of Government.

***Denise Lyons, a Library Development Consultant with the South Carolina State Library:*** Executive Management Program at the Evans School of Public Affairs, University of Washington

***Jennifer Wright, Assistant Chief in the Materials Management Division at the Free Library of Philadelphia (Penn.):*** Leading Organizational Change program at the Wharton School of the University of Pennsylvania.

### **PLA's 2010 Service Awards and Grants**

PLA also recognized a total of nine individuals and libraries for providing the best in public library service and innovation.

***Rebecca Vnuk:*** Allie Beth Martin Award sponsored by Baker & Taylor

***Bailey Cove Branch Library in Huntsville, Ala.:*** Baker & Taylor Entertainment Audio Music/Video Product Award Grant

***Patrick Losinski, executive director of the Columbus Metropolitan (Ohio) Library:*** Charlie Robinson Award, sponsored by Baker & Taylor

*Emma Mejia, Librarian I, Fresno County (Calif.) Public Library-Mendota Branch and Kathy Smith, Youth Services Librarian, West Palm Beach (Fla.) Public Library:* DEMCO New Leaders Travel Grant

*The Gilpin County Public Library in Blackhawk, Colo.:* EBSCO Excellence in Small and/or Rural Public Library Service Award

*Oak Park (Ill.) Public Library:* Gordon M. Conable Award, sponsored by Library Systems & Services LLC

*Calcasieu Parish (La.) Public Library:* Highsmith Library Innovation Award

*Ellen Schmid of the Geneva (Ill.) Public Library District:* Polaris Innovation in Technology John Iliff Award

*Huntsville-Madison County (Ala.) Public Library:* Romance Writers of America Library Grant

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### **Restructured Communities of Practice**

In 2008, PLA members voted to support development of Communities of Practice as a way to broaden participation by members and to address both current and emerging issues and areas of focus for the public library profession. This year the PLA board reviewed participation in these groups, surveyed members, and enacted recommendations to strengthen these groups.

New features will include:

- Access through ALA Connect, the active, on-line member community of ALA
- Training opportunities for CoP leaders
- Liaisons with the PLA Board, CoP Task Force, and PLA staff
- Formal recognition for CoP participation
- A documented charge with defined objectives that support public libraries and PLA

PLA will introduce the restructured CoPs this summer to offer a more engaging and rewarding way for members to become involved in the association. The upcoming CoP enhancements will only strengthen member opportunities for networking, sharing best practices, engaging in discussion, and developing new ideas.

## **Publishing**

### ***Publiclibrariesonline.org***

In the Spring of 2010, *Public Libraries*, PLA's well-regarded bimonthly journal expanded to the Internet. A complement to the printed journal, publiclibrariesonline.org offers three full articles from each issue of the printed edition as well as expanded content exclusive to the web, including Advocacy and "Going Green @ Your Library" sections.

### **Training @ Your Library**

In fall of 2009, PLA introduced innovative training kits for libraries. The Train the Trainer kits are available as digital downloads and include everything (i.e. agenda, PowerPoint, script, handouts) needed to host a training session at library. These turnkey kits are an affordable and convenient option for library staff training.

Available kits:

- *Libraries Prosper: A Guide to Using the PLA Advocacy Toolkit*
  - This electronic publication supports the PLA advocacy publication *Libraries Prosper with Passion, Purpose, and Persuasion: A PLA Toolkit for Success*.
- *Customer Service: Balancing Rights and Responsibilities*
  - This digital kit helps trainers teach library staff how to create effective customer service policies and norms in their library by defining the rights and responsibilities of both customers and staff members.
- *Stress Less: Taming the Tensions in Your Life*
  - This training program has been designed to provide all levels of library staff with the information and skills they need to identify the major stresses in their lives and to manage those stresses more effectively.

### **Every Child Ready to Read @ Your Library**

In 2009, PLA's ECRR initiative, a joint project with the Association for Library Services to Children (ALSC), was evaluated for its impact on public library practice. The ECRR program is a series of parent-caregiver workshops and resources that provide public libraries with vital tools to help prepare parents for their critical role as their child's first teacher. The program was evaluated for the extent to which it has been institutionalized and leveraged in public libraries; additionally, a research/literature review was conducted to identify key research, information and practice in the area of early literacy relevant to the ECRR initiative; and to recommend next steps.

As a result of the research, conducted by Dr. Susan Neuman (University of Michigan) and Dr. Donna Celano (LaSalle University), the ECRR recommended and the PLA and ALSC Boards unanimously



approved funding to revise the ECRR curriculum. As before, the tools will: focus on educating parent/caregiver; be based on community partnerships and outreach efforts; continue to be research-based and will be “Turnkey.” Improvements and revisions will include: more workshops (7); move from scripts to talking points; provide Power Point with talking points in the notes section on CD that can be customized by the library. The revised product will be on sale in Fall 2010.

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### **PLA Continuing Education**

#### **PLA-sponsored Library Management Workshops**

This year, PLA continued to offer Public Library Management courses that can be used as credit toward the Certified Public Library Administrator (CPLA) program. The courses, developed and led by nationally known trainers, support both the learning outcomes defined in the CPLA standards and the principles and practices of the Results series. The two-day workshops are offered in every region of the country and tackle valuable topics like *Budget and Finance*, *Fundraising*, *Marketing*, *Serving Diverse Populations*, and *Planning and Management of Buildings*.

#### **Results Boot Camp 5**

The PLA Results Boot Camp 5: Intensive Library Management Training was held in Seattle, Wash. from October 12-16, 2009. During this five-day immersion program, attendees learned about strategic planning, data-based decision-making, effective resource allocation, and other topics related to management training. By the end of the workshop, participants should have developed the skills needed to develop and implement a strategic plan in their library.

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### **PLA Legislative Advisory Group**

The PLA Legislative Advisory Group, chaired by Kathleen Reif of St. Mary’s County (Md.) Memorial Library, is charged with advising the PLA Board on relevant issues or areas of practice under current review. The Advisory Group has worked tirelessly with the ALA Washington Office to connect public librarians with elected officials and government agencies to make the case for library funding. Additionally, the Advisory Group alerts PLA members to the funding opportunities that are available nationally and promotes and supports ALA Washington Office efforts such as Library Advocacy Day, June 29 in Washington, D.C.

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### **Marcia Warner elected 2011-2012 President of PLA**

This past April, Marcia Warner, director of the Grand Rapids (Mich.) Public Library was elected the 2011-2012 President of PLA. Warner will become PLA president-elect at the conclusion of the 2010 ALA Annual Conference this June and will assume the PLA presidency in June 2011 for a one-year term.

Warner has been a member of PLA and the American Library Association (ALA) for 25 years, serving on numerous PLA and ALA committees and the PLA Board of Directors. Her association efforts have benefited conference programming, publications, scholarship programs, and member networking.

Warner earned her master's degree in library science from the University of Michigan and has 30 years experience as a library director, having held the position in several libraries, including the Public Libraries of Saginaw, Mich., and the City of Vassar Public Library, Mich. Her professional career is highlighted by innovative ideas that drive initiatives for application of Lean manufacturing in the library, creation of an easy information wiki, and green thinking from the ground up.

We look forward to Marcia's leadership in the coming years.

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### **PLA @ ALA Annual Conference**

This year, PLA is offering 20 educational programs at the 2010 ALA Annual Conference in Washington, D.C. In addition, for the first time ever, PLA is sponsoring more than 25 library consultants on-site, offering attendees the free opportunity to meet with a library expert one-on-one for 30 minutes. This year's PLA President's Program and Awards Presentation features keynote speaker (and puzzle master), Will Shortz.

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### **Strategic Planning**

This spring, members of the PLA board and chairs of task forces, as well as staff came together to develop a new strategic vision for the organization. Led by Paul Meyer of Tecker Consultants, the team revisited the 2005 strategic plan in order to not only gauge its effectiveness, but more importantly, advance the plan, creating goals and strategies relevant to the library climate today.

The two-day strategic workshop generated several top-line goals that will be reviewed and approved by the Board during the 2010 ALA Annual Conference.

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### **National Conference Planning**

The National Conference Committee continues to plan for the 14<sup>th</sup> PLA National Conference, March 13-17, 2012 in Philadelphia, Penn. The PLA National Conference has a reputation for excellence and offers attendees nearly two hundred high-quality educational programs, world-class speakers, a bustling exhibits hall, and countless networking opportunities and social events. The 2012 conference promises more of the same in Philadelphia.

**Public Library Association  
Board of Directors  
ALA Midwinter Meeting,  
January 16, 2010 Boston, MA**

**DRAFT Board Actions**

**Present:** Sari Feldman, President; Carol Sheffer, Past President; Audra Caplan, President Elect; Directors at Large: Irene Blalock; Sara Dallas; Michael Golrick; Mary Anne Hodel; Judy Napier; Susan Hill Pieper; Gary Shaffer; Marcia Warner.

**PLA Councilor:** Christine Lind Hage

**Representative from Assoc. of Library Trustees, Advocates, Friends & Foundations:**  
Nann Blaine Hilyard (non-voting board member)

**PLA Staff:** Barb Macikas, Executive Director; Joseph Potaczek, Deputy Director; Kathleen Hughes, Manager Publications/Editor *Public Libraries*; Amy Sargent, Manager Marketing & Communications; Linda Bostrom, Manager Professional Development; Melissa Faubel Johnson, Conference Manager; Kathleen Chau, Project Manager Gates Grant

**Excused Absence:** Marion Francis; Kathy Knox

**Guests:** Marilyn Boria; Luis Herrera; Pat Hogan; Sara Kelly Johns; Molly Raphael; Kathleen Reif; Emily Sheketoff; Jay Turner; Betty Turock

1. Welcome and introductions.
2. **By consent, approved** the adoption of the agenda.
3. **By consent, accepted** the following reports on the consent agenda: 2009 Fall Board Draft Actions, document 2010.17; Membership, document 2010.18; National Conference, 2010.19; Publications, document 2010.20; Partners Program, document 2010.21; "Public Libraries" Magazine, document 2010.22; Continuing Education, document 2010.23; Leadership Task Force, document 2010.24 and Gates Grant, document 2010.25.

**Discussion agenda**

4. **Reviewed and discussed** the following report:  
Communities of Practice Task Force Final Report, document 2010.26. Task Force chair Audra Caplan thanked task force members Sara Dallas, Betsy Diamant-Cohen; Sari Feldman; Mary Anne Hodel; Cathy Sanford; Jay Turner, and Marcia Warner for their work and reviewed the recommendations of the task force.

**Motion** to accept the recommendations contained in the report of the Communities of Practice Task Force. Motion approved.

5. Sara Kelly Johns and Molly Raphael, candidates for ALA President, made brief presentations outlining their platforms.
6. **Reviewed and discussed** the following report:  
[Spectrum Presidential Initiative](#), document 2010.27, a one year campaign to raise \$1 million for the Spectrum Scholarship Program. The \$1 million will allow ALA to double the number of Spectrum Scholarships, provide two Spectrum Doctoral Fellowships, and build the Spectrum Endowment. The SPI Leadership Task Force is chaired by Betty Turock. Turock and Luis Herrera, of the task force outlined fundraising plans. Feldman indicated a decision regarding PLA's contribution will be discussed in May or June.
7. **Reviewed and discussed** the following report:  
Washington Office, document 2010.28. Emily Sheketoff highlighted the Advocacy Day plans at the ALA Annual Conference on June 29, 2010. Advocates will meet at Upper Senate Park on the U.S. Capitol grounds at 11 a.m. Kathleen Reif, chair of the PLA Legislative Advisory Group, joined Sheketoff to report on legislative activities related to the [Broadband Technology Opportunities Program](#) (BTOP) and the Jobs Bill ([Jobs for Main Street Act](#) of 2010 (H.R. 2847)).
8. **Reviewed and discussed** the following reports:  
FY09-10 Financial Analysis & Management Report through November, document 2010.29 and FY09-10 Year-to-Date by Project Report through November, document 2010.30. Marilyn Boria, chair of the PLA Budget & Finance Committee reviewed the reports and noted that the Budget and Finance Committee would be reviewing PLA basic services costs vs. dues. Basic services are outlined in ALA [policy 6.4.1](#).
9. **Reviewed and discussed** the ALA Council Agenda. PLA Councilor Christine Hage reviewed the Council agenda and noted Council would be discussing the draft ALA strategic plan.
10. Patricia Hogan, liaison from ALA Executive Board and BARC met with the PLA Board. She reviewed ALA-APA plans; Sari Feldman requested that ALA continue to inform divisions about the APA. Other items Hogan noted: Spectrum Scholarship fundraising; Midwinter registration numbers; and e-participation. She encouraged PLA to share CoP planning with ALA.
11. Nann Blaine Hilyard, Representative from Assoc. of Library Trustees, Advocates, Friends & Foundations ([ALTAFF](#)), reported on plans for membership that included a board package. She also reviewed ALTAFF efforts related to library funding.
12. New business: Irene Blalock pointed out the success libraries were having with "[Snapshot Day](#)." Sara Dallas, chair of the PLA Intellectual Freedom Advisory Group, reported on the Freedom to Read Foundation plans for "[Choose Privacy Week](#)," in May 2010.
13. Meeting adjourned at 3:35 p.m.

June 9, 2010

To: PLA Board of Directors  
Fr: Barbara Macikas, Executive Director  
Re: Official Election Results--2010

The PLA election results were released on April 30, 2010. Candidates were notified of the results prior to PLA and or ALA making the results public. The results are as follows:

PLA President-Elect: Marcia Warner, Grand Rapids Public Library

Date: June 11, 2010  
To: PLA Board of Directors  
From: Amy Sargent  
Manager, Marketing and Communications  
Re: Membership

## **OVERVIEW**

As of April 2010, PLA had 10,767 members. This reflects a 2.41% increase in membership from April 2009 (a nonconference year) when PLA had 10,514 members.

Many ALA divisions were challenged with declining membership in 2009-2010, but PLA benefited from new member registrations leading up National Conferences.

ALA membership experienced a -.89% shift from April 2009 to April 2010. There are approximately 6,500 public librarians who are members of ALA but not PLA.

### **PLA Membership Numbers by Type**

- Personal: 10,298
  - Regular: 7,394
  - Student: 1,237
  - Trustee: 439
  - Support Staff: 190
  - Retire: 151
  - Other: 887
- Organization: 427
- 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 138 in April 2010 (a 16.95% increase from April 2009).

#### **Eastern Region - 23%**

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

**Southern Region - 24%**

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

**Midwest Region - 32%**

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

**Western Region - 21%**

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



**Division Membership Comparison (As of April 2010)**

These numbers reflect the total membership for each division.

PLA	10,767
AASL	8,627
ACRL	12,210
ALCTS	4,151
ALSC	4,060
ALTAFF	1,143
ASCLA	819
LITA	3,390
LLAMA	4,422
RUSA	4,316
YALSA	5,318

**Current PLA Connections**

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

- Monthly e-News
- *Public Libraries*
- [www.publiclibrariesonline.org](http://www.publiclibrariesonline.org)
- [www.pla.org](http://www.pla.org)
- 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)
- Assorted mailings (National Conference, CPLA)
- National Meetings – PLA National Conference, ALA Annual Conference, ALA Midwinter
- Regional CPLA workshops
- Facebook (1,970 fans, June 10, 2010)
- Twitter (1,070 followers, June 10, 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.
- *Public Libraries Journal* is the second highest rated PLA benefit after National Conferences. Because it’s something exclusive to members, it can serve as a strong selling tool.
  - Mail sample journal to list with pitch letter
- 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. Because of tighter budgets, the decision to drop membership is frequently a result of finances. In the 2009 member survey, results showed that 44% of members have 100% of their dues paid by their employer. 67% of those members were unsure if they would maintain their membership if they were responsible for the dues.

In the coming year, PLA membership marketing will focus on opportunities to reinforce the value of membership.

## Considerations

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

### **General PLA Membership Marketing**

- Engage a Membership Advisory Group to advise PLA on creating successful membership recruitment and retention practices.
  
- 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.

TO: PLA Board  
FROM: Barb Macikas  
RE: **Partners Program Status Report**  
DATE: June 14, 2010

For FY2010, PLA has received pledges to date for a total of \$196,750. Of this, \$132,750 are direct dollars to PLA; \$38,000 for in-kind merchandise, including registration tote bags, badge holders, and notepads as well as speakers paid by vendors/publisher to support national conference; and \$26,000 for awards and administrative fees. Total Partners budget for FY2010 is \$94,000.

Board member involvement in fundraising is critical. In many cases newer suppliers or those who are expanding outreach to the public library market are good candidates. Several of the partners on the attached list are there due to the good work of the PLA officers and board. Thank you for your help.

Please continue to contact me with any suggestions.

attachment

Year	FY10					
Company		Purpose	Direct	In-kind	Awards	Total
America Reads Spanish		Silver	1,000			1,000
Audio Publishers Assoc.		Silver		1,000		1,000
Baker & Taylor		Gold	5,000			5,000
Baker & Taylor		Allie Beth Martin Award			3,500	3,500
Baker & Taylor		Entertainment Award			3,000	3,000
Baker & Taylor		Charlie Robinson Award			1,500	1,500
Bill & Melinda Gates Fdn.		Platinum				
BBC Audiobooks		Gold	5,000			5,000
BookPage		Gold	5,000			5,000
Books on Tape		Silver		1,000		1,000
Brainfuse		Gold (Opening Session)	5,000			5,000
Brodart Gold		5,000				5,000
BWI		Gold	5,000			5,000
CIVICTechnologies		Silver	1,000			1,000
DEMCO, Inc.		New Leader Travel Grant			5,500	5,500
EBSCO		Exc Small-Rural Award			1,500	1,500
EBSCO		Silver	1,000			1,000
Gale Cengage		Platinum (Badges)		10,000		10,000
Hachette Book Group		Silver		1,000		1,000
HarperCollins		Silver		2,000		2,000
Highsmith		Innovation Award			2,500	2,500
Highsmith		Gold (Internet Café)	5,000			5,000
H. W. Wilson		Gold	5,000			5,000
Ingram Gold		5,000				5,000
Innovative Interfaces		Gold (Conference Bags)		8,000		8,000
Integrated Technology		Platinum	10,000			10,000

Year	FY10					
Company		Purpose	Direct	Indirect	Awards	Total
Jan Way Co.		Gold	5,000			5,000
LibraryConsultants.org		Bronze	500			500
Library Journal				5,000		5,000
LSSI		Conable Award			2,000	2,000
Macmillan Audio		Silver		1,000		1,000
Mango Languages		Gold (Internet Café)	5,000			5,000
Midwest Tape		Platinum	10,000			10,000
Morningstar		Gold	5,000			5,000
OCLC		Gold	5,000			5,000
OverDrive		Platinum (Memb. Recp)	10,000			10,000
Playaway		Gold (Book Buzz)	5,000			5,000
Polaris Library Systems		Gold	5,000			5,000
Polaris Library Systems		John Iliff Award			1,500	1,500
Proquest		Platinum	10,000			10,000
Queens Public Library		Gold (Notepads)		8,000		8,000
Romance Writers of America		RWA Award			5,000	5,000
R. R. Bowker		Silver	2,000			2,000
Simon & Schuster		Silver		1,000		1,000
SirsiDynix		Gold	5,000			5,000
Tech Soup		Silver	1,000			1,000
Useful	Gold			5,000		5,000
World Book		Silver	1,250			1,250
<b>TOTAL</b>			<b>132,750</b>	<b>38,000</b>	<b>26,000</b>	<b>196,750</b>

Date: June 15, 2010  
To: PLA Board of Directors  
From: Kathleen Hughes  
Manager Publications and Editor, *Public Libraries*  
Re: *Public Libraries*

#### INFORMATION ITEM

According to the April reports, ad sales in fiscal year 2010 are a bit behind budget. The most recent performance report shows that gross advertising revenue is at \$42,025; the budgeted figure is at \$45,210. For comparison purposes, at this time last year, advertising sales were at \$22,287. Ad sales are a bit stronger this year thanks to recent PLA National Conference exposure. Our ad sales reps are trying to run with the momentum created by conference and we expect to finish the year at or near our advertising revenue budget.

Our subscription base has decreased; we have 622 subscriptions. At this time last year we had 720 subscriptions. Subscription revenues are below budget, budgeted to be \$31,762; the actual figure is \$24,810.27. A subscription drive, to be implemented this summer, should help to increase subscriptions and subscription revenue prior to the end of the fiscal year.

In terms of expenses, we are budgeted to be at \$134,228; at this point expenses are at \$90,698.58. We have been holding the line on expenses this year and hope to finish the fiscal year at or near budget.

#### New at *Public Libraries*

- In January we introduced [www.publiclibrariesonline.org](http://www.publiclibrariesonline.org), an online companion to *Public Libraries*. The site, which is still Beta, features portions of the print journal as well as exclusive web content. The *PL* Advisory Committee is reviewing comments collected from the site and we hope to further refine its usability and increase its exposure over the coming year.



Date: June 15, 2010  
To: PLA Board of Directors  
From: Kathleen Hughes  
RE: Publications

### **Sales**

PLA publications revenue is at \$67,293.61 as of the March report; currently \$47,144 behind budget. Revenue at this time last year was \$65,906. Sales revenues are short of budget for a few reasons: First, the economy has affected association publication sales. We typically sell a large number of PLA Publications during our National Conference, this year sales were bad across the board at the PLA store. Next, the Turning the Page project did not purchase as many PLA Advocacy Toolkits as was expected. Though we are in the process of implementing marketing plans regarding our new releases (see below) I don't think we will reach total revenue of \$150,160.00 as budgeted, by end of fiscal year.

### **Expenses**

We are holding the line on expenses this year, and are currently under budget, at \$44,376.52. At this point in the fiscal year, expenses are budgeted to be at \$48,612.

### **PLA Publishing Activities**

PLA recently released the latest in our library training series. "Stress Less: Taming the Tensions in Your Life," written by Sandra Nelson, is a digital download that contains everything you need to conduct a one day training session at your library. The kits include powerpoint slides, script, handouts, and more. Other training kits in this series include: "Customer Service: Balancing Rights and Responsibilities," and "Libraries Prosper: A Guide to Using The PLA Advocacy Toolkit." The next kit, available by end of summer will focus on Time Management.

### **TechNotes**

PLA continues its popular Technotes series. Technotes are short, web-based papers introducing specific technologies for public librarians. Technotes are located at [www.pla.org](http://www.pla.org).

### **PLDS**

PLA is again offering subscription access to the PLDS Online Database, featuring a dynamic web-based format. By ordering a one year subscription to the database, users are able to search the PLDS datasets and create customized reports. The print version of the PLDS also is available for purchase. For informational purposes, the subscription databases are \$250; last year we sold nearly 100. We currently have 87 subscribers with orders coming in every day, as publicity regarding the 2010 PLDS increases. In the past, the subscription database has not appeared to affect sales of the PLDS book, which last year were on target; 2010 advance orders are a little slow. If sales of the print publication do not pick up, we may need to look at offering only the electronic database in the future.

### **PLA Blog ([www.plablog.org](http://www.plablog.org))**

The PLA Blog remains a vibrant component of PLA's publishing efforts. In addition to lively posts, podcasts, interviews, and more -- this year our team of volunteer bloggers again fanned out to provide in-depth coverage of the 2010 ALA Midwinter Meeting and the PLA National Conference, and will also cover the 2010 ALA Annual Conference.

June 10, 2010

To: PLA Board of Directors

From: Linda Bostrom  
PLA Manager of Professional Development

Re: Report on Educational Activities

### **ALA Annual Conference**

PLA is sponsoring 19 programs, plus the President's Program featuring Will Shortz at the 2010 ALA Annual Conference. The PLA @ ALA brochure ([http://www.ala.org/ala/mgrps/divs/pla/plaevents/plaatalaannual/pla%40ala2010\\_FINAL.pdf](http://www.ala.org/ala/mgrps/divs/pla/plaevents/plaatalaannual/pla%40ala2010_FINAL.pdf)) is available as a download on the PLA web site. Hard copies will be available at the Board Meeting. One of the programs, "Help for Hard Times @ the Library," will be presented as part of ALA's virtual conference.

More than 50 program and 8 preconference proposals have been submitted for the 2011 Annual Conference. The PLA 2011 Conference Program Coordinating Subcommittee will meet on Saturday morning in Washington to review and select a recommended slate for PLA sponsorship in New Orleans.

### **e-Learning@PLA**

In mid-May, ALA launched <http://www.ala.org/ala/onlinelearning/index.cfm>, a new website where all online learning events offered by ALA units are listed. It is a new user-friendly site intended to simplify the members' search for online continuing education offerings. All ALA staff members responsible for online learning participated in the development and organization of the site. It is too early at this point to assess if the new site is affecting registration for PLA's courses.

Melissa Faubel Johnson and I are investigating content developers to create new content and formats, and our goal is to have new online learning offerings available in early fall.

### **PLA National Conference**

A report on the programming at the 2010 PLA National Conference is included in the overall conference report. The call for proposals for the 2012 conference is scheduled to begin in early September.

### **Regional CE**

Of the seven CPLA classes scheduled in the first half of 2010, 3 were cancelled due to extremely low enrollment. Five classes are scheduled in September-October and registration will be monitored closely to avoid losing money. I am seeking new partners to co-host the events in 2011. The classes are being

marketed more as training for public library managers, and Amy Sargent and I will be working on new marketing ideas after Annual Conference.

Results Boot Camp was held in October 2009 in Seattle and drew a disappointing number of registrants, 45. This compares with 50, 54, 52, and 76, respectively, for the four previous events. No Boot Camp is scheduled in 2010. Melissa Faubel Johnson and I are exploring a new model for presenting this unique program which won't involve financial loss for PLA.

**Other CE Events**

PLA is planning to sponsor a pre-Midwinter Meeting institute, perhaps utilizing one of our existing CPLA workshops or repeating one of the more successful preconferences from the 2010 National Conferences. Staff is also exploring presenting a virtual educational event in Spring 2011 to replace the Spring Symposium.

June 8, 2010

To: PLA Board of Directors

From: Barb Macikas, Executive Director

Re: Strategic Opportunities Update

### **Gates Foundation**

Turning the Page (TTP), the Gates-funded advocacy training grant, was scheduled to conclude May 31, 2010. We have requested and received tentative approval to spend down the balance of approximately \$40,000. The funds must be used to sustain the project and we have proposed a no-cost extension in order to provide support for grantees using the existing online resource through July 2011 and to increase access to a revised (generic) online training to a broader audience. Evaluation results from TTP over all three rounds consistently indicate that there are few differences in outcome between in-person attendees and their counterparts who only participated in the online training. Given the strength of these findings, we plan to increase advocacy capacity and the reach of TTP by making the online training program and a supplementary guide (to be developed) available at no cost to public libraries for the next year. We will promote the availability of the online tool and resources extensively in the coming months.

Additionally, the Gates Foundation has signalled interest in and funding for a continuation of TTP blended training (f2f and online), possibly via regional workshops held in conjunction with state chapter and other library conferences. The details and scope of the program are in development and will be reviewed by the Gates Foundation in the next month.

### **Federal Trade Commission (FTC)**

Staff from a division of the Federal Trade Commission, Consumer and Business Education (DCBE), contacted PLA regarding assistance promoting their extensive consumer education resources. DCBE has as its mission the creation and implementation of education campaigns that help consumers avoid fraud and deception. Through programs that tackle topics like [ID theft](#), [financial literacy](#) and [online safety](#), DCBE produces, promotes and disseminates free educational material for the general public and industry. Several of these programs – including, [Net Cetera](#) (a booklet on kids and Internet safety) and [Admongo](#) (an advertising literacy program for tweens) – are directed specifically at parents, teachers and kids. PLA will be working with DCBE to promote awareness of these resources; ALSC, YALSA and AASL are also working with DCBE. In addition to helping promote awareness, DCBE is interested in finding out what types/forms of consumer education information would be most helpful for public librarians – and to provide that information.

## **Merck**

The ALA Development Office is working with the pharmaceutical company Merck to provide health education materials public libraries can distribute to parents of pre-teens and teens. A brochure was developed that includes information about nutrition, good study habits, social media safety and health tips. The Development Office reached out to PLA to help administer the pilot program. Merck will provide ALA with funding for the pilot and Merck will make brochures available to at least 100 public libraries to distribute to parents in conjunction with back-to-school programs. Interested libraries will receive \$50 and the brochures and are asked to complete an evaluation. PLA will help promote the program and will receive funding to promote it. Depending on the pilot results, additional health information resources may be developed. Merck is on the TIAA-CREF list of "socially responsible companies." Merck has partnered with Scholastic on [similar programs](#).

**TO:** PLA Board of Directors

**FROM:** Audra Caplan, PLA President-Elect & CoP Task Force Chair  
Melissa Faubel Johnson, PLA Conference Manager

**RE:** CoP Task Force Report

**DATE:** June 11, 2010

PLA's CoP Task Force is working on implementing a number of improvements to strengthen the Communities of Practice and member engagement in PLA. Below is an update on recent activities.

1) Based on responses from the 5/10 "Call for Leaders" email, the following CoPs have leaders and will migrate into ALA Connect:

- Be a Better Manager
- Branch Libraries
- Cataloging
- Collection Development
- Digital Librarianship
- Intellectual Freedom
- International Relations
- Marketing Public Libraries
- Public Library Services for Children
- Public Library Systems
- Readers Advisory
- Rural Libraries
- Services for Spanish Speakers
- Staffing Issues
- Technology
- Urban Libraries

In addition, 3 individuals have requested to start/lead new CoPs:

- Reference Group
- Continuing Education for Library Personnel
- Strategy for Public Libraries

2) A charge was created for all CoPs:

- Initiate a forum for discussion among members
- Exchange best practices and resources on clearly defined topics
- Act as a "sounding board" and respond to requests from the PLA Board and/or staff on specific issues within your CoP's interest
- Identify trends and make recommendations for creation of programs and services of value to the profession
- Develop program & article proposals, web cast presentations, on-line content & education, white papers, fact sheets, research proposals, or grant proposals in topical areas

3) Plans are underway to move all CoPs into ALA Connect. The migration is scheduled to be complete by Annual Conference.

**TO:** PLA Board of Directors

**FROM:** Luis Herrera  
Leadership Development Task Force Chair

Melissa Faubel Johnson  
PLA Conference Manager

**RE:** Leadership Development Task Force Report

**DATE:** June 11, 2010

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

**PLA Leadership Fellows Program 2010**

The Task Force was very pleased with the high caliber of the applicants for all four fellowship opportunities. The program recipients are as follows:

***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.

**Changing Course: Leadership for Navigating the New Library**

The PLA Leadership Task Force planned a successful preconference session at the PLA National Conference in Portland, OR. The program was open by application only. Dr. Adam Goodman of Northwestern University, along with 2009 Leadership Fellows and members of the PLA Leadership Taskforce, facilitated the preconference.

Overall, attendees were very pleased with the program and would recommend to a colleague.

Comments/suggestions included:

- "Very well done and useful."
- "This was a great experience – thank you!"
- "My only concern with this course was that it was too short!"
- "This was very valuable. While I understood the importance of the concepts presented, I have yet to embrace them. I feel empowered."

**Sustaining Leadership Development Efforts - Next Steps:**

The PLA Leadership Task Force is at a crossroads in terms of developing further strategies on leadership development. 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. The Task Force will be discussing and developing recommendations on next steps in sustaining PLA's leadership development efforts during at ALA in Washington DC.



**June 11, 2010**

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



In June 2007, the Bill & Melinda Gates Foundation awarded PLA a \$7.7 million grant to develop and provide an advocacy training program for public libraries over three years. Prior to Round 3, the Foundation informed us that they expected additional grantees to participate in the Turning the Page events during Round 3 than originally thought. PLA requested additional funds to cover the expenses of the additional attendees. Those funds, \$277K, were received in December of 2009.

The project, branded **Turning the Page**, was divided into three rounds, each round serving specific states. Round 1 was completed in Spring of 2008; Round 2 was completed in November of 2008; and Round 3 was completed in November of 2009. In all, over 3150 grantees have completed Turning the Page and an additional 500 grantees have completed the online training.

Outcomes from the Turning the Page project include; a 2 day conference curriculum that includes a unique manual and handouts; a social networking website called the Virtual Learning Lounge, and a robust ten hour online version of the training that will be available to all ALA members and potential members beginning in July 2010. Turning the Page also included an extensive evaluation process that noted while slightly less than half of the participants were comfortable with advocating for their libraries at the start of training; over 98% felt they were ready to begin advocating after attending Turning the Page. The Foundation is happy to report that 93% of participating library systems have completed Turning the Page, raised their matching funds and are on track to complete their Opportunity Online hardware grants.

It has been my pleasure to work with PLA and you, the members of the Board, for these past three years. I do hope that our paths will cross again. Please feel free to reach out to me if you have any questions or concerns regarding Turing the Page.

Thank you  
Kathleen Chau  
[kchau836@yahoo.com](mailto:kchau836@yahoo.com)

Date: June 1, 2010

To: PLA Board of Directors  
ALSC Board of Directors

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

Re: Update on Task Force Activities—2010 Annual Conference

The ECRR task force members have worked with Dr. Susan Neuman over the last nine months as she updated the curriculum for the Every Child Ready to Read initiative. The task force was able to react to her initial drafts of the various workshops. A subcommittee then met with her on two occasions to provide input. In mid-May 2010, Dr. Neuman submitted the completed curriculum which includes:

- Two versions of a general workshop for parents/caregivers (with and without children present)
- A general overview workshop for library staff that can also be adapted for use with funders or other community organizations
- A workshop for library staff on design principles of the physical environment which support early literacy skills
- A series of mini-workshops for parent/caregiver with child: Fun with Words, Fun with Letters, and Fun with Science and Math
- Handouts, readings lists, activities list, etc.

The following materials for the ECRR product are currently being developed: general and section introductions, implementation tips, and a marketing/communication plan. While the goal is to have the product ready for sale by the 2011 Midwinter Conference, it may be available as early as late fall 2010.

The task force sponsored a program at the Public Library Association National Conference on March 25, 2010 in Portland, Oregon, which was attended by several hundred people. Dr. Neuman gave a presentation on her survey results, as well as a preview of what to expect in the revised curriculum. The task force received positive feedback from attendees.

Dr. Neuman will be the closing speaker at the 2010 ALSC Institute on September 25, 2010 in Atlanta, GA. She will unveil the new curriculum.

TO: PLA Board of Directors

FROM: Julianna Kloeppel  
PLA Program Coordinator

RE: **Awards program status report**

DATE: June 11, 2010

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Note (from Board document 2008.56B) “the Board of Directors is responsible for the ongoing review of the awards program every three years to determine if the award still fits within the framework of PLA’s program of work. First scheduled review is for Annual Conference 2010. Individual juries do not roll up to an overarching committee. Juries submit their selections directly to staff liaison.”

In 2009, ALA units added awards to a searchable database created by a team lead by the ALA Library. It’s available from the Awards and Grants page on the [ALA Website](#).

Awards with renewals are listed first. Comments or issues from the juries are listed if they were submitted to PLA.

**1. [Highsmith Library Innovation Award](#)**

**Update:** Highsmith agreed on 5/27/10 to sponsor the award for the next two years.  
Award amount: \$2000

**Award Jury (2010) comments/issues:** “There were two issues raised by the committee re: the criteria for the award. The description specifically mentions that programs, activities or services should be cutting-edge and innovative, but none of the criteria address this. A program could score high on collaboration, success in the community, sustainability, and replication but not be innovative. For the past two years, we have been using a 1-5 (Poor to Excellent) scale for each of the five criteria. We would like to recommend that a sixth criteria be added as the first listed: 6.) *Program/activity/service is innovative/cutting edge/unique*

Additionally, in the description on the [PLA webpage](#), the fifth criteria listed is:

5.) Quality and appropriateness of submitted materials (supporting documents may be included)  
However, this criteria is left off the instructions sent out to the jury chair and should be added. We also think it should be modified for the internet age to:

**5. [revised]** Quality and appropriateness of submitted materials (supporting documents or links to web sites relating to your project may be included)

**2. [Romance Writers of America Library Grant](#): Pilot Grant/Award**

**Update:** The Romance Writers of America board voted in May 2010 to renew grant for the next two years.  
Award amount: \$4500 grant

**Award Jury (2010) comments/issues:** “Possible suggestions for the future: 3 separate grants: one for innovative programming with RWA Chapters, one for multi-cultural collection and outreach and one for collection building and re-building based on financial need. We would suggest posting of all winning submissions.”

3. [Allie Beth Martin Award](#); sponsored by Baker & Taylor  
Award amount: \$3000

**Award Jury (2010) comments/issues:** "The pool of qualified candidates was not very large. Even though the deadline for applications was extended and the committee solicited applications through FictionL and PubLib, we should work harder to increase the applications next year. There are many fine librarians who would be qualified for the award."

4. [Baker & Taylor Entertainment Audio Music/Video Product Award](#)  
Award Amount: \$2500 grant to a Baker & Taylor account

5. [Charlie Robinson Award](#); sponsored by Baker & Taylor  
Award Amount: \$1000

6. [DEMCO New Leaders Travel Grant](#)  
Award amount: \$5000 to be distributed multiple. Up to \$1500 per winner

7. [EBSCO Excellence in Small and/or Rural Public Library Service Award](#)  
Award amount: \$1,000

**Award Jury (2010) comments/issues:**"The Committee felt strongly that the cash award amount should be increased. The award was established in 1991 and first given in 1992 for \$1000, and that was over 19 years ago. The award should be doubled or more. We highly recommend that EBSCO be approached, or another vendor to raise the amount of the award."

**Award Jury (2009) comments/issues:**"Include a representative from EBSCO on the committee. Increase the award. Recommend doubling or more of the award amount. \$1000 will not cover costs of recipient to come to conference to accept it. A larger amount may entice more libraries to apply. Consider breaking the award into small and rural divisions: Small for libraries that serve small populations but are located within an area with many resources (universities, shopping malls etc.). Rural for libraries that are located in outlying areas and not many resources. (small towns, volunteer or little community funding, few collaboration opportunities)  
The committee would be willing to assist with these recommendations if requested to do so by PLA and/or EBSCO.

8. [Gordon M. Conable Award](#); Pilot award (2007). Sponsored by LSSI  
Award Amount: \$1500  
Award Jury (2009) comments/issues: "Needs more promotion. Suggested featuring the winners in Public Libraries. Consider rephrasing the award description to make it sound less academic."

9. [Polaris Innovation in Technology John Iliff Award](#); Pilot award (2008)  
Award amount: \$1000

The [Advancement of Literacy award](#) was discontinued in Feb. 2009 due to a lack of sponsor.

The [Grow Your Own @ your library \(Institutional Scholarships for Public Libraries\)](#) have not been funded for the past 2 years.

**Awards Presentation** will be part of the PLA President's Program, featuring speaker Will Shortz, and will take place at the Washington Convention Center, Ballroom C, on Sunday, June 27 at 1:00 pm. Board members may meet near the stage for reserved seats.



**Public Library Association**  
a division of the American Library Association

# Strategic Plan

*June 2010*

Prepared by:

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## Overview

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In May 2010, the PLA Board of Directors, staff, and other volunteer leaders met to assess progress toward achievement of PLA's current strategic plan and to create a revised strategic plan for the future. The group reviewed external data and member research to form a basis for their thinking and discussion. The resulting strategic plan builds on PLA's successes to date and stretches the association into the future. The desired outcome of the planning process is to create clarity and focus on how the PLA should invest its valuable and limited resources in meeting the future needs of its members and other stakeholders it serves.

The strategic plan includes the following:

- A set of "Assumptions About the Future" of the profession the association represents and the professionals that work within it (Appendix A);
- A list of relevant factors in the long-range horizon (10+ years into the future) including a core purpose, core values, Big Audacious Goal (BHAG) and a vivid description of future success;
- Focused goal areas that identify where the association will direct its energy in the next five years. The goal areas focus on outcomes beneficial to the association and its members.
- A set of strategic objectives in each goal area setting measurable direction for the association to head in to achieve its goals.
- A set of possible strategies that identify the actions the association could undertake in the next 1-2 years in order to achieve each goal area.

PLA's leadership views strategic thinking and planning as ongoing process within the organization. This is not a "strategic planning project" that is completed. Adoption of a plan is an affirmation of the general intent and direction articulated by the vision, goals, and objectives. Progress toward achieving the plan's objectives will be assessed annually and the plan will be updated based on achievement and changes in the needs of the stakeholders served.

## 10+ Year Planning Horizon

### Core Ideology & Envisioned Future

**Core ideology** describes an organization's consistent identity that transcends all changes related to its relevant environment. It consists of two elements - **core purpose** – the organization's reason for being – and **core values** – essential and enduring principles that guide the organization. **Envisioned future** conveys a concrete yet unrealized vision. It consists of a **Big (hairy) Audacious Goal (BHAG)** – a clear and compelling catalyst that serves as a focal point for effort – and a **vivid description** – vibrant and engaging descriptions of what it will be like to achieve the BHAG.

#### Core Ideology

**Core Purpose:** To strengthen public libraries and their contribution to the communities they serve.

#### **Core Organizational Values:**

PLA is dedicated to:

- Visionary Leadership.
- Member Focus.
- Integrity and Transparency.
- Openness, Inclusiveness, and Collaboration.
- Excellence and Innovation.

#### Envisioned Future

**Big Audacious Goal (BHAG):** The public library is the most valued asset in every community.

#### **Vivid Description of a Desired Future:**

We envision a future where public libraries are acknowledged as the key to building vibrant communities and sustaining a strong democracy. Here, the library provides a pathway to a better future for all community members by serving as the principal destination for individual enrichment and economic opportunity. The value of libraries is so deeply ingrained in the community that they are readily and appropriately funded. By providing critical literacy services, enriching formal education, and supporting lifelong learning, public libraries make America a literate nation and are recognized as an integral component of a successful educational system.

The public seeks out the library for myriad reasons. Not only are they attracted by the library's ability to provide expert assistance, relevant collections, and cultural enrichment, but they also view the library as a vital place to foster community. Yet the library's virtual presence and physical space are equally important; community members make ample use of the library's cutting-edge technology to harness its resources from home and on-the-go.

The library serves as a beacon, a fundamental reason for living in a particular community. The library acts as liaison between community and government and is the partner of choice for

community service agencies. By providing free and permanent access to government information and e-government services, the library plays an invaluable role in community members' lives. Public libraries are change agents, responding and anticipating the needs of their communities. Community members recognize the library's vital role and routinely volunteer as Friends and in other ways at the library.

Finally, the Public Library Association (PLA) is an essential partner in transforming libraries and empowering librarians, with membership viewed as a necessity for a successful library career. The Association is instrumental in assisting libraries respond to the needs of the communities they serve. Moreover, PLA leads the profession, intuiting trends in an ever-changing environment and matching member needs with superior services. Every public library worker and trustee looks to PLA as their primary educational and training resource. PLA membership represents 100% of North America's librarians and library workers. Members are actively engaged with the association and benefit from the various educational and networking opportunities.



## **3-5 Year Planning Horizon Outcome-Oriented Goals and Objectives**

*The following are the PLA's goal areas for the next three to five years. These outcome statements define "what will constitute future success." The achievement of each goal will move the association toward realization of its BHAG. The goals listed below are considered of equal importance and are not necessarily in priority order. Objectives and Strategies provide direction and actions on how the organization will accomplish its articulated goals. Objectives are considered in the 3-5 year planning horizon while Strategies are considered within the 1-3 year planning horizon. Success toward achieving the goals and accomplishing strategies are reviewed annually by the PLA's leadership. The strategies for each objective will be further developed by volunteers and staff and will be incorporated into the plan.*

**Priority Key:**

*H = Must begin objective in next fiscal year*

*M = May begin objective, if resources permit, in next fiscal year*

*L = Begin objective in subsequent fiscal year*

**Goal: Advocacy & Awareness**

Goal Statement: PLA is an essential partner in public library advocacy.

Objective (1):

Enhance and improve relations with ALA Advocacy offices to better represent the needs of public libraries.

Objective (2):

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

Objective (3):

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

Objective (4):

Enhance public awareness of public libraries.

## **Goal: Leadership & Transformation**

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

Objective (1):

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

Objective (2):

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

Objective (3):

Advance the use of new and emerging technologies in public libraries.

## **Goal: Literate Nation**

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

Objective (1):

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

Objective (2):

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

Objective (3):

Expand PLA toolbox(es) for local literacy efforts.

## **Goal: Organizational Excellence**

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

Objective (1):

Achieve a financially stable operating model.

Objective (2):

Increase the number of income generating products and programs.

Objective (3):

Improve opportunities for member engagement.

Objective (4):

Enhance relationships with PLA Partners.

## Appendix A

### Assumptions about the Relevant Future

*In order to make progress toward the Envisioned Future, an association must constantly anticipate the strategic factors likely to affect its ability to succeed and to assess the implications of those factors. This process of building foresight will help the PLA to constantly recalibrate its view of the relevant future and provides a basis upon which to update the strategic plan. The outcome-oriented goals of the strategic plan are based on this foresight; therefore, annual review of these "Assumptions" is an appropriate method of determining and ensuring the ongoing relevance of the strategic plan.*

#### **Assumptions**

*(Updated May 2010)*

1. **Economic Factors and Global Business Environment** Given the current economic conditions and environment, library budgets will continue to be constrained and there is more competition for either the same or shrinking pot of funds.
2. Private fundraising, as well as other forms of alternative funding streams, will become more and more necessary.
3. Libraries must be able to demonstrate return on investment (ROI) to the public and to decision-makers.
4. State, local, and/or federal funding may go away.
5. Increasing skepticism toward public funding of libraries as a public service, reflective of increasing skepticism of all public services.
6. Libraries will continue to be viewed as discretionary as opposed to education which is viewed as mandatory.
7. We will continue to see library mergers, more state library closures, and elimination of regional systems.
8. There will be an increase in pooled and/or shared resources in response to smaller overall budget.
9. The economics around the publishing industry will continue to change; impacting the delivery of services at the library.
10. There will be limits to amount of private funding available and more competition for those dollars.

## **Legislation and Regulation**

1. The legal environment will require more time, energy, and expertise.
2. Copyright and digital licensing will continue to evolve and be volatile.
3. Confidentiality/privacy will become more complex and will affect patron use, records, maintenance, and requirements for registration and perhaps marketing
4. Employment law will become more complex and require greater management and increased overhead costs.
5. Funding laws and regulations on tax limitations will threaten funding.
6. Changes in immigration laws could impact our current and future immigrant population.

## **Social Values and Politics**

1. Stratification of social values will increase creating more tension between conservative and liberal views.
2. National, state, and local political agendas will change and the public's support for those political agendas will continue to fluctuate.
3. Public libraries will remain a symbol of democracy providing a strategic opportunity for growth and financial support.
4. Libraries will continue to focus on having a seat at the decision-making table.
5. The library as a place for the community to congregate will continue to grow.
6. Definitions of family will continue to change.
7. Libraries are viewed as "in loco parentis."
8. The growing national volunteerism movement could translate to potential value for libraries.
9. Increased expectation that libraries will incorporate sustainable practices into their operations.
10. The library will have a greater role in civic discourse.
11. Reading will continue to be a critical skill to succeed in life.

## **Demographics**

1. The need for a more diverse library staff will increase in order to reflect changing communities.
2. Library staff is working longer and, therefore, there is less opportunity for new library staff.
3. The value of interacting with others will continue, but the tools and approaches will continue to change (i.e. face-to-face versus online social networking tools, etc.).
4. Trends in the way education is delivered will continue to affect the role of and the services provided by public libraries.
5. New immigrants from countries without a public library tradition will need assistance in understanding the role and services of the American public library.

6. There is a growing gap in socioeconomic conditions and the income level defining poverty continues to rise.
7. General population is living longer and is more active.
8. The expectation is that the next generation will not be better off than their parents.
9. More and more people will be using the library for their technology needs.
10. Through changes in demographics there are changes in the ways people interact and behave in public space, including public libraries.

### **Technology and Science**

1. Technology will allow libraries the opportunity to attract and serve new client groups.
2. Technology will affect everything libraries do.
3. Technology training will continue to be a challenge.
4. Online social networking will continue to evolve.
5. There will be a greater interest and demand for user-generated content.
6. Patrons expect multiple access modes to the library, different for each person.
7. Libraries will continue to be a technology safety net for a large percentage of the population.
8. There will a greater need for assistive technology.
9. Technology gives libraries the opportunity to provide services on a one-to-many basis.
10. As technology expands there will be changes in the way people access personal health and government records.
11. As state and local governments downsize there will be more requirements for libraries to provide access to eServices.
12. There will be a greater reliance on technology for everyday life.

### **Professional Competition and Structure**

1. There are major competitors that have a huge penetration in our market and they continue to grow.
2. There is a greater threat to our status as information providers and less understanding by the public of the difference between libraries and their competitors.
3. The traditional structure of libraries makes it harder for them to change.
4. The nature of our work with the public is changing and the traditional staffing structure will have to be adjusted.
5. In order to remain competitive libraries may need to have a more customer focused orientation.
6. Library competitors have better resources and larger budgets.

7. Our funders know library competitors, like Google, better than they know libraries.
8. There may be a tension between our need to market and the expectation that we shouldn't use public funds for marketing.
9. There is less enthusiasm for the public library as a public good.
10. Due to local funding structures, it is more difficult to get economies of scale in financing of libraries, in comparison to our national and international competition.
11. Due to library's financial structure it is difficult for libraries to invest in research and development.
12. Libraries will continue to be conflicted between maintaining a nonprofit business model and providing services.
13. Libraries will continue to be constrained by the ability and interest of the vendors in delivering solutions.

## Appendix B

### *5-10 Year Planning Horizon Mega Issues*

**Mega issues** are issues of strategic importance, which represent choices the organization will need to make in defining the ultimate direction of its long-range plan. These issues represent potential impediments to achievement of the Envisioned Future and form a basis for dialogue about the choices facing the organization. These questions can serve as an ongoing “menu” of strategic issues that, using a knowledge-based approach in gathering insights relative to PLA’s strategic position and directional choices for each of the issues, can be used by the Board to create regular opportunities for strategic dialogue about the issues facing the association and the profession going forward.

#### 2010 Mega Issue Questions

1. How should PLA respond to the changing roles of librarians and library staff?
2. How should PLA respond to the increasing role of the library as service provider to homeless and low income users and less for the middle and upper class?
3. How should PLA respond to the continued market penetration of ebooks and other digital services?
4. How does PLA help library staff envision the future of libraries?
5. How does PLA lead the change in library funding?
6. What can PLA do to help libraries demonstrate and measure relevance (ROI)?
7. How can PLA change the perception of public librarianship in order to attract young people to the profession?
8. How will PLA respond to the needs of different libraries – urban, suburban, and rural?
9. How should the PLA address the future of the MLS – will it continue to be necessary?
10. How will PLA lead in assisting libraries in remaining viable?
11. How will PLA bridge the cultural divide between new library staff coming into PLA and the over 50 staff?
12. Public libraries depend more and more on vendors for all of our services – how do we form coalitions to get better pricing and quality in these services?
13. How do we begin to rebuild library systems that have been devastated by budget cuts?
14. How will PLA compete with major “for-profits” penetrating their market?



15. How will PLA establish itself as a leader in CE beyond the national conference?
16. How will PLA pay for the research and development needed to support the future role of libraries?
17. How should PLA effectively engage members in the association going forward?
18. How can PLA effectively manage and promote growth and development of library leaders?
19. How will PLA address anticipated income decline due to economic conditions?
20. How can PLA help libraries consolidate services regionally?
21. How can PLA support the training and professional development needs of members when budgets for these activities have significantly declined?
22. How can the PLA effectively develop future leaders for the profession?
23. How could PLA assist libraries in developing and retaining a dynamic workforce that reflects the communities they serve?
24. How should PLA assist libraries in redefining their physical space?
25. How can PLA maintain visibility in non-conference years?

### **2002/2005 Mega Issue Questions**

1. How should PLA assist in educating the public on all the aspects of what public librarians and public libraries do for them?
2. How does PLA change the image of librarians and public libraries?
3. How can PLA transfer best practices into a knowledge base that all librarians can use?
4. How can PLA provide services to non-MLS library staff?
5. How can PLA assist libraries in using public support for libraries in obtaining additional funding?
6. How does PLA assist library staff to become more proactive in their communities?
7. How can PLA assist libraries in continuing to provide value in an increasingly rich information world?
8. How can PLA assist in bringing more people into the profession especially in high-level positions within the library?
9. How does PLA change the perception of the profession in order to attract young people to the profession?

10. Where do we go from here, what is the future of the library profession?
11. How will libraries distribute information in the future? Will it be centralized or decentralized?
12. What will libraries look like in the future? How will they be set-up?
13. How should libraries measure success in the future?
14. How will libraries train and satisfy multi-generational staffs?
15. Is it more important to support public libraries or public librarians?
16. How will libraries provide resources to growing diverse populations?
17. What is the best organizational structure to serve the public library community?
18. How do we determine the appropriate “comfort level” with technology for staff and library patrons?
19. How will the association respond to the unique needs of large metropolitan libraries versus small and medium size libraries?
20. How can the association assist libraries in measuring their success?
21. How should the association take advantage of electronic technologies to reach more librarians?
22. How does the association speed-up the decision making process in order to respond more quickly to member’s needs?
23. How can PLA assist librarians in mapping their career path and making the transition from practitioner to manager?
24. How can PLA work with librarians/libraries to improve their advocacy skills to support the mission of public libraries?
25. How can PLA sunset ineffective roles and operations that are no longer relevant?
26. How can PLA effectively manage and promote growth and development of leaders in the organization and in public libraries?
27. What research needs to be conducted to assist public libraries in demonstrating their value to funders?

May 23, 2010

**TO:** PLA Board of Directors

**RE: PLA Endowment – Analysis and Recommendations**

**ACTION REQUESTED/INFORMATION/REPORT:**

Action Requested: Move to accept the recommendations of the  
Endowment Task Force

**ACTION REQUESTED BY:**

PLA Endowment Task Force

Chair – Susan Hildreth

Members – Carolyn Anthony, Marilyn Boria, Charles Brown, June Garcia, Toni Garvey,  
Mary Howard, Susan Kent, Jo Ann Pinder, Eva Poole, Charles Robinson, Jan Sanders,  
Claudia Sumler

**DRAFT OF MOTION:**

Move to accept and act upon the recommendations of the Endowment Task Force  
outlined on page 4 of this document.

**BACKGROUND**

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PLA President Sari Feldman appointed a task force consisting of many recognized  
leaders in the association to consider the following:

- Justification for the endowment
- Clearly articulated plan for development, if appropriate
- Case study for giving to the endowment, including major gifts
- Next steps for marketing and promotion of the endowment

The task force realized that a detailed analysis of the PLA endowment was required in  
order to prepare meaningful recommendations for the President and Board.

**Current Environment**

PLA has been a very successful and valuable division of ALA and will remain so for  
many years to come. However, the current economic decline has impacted the financial  
flexibility of ALA, PLA and PLA members. 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 is also reviewing its dues amount and structure. ALA recommends that a specific  
package of basic services be covered by division dues; and the analysis regarding PLA's  
coverage of these services by dues revenue is currently underway. Since the PLA dues

amount has not been increased since 1993, it is unlikely that dues are covering the recommended cost of services.

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.

### **Endowment Background**

The PLA endowment was established so that PLA could retain interest on funds that the division generated, particularly from successful conferences. The goal of PLA was to create an endowment of at least \$1 million before allocating any of the corpus or interest.

The PLA endowment is part of the larger ALA endowment, which is actually a Long Term Investment Fund (LTI Fund) held by ALA. The PLA endowment as of 3/10 was \$1,034,592. PLA has made a number of contributions to the endowment, usually coinciding with a conference year. The most recent transfer was \$175,000 in 2008. PLA deferred an endowment transfer for 2009 as it was a non-conference, spend-down year. \$100,000 transfers are planned for 2010 and 2012, conference years. Note that ALA may not allow any transfers to endowment funds in 2010 due to the Association's fiscal challenges.

### **ALA Endowment Policies**

- Endowments are not held in separate instruments outside ALA, due to the fact that ALA is one corporate entity. The PLA endowment funds remain separate from PLA division operating funds and are on deposit with ALA.
- Divisions can opt to move up to \$50,000 from division operating funds to their respective endowments in a fiscal year without advance notice.
- Endowment deposits from divisions for over \$50,000 need to be done with notice, 18 months in advance. This advance notice is required because, from a cash flow and interest standpoint, these funds are removed from ALA's General Fund and are not accessible for ALA operational uses. Requests for transfers over \$50,000 for FY 2011 were made prior to Mid-Winter 2010.
- The ALA Executive Board took action to delay endowment transfers at Annual Conference 2009. Pertinent information from the resolution is as follows: "...due to the unusual economic circumstances and uncertainty regarding the FY 2010 budget, and in order to enable appropriate cash liquidity in the General Fund, divisions and round tables, the FY 2009 approved divisions and round tables transfers to the endowment be delayed after consultation with the divisions and round tables; and further, that the Board approval of the FY 2010 proposed divisions and round tables transfers be deferred." PLA has submitted a request to

make a \$100,000 transfer to the endowment in 2010, but that request may be deferred by ALA or PLA may chose not to make that transfer.

- Although division funds for one-time program support, new initiatives and emergencies can be withdrawn from the endowment, the division must have a plan to replace these funds, which is required by ALA prior to release of funds. From ALA policy, "Repayment of any withdrawals from the Long-Term Investment Fund ... will be required at the prevailing ALA borrowing rate with the term to be recommended by management and approved by the Executive Board."

The ALA Endowment Policy can be found in ALA Policy Manual item 8.5  
<http://ala.org/ala/aboutala/governance/policymanual/index.cfm#S1-8%20Finances>

## **Challenges for the PLA Endowment**

### **PLA lacks an operating contingency fund**

Although the PLA endowment may have been seen as a contingency fund when it was initially established, ALA policy has changed since the endowment was created; and the endowment does not currently serve as a contingency fund. PLA has no contingency fund at this time. ALA recommends that divisions keep a minimum of 4 months operating costs in reserve (\$800,000 for PLA), included in the division's operating monies, not in the LTI Fund. Keeping these contingency funds in the division's operating account allows for ready access to the funds, determined by the division's board and staff. The opportunity cost of having contingency funds in the operating account is that the division is not able to retain the interest that these funds generate. That interest is retained by ALA. While in the recent past, PLA may have not needed ready access to a contingency fund, that is not necessarily true in the current economic climate. Availability of funds could be critical in the near future; and the endowment does not provide that flexibility.

### **PLA endowment is very inflexible**

The endowment is not a flexible financial vehicle. Although PLA does benefit by the growth of ALA's overall LTI Fund, which is much larger than PLA would achieve if it invested its own funds separately, the lack of flexibility in adding or withdrawing funds may not be worth the increased interest from the aggregated investment pool with ALA. Also, the requirement that divisions provide plans for replacement of endowment funds upon withdrawal was adopted by ALA after PLA established its endowment. The current PLA funds in the LTI Fund are realistically not available to PLA for any uses.

### **Making the case for contributions to the endowment is difficult**

Currently, PLA does not even use the interest generated by the endowment, which is available to PLA on an annual basis. PLA also has not developed a clear or focused strategy on how these interest funds would be used. Also, if contributions were collected for the endowment, they could not be transferred to the endowment unless the contributions had been planned at least 18 months in advance. Once deposited in the fund, it would be very difficult to access the contributions. Developing a case statement for personal contributions to the PLA Endowment would be very challenging.

## Recommendations

- Develop a contingency fund of at least 2-4 months of operating expenses included in PLA's operating account
- Do not make further contributions to PLA endowment until financial prognosis for ALA and PLA is more robust and PLA contingency fund is in place. Even at that point, the inflexibility of the LTI Fund may suggest that PLA develop another strategy for setting aside funds not needed for immediate operations that could be used for special purposes and/or new services.
- Develop specific plans/process for determining how to utilize the interest generated annually from PLA endowment. For FY 2009, interest/dividends less bank fees was \$34,543. ALA recommends assuming a 3% return annually on divisions' LTI funds. Given the lack of an operating contingency for PLA, it is recommended that annual interest be used, at a minimum, to begin to create that contingency or for other high priority projects that the Board supports and are not achievable with current funding. For example, leadership development activities are not currently funded in the proposed FY 2011 budget. This is just one of many priorities that the Board may identify as a possible allocation of endowment interest income.
- Consider establishing a Friends of PLA similar to the Friends of ACRL that supports strategic initiatives and would provide a much more flexible method to capture and deploy member contributions. Funds may be placed in a restricted account within the operating budget and earmarked for specific projects. <http://www.ala.org:80/ala/mgrps/divs/acrl/donate/friendsacrl.cfm>. If the Board is interested in pursuing the option of a Friends of PLA, a task force should be appointed to thoroughly review the effectiveness of this vehicle in other divisions and its potential for success in PLA.

June 8, 2010

**TO:** PLA Board of Directors

**RE:** FY 2010 Financial Analysis and Management Report

**ACTION REQUESTED/INFORMATION/REPORT:**

Information

**ACTION REQUESTED BY:**

Barb Macikas, Executive Director

**DRAFT OF MOTION:**

N/A

**BACKGROUND:**

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

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**Public Library Association Operating Budget**

**April 2010**

Total Revenues Budgeted/Actual/Remaining:	\$ 3,734,616	\$ 3,824,638	\$ 90,022
Total Direct Expenses Budgeted/Actual/Remaining:	\$ 2,099,796	\$ 1,729,494	\$ 370,302
Contribution Margin Budgeted/Actual/Remaining:	\$ 1,634,820	\$ 2,095,145	\$ 460,325
Overhead Budgeted/Actual/Remaining:	\$ 655,864	\$ 759,440	\$ (103,576)
Tax Budgeted/Actual/Remaining:	\$ 904	\$ 904	\$ 0
Net Revenue (Expense) Budgeted/Actual/Variance	\$ 978,052	\$ 1,334,800	\$ 356,748
Beginning/Ending Net Asset Balance:	\$ 142,533	\$ 1,477,354	

Revenues

PLA revenues are slightly over budget primarily due to national conference revenues. Revenue in other areas is down as a result of lower than budgeted *Public Libraries* (journal) subscriptions and advertising; *Public Library Data Service (PLDS)* publication sales and e-learning and CPLA course registrations. Membership dues remain under budget (8%) as well.

Expenses

PLA expenses are 17% under budget due primarily to salary/benefit savings related to two vacant positions and timing related to national conference bills. Major bills related to conference are being processed now.

### Endowment

The PLA endowment principle is at \$948,117. This is down from a February high of \$1,015,154 but an increase of \$222,051 from the low of \$726,066 in February 2009. Endowment spending (interest and dividends available to spend) stand at \$23,877.

### Gates Grant

The Gates grant for Turning the Page was scheduled to expire on May 31, 2010. A balance of approximately \$40,000 remained in the grant budget. We have submitted a proposal to spend down that amount and the Gates Foundation has tentatively approved it. The funds must be spent to sustain the project and will be used to revise and promote the use of the online advocacy training program. Overhead is recovered based on project expenses; estimated overhead ALA will recover this fiscal year is \$307,000.

### **Summary**

Given the state of the economy, overall, PLA is performing as anticipated. National conference revenues will slightly exceed budget; it is too early to tell if expenses will stay on budget as major bills have not yet been included in budget reports but it is anticipated at minimum costs will come in at budget. Overall, staff continues to monitor and adjust planned programmatic activities and to spend conservatively. PLA is budgeted to end the year with a fund balance of \$978,052.



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

	<u>FY2009 Budget</u>	<u>FY2009 Final Close</u>	<u>FY2010 Budget</u>	<u>FY2010 April</u>
<b><u>1 Administration (0000)</u></b>				
Revenue	\$0.00	\$0.00	\$0.00	\$0.00
<b>Expenses</b>				
Salaries/Benefits	\$543,455.00	\$423,302.34	\$528,437.00	\$314,937.00
Operating	<u>\$251,979.00</u>	<u>\$230,195.79</u>	<u>\$274,716.00</u>	<u>\$54,106.00</u>
<b>TOTAL</b>	\$795,434.00	\$653,498.13	\$803,153.00	\$369,043.00
<b><u>2 Service to Members (3000)</u></b>				
Revenue				
Dues	\$450,168.00	\$446,269.79	\$483,970.00	\$293,951.00
Others	<u>\$7,470.00</u>	<u>\$1,800.00</u>	<u>\$3,500.00</u>	<u>\$0.00</u>
<b>TOTAL</b>	\$457,638.00	\$448,069.79	\$487,470.00	\$293,951.00
<b>Expenses</b>				
Operating	\$330,955.00	\$225,156.07	\$253,505.00	\$219,373.00
<b><u>3 Committee Planning (3002)</u></b>				
Revenue	\$0.00	\$0.00		
<b>Expenses</b>	\$32,900.00	\$2,990.67	<i>N/A- most included in project 3000 in FY10</i>	
<b><u>4 Regional CE (3007)</u></b>				
Revenue	\$68,750.00	\$46,945.00	\$66,500.00	\$32,160.00
<b>Expenses</b>	\$110,131.00	\$66,454.43	\$65,410.00	\$74,433.82
<b><u>5 Regional CE-Meal Events (3010)</u></b>				
Revenue	\$3,000.00	\$9,945.00	\$3,000.00	\$0.00
<b>Expenses</b>	\$2,600.00	\$236.00	\$2,600.00	\$0.00
<b><u>6 Certified Public Library Administrators (3189)</u></b>				
Revenue	\$67,500.00	\$81,185.00	\$70,200.00	\$39,825.00
<b>Expenses</b>	\$60,516.00	\$107,545.32	\$69,634.00	\$41,053.00
<b><u>7 Web-CE (3040)</u></b>				
Revenue	\$17,100.00	\$353.00	\$148,500.00	\$1,821.00
<b>Expenses</b>	\$15,043.00	\$1,980.70	\$67,168.00	\$555.00
<b><u>8 PLA Partners (3020)</u></b>				
Revenue	\$69,000.00	\$73,490.00	\$94,000.00	\$110,385.00
<b>Expenses</b>	\$56,850.00	\$6,356.99	\$52,350.00	\$1,039.00
<b><u>9 Preschool Literacy (3120)</u></b>				
Revenue	\$39,375.00	\$36,087.41	\$39,375.00	\$11,549.00
<b>Expenses</b>	\$22,955.00	\$28,685.96	\$38,225.00	\$20,218.00
<b><u>10 Public Libraries (3030)</u></b>				
Revenue				
Subscriptions	\$36,250.00	\$39,144.13	\$48,125.00	\$24,810.00
Advertising (Net)	\$49,400.00	\$32,264.84	\$45,800.00	\$30,148.00
Other	<u>\$50.00</u>	<u>\$2,453.15</u>	<u>\$150.00</u>	<u>\$1,518.00</u>
<b>TOTAL</b>	\$85,700.00	\$73,862.12	\$94,075.00	\$56,476.00

	<u>FY2009 Budget</u>	<u>FY2009 Final Close</u>	<u>FY2010 Budget</u>	<u>FY2010 April</u>
<b>Expenses</b>				
Manufact./Dist. Outside	\$63,495.00	\$59,385.75	\$67,190.00	\$57,527.00
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	\$15,422.00
Other	<u>\$59,182.00</u>	<u>\$56,420.46</u>	<u>\$79,643.00</u>	<u>\$4,993.00</u>
<b>TOTAL</b>	\$178,081.00	\$163,062.71	\$203,383.00	\$90,698.00

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

**11 Public Library Data Service (3172)**

<b>Revenue</b>				
Sales	\$155,000.00	\$95,108.67	\$118,760.00	\$27,659.00
Royalties	\$10,000.00	\$11,064.11	\$14,000.00	\$16,329.00
Returns	<u>\$3,800.00</u>	<u>-\$6,710.00</u>	<u>-\$4,563.00</u>	<u>-\$2,920.00</u>
<b>Total</b>	\$161,200.00	\$99,462.78	\$128,197.00	\$41,068.00

**Expenses**

U of I Contract	\$52,000.00	\$71,262.00	\$72,101.00	\$71,475.00
Other	<u>\$56,438.00</u>	<u>\$38,258.47</u>	<u>\$42,309.00</u>	<u>\$13,898.00</u>
<b>TOTAL</b>	\$108,438.00	\$109,520.47	\$114,410.00	\$85,373.00

**12 Publications (3058)**

<b>Revenue</b>				
Books	\$90,000.00	\$41,067.81	\$75,000.00	\$63,235.00
Fulfillment/Returns	-\$3,840.00	-\$447.40	-\$3,840.00	(691.00)
Royalties	<u>\$173,710.00</u>	<u>\$44,930.96</u>	<u>\$79,000.00</u>	4,749.00
<b>TOTAL</b>	\$259,870.00	\$85,998.77	\$150,160.00	\$67,293.00

**Expenses**

Manufacturing/Dist.	\$11,700.00	\$1,914.05	\$11,400.00	\$677.00
Professional Services (new breakout in FY10)			\$42,000.00	\$33,325.00
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>\$10,135.00</u>
<b>TOTAL</b>	\$92,280.00	\$33,041.96	\$72,927.00	\$44,376.00

**13 AC Preconference (3026)**

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

**14 2009 Spring Symposium (3072)**

<b>Revenues</b>	\$187,500.00	\$122,522.00		
<b>Expenses</b>	\$179,203.00	\$126,639.17		

**15 NC 2010 General Program (3081)**

<b>Revenues</b>	\$0.00	-\$1,758.62	\$933,700.00	\$1,080,642.00
<b>Expenses</b>	\$22,250.00	\$16,744.10	\$506,185.00	\$441,181.00

**16 NC 2010 Exhibits (3082)**

<b>Revenues</b>	\$0.00	\$0.00	\$1,629,600.00	\$1,877,975.00
<b>Expenses</b>	\$91,250.00	\$55,063.51	\$781,106.00	\$775,878.00

**17 NC 2010 Promotion (3083)**

<b>Revenues</b>	\$0.00	\$0.00	\$100,000.00	\$0.00
<b>Expenses</b>	\$31,850.00	\$31,714.82	\$96,770.00	\$105,087.00

**18 NC 2010 Registration (3084)**

*These weren't open yet in FY09.*

<b>Revenues</b>			\$0.00	\$0.00
<b>Expenses</b>			\$35,250.00	\$45,022.00

	<u>FY2009 Budget</u>	<u>FY2009 Final Close</u>	<u>FY2010 Budget</u>	<u>FY2010 April</u>
<b>19 NC 2010 OGS/CGS (3085)</b>				
Revenues			\$20,000.00	\$0.00
Expenses			\$63,000.00	\$127,203.00
<b>20 NC 2010 Programs (3086)</b>				
Revenues			\$0.00	\$0.00
Expenses			\$85,075.00	\$49,542.00
<b>21 NC 2010 PLA Store (3087)</b>				
Revenues			\$0.00	\$0.00
Expenses			\$0.00	\$0.00
<b>22 NC 2010 Tours (3088)</b>				
Revenues			\$0.00	\$0.00
Expenses			\$0.00	\$0.00
<b>23 NC 2010 Meal Events (3089)</b>				
Revenues			\$112,500.00	\$90,070.00
Expenses			\$85,000.00	\$85,520.00
<b>24 NC 2010 Preconferences (3090)</b>				
Revenues			\$95,000.00	\$120,390.00
Expenses			\$52,737.00	\$58,220.00

**BALANCE SHEET STATEMENT**

	<u>FY2009 Budget</u>	<u>FY2009 Close</u>	<u>FY2010 Budget</u>	<u>Yr End Projection</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	\$4,074,717.00
Expenses	<u>\$2,151,960</u>	<u>\$1,710,727.00</u>	<u>\$3,468,168.00</u>	<u>\$3,394,878.00</u>
Net	59,660	-\$626,184.00	\$733,609.00	\$679,839.00
Transfer to Endowment	0	\$0.00	-\$100,000.00	\$0.00
Closing Fund Balance*	\$59,660	\$142,552.00	\$776,161.00	\$822,391.00

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

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

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

Endowment Spending Account	2010 April Endowment Balance	\$1,071,736.00
Interest/Dividends 2009 reinvested to endow.	\$34,543.00 2010 April Endwmt Spending Acct	\$23,877.00

**TO:** PLA Board of Directors

**RE: REVIEW OF COSTS FOR PROVIDING  
PLA BASIC SERVICES VS. DUES INCOME**

**ACTION REQUESTED/INFORMATION/REPORT:**

Information

**ACTION REQUESTED BY:**

Marilyn Boria, Chair of the Budget & Finance Committee

**DRAFT OF MOTION:**

N/A

**BACKGROUND:**

Last year, the PLA Budget and Finance Committee was charged with determining whether the PLA dues structure conformed with ALA Policy 6.4.1, III.D. Definitions:

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 prerequisites 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.

To accomplish this task, PLA Executive Director Barb Macikas prepared a report outlining the annual cost of providing basic services (as described above) to PLA members. Below is her assessment.

Estimated annual cost of PLA Basic Services

- 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 for the past year totaled \$436,255**, 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%.

Obviously, providing basic services to members is being subsidized by other income sources. One of the advantages of dues revenue is that it is not subject to ALA overhead charges. 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.

Submitted by PLA Budget and Finance Committee June 2010  
Prepared by Marilyn Boria, Committee Chair

Jun. 11, 2010

**TO:** PLA Board of Directors

**RE:** Adoption of the FY 2011 Budget

**ACTION REQUESTED/INFORMATION/REPORT:**

ACTION: Adopt the FY 2011 Budget

**ACTION REQUESTED BY:**

Marilyn Boria, Chair of PLA Budget & Finance Committee  
Barbara Macikas, PLA Executive Director

**DRAFT OF MOTION:**

Move to adopt the FY 2011 Budget

**BACKGROUND:**

Budget Figures Provided on Page 2

<u>Project</u>	<u>Revenue</u>	<u>Expenses</u>	<u>Net</u>
0000 Administration	0	808,803	-808,803
3000 Service to Members	403,350	140,005	263,345
3007 Regional CE	25,000	24,975	25
3010 Regional CE Meal/Tkts	3,000	2,600	400
3020 Partners	69,000	68,350	650
3026 AC Preconference	14,625	11,892	2,733
3030 Public Libraries Mag	56,620	159,036	-102,416
3040 Web Based CE	12,500	25,381	-12,881
3058 Publications	80,680	74,775	5,905
3061 NC12 General Program	0	16,670	-16,670
3062 NC12 Exhibits	0	55,025	-55,025
3063 NC12 Promotion	0	31,220	-31,220
3120 Preschool Lit Kit	39,375	25,638	13,737
3172 PLDS	131,707	129,091	2,616
3189 Certified Pub Lib Admin.	<u>93,600</u>	<u>80,595</u>	<u>13,005</u>
<b>Totals</b>	<b>\$929,457</b>	<b>\$1,654,056</b>	<b>-\$724,599</b>

**FY11 Year end projection**

Net Assets at Beginning of Yr	\$876,162
Revenues	\$929,457
Expenses	\$1,654,056
Net	-\$724,599
Net Assets at Yr End	\$151,563

**MEMO**

**TO: PLA EXECUTIVE BOARD**

**FROM: EMILY SHEKETOFF  
WASHINGTON OFFICE**

**DATE: JUNE 16, 2010**

**OFFICE OF GOVERNMENT RELATIONS (OGR)**

**American Recovery and Reinvestment Act**

Since the passage of the American Recovery and Reinvestment Act in February 2009, the Washington Office has been monitoring the distribution of Recovery Act, a.k.a. “stimulus,” funds to libraries. Although the expenditure of stimulus funding is at times difficult to account for, our preliminary analysis of data from the government reveals that libraries are receiving a substantial amount of funding from the Recovery Act.

This funding has and is being awarded primarily through programs within three federal agencies – the Departments of Agriculture, Commerce, and Education. In some cases, libraries are direct recipients of stimulus funds; in other instances and more often, libraries are partners with other organizations or belong to larger institutions or entities that have received stimulus funds.

From the Agriculture Department, libraries have been directly awarded over \$3.7 million in grants and loans for construction, equipment, and technology through the Community Facilities Program.

Through the Commerce Department, libraries have benefited from over \$749.7 million in grants distributed by the Broadband Technology Opportunities Program. These funds – awarded directly to libraries or indirectly to libraries through partnerships – are being used for technology and telecommunications projects to expand the availability and use of broadband.

Finally, from the Education Department, libraries (as parts of larger educational institutions and government entities) have indirectly benefited from over \$9.6 billion in stimulus funds. Distributed through programs such as the State Fiscal Stabilization Fund and Title I of the Elementary and Secondary Education Act (ESEA), this money was used primarily to create and retain jobs in education, including academic and school librarians.

**Federal Research Public Access Act (FRPAA)**

On April 15, 2010, Representatives Doyle (D-PA), Waxman (D-CA), Wasserman-Schultz (D-FL), Harper (R-MS), Boucher (D-VA) and Rohrabacher (R-CA) introduced the Federal Research Public Access Act (H.R. 5037), a bill that would ensure free, timely, online access to the published results of research funded by 11 U.S. federal agencies (as the NIH Public Access Policy does now). This bi-partisan supported bill mirrors the Senate version (S. 1373) introduced in June 2009.

A message was posted to the ALA’s Legislative Action Center asking members to write to their representative asking her/him to support and co-sponsor H.R. 5037.



### **Google Book Search settlement update**

Washington Office staff continues to monitor the court's activities in response to the proposed Google Book Search (GBS) settlement. On February 18, 2010, U.S. District Court Judge Chin listened to oral arguments in a New York City courtroom from more than two dozen parties as part of the final settlement/fairness hearing on the amended settlement agreement reached by the Authors Guild, the Association of American Publishers and Google in an attempt to resolve the class-action lawsuit brought by the authors and publishers against Google in 2005.

At the outset of the hearing, Judge Chin indicated that no decision would be reached or announced as part of the hearing and he did not know when a ruling would be issued. In the meantime, the ALA, along with ACRL and ARL, released "GBS March Madness: Paths Forward for the Google Books Settlement." The diagram, inspired by the National Collegiate Athletic Association (NCAA) March Madness tournament brackets, explores the many possible routes and outcomes of the GBS, including avenues into the litigation and appeals process. It also serves as a response to the question of, "So, what next?" as we await Judge Chin's ruling on the case. The diagram is available at <http://www.librarycopyrightalliance.org/bm~doc/gbs-march-madness-diagram-final.pdf>.

Judge Chin has been appointed to the U.S. Court of Appeals and must now dispose of all his cases.

### **Director of the Sacramento Public Library System testifies in House broadband hearing**

Rivkah Sass, Director of the Sacramento Public Library System, testified before the United States House of Representatives Committee on Energy and Commerce's Subcommittee on Communications, Technology and the Internet on May 13.

The hearing, titled "The National Broadband Plan: Promoting Broadband Adoption," was the fourth in a series of hearings addressing issues raised in the National Broadband Plan. It examined recommendations in the National Broadband Plan for increasing broadband adoption, including ways to ensure that all Americans are able to subscribe to broadband and ways to educate individuals about broadband's benefits. Ms. Sass's testimony highlighted the critical role of libraries as anchor institutions in helping drive broadband adoptions in communities.

### **Obama announces nomination for Public Printer**

President Obama announced his intention to nominate William J. Boarman for the position of Public Printer of the United States. Mr. Boarman is currently the President of the Printing, Publishing & Media Workers Sector of the Communications Workers of America (CWA) and the Senior Vice President of CWA and has previously worked for the Government Printing Office. His nomination must be confirmed by the U.S. Senate and the Senate Rules Committee held a hearing on May 25 at which Mr. Boarman was a witness.

### **Renewed effort on the PATRIOT Act**

OGR was involved in numerous coalition meetings in May 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 grassroots support when these issues are again moving in Congress.

### **ALA announces support for Digital Due Process**

In late March, the ALA joined the Digital Due Process Coalition (DDP), a group that seeks to update the Electronic Communications Privacy Act (ECPA). DDP includes a diverse group of privacy advocates, major companies and think-tank's, proposing principles to guide the updating of ECPA, the key federal law that defines the rules for government access to e-mail and private files stored in the Internet "cloud."

The DDP principles are fully consistent with ALA's policies in support of privacy rights, including people's activities in the new technological environments available to us now. Governmental entities should not be able to access personal electronic records, e-mails and other data without appropriate search warrants, particularized suspicion and probable cause.

ALA has advocated for these principles as part of the library community's commitment to civil liberties including the "right to read" and the privacy rights of readers and library users. If ECPA is updated following these key principles, law enforcement can have the tools to conduct its work and investigations while the public can trust that basic privacy rights will be protected.

### **Library Advocacy Day preparations still underway**

Preparations for Library Advocacy Day continue. Registration for this event, which will be held on June 29, 2010 at Upper Senate Park, continues to grow. As of June 7, 2010, over 1000 participants have registered for the rally. On Monday, May 24, the ALA Washington Office sponsored a webinar titled "Library Advocacy Day: What to Know Before You Go." This online training session had over 200 participants. Throughout the conference, there will be many opportunities to learn more about the rally and how to get involved.

On Saturday, participants can attend the training session, "What to Know Before You Go" from 10:30 a.m. to noon in WCC-103B or swing by the Membership Pavilion from noon to 1 p.m., where volunteers will be available to answer questions and register individuals for the event.

Sunday will offer more Q&A time at the Membership Pavilion from noon to 1 p.m. and again from 2:30 to 3:30 p.m.

On Monday, volunteers and staff will be available to answer questions at the Membership Pavilion from 11:30 a.m. to 12:30 p.m. and again from 2:30 to 3:30 p.m.

The Advocacy Hour will be held at 1 p.m. on Saturday, Sunday, and Monday at the Membership Pavilion. Participants are encouraged to come and learn about all the ways you can get involved in library advocacy, as well as ask questions about Library Advocacy Day.

### **Messages to Congress**

As of June 7, 2010, over 12,900 messages have been sent to Congress. 13,206 messages were sent to Congress in all of 2009. At this rate, ALA's messages to Congress will be double last year's numbers by the end of the year.

### **LSTA**

In President Obama's budget request to Congress in February the President chose to level fund LSTA at \$213.5 million the same amount as in FY 2010. Senate and House Labor, Health and Human Services, and Education Appropriations Subcommittees are expected to mark-up their FY 2011 appropriations bill in July which will have funding for the Library Services and Technology Act (LSTA). It is not yet public

how much the committee plans to appropriate to LSTA, and this information will not be made public until after the mark-up in July. In the meantime, the Washington Office staff is working with members to get LSTA funded at \$300 million for FY11. A recent letter that was sent to the Senate Appropriations Committee asking for \$300 million for LSTA received 35 senators' signatures. A similar letter in the House was also circulated, and it gathered 22 signatures.

### **ALA announces winners of 2010 James Madison Award**

On March 15, 2010, ALA announced the joint winners of the 2010 James Madison Award. Sharing the honor this year are Meredith Fuchs, General Counsel to the National Security Archive, and the Citizens for Responsibility and Ethics in Washington (CREW).

In December of 2009, the National Security Archive, CREW, the White House and the National Archives and Records Administration (NARA) entered into an agreement setting forth general principles that resolved the missing White House e-mail lawsuit filed first by the Archive in September 2007. This outcome has done much to ensure the transparency of the White House.

The award was presented during the 12th annual National Freedom of Information Day Conference, which was held on March 15 at the Knight Conference Center at the Newseum in Washington, D.C.

### **OGR Welcomes Four Interns Working on LAD Rally**

Interns Gloria Reaves and Jessica Schneider have been helping the Washington Office prepare for a successful rally since early this spring. In May, they were joined by Jack Morris and Ted Wegner, who will be interning all summer. The interns are assisting Kristin Murphy with matters such as by coordinating volunteers, researching Congress, and tasks required to ensure all participants have a positive experience.

## **OFFICE FOR INFORMATION TECHNOLOGY POLICY (OITP)**

### **Release of report on future of libraries**

OITP released *Checking Out the Future: Perspectives from the Library Community on Information Technology and 21st-Century Libraries*. The policy brief, written by OITP Consultant Jennifer Hendrix, explores how many library professionals are recognizing the need to evolve during the digital revolution and are driving adaptations designed to ensure that libraries remain an integral part of our society's commitment to education, equity, and access to information.

The publication is available at:

[http://www.ala.org/ala/aboutala/offices/oitp/publications/policybriefs/ala\\_checking\\_out\\_the.pdf](http://www.ala.org/ala/aboutala/offices/oitp/publications/policybriefs/ala_checking_out_the.pdf)

### **Release of *Making Connections: Lessons from Five Shared Library Networks***

OITP released *Making Connections: Lessons from Five Shared Library Networks* – profiles of five library networks that have, through varying approaches, successfully upgraded their broadband connectivity. The case studies of these five networks reveal lessons learned that may be instructive for other libraries seeking to establish successful networks. This publication was developed as part of the Opportunity Online Broadband Grant Program, funded by the Bill & Melinda Gates Foundation to help libraries increase and sustain free, quality public access to computers for their patrons. Networks highlighted in the publication include the Ohio Public Library Information Network (OPLIN), West Virginia's

Statewide Library Network (SLN), Wisconsin's BadgerNet, the Maine School and Library Network (MSLN), and the Peninsula Library System (PLS) of California. The publication is now available at [www.ala.org/casestudies](http://www.ala.org/casestudies) and includes a technical primer on broadband connectivity and networking strategies as well as a networking glossary.

### **Webinars on broadband stimulus funding programs**

On January 22, John Windhausen, consultant to the Washington Office and president of Telepoly, and Bob Bocher, ALA OITP Fellow and library technology consultant at Wisconsin's state library agency, provided an overview of the key changes from Round One to Round Two of the Broadband Technology Opportunities Program (BTOP) and the Broadband Initiatives Program (BIP) – the federal broadband stimulus programs at the Departments of Commerce and Agriculture. On February 5, a second webinar was conducted with John Windhausen and Christopher McLean, Principal of e-Copernicus, who provided more detailed information about Round Two of BTOP and BIP. On February 25, Linda Schatz, President of EdTech Strategies, LLC and consultant to OITP and Bob Bocher conducted a third webinar on developing a successful project proposal, which featured Wisconsin's successful BTOP grant award.

### **Summaries of successful first-round broadband stimulus grants**

OITP completed four summaries of successful library applications from the first round of broadband stimulus funding to provide second-round applicants with a snapshot of what went into these successful applications. Highlights include a brief project description, the projected budget and federal award, a project development discussion, and lessons learned. The four summaries are available on the ALA "Know Your Stimulus" Web page, [www.ala.org/knowyourstimulus](http://www.ala.org/knowyourstimulus), under "Lessons Learned" and highlight the following projects: Fast-Forward New Mexico, Spokane Broadband Technology Alliance, City of Boston Public Computing Centers, and Arizona Public Computer Centers.

### **Three library programs recognized for best use of cutting-edge technologies**

In June 2009, OITP and the subcommittee for its Program on America's Libraries for the 21<sup>st</sup> Century issued a call for nominations for best library practices using cutting-edge technology to showcase libraries that are serving their communities with novel and innovative methods. OITP has since recognized Contra Costa County Library in Pleasant Hill, Calif.; North Carolina State University Libraries in Raleigh, N.C.; and Jones Library in Amherst, Mass., for their use of cutting-edge technologies in library services. OITP produced descriptions of these programs to provide the library community with some successful models for delivering quality library service in new ways. The descriptions can be viewed at: <http://www.wo.ala.org/districtdispatch/wp-content/uploads/2010/03/CuttingEdgeLibraries.pdf>.

### **March 2nd SSRC/FCC/ALA event on Capitol Hill**

The American Library Association hosted an event in the Rayburn House Office Building on Capitol Hill to unveil the Federal Communications Commission (FCC) and the Social Science Research Council (SSRC) study findings of the SSRC report *Broadband Adoption in Low-Income Communities* on March 2. The FCC commissioned the study to help inform their understanding of barriers to broadband adoption and to shape the National Broadband Plan due to Congress on March 17 under the American Recovery and Reinvestment Act.

### **Staffing news**

After more than six years at OITP, Carrie McGuire (formerly Lowe), who worked as the Director of the Program on Networks has left ALA for a position at the National Archives, working to establish a new office on government information.

Marijke Visser published an article on tagging in the March 2010 issue of Information Technology and Libraries and served as a guest lecturer at Indiana University.

### **OITP announces 2010 L. Ray Patterson award winner**

This winner of this year's L. Ray Patterson Award is Fred von Lohmann. Mr. von Lohmann has a long history working in support of balanced copyright policy, with a particular focus on the interests of users and libraries. He is a senior staff attorney with the Electronic Frontier Foundation where he focuses on copyright and intellectual property issues.

### **Successful completion of Michigan Alternative Spring Break**

OITP hosted Sarah Pipes, a Michigan graduate student, during March 1-5 for the Alternative Spring Break Program. The program gives students an opportunity to observe the daily operations of various organizations and write a short report about them. During her time with OITP, Sarah attended meetings on telecommunications policy and participated in a briefing OITP held on Capitol Hill where she met several representatives from other national policy organizations.

### **OITP welcomes Google Policy Fellow**

Gwen Glazer, ALA's 2010 Google Policy Fellow, will spend 10 weeks working with OITP this summer on areas of digitization and policy. Gwen has an MLIS from Syracuse University and has served as a staff writer and editor for Cornell University Library and managing editor for NationalJournal.com.

### **OITP director takes part in outreach activities**

Alan Inouye engaged in three outreach activities. 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.

### **Final E-rate Training held in May**

This May marked the final E-rate training of a three year project for state E-rate coordinators funded by the Bill & Melinda Gates Foundation. The two-day training covered numerous topics that state coordinators need to know in order to help their home libraries participate in the E-rate program. This spring, with the release of the National Broadband Plan by the Federal Communications Commission, part of the training session was devoted to a presentation, and discussion of the recommendations in the Plan related to the E-rate program. There were coordinators present from 41 states and the territories.

### **ALA Washington Office hosts CopyNight**

On May 25, the Washington office hosted CopyNight DC, a monthly gathering for discussing current issues in copyright and technology. Carl Malamud of PublicResource.Org, an Internet pioneer and information access activist, was this month's guest speaker. He gave a talk on the law.gov project to make primary legal sources more accessible to the public, as well as several volunteer projects to digitize public domain materials only available in person at the National Archives. Special guest Brewster Kahle of the Internet Archive joined Mr. Malamud. Attendees came from a variety of DC-area organizations in policy, technology, academia, and government.

### **Work continues on Opportunity Online Broadband Grant Program**

This spring, OITP continued its work on the Gates Foundation's Opportunity Online Broadband Grant Program. OITP acts as consultants to the seven state libraries to provide expertise and guidance on the development of sustainability plans for improving broadband capacities at public libraries. The focus of OITP work was on New York and Kansas, with New York submitting its final plan to the Foundation. Activities in Kansas will continue through August.

### **New OITP policy brief on mobile technology, libraries, and public policy to be released**

OITP will soon be releasing the latest policy brief: "There's an App for That! Libraries and Mobile Technology: An Introduction to Public Policy Considerations." This brief explores how the adoption of mobile technologies and services alters the traditional relationships between libraries and their users, and introduces novel challenges to reader privacy. The brief will be presented in a panel and distributed in print form at the upcoming Annual Conference.

## **OGR and OITP JOINT ACTIVITIES**

### **National Broadband Plan**

The Federal Communications Commission released the National Broadband Plan on March 16. OITP conducted an initial analysis of the plan and concluded that several initiatives should be supported, whereas others are good concepts but call for additional measures to ensure that the library community is well served. Discussions on the plan continue in anticipation of the many requests for information (Notices of Proposed Rulemaking) expected to be released beginning in April.

In anticipation of the release of the plan, OITP hosted an all-day meeting on February 22 to discuss expected proposals to modify the E-rate program. Members of the E-rate Task Force, consultants and ALA staff attended. Key topics included simplification, raising the funding cap, and proposals to expand the eligible entities and services for the E-rate program.

ALA Washington Office has been working on several aspects of the National Broadband Plan (NBP), including participating in discussions with other "anchor institutions" about whether or not there is a role for a coordinating function of some type. The Schools, Health and Libraries Broadband (SHLB) Coalition, which includes schools (K-12 and higher education), healthcare providers, as well as the ALA and other library representatives, has started a series of discussions about if or how to work together to bring broadband connectivity into all communities. The idea of a "United Community Access Network" (UCAN) was referenced in the NBP although there are few specifics. Other groups involved with SHLB include Internet2, National LambdaRail, the Association of Research Libraries, the American Association of Community Colleges, and EDUCAUSE. Discussions are ongoing.

**To:** PLA Board  
**FROM:** Christine Lind Hage, PLA Councilor  
**RE:** Report on Council activity between Midwinter and Summer Conference  
**DATE:** June 11, 2010

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The Council list remained relatively quiet over the last six months. The following is a brief summary of the major issues discussed.

**1. ALA Resolution to change *Policy 54.16* against employment discrimination:**

*Change from this current text:*

54.16--Gay Rights

The American Library Association Council reaffirms its support for equal employment opportunity for gay librarians and library workers. The Council recommends that libraries reaffirm their obligation under the Library Bill of Rights to disseminate information representing all points of view on this topic.

*to this text:*

54.16. Gay, Lesbian, Bisexual, and Transgender Rights

The American Library Association supports equal employment opportunity for gay, lesbian, bisexual, and transgender librarians and library workers.

The change references ALA rather than the ALA Council. The discussion centered on whether we should reference the *Library Bill of Rights* with supporters on both sides of referencing it or allowing the LBOR to rule over all ALA documents.

- 2. New interpretation of the Library Bill of Rights: Prisoner's Right to Read will be presented at Council III.** The draft statement is available at <http://connect.ala.org/node/98679>

3. **ALA Endowment:** ALA Treasure Rod Hersberger reported that ALA's endowment had recovered to about \$30.5 M. The endowment was just over \$31 M in May 2007.
  
4. **The Texas State Board of Education adoption of a social studies and history curriculum that amends or waters down the teaching of the civil rights movement, slavery, America's relationship with the U.N. and hundreds of other items.** ALA president Camila Alire sent a letter to the Texas State Board of Education expressing “deep concern” over proposed changes to the state’s social studies and history curriculum standards — changes that “appear to emphasize particular viewpoints while de-emphasizing or deleting competing viewpoints, at the expense of balance and accuracy.” The full letter can be found at: <http://tinyurl.com/2u4o2kz>



DATE: June 14, 2010

TO: PLA Board

FROM: Beth Bingham & Kay Runge, 2010 National Conference Co-Chairs  
Melissa Faubel Johnson, Conference Manager  
Linda Bostrom, Manager, Professional Development  
Kathleen Hughes, Manager of Publications

RE: 2010 PLA National Conference Report

With the hard work and support of the Conference Committee, Program and Local Arrangements subcommittees, and the PLA staff, the PLA Thirteenth National Conference in Portland, OR, was a huge success. The following report will address final numbers, financial figures and evaluation results.

### **Registration**

In Portland, 7,725 librarians, exhibitors, speakers, guests and others joined PLA at the Thirteenth National Conference. This compares to 9,810 in attendance at the 2008 National Conference in Minneapolis. PLA continues to draw the highest attendance of any of the ALA divisional conferences.

Attendee registration for this conference was strong with a total of 5,288 paid registrants, vs. 6,772 in 2008.

### **Virtual Conference**

PLA's Virtual Conference, held in conjunction with the PLA 2010 National Conference, was a financial and critical success this year. Per requests from attendees of the 2008 Virtual Conference, this year we offered group registration rates. We received a total of 116 registrations, which broke down as follows: 46 persons registered at the individual rate; 8 registered at the 10 or more group rate; 21 at the 4-9 group rate; 41 at the 1-3 group rate. This compares to 180 individual registrants for the 2008 Virtual Conference. Revenue.

This year's virtual conference registration revenue is \$47,015, with expenses of \$29,560. In 2008 virtual conference registration revenue was at \$36,000, with expenses of \$32,681. Expenses are less this year, as we had more group rate registrants, and revenue is higher as we implemented price increases with the group rate options.

The Virtual Conference featured panel discussions, poster sessions, interactive workshops, and chats with colleagues, all in real-time. Held on Thursday, March 25 and Friday, March 26, each day consisted of five live programs and a lunchtime author interview hosted by *Booklist's* Donna Seaman. Individuals who registered to attend PLA 2010 also automatically received access to the Virtual Conference as part of their registration.

Virtual conference attendees relished the opportunity for interaction with presenters and a post-virtual conference evaluation form shows that more than 39% of attendees found the event to be "very good," 11% chose "excellent," and 34% chose "good."

**Financial Status**

These figures are preliminary and subject to revision.

<b>2010 Revenues Actual</b>	<b>2010 Revenues (Budget)</b>	<b>2008 Revenues Actual</b>
\$3,122,062	\$2,890,800	\$3,441,111.20
<b>2010 Expenses Actual</b>	<b>2010 Expenses (Budget)</b>	<b>2008 Expenses Actual</b>
\$2,047,934	\$1,705,123	\$2,196,382.28
<b>2010 Net</b>	<b>2010 Net (Budget)</b>	<b>2008 Net Actual</b>
\$1,074,128	\$1,185,677	\$1,244,728.92

Lower overall revenue can be attributed to the decrease in registration due to current economic conditions and library budget cuts. Booth sales were strong and exhibit revenues were over budget by \$206,825.

PLA paid an estimated \$722,692 in overhead to ALA for the 2010 conference. This compares to \$685,013 paid for the 2008 conference.

The PLA Partners Committee was very successful in raising money for the 2010 National Conference. (See PLA Partners Report for 2010 National Conference contributions).

**Programming**

PLA sponsored ten preconferences with a total paid attendance of 714. Additionally, a preconference was organized by the PLA Leadership Development Task Force. Attendance was by application only and 70 were accepted. The final Turning the Page workshop was also held and it drew 184 attendees, who attended free of charge. The Oregon Library Association sponsored two preconferences with a combined attendance of 104. Total paying attendance was 888. This compares with 1,333 paying attendees (at 13 events) in 2008 at the Minneapolis conference, and 997 at 7 events in 2006 in Boston.

A total of 124 concurrent session programs in eight subject tracks were held, including five that were repeated. Repeated programs were either identified as "hot topics" by the Program Subcommittee, or polled exceptionally high in the Session Preference Survey. Additionally, 53 talk tables were offered.

More than 1400 attendees completed the online post-conference survey. Of those, nearly 94% were satisfied with the number of programs offered, and nearly 92% rated the quality of the programs as good or excellent. Most frequently mentioned as the “most valuable aspects” of the conference were the opportunity to network with colleagues from around the country and the programs.

A Children’s Publisher Book Buzz program, moderated by Ellen Fader (Youth Services Coordinator at Multnomah) and featuring children’s publishers discussing upcoming trends and new titles was offered for the first time as part of the Serving Youth track. Many of the sessions on teen topics were full to overflowing, and included a PLA conference first: crowd-surfing by the speaker.

The Program Subcommittee, chaired by Kathleen R.T. Imhoff, included Sonia Alcantara-Antoine, James D. Cooper, Margery Kirby Cyr, Thomas Fortin, Jeanne Goodrich, Richard Kong, Lynn A. McIntosh, Donna Morris, Larry Neal, Susan Sexton-Cooley, Barbara A. Spruill, Tracy R. Strobel, Marcellus Turner; and served as a project for Emerging Leaders, Amanda Brewer, Kristen Kirk, Portia Latalladi, Manya Shorr, and Sandra Sajonas. Many additional volunteers were recruited to work on site, monitoring programs.

The conference opened with a heartfelt performance by Natalie Merchant. Before a crowd of more than 2,000, Merchant performed several songs from her new album “Leave Your Sleep”. Audience members jumped to their feet as Merchant leaped from the stage while performing “Kind and Generous.”

Taking the stage after Merchant was Opening Session speaker and Pulitzer Prize – winning columnist Nick Kristof. Kristof moved audience members as he spoke of the importance of women’s rights in the developing world and his admiration for libraries and librarians.

Closing General Session speaker Sarah Vowell was enthusiastically received, as was the Book Buzz program, garnering a respectable number of votes in the attendees’ survey for “Best Program.” Over 2500 attended the luncheons with almost 3,000 meal event tickets sold in total.

### **Exhibits**

Given the current state of the economy, exhibit sales were strong – 369 companies exhibited from 802 booths and 14 table tops. This compares to 431 exhibiting companies from 863 booths and 20 table tops in 2008.

Exhibitors were pleased with traffic in the hall. Their satisfaction in the PLA Portland conference is reflected in booth sales for the next PLA conference in Philadelphia. 223 companies reserved a total of 631 booths. Approximately 79% of the exhibit hall (based on 2010 size) was pre-sold to exhibitors for the Philadelphia meeting, to be held in two years.

An email with a link to an online questionnaire, developed by Corcoran Expositions, Inc., was sent to the exhibitors of the 2010 National Conference. Results included:

- 74% of the respondents reported that they would definitely recommend exhibiting at the 2012 PLA National Conference.
- 59% of respondents reported that the overall traffic in the exhibit hall met their expectations.
- 63% reported being either “Extremely Satisfied” or “Very Satisfied” with the 2010 PLA Conference.

Positive comments included:

- “It was a great show!”
- “Loved Portland! What a great choice of a city.”
- “Quality visitors – decision makers.”
- “We had a steady stream of visitors to our booth during all of the exhibit hours.”
- “Great leads. Important people.”

Areas for improvement:

- “Attendees seemed rush in their time in the exhibit hall. It would be good to have more exhibits-only time.”
- “Is there a way to create a better mix of conference sessions that would allow a more consistent flow of booth traffic?”
- “Too many break-outs. Not enough time for attendees to be in the exhibit hall.”

### **Conclusion**

PLA Thirteenth National Conference was a great success. Excellent programming and well-attended exhibits again prevailed at PLA, making for a very successful conference. All parties involved should be very proud of their accomplishments!