

Public Library Association
Spring Board of Directors Conference Call
April 18, 2011
11:00 a.m. EDT, 10:00 a.m. CDT, 9:00 MDT, 8:00 PDT

Agenda

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

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

<u>Consent agenda</u>	<u>Document Number</u>
a. 2011 Draft Midwinter Actions	2011.43
b. Membership Report	2011.44
c. PLA Publications Report	2011.45
d. Partners Program Status Report	2011.46
e. "Public Libraries" Magazine Report	2011.47
f. Educational Activities Update	2011.48
g. Technology Report	2011.49
h. Virtual Spring Symposium Report	2011.50
i. PLA 2012 Conference Report	2011.51
j. Gates Funded Projects Update	2011.52
k. FY11 Financial Analysis and Management Update	2011.53 a-b
l. Leadership Task Force Report, <i>Herrera</i>	2011.54

Action/Discussion agenda

3. Discussion, Privatization, *Caplan*
4. Discussion, Review of ALA Annual Conference Saturday schedule and mega-issue discussion, *Caplan and Macikas* no doc.
5. Discussion, National Library Legislative Day Plans, *Caplan, Sheketoff* no doc.
6. Discussion, TechNotes 2011.55
7. Discussion, Washington Office Update, *Sheketoff* 2011. 56
8. New Business:

**Public Library Association
Board of Directors
ALA Midwinter Meeting,
January 8, 2011, San Diego, CA**

DRAFT Board Actions

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

PLA Councilor: Christine Lind Hage

PLA Staff: Barb Macikas, Executive Director; Steven Hofmann, Web Communications Manager; Kathleen Hughes, Manager Publications/ Editor *Public Libraries*; Melissa Faubel Johnson, Meeting Planner/National Conference Manager; Amy Sargent, Marketing and Communications Manager; and Julianna Kloeppe, Program Coordinator.

Excused Absence: Sara Dallas

Guests: Marilyn Boria; Larra Clark; Charles Firestone; Renee Hobbs; Kathleen Reif; Emily Sheketoff; Sue Stroyan; Maureen Sullivan; Marijke Visser

1. Welcome and introductions.
2. **By consent, approved** the adoption of the agenda.
3. **By consent, accepted** the following reports on the consent agenda: 2010 Fall Board Draft Actions, document 2011.23 and 23a; Membership Report, document 2011.24; Continuing Education Report, 2011.25; Publications Report, document 2011.26; Partners Program Report, document 2011.27; "Public Libraries" Magazine Report, document 2011.28; Technology Report, 2011.29; Gates Programs Report, 2011.30; Strategic Plan-Strategies Update, 2011.31; IFLA Report, 2011.39; Spectrum Scholarship Report, 2011.40; White Paper on ALA Midwinter 2011.41.

Discussion agenda

4. **Reviewed and discussed:**
PLA bylaws revision due to ALTAFF (Association of Library Trustees, Advocates, Friends and Foundations) reorganization, document 2011.32. *Caplan* outlined the implications of the ALTAFF reorganization for PLA. PLA bylaws reference ALTA (Association for Library Trustees and Advocates) and an ALTA representative to the PLA Board. As ALTA is a discontinued organization due to the 2009 ALTA merger with FOLUSA (Friends of Libraries USA) to form ALTAFF, PLA bylaws should be revised. Additionally, the ALTAFF bylaws no longer include a PLA representative to ALTAFF (where ALTA 's did). The composition of the PLA Board related to an ALTAFF representative on the PLA Board was discussed.

Motion to remove the ALTA representative position to the PLA Board in response to dissolution of ALTA and the revision of ALTAFF bylaws which no longer have a PLA representative and to place on the ballot a bylaws change to remove references to ALTA from the bylaws. Motion approved.
5. Sue Stroyan and Maureen Sullivan, candidates for ALA President, made brief presentations outlining their platforms and answered questions from the Board.
6. **Reviewed and discussed** the following reports:

FY10-11 Financial Analysis & Management Report through November, document 2011.33 and FY10-11 Year-to-Date by Project Report through November, document 2011.34. *Marilyn Boria*, chair of the PLA Budget & Finance Committee reviewed the reports. B&F recommends endowment interest in FY 12 be earmarked for a leadership initiative and that subsequently, B&F review and recommend use of interest annually and make a recommendation to the Board as to how the funds be used. .

Motion to earmark Fiscal Year 2012 interest and dividends from the PLA endowment to a leadership initiative to be developed by the Leadership Task Force and that each year moving forward, the B&F Committee review and recommend to the Board how endowment earnings be allocated. Motion approved.

7. **Reviewed and discussed:**

Caplan reviewed plans for the mega-issue discussion for Board and PLA leaders at 2011 ALA Annual Conference. The general topic will be member engagement; the discussion will be facilitated by Paul Meyer of Tecker Associates. The mega-issue discussion will be promoted in advance of conference so Board, committee and CoP members will be prepared and to insure a broad reach.

8. **Reviewed and discussed** the following report:

PLA Legislation and Advocacy Committee Chair, *Kathleen Reif*, document 2011.36. Reif and her committee are working to create better communication with ALA Washington Office and federal agency staff, including the Department of Health and Human Services. PLA will have a presence at ALA Legislative Day.

9. **Reviewed and discussed** the following report:

Washington Office, document 2011.35. *Emily Sheketoff* highlighted efforts to be sure librarians are included in state literacy teams. She also announced a change in FEMA policy; public libraries are now eligible for temporary re-location status in the event of an emergency as libraries are now considered essential community agencies. Sheketoff urged the board to thank Senator Jack Reed (D-RI) for his support of this change.

10. **Reviewed and discussed** the ALA Council Agenda. PLA Councilor *Christine Hage* reviewed the Council agenda.

11. **Reviewed and discussed** digital literacy. Staff from the ALA Office for Information Technology Policy *Larra Clark* and *Marijke Visser* reviewed plans for ALA's digital literacy initiative and discussed creating a task force; invited PLA to participate. At the invitation of Clark and Visser, Renee Hobbs, Media Education Lab, Temple University and Charles Firestone, Aspen Institute, addressed the Board and discussed their [White Paper on digital literacy](#). Produced with the Knight Commission, it proposes a detailed plan that positions digital and media literacy as an essential life skill and outlines steps that policymakers, educators, and community advocates can take to help Americans thrive in the digital age.

Clark and Visser will follow up with PLA regarding creation of a digital literacy task force.

12. **New business:** The Spring PLA Board meeting will be via conference call, date TBD. PLA will join the ALA Committee on Legislation in a Council Resolution in support of Susan's Hildreth's nomination to serve as director of IMLS.

13. Meeting adjourned at 4:05 p.m.

Date: April 7, 2011
To: PLA Board
From: Amy Sargent, Manager of Marketing and Communications
Re: Membership

OVERVIEW

As of February 2011, PLA had 9,908 members. This reflects a significant decrease in membership from February 2010 when PLA had 10,971 members in anticipation of the March 2010 Conference.

Some positives:

- The decrease in membership from 2010 (conference year) to 2011 is a smaller percentage than it was for the 2008 (conference year) to 2009 cycle.
- Renewal rates have increased an average of 26.8% from this time last year.
- Membership numbers show a trend of beginning to increase in July preceding a conference year with hundreds joining and reinstating in fall and winter. From September 2009 to March 2010, PLA had 633 new members that registered for PLA Conference.

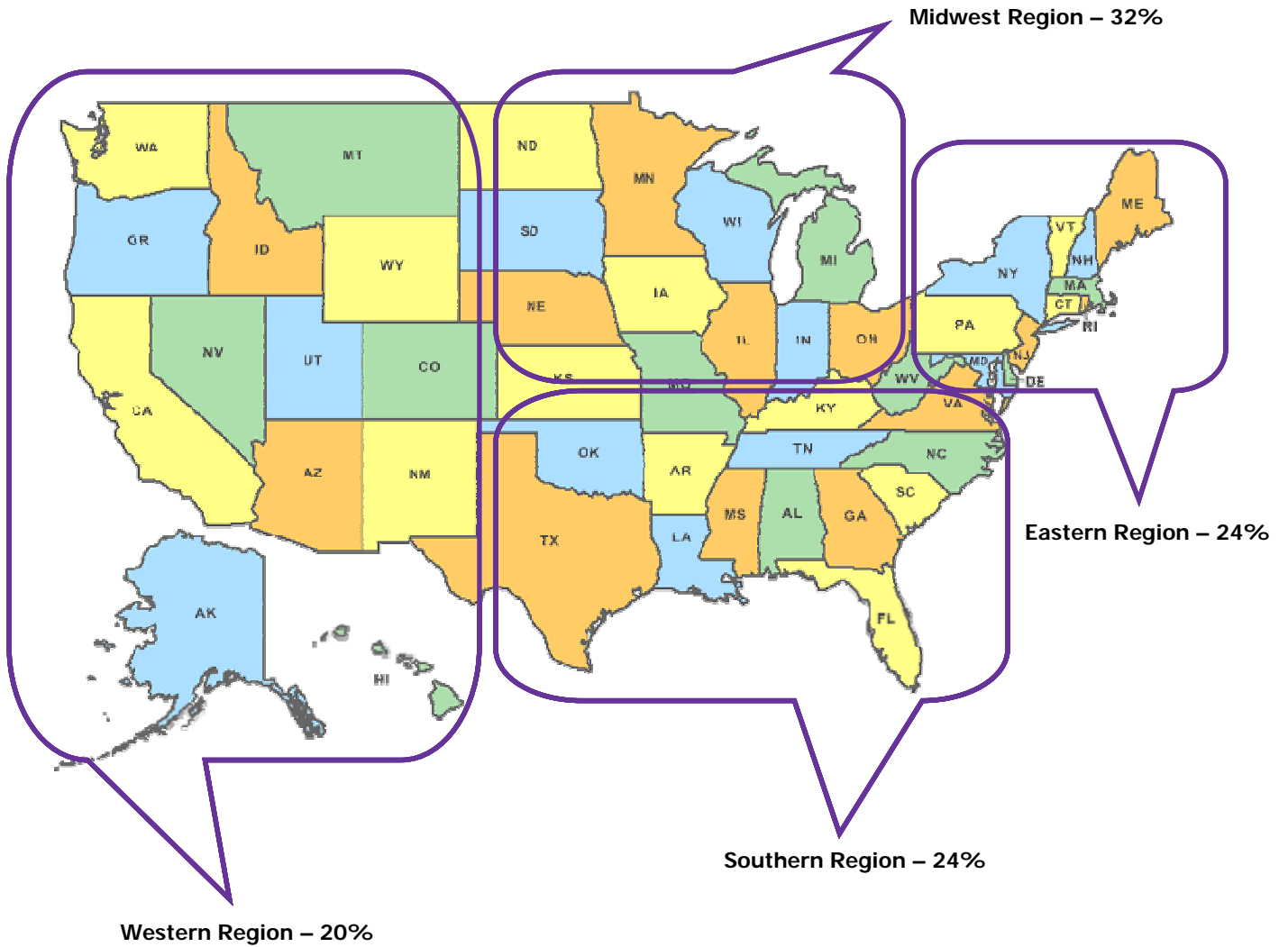
ALA membership experienced a -2.93% shift from February 2010 to February 2011.

PLA Membership Numbers by Type

- Personal: 9,449
 - Regular: 6,663
 - Student: 1,237
 - Trustee: 390
 - Support Staff: 157
 - Retired: 138
 - Other: 864
- Organization: 420
- Corporate: 39

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 119 in February 2011.



Division Membership Comparison (As of February 2011)

These numbers reflect the total membership for each division. Percentage reflects percentage increase or decrease from February 2011.

AASL	7,781 (-10.71)
ACRL	12,643 (+2.71)
ALCTS	4,217(-.64)
ALSC	4,049 (-.91)
ALTAFF	1,167 (+3.00)
ASCLA	811 (-2.17)
LITA	3,460 (-1.08)
LLAMA	4,221 (-6.24)
RUSA	4,285 (-1.68)
YALSA	5,416 (+1.25))

Plans for New or Updated PLA Member Communications

- **Email communications to complement renewal/dropped membership postcards**, April 2011. In an effort to reach and remind renewing/dropped members in another format, emails will be sent that mirror the look of the printed postcards arriving in their mail. Dropped membership emails will include a survey – “If you choose not to reinstate your membership at this time, please fill out this brief survey.”
- **Revise new member email to include survey**, April 2011. Enhance welcome letter with survey to not only capture new member reasons for joining, but also to identify interests in professional development, programs, etc...
- **New member mailings**, Spring 2011. Revise the design and content of the new member welcome mailings to make a more valuable, more professional impression with new members.
- **Renewal and reinstated member thank you’s**, April 2011. Monthly email card to go to members that have renewed and reinstated; thanking them for their continued support and involvement with PLA.
- **Dues Increase Update (If approved)** Opportunity for membership drive to renew/join before dues increase takes effect in September.
- **PLA Member Update Webinar**, Summer 2011. Following the first member update on March 2 (See details below), PLA determined that member update webinars are an engaging and interactive format from which to present PLA information. The summer webinar will include election results and highlight a selection of PLA benefits/services.

Upcoming Recruitment Efforts

- **Member Recruitment Special, Spring of 2011.** Sign up to be a PLA Member and receive one free registration to a PLA webinar (up to a \$35 value). Message vehicles and content TBD.
- **ALA Matching Recruitment Campaign, Spring/Summer of 2011:** This recruitment campaign is geared toward professionals who have never been members of ALA or PLA and is targeted by name and job title to public from MDR. The messaging is focused on showcasing specific divisional offerings while demonstrating how ALA's advocacy works for libraries.

Current PLA Connections

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

- Monthly eNews
- *Public Libraries*
- www.publiclibrariesonline.org
- www.pla.org
- Welcome to new members from Barb Macikas within a month of registration
- New member mailing (1-2 mos. after registration)
- Renewing member mailing (3 mos. before "expiration date")
- Dropped member mailing (3 mos. after "expiration date")
- Assorted e-mail blasts (one-two a month)
 - Webinars
 - Midwinter Institute
 - New publications
- Monthly Webinar Series "Public Libraries at Work"
- National Meetings – PLA Conference, Virtual Spring Symposium, ALA Annual Conference, ALA Midwinter
- Regional CPLA workshops
- Facebook (2,812 fans, April 7, 2011) – has been chosen to be featured in an ALA social media showcase as an effective use of Facebook
- Twitter (1,826 followers, April 7, 2011)
- PLA Blog

PLA Member Update Webinar

On March 2, PLA presented a 45-minute, free Member Update webinar to inform and encourage member engagement within the organization and throughout the field of public libraries.

The PLA Member Update webinar had brief introductions to getting involved in public library advocacy and contributing to discussions and projects in the PLA Communities of Practice. Attendees also received a preview of the 2011 PLA Virtual Spring Symposium.

In addition, to help members make an informed vote during the 2011 elections, the PLA Member Update webinar explained the positions up for election as well as the three ballot items requiring a member vote: the member dues increase, adjustment to the member dues schedule, and update to the PLA bylaws. During the webinar, PLA President Audra Caplan explained the decision to request a dues increase and helped members understand the necessity of raising dues for the first time in 18 years.

Registration for the PLA Member Update webinar was free and open to both members and nonmembers alike.

Date: April 6, 2011
To: PLA Board of Directors
From: Kathleen Hughes, Manager of Publications
RE: Publications

Sales

PLA publications sales revenues are at \$27,638.02 as of the February report; currently \$12,000 behind the budgeted figure of \$40,340. Revenue at this time last year was \$55,359.45. Much of this shortfall can be attributed to uncollected royalties. We should be at or near the budgeted sales figure by the end of the fiscal year.

Expenses

We are continuing to hold the line on expenses. Expenses are currently under budget, at \$13,553.18. At this point in the fiscal year, expenses are budgeted to be at \$32,614.00

PLA Publishing Activities

In addition to our backlist of publications, we are working on making following available:

ECRR

The updated and expanded 2nd edition of Every Child Ready to Read® (ECRR) is nearing completion. The new version incorporates simple practices, based on research, to help parents and other caregivers develop early literacy skills in children from birth to age five. The toolkit includes a series of workshops that demonstrate how parents, grandparents, childcare providers, and preschool teachers can use five simple practices--talking, singing, reading, writing, and playing--to develop language and pre-reading skills in children beginning at birth.

What's in the kit:

- A Manual consisting of :
 - An introduction to Every Child Ready To Read® 2nd edition, with background information and research references;
 - A PowerPoint presentation (with instructions and talking points) for eight different ECRR workshops;
 - A complete hard copy of each presentation and a CD with each presentation in PowerPoint, ready to use; and
 - booklists, resource lists, and handouts.
- One packet of 100 brochures to share with patrons
- One ECRR poster
- One packet of 100 bookmarks to share with patrons

TechNotes

The PLA Technotes are short, web-based papers introducing specific technologies for public librarians. We continue to maintain the PLA Technotes series by updating the older Technotes and preparing new Technotes on emerging topics.. They are located at <http://www.ala.org/ala/mgrps/divs/pla/plapublications/platechnotes/index.cfm>.

PLDS (Public Library Data Service)

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 cost \$250; by the end of last fiscal year we had sold nearly 100. So far this year, we have sold 11 new subscription and orders continue to come in. In addition, last year's subscribers are starting to renew their subscriptions so by the end of the fiscal year we should meet or exceed last year's sales figure. The subscription database has not appeared to affect sales of the PLDS book, which last year were on target; 2011 advance orders for the PLDS book also are steady.

PLA Guide to Film Programming

We are working with ALA editors and a public librarian with expertise in film programming (Kati Irons) to produce a guide for public librarians on creating film programs. The guide will emphasize the selection process, as well as equipment requirements, legal considerations, and marketing. The targeted date for completion of the manuscript is December, 2011.

TO: PLA Board

FROM: Barb Macikas, Executive Director

RE: **Partners Program Status Report**

DATE: April 6, 2011

Budget for FY2011 is \$69,000. Total contributions (cash received) as of today is \$52,500 from the following contributors:

<u>Sponsor</u>	<u>Amount</u>	<u>Level</u>
Target	\$15,000.00	Platinum
Midwest Tape	\$10,000.00	Platinum
BWI/Follett	\$5,000.00	Gold
Highsmith	\$5,000.00	Gold
Morningstar	\$5,000.00	Gold
Playaway	\$5,000.00	Gold
Polaris	\$5,000.00	Gold
Brodart	\$2,000.00	Silver
Libraryconsultants.org	\$500.00	Bronze

It is anticipated we will make budget. Board member involvement in these donations is critical. Board members are encouraged to suggest new vendors for potential sponsorship opportunities. Newer suppliers or those that are seeing an expansion in their outreach to the library market are good candidates. Please contact me with suggestions.

April 6, 2011

To: PLA Board of Directors

From: Kathleen Hughes, editor

Re: *Public Libraries*

So far in Fiscal Year 2011, "*Public Libraries*" ad sales are ahead of budget. Ad sales revenues are at \$36,993, currently \$17,000 ahead of budget. Ad sales revenues at this point last fiscal year were \$18,718.

Our subscription base has shrunk a bit - we currently have 562 subscriptions. At this time last year we had 622 subscriptions. Subscription revenues are on target, currently at \$19,150; budgeted to be \$19,600. We are planning a subscription drive for early summer in order to shore up our numbers by the end of the fiscal year.

In terms of expenses, we were budgeted to be at \$75,222; the actual expenses total is \$49,629 making us approximately \$25,000 ahead of the budgeted figure for expenses. As for the journal's net revenue, we are at \$993.68; we are budgeted to be at -\$50,182. This makes us ahead of budget by \$51,175. This is mostly a timing issue, expenses will be closer to the budgeted figure by the end of the fiscal year

In other *PL* news, we celebrated our 50th anniversary with a new design which started with the January/February 2011 issue. We hope the new design presents a more contemporary, sharper, and clearer look. The *PL* companion website, www.publiclibrariesonline.org continues to grow and evolve, with more exclusive online content including two recent author interviews. We have begun to accept advertising on the site and posted our first banner ad in March, 2011.

April 7, 2011
To: PLA Board of Directors

From: Linda Bostrom
Manager of Professional Development

Re: Educational Activities Report

PLA @ALA 2011 Annual Conference Programming

Registration for the three preconferences PLA is sponsoring in New Orleans is slow, especially for the full-day event, *Cirque de Peoples*. Preconferences unlikely to recoup their cost will be canceled two months in advance. A list of all the PLA-sponsored preconferences and programs, including the President's Program, is attached to this report.

e-Learning @PLA

PLA's monthly webinar series, "Public Libraries @ Work," continued in January with Right on the Money: Financial Literacy @ your Library. This event drew 75 registrants, including 13 groups. February's webinar was titled Creating a User-Centered Website for Your Library, presented by Nate Hill (San Jose Public Library). This event drew 242 registrants, 44 of which were groups.

In March, President Audra Caplan and other PLA leaders presented a free-of-charge member-update webinar, that presented information about the dues increase, election and upcoming PLA events. Due to the [Virtual Spring Symposium](#), no "Public Libraries @ Work" webinar was presented. A webinar entitled [Cracking QR Codes: What Are They and How Can They Help Your Library](#) is being presented by Carson Block on April 20. In May, Valerie Gross will present a follow up on her extremely popular Words that Work webinar. Other upcoming webinars include an update on the revised Every Child Ready to Read products and readers advisory with Nancy Pearl.

PLA held one online 4-week course, [The Accidental Public Library Technology Trainer](#), which sold out quickly (45 was the maximum class size). A second presentation of the class, taught by Stephanie Gerding, is scheduled for August 1-29.

As of the end of February, net revenue for online CE is nearly \$30,000 ahead of the budget projection.

PLA/CPLA Workshops

Two workshops are scheduled to take place in May: Budget & Finance, 17-18th in the Houston area; Fundraising, 24-25th in Seattle. We are scaling back on the number of workshops being scheduled overall. I am negotiating with two new sites in the Midwest to host workshops in the fall.

Results Boot Camp

PLA Conference Manager, Melissa Faubel Johnson, and I are planning a scaled down version of this workshop for early fall. Tentative location is the Nashville Public Library. Plans do not include contracting for a room block or meeting space, and minimal food service.

ALA Annual Conference 2011, Preconferences, Friday June 24, 2011

1. **Title:** Cirque de Peoples!

Length: Full day, 9:00am-5:00pm

Description: Working in a circus? Oh, yeah.... Begin the day exploring the what-ifs and the how'd that happens of daily life in managing/supervising/leading in a public library. The fun continues in the afternoon with three acts: Leading in Place, Dealing with Difficult People, and Take this Job and Love It! Aimed at the stars of the big top: lion tamers, jugglers, tight-rope walkers, and acrobats (aka: Staff) who deliver the show. Expected results: confidence up, blood pressure down!

Speakers: Gail E. Johnson, Face2Face Communications and Training; Pam Parr, Face2Face Communications and Training

2. **Title:** The Top 10 Benefits of Tough Times

Length: Half day; 8:30am-12:00pm

Description: It's time to stop wringing our hands. Sure, times are tough. It's going to take a while to adjust budgets, staff sizes and everything else to this "new normal." But let's talk for a minute about the "good" side to this crisis. There is one, you know, and those who stay focused on it will come out winners in the end. Learn how to do more with your staff by stretching talents and interests. Hear how your facility design and spending can take some trimming and still come out stronger! Find out how to keep your organization well designed and growing, learning, stretching and succeeding, even as your budget continues to shrink.

Speakers: Catherine Hakala-Ausperk, Deputy Director, Cleveland Heights-University Heights Public Library; Kimberly Bolan Cullin, Bolan & Associates

3. **Title:** Interactive Spaces for Families to Play, Learn, and Discover

Length: Half day; 1:30-5:00pm

Description: Three libraries present information about newly developed children's spaces in their libraries (unique places where parents, children, and families can share in an interactive learning environment). Learn about: Play and Learn Islands™, interactive exhibits that incorporate purposeful play into the public library; how to create a fresh environment that creates playing and learning opportunities for children of all ages; and how to work with the local learning and childcare community to develop to an early learning zone in a large urban library. One of these ideas could work in your library.

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

4. **Title:** Turning the Page 2.0
Length: Half day; 8:30am-12:00pm

Description: Turning the Page 2.0 addresses core issues of advocacy, communications and relationship building in a convenient blended-learning format. This half-day kick-off introduces librarians and supporters to the basic tenants of TtP 2.0. Participants will leave this pre-conference ready to undertake a six-week course of synchronous and asynchronous online work aimed at completing an individual advocacy work plan. Attendance at this meeting is encouraged but not mandatory for Turning the Page 2.0 participation; non-members are welcome.

Speakers: Dr. Steve Yacovelli, Owner and Principal, TopDog Learning Group; Judith A. Drescher, former Director of Libraries, Memphis, Tenn.

ALA 2011 Annual Conference, Programs

Saturday, 8:00-10:00am

Beautiful (and Cheap) Websites and Tools for Low-Tech Libraries.

Organizer: Veronica Rutter Reynolds, Web and Collection Development Librarian, New City Library, N.Y. Speakers: Veronica Rutter Reynolds, Bob Keith. Description: No money? No technological savvy? No problem! With the incredible rise of content management systems and open source tools, no library needs to be without technological necessities. The presenters will display several easy tools to create simple, clean websites as well as other tricks like tracking reference questions using Google Apps or set up an SMS service using Meebo? In this economy, no one can afford NOT to know about these tools.

Saturday, 10:00am-12:00pm

Recovery Along the Gulf Coast: 21 Communities Build Back Better Public Libraries.

Organizer/Speaker: MaryEllin Santiago, Project Manager, Gulf Coast Library Project. Description: This session will present lessons learned from the Gulf Coast Libraries Project in the rebuilding of 21 public libraries lost in the storms of 2005. The resurrection of staff, collections, and facilities took the library leaders on a career path that they had never expected. The Bill & Melinda Gates Foundation funded project met the intended goals of building temporary and permanent libraries, implementing strategic planning and replacement of technology in the libraries serving the communities.

Saturday, 10:30am-12:00pm

Doing Away with Dewey: Library Innovations for Service Excellence.

Organizer: Moe Hosseini-Ara, Director, Service Excellence, Markham (Ont.) Public Library. Speakers: Andrea Cecchetto, Manager, Learning and Growth; Diane Macklin, Marketing & Programming Strategist; Debbie Walker, Director, Library Strategy & Innovation; all from Markham (Ont.) Public Library.

Description: Customer Centred Classification (C3) is an innovative and award winning library classification and collection merchandizing system designed from a customer perspective to replace traditional classification systems such as Dewey and Library of Congress. C3 is part of an overall innovative strategy to transform public library services for the realities of the 21st century. Learn how to make your library more welcoming, customer friendly, efficient and cost effective.

One Person Can Make a Difference: Tips and Techniques for the Lone

Change Agent. *Organizer/Speaker: Stephanie Chase, Central Library Administration, Multnomah County (Or,) Library. Additional Speaker: Scott Hughes. City Librarian, Bridgeport (Conn.) Public Library.* **Description:** Join two Library Journal Movers & Shakers as they discuss practical leadership lessons learned from leading change at the local and state level, as well as from the Senior Executives in State and Local Government program at Harvard's Kennedy School and as a Public Library Association Fellow in the Positive Leadership program at the University of Michigan's Ross School of Business. Come with an open mind; leave with a to-do list of ideas you can immediately implement.

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

Saturday, 1:30-3:30pm

Download This! How One Library Embraced Its Downloadable Future.

Organizer/Speaker: Ned Heeger-Brehm, Branch Manager, Groesbeck Branch, Public Library of Cincinnati and Hamilton County, Oh. Additional Speaker(s): Sandy Bolek, Internet Site Coordinator, Public Library of Cincinnati and Hamilton County, Oh. **Description:** In 2010 the Public Library of Cincinnati and Hamilton County conducted an evaluation of its downloadable materials collection. A team collected data on 83 other libraries' collections, ranking the collections and noting best practices for presenting and supporting those collections. The team recommended dramatically increasing the Library's downloadable budget, improving its catalog and website, marketing its collection, implementing staff and customer training, and improving customer support. The session will present the results, one year later.

From Grocery Store to Kitchen: Empowering Library Users to Get Creative with Digital Media.

Organizer/Speaker: Richard Kong, Information Services Manager, Arlington Heights (Ill.) Memorial Library. Additional Speaker(s): Faith Brautigam, Director of Youth Services; Betsy O'Connell, Director of Information Technology; Denise Raleigh, Director of Marketing (all from Gail Borden Public Library, Ill.). **Description:** It's time for libraries to stop functioning like grocery stores where people simply come to get stuff and start acting more like kitchens where people come to create and tell their own stories. This program will provide insights into why libraries need to start empowering users of all ages to work with videos, music, podcasts, and graphic design. Also hear about StoryTubes, an exciting yet simple project that combines kids' interest in technology with their love for books and reading. We'll end with some tips on how to create a simple digital media lab for your library.

The REVISED Every Child Ready to Read.

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

Saturday, 4:00-5:30pm

Library Evolution: Five, Ten, & Fifteen Years.

Organizer/Speaker: Jennifer Rowe, Designer, Holzman Moss Bottino Architecture, LLP. Additional Speakers: Elinor Barrett, Associate Director, Daniel Boone Regional Library, Mo.; Timothy R. Diamond, Special Assistant to the Director, Cleveland (Oh.) Public Library; Lois Kilkka, Library Manager, ImaginOn: The Joe & Joan Martin Center, Charlotte, N.C.; Malcolm Holzman, FAIA, Partner Holzman Moss Bottino Architecture, LLP. **Description:** One test of a successful library is time. Public libraries respond to public needs which are ever changing. Flexible space allows libraries to adapt to these needs. Join us in a discussion of how 3 libraries programmed and built at different times during the last two decades are evolving in response to current needs. Learn from these libraries whether you are planning a new library or improving an existing library to better serve your community.

Public Programs that Work in Rural Libraries.

Organizer: Larry Grieco, Library Director, Gilpin County (Colo.) Public Library. Additional Speaker(s): Dwight McInvaill, Director, Georgetown County (S.C.) Library; others TBA. **Description:** This will be a panel presentation and discussion of a variety of public programs with a proven success record in rural libraries. Each panelist will describe one or more programs that have worked in his or her library, from

inception to implementation including the development of an idea, funding sources, target audience, and how to replicate in another rural library.

Sunday, 10:30am-12:00pm

Define, Align, Empower: Developing a Coordinated Volunteer Program.

Organizer: Teresa Claypool, Volunteer Services Coordinator, King County (Wash.) Library System. Additional Speakers: Julie G. Brand, Community Relations & Marketing Director, King County (Wash.) Library System; Peter Cole, Reference Librarian & Volunteer Coordinator, Fairwood Library (Wash.); Louis Mendoza, Volunteer Initiatives Manager, United Way of King County, Wash.

Description: Libraries and volunteers are a time-honored partnership, but the combination often created unanticipated challenges and additional workload for staff. As budgets shrink and demands for library service increase, gaining reliable results from volunteer programs becomes even more essential. Learn how the King County Library System approached the challenges of identifying and meeting staff and volunteer needs, standardizing the operational and supervisory factors involved, and establishing meaningful recognition for service.

Early Literacy Model Magic. *Organizer: Saroj Ghoting, Early Childhood Literacy Consultant, Va. Additional Speakers: Stephanie Bailey-White, Idaho Commission for Libraries; Barbara Brand, Youth Services Manager, Johnson County (Kans.) Library; Kathy Shahbodaghi, Public Services Division Administrator, Youth & Teen Services, Columbus Metropolitan Library System.*

Description: Whether you have already implemented projects using Every Child Ready to Read at your library® or other early literacy programs or if you are just starting out, everyone from front line staff to youth services administrators to library directors/trustees can benefit from the experience of small, medium, and large libraries that have used different early literacy models to meet the needs of families. Presenters share research-based approaches/techniques that can be implemented anywhere.

What the Library Did for Romance. *Organizer/Speaker: Jennifer Lohmann, Adult Services Manager, Southwest Regional Library, N.C. Additional Speaker(s): Sarah Wendell., Managing Partner, SBTB LLC, N.J.*

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

Sunday, 1:00-2:30pm

PLA President's Program and Awards Presentation featuring David Simon and Laura Lippman

PLA and PLA President, Audra Caplan, welcome writer-producer David Simon and mystery author Laura Lippman as keynote speakers. Simon and Lippman, husband and wife, bring a dynamic energy and urban perspective to the stage. Their Baltimore origins inspire their work—Simon as writer and producer of award-winning shows, *Homicide* and *The Wire* and Lippman as the best-selling author of mysteries featuring Baltimore P.I., Tess Monaghan and books, *What the Dead Know* and *Life Sentences*. Simon also brings unique insight on the conference host-city, New Orleans, from his current work on the TV drama, *Treme*.

Sponsored by HarperCollins

Sunday, 4:00-5:30pm

The Making of a Latino Library Lover: Programming for Latinos.

Organizer/Speaker: Maria Cristina (Tina) Viglucci, Hispanic Outreach Coordinator, Gail Borden Public Library, Elgin, Ill. Additional Speakers: Tina Birkholz, Coordinator of Hispanic Family Services, Gail Borden Public Library; Armando Trejo, Archivist and Interlibrary Loan Librarian, Elgin Community College, Ill. Description: Can you say "¿yo amo mi biblioteca?" or, more importantly, can your community's Latinos say it? Learn how to draw Latino customers to your library and transform them into passionate library advocates through successful programming.

Monday, 10:30am-12:00pm

Goin' Mobile: We Did It and You Can Too! *Organizer/Speaker: Sandra Bolek, Internet Site Coordinator, Public Library of Cincinnati & Hamilton County, Oh.*

Description: Mobile devices are playing an increasingly important role in the lives of our customers, yet many public libraries are struggling to find the time and resources to develop mobile optimized websites. Despite the challenges (which really aren't so bad!) of dealing with another form of technology, libraries can't afford to ignore this trend. During this session, staff from The Public Library of Cincinnati and Hamilton County will guide you through the process of developing a mobile-friendly website.

Two Thumbs Up: The Genres, Directors and Films You Should Know to Give Awesome Viewers Advisory. *Organizer/Speaker: Kati Irons, Music and Film Librarian, Selection and Acquisition, Pierce County (Wash.) Library.*

Additional Speaker(s): John Fossett, Collection manager, Kitsap Regional Library (Wash.). Description: Is your idea of "Viewer's Advisory" pointing to IMDB and walking away? Are you not exactly sure what Viewers Advisory or IMDB are? You don't have to read every book to give great Reader's Advisory, so why feel

that way about movies? This mini-survey course of notable genres, directors and films will give you tools to face Viewer's Advisory questions with confidence.

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

Monday, 1:30-3:30pm

The Library eBranch: More Than Just a Website. *Organizer/Speaker: Julie Finklang, eBranch Manager, San Mateo (Calif.) County Library. Additional Speakers: Cris Miranda, Webmaster, San Mateo County Library; Carine Risley, Atherton Branch Manager, San Mateo County Library; Katherine Stevens, Project Manager, ISITE Design, Portland, Or.; Patrick Sweeney, East Palo Alto Branch Manager, San Mateo County Library.* **Description:** The San Mateo County Library launched a brand new eBranch (smcl.org) on April 12, 2010. This presentation will explain the evolution of the eBranch, lessons learned the first post-launch year, and implementation of SOPAC, the Social Opac. Other topics include: choosing a CMS (and why we chose Drupal); vendor selection; our favorite features; engaging staff in content development ; and improving the user experience.

Date: April 5, 2011
To: PLA Board
From: Steven Hofmann, Manager, Web Communications
Re: Technology

ALA Drupal Migration

ALA is preparing to migrate its website back end system to Drupal, a modular and incredibly flexible open-source content management system (CMS), from the current Serena Collage CMS. PLA is on the migration schedule to go as the first division, with an estimated migration time sometime in mid May.

The clean-up of PLA's existing web content is complete. Also, a new web banner and complementary color scheme have been chosen to customize the new "look and feel" template for the divisions developed by OJC, , the Drupal consultancy contracted by ALA to coordinate the customized installation of the new CMS and development of the new website.

The PLA Manager of Web Communication is co-chairing an internal group of division website managers whose objective is to determine how the division websites could implement a more consistent labeling and information architecture (IA) in conjunction with the migration to Drupal. Consensus has been reached on almost all of the division top-level navigation labeling and IA, and the second-level labeling/IA will be addressed next.

PLA Communities of Practice

A number of good recommendations for encouraging activity within the CoPs came out of the PLA Communities of Practice Task Force meeting at Midwinter. The Task Force will consider how to implement these.

PLA Webinars

PLA's decision to subscribe to the WebEx webinar platform has allowed us to avoid problems plaguing users of the iLINC web conferencing service adopted by ALA. Technical issues with WebEx have been minimal.

A PLA webinars how-to manual is being created to document and instruct staff about the technical aspects of setting up, running, archiving, and following up with attendees of our webinars.

April 7, 2011

To: PLA Board of Directors
From: Linda Bostrom
Manager of Professional Development
Re: 2011 Virtual Spring Symposium, Preliminary Report

This report is submitted on behalf of the entire PLA staff. This event, of necessity, required input from and participation by all.

Overview

The inaugural PLA Virtual Spring Symposium (VSS) was held on March 30, 2011. The schedule of sessions and list of speakers is still available on the PLA web site at <http://www.ala.org/ala/mgrps/divs/pla/plaevents/plaspringsymposium/index.cfm>. Total registration was 225, with 86 of those individuals, 76 groups of 2-3, 32 groups of 4-9, and 31 groups of 10 or more (139 groups total). Group registrants were able to stream both tracks simultaneously.

Staff was pleased with the overall look of the VSS. Attendees were treated to music and presentations covering PLA upcoming events and shoutouts from attendees during breaks. Results from the attendee survey are not yet available and will be provided at the Annual Conference meeting in New Orleans. However, participants were engaged throughout the day, submitting questions, offering presenter feedback, and communicating with other attendees via the online chat window. Additionally, on twitter, a number of people posted quotes from presenters and impressions of programs.

There were technical difficulties during the Track 2 sessions which required a reboot of the server, and this caused issues for some attendees. The problem was resolved for the lunchtime interview and no other technical issues occurred. BlueSky Broadcast, the hosting company, attributed the failure to the servers they were using and the company hosting them.

An archived version of all the sessions will be available within the next two weeks for all those who registered.

Attendance Statistics

These numbers, showing how many were logged in, are from the preliminary (i.e., not cleaned up!) reports provided by BlueSky. The sessions are listed in chronological order:

Introduction by Audra Caplan: 335

Track 1

A Mobile Feast: Reaching Library Customers via Mobile Technology: 209

When School Is Out, The Library Is In: 157

Track 2

Can Your Library Provide the Electronic Content that People Want and Need?: 191

Connecting with Teens @ Your Library: 126
Lunchtime interview with Diane Ackerman: 300

Track 3

The Post Recession Library: 171
I Didn't Know You Could Do That at the Library: 201

Track 4

Minnesota Library Futures Initiative: 170
Transforming Life After 50: 192
Closing session, The Sustainable Library, with Joan Frye Williams and George Needham: 200

Financials

These are preliminary figures. Gross income was \$66,460 (about \$27,000 more than projected); \$57,706.81 after overhead is deducted. Expenses, not all yet recorded, are expected to come in well under the budgeted amount of \$36,476.

Date: April 7, 2011

To: PLA Board

From: Melissa Faubel Johnson, CMP
Conference Manager

Linda Bostrom
PLA Manager, Professional Development

Re: PLA 2012
March 13 – 17, 2012, Philadelphia, PA

Plans for the PLA 2012 National Conference in Philadelphia, PA, are progressing on schedule.

Exhibits

As of April 7, 2011, 541 booths are sold to 186 companies. This compares to 614 booths sold to 219 companies as of 2009. 243 booths remain available. (57 more than available in 2010) The online exhibitor prospectus will become available soon, and our exhibit management team expects sales to pick up now that we are less than one year out from the conference.

Conference Programming

Sara Dallas, Chair, led the 2012 Conference Program Subcommittee through one and a half days of meetings during the ALA 2011 Midwinter Meeting in San Diego. The Subcommittee members had already reviewed and rated the 320 proposals online, and approved about 100 program proposals and 5 preconference proposals. Subcommittee members, including of five Emerging Leaders who will be working with them through the completion of the conference, are busily creating new programs and preconferences. The final slate of programs will be presented to the Board in New Orleans, along with the slate of preconferences for the Board's approval.

Local Arrangements

PLA Staff will meet with the Local Arrangements Subcommittee during an upcoming site visit to Philadelphia.

Special Event Speakers

Jerry Pickney is confirmed for the Children's Lunch on Friday, March 16. The Conference Committee continues to review authors submitted for consideration by the publishers.

Registration

Registration and housing will open at the beginning of September.

Date: April 18, 2011
To: PLA Board
From: Mary Hirsh, Project Manager
RE: Gates Foundation Report

Turning the Page 2.0

The Foundation awarded PLA a grant extension of \$623,723 in late November to develop a new program based on the existing *Turning the Page* content. This training will be delivered free of charge to librarians, staff, and library supporters in a blended learning model. The course work includes synchronous webinars, asynchronous homework, Communities of Practice, and a chance to attend an in-person event.

Steve Yacovelli of TopDog Learning group and an original trainer was contracted to develop [Turning the Page 2.0](#)—a new, higher level approach to existing content and resources. The core learnings of creating and telling a compelling story, building and sustaining partnerships, and stating a case for support have carried over from the original program. Participants will determine their own advocacy goal and then work through a series of modules to build an Advocacy Work Plan.

Participants will “meet” each week for six consecutive weeks during a one hour, facilitated webinar. They will also be required to complete one or two assigned modules of *Turning the Page* online and the related work plan sections. Facilitators will review the work plans and offer one-on-one feedback—an enhancement over many online learning programs. As of April 5, 120 librarians and library stakeholders from across the country have registered for the first training cluster, which begins the week of April 18.

PLA has hired eight professional facilitators, many of whom were members of the original *Turning the Page* team. A train-the-trainer session was held in Chicago on March 17, 2011. They facilitator team is made up of:

- Jill Bremer, Oak Park, IL, original team member
- Laurie Brown, Ferndale, MI, communications specialist
- Colette Ellis, Brooklyn, NY, original team member
- Cynthia Faulkner, Portland, ME, original team member
- Stephanie Gerding, Phoenix, AZ, independent library consultant and PLA trainer
- Cathy Hakala-Ausperk, Cleveland Heights, OH, deputy director of Cleveland Heights Public Library and PLA trainer
- Debra Hamilton, West Milford, NJ, original team member
- Steve Yacovelli, Orlando, FL, original team member

Optional in-person events are scheduled to take place at state conferences or ALA and PLA events. Locations were chosen with an eye towards reaching states that were not served by the original program. At these three hour meetings, Judy Drescher and Steve Yacovelli will introduce attendees to the overall concepts of the program, explore the virtual classroom technology, and give participants a chance to meet one another. Attendance is totally optional and does not impact participation in the online portion of the course. People who are unable to attend the in-person events can access the same content through a Getting Started video presentation.

The first in-person kick off is scheduled for April 12 at the Texas Library Association Annual meeting in Austin, TX. The remaining schedule events is as follows:

- June 24, ALA Annual, New Orleans
- August 3, Pacific Northwest Library Association, Spokane, WA
- October 28, Michigan Library Association, Kalamazoo, MI
- March 14 2012, PLA National Conference, Philadelphia, PA
- June 2012, ALA Annual, Anaheim, CA

Finally, PLA hired Lynn Slawsky to serve as the program officer for *Turning the Page 2.0*. Lynn comes to PLA from the Ohio Attorney General's office. She is an excellent addition to the team and will be a great asset to PLA overall.

The un-facilitated, online only version of *Turning the Page* online is still available free of charge to all ALA members. Although PLA is not actively promoting this program at this time, 480 people have at least logged in to the program.

PLA is grateful to the Bill & Melinda Gates Foundation for its continued support of *Turning the Page*. Through these programs, PLA is able to provide valuable training to the profession as well as enhance its internal resources related to online training and audience building.

Technology Benchmarks

PLA is also participating in the Foundation's Public Access Technology Benchmarks program. PLA staff provided the Board with a full report of the Gates Foundation technology benchmarks initiative at the fall board meeting (see doc 2011.11). A full press release can be found at: <http://www.wo.ala.org/districtdispatch/?p=5847>

The Urban Libraries Council was selected as the lead facilitator for the program. Collaborators in the benchmarks effort currently include PLA and OITP; the International City/County Management Association; Lyrasis; WebJunction; TechSoup; state libraries in California, Oklahoma and Texas; and researchers from the University of Washington and University of Maryland, College Park. Mary Hirsh will manage this program for PLA. To date, PLA staff has attended two meetings of the Benchmarks roundtable, where the conversation about roles and responsibilities as well as the actual Benchmark content was advanced. No firm decisions have yet been made.

PLA will lead the content development team, which also includes Lyrisis, WebJunction and TechSoup. In this capacity, PLA will create a plan to inform the development of a Benchmarks-based training curriculum addressing a range of library competencies. The plan, slated for an October 2011 completion, will guide the development of concrete and specific training objectives, a benchmarks curriculum and a curriculum for training trainers. This train the trainer curriculum will be used to train a select group of trainers from Benchmark Roundtable partners at the state libraries of California, Oklahoma and Texas, as well from Lyrisis. A train the trainer session is tentatively scheduled to take place during PLA's 2012 National Conference. Additionally, PLA will work collaboratively with its partners on a plan of communication and outreach.

PLA is also in the process of putting together an internal advisory group of members to serve as a sounding board and review work in progress. The PLA Board, ALA Board and Council will be kept up-to-date on any developments related to the Technology Benchmarks Program.

April 6, 2011

TO: PLA Board of Directors
PLA Budget & Finance Committee

RE: FY11 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 February 2011 financial performance reports, through the second quarter of FY11 (Sept.-Feb.). The narrative provides context for the attached by project report.

**February 2011
Public Library Association Operating Budget**

Total Revenues Budgeted/Actual/Remaining:	\$ 486,699	\$ 387,565	\$ (99,133)
Total Direct Expenses Budgeted/Actual/Remaining:	\$ 872,023	\$ 489,636	\$ 382,386
Contribution Margin Budgeted/Actual/Remaining:	\$ (346,699)	\$ (80,861)	\$ 265,837
Overhead Budgeted/Actual/Remaining:	\$ 38,439	\$ 21,013	\$ 17,415
Tax Budgeted/Actual/Remaining:	\$ 196	\$ 196	\$ 0
Net Revenue (Expense) Budgeted/Actual/Variance	\$ (385,324)	\$ (102,071)	\$ 283,254
Beginning/Ending Net Asset Balance:	\$1,189,843	\$ 1,087,772	

Revenues

Overall PLA revenues are 20% (\$99,133) under budget. Revenue is off for several reasons: the Every Child Ready to Read product is behind schedule on production but will launch in this fiscal year, in time to make up lost revenue. PLDS is off due to the timing of reporting and should get closer to budget by annual conference. Additionally, revenues from the VSS and some of the webinars are not yet recorded. PLA Bootcamp and a few of the CPLA courses were cancelled due to low enrollment or the anticipation of low enrollment. VSS and

webinar revenues that are over budget should cover these losses. PLA Partner contributions continue to come in slowly, several have not yet been recorded but should come in close to budget.

Expenses

Overall, expenses are 44% (\$382,386) under budget. This is due primarily to salary/benefit savings for unfilled positions, grant funded support of portions of salary and expenses not incurred by cancelled CE events. Additionally, there are timing issues associated with bills for publications, *Public Libraries* and virtual CE. Overall, expenses will remain slightly under budget when timing issues resolve.

Endowment*

The PLA endowment principle and interest are at \$1,134,321 as of February 2011. This represents an increase of \$408,255 from the low of \$726,066 in February 2009.

Summary

If member revenue does not decline significantly for the remainder of the year, salary/benefit savings for unfilled positions, grant funded support of portions of salary and expenses not incurred by cancelled CE events, along with strong virtual CE through the VSS and webinar series should allow PLA to come in close to or slightly better than budget.

*Note regarding the endowment: in June 2010, the Board approved moving the endowment interest/dividend income into the PLA operating budget; not rolling it into the endowment as had been done in the past. ALA recommends that divisions keep a balance of 4 months operating costs in reserve (\$600,000 averaged between conference and non-conference years for PLA). 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; however, 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 not have 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.

Public Library Association						
FY 2011 Financial Report						
Year-To-Date Report by Project						
		<u>FY2010</u>	<u>FY2010</u>	<u>FY2011</u>	<u>FY2011</u>	
		<u>Budget</u>	<u>Final Close</u>	<u>Budget</u>	<u>February</u>	
1 Administration (0000)						
Revenue		\$0.00	\$0.00	\$0.00	\$0.00	
Expenses						
	Salaries/Benefits	\$667,878.00	\$478,950.00	\$324,636.00	\$231,450.00	
	Operating	\$135,275.00	\$70,466.00	\$78,922.00	\$39,200.00	
	TOTAL	\$803,153.00	\$549,416.00	\$403,558.00	\$270,650.00	
2 Service to Members (3000)						
Revenue						
	Dues	\$487,470.00	\$440,783.00	\$201,516.00	\$205,316.00	
	TOTAL	\$487,470.00	\$440,783.00	\$201,516.00	\$205,316.00	
Expenses						
	Operating	\$253,505.00	\$165,454.00	\$70,012.00	\$25,039.00	
3 Regional CE (3007)						
Revenue		\$66,500.00	\$36,680.00	\$12,502.00	\$0.00	
Expenses		\$65,410.00	\$75,420.00	\$9,224.00	\$0.00	
4 Regional CE-Meal Events (3010)						
Revenue		\$3,000.00	\$0.00	\$1,500.00	\$0.00	
Expenses		\$2,600.00	\$0.00	\$1,298.00	\$0.00	
5 Certified Public Library Administrators (3189)						
Revenue		\$70,200.00	\$47,025.00	\$23,800.00	\$46,800.00	
Expenses		\$69,634.00	\$60,359.00	\$24,939.00	\$46,410.00	

		FY2010	FY2010	FY2011	FY2011
6 Web CE (3040)		Budget	Final Close	Budget	February
Revenue		\$148,500.00	\$54,619.00	\$7,500.00	\$31,064.00
Expenses		\$67,168.00	\$38,303.00	\$15,228.00	\$8,826.00
7 PLA Partners (3020)					
Revenue		\$94,000.00	\$144,600.00	\$34,500.00	\$20,520.00
Expenses		\$52,350.00	\$1,415.00	\$34,174.00	\$4,096.00
8 Preschool Literacy (3120)					
Revenue		\$39,375.00	\$11,549.00	\$17,895.00	\$3.00
Expenses		\$38,225.00	\$33,131.00	\$13,335.00	\$3,851.00
9 Public Libraries (3030)					
Revenue					
	Subscriptions	\$48,125.00	\$37,393.00	\$19,193.00	\$19,150.00
	Advertising (Net)	\$45,800.00	\$44,511.00	\$8,551.00	\$34,167.00
	Other	\$150.00	\$0.00	\$0.00	\$0.00
	TOTAL	\$94,075.00	\$81,904.00	\$27,744.00	\$53,317.00
Expenses					
	Manufact./Dist. Outside	\$67,190.00	\$57,569.00	\$47,291.00	\$44,656.00
	Professional Services	\$10,000.00	\$12,756.00	\$4,900.00	\$2,910.00
	All ALA IUT's	\$46,550.00	\$33,291.00	\$21,610.00	\$1,803.00
	Other	\$79,643.00	\$35,503.00	\$4,125.00	\$2,955.00
	TOTAL	\$203,383.00	\$139,119.00	\$77,926.00	\$52,324.00
10 Public Library Data Service (3172)					
Revenue	Sales	\$118,760.00	\$92,274.00	\$61,136.00	\$11,475.00
	Royalties	\$14,000.00	\$21,185.00	\$7,000.00	\$5,653.00
	Returns	<u>-\$4,563.00</u>	<u>-\$4,384.00</u>	<u>-\$2,282.00</u>	<u>-\$888.00</u>
Total		\$128,197.00	\$109,075.00	\$65,854.00	\$16,240.00
Expenses					
	U of I Contract	\$72,101.00	\$78,630.00	\$36,050.00	\$7,927.00
	Other	<u>\$42,309.00</u>	<u>\$34,633.00</u>	<u>\$28,492.00</u>	<u>\$7,142.00</u>
	TOTAL	\$114,410.00	\$113,263.00	\$64,542.00	\$15,069.00

		FY2010	FY2010	FY2011	FY2011
		<u>Budget</u>	<u>Final Close</u>	<u>Budget</u>	<u>February</u>
11 Publications (3058)					
Revenue					
	Books	\$75,000.00	\$53,774.00	\$37,500.00	\$27,348.00
	Fulfillment>Returns	-\$3,840.00	(776.00)	-\$920.00	\$291.00
	Royalties	\$79,000.00	44,439.00	\$3,760.00	\$0.00
	TOTAL	\$150,160.00	\$97,437.00	\$40,340.00	\$27,639.00
Expenses					
	Manufacturing/Dist.	\$11,400.00	\$14,177.00	\$6,700.00	\$3,382.00
	Professional Services	\$42,000.00	\$56,508.00	\$17,350.00	\$9,245.00
	ALA IUT	\$600.00	\$240.00	\$3,950.00	\$1.00
	Operating	\$18,927.00	\$4,173.00	\$9,388.00	\$4,532.00
	TOTAL	\$72,927.00	\$75,098.00	\$37,388.00	\$17,160.00
12 AC Preconference (3026)					
Revenue	No preconf held in FY10.	\$29,500.00	\$1,375.00	\$4,680.00	\$9,665.00
Expenses		\$20,280.00	\$330.00	\$2,172.00	\$8,932.00
13 2011 Virtual Spring Sym. (3011)					
Revenues				\$25,708.00	\$0.00
Expenses				\$32,528.00	\$14,838.00
14 NC 2012 General Program (3061)					
Revenues		\$933,700.00	\$984,724.00	\$0.00	\$0.00
Expenses		\$506,185.00	\$437,574.00	\$8,186.00	\$910.00
15 NC 2012 Exhibits (3062)					
Revenues		\$1,629,600.00	\$1,834,775.00	\$0.00	\$0.00
Expenses		\$781,106.00	\$870,238.00	\$42,494.00	\$32,213.00
16 NC 2012 Promotion (3063)					
Revenues		\$100,000.00	\$105,197.00	\$0.00	\$0.00
Expenses		\$96,770.00	\$120,287.00	\$10,302.00	\$4,265.00

			FY2010	FY2010	FY2011	FY2011
			<u>Budget</u>	<u>Final Close</u>	<u>Budget</u>	<u>February</u>
17 NC 2012 Registration (3064)						
Revenues			\$0.00	\$0.00	\$0.00	\$0.00
Expenses			\$35,250.00	\$45,714.00	\$0.00	\$0.00
18 NC 2012 OGS/CGS (3065)						
Revenues			\$20,000.00	\$0.00	\$0.00	\$0.00
Expenses			\$63,000.00	\$127,203.00	\$0.00	\$0.00
19 NC 2012 Programs (3066)						
Revenues			\$0.00	\$0.00	\$0.00	\$0.00
Expenses			\$85,075.00	\$80,621.00	\$0.00	\$4,500.00
20 NC 2012 PLA Store (3067)						
Revenues			\$0.00	\$0.00	\$0.00	\$0.00
Expenses			\$0.00	\$458.00	\$0.00	\$0.00
21 NC 2012 Tours (3068)						
Revenues			\$0.00	\$0.00	\$0.00	\$0.00
Expenses			\$0.00	\$0.00	\$0.00	\$0.00
22 NC 2012 Meal Events (3069)						
Revenues			\$112,500.00	\$90,290.00	\$0.00	\$0.00
Expenses			\$85,000.00	\$90,327.00	\$0.00	\$0.00
23 NC 2012 Preconferences (3070)						
Revenues			\$95,000.00	\$110,616.00	\$0.00	\$0.00
Expenses			\$52,737.00	\$74,612.00	\$0.00	\$0.00

BALANCE SHEET STATEMENT						
		FY2010	FY2010	FY2012	FY2012	FY2012
		<u>Budget</u>	<u>Final Close</u>	<u>Annual Budget</u>	<u>2nd Q Actual</u>	<u>2nd Q Budget</u>
Opening Fund Balance		\$142,552.00	\$142,552.00	\$1,189,841.00		
Revenue		\$4,201,777.00	\$4,150,712.00	\$968,407.00	\$387,565.00	\$486,699.00
Expenses		\$3,468,168.00	\$3,103,422.00	\$1,743,630.00	\$489,636.00	\$872,023.00
Net		\$733,609.00	\$1,047,289.00	-\$775,223.00	-\$102,071.00	-\$385,324.00
Transfer to Endowment		-\$100,000.00	\$0.00			
Closing Fund Balance		\$776,161.00	\$1,189,841.00	\$414,618.00		
Endowment Principle			\$989,355.00		\$1,134,321.00	
Endowment Interest/Dividends			\$30,953 *		\$20,681.00	
			*Rolloed into PLA operating budget; not into endowment.			

TO: PLA Board of Directors

FROM: Luis Herrera
Leadership Development Task Force Chair

RE: Leadership Development Task Force Report

DATE: April 5, 2011

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

Leadership Reception at Midwinter

A very successful reception for past leadership fellows and PLA Board and committee chairs was held at the 2011 Midwinter Meeting. George Needham and Joan Frye Williams provided thought-provoking ideas on leadership and the event gave Task Force members, PLA Board and committee chairs and the leadership fellows a great opportunity to network.

Leadership Webinar

A free, one-hour leadership webinar featuring PLA leadership fellows and describing the PLA leadership initiative is planned for June 8, at 1 p.m. CT. Task force member and leadership fellow Brian Bannon will work with other fellows and task force members to develop content and identify speakers.

PLA 2012 Preconference

Task force member Carolyn Anthony will work to develop a preconference for the Philadelphia conference, building on the successful preconference held in Portland last year.

Grant Funding or Possible Partnerships

The task force is planning to submit a proposal to IMLS and/or other funders to sustain the leadership work. Possible proposal ideas include: development of toolkits based on tested content; development of train-the-trainer curriculum; or online/blended learning training models. An analysis of training options will be done.

PublicLibrariesonline.org

At ALA this summer, the task force will consider an article or series of articles for *PL Online* on the topic of leadership.

April 7, 2011

TO: PLA Board of Directors

RE: TechNotes

ACTION REQUESTED/INFORMATION/REPORT:

Information

REQUESTED BY: Audra Caplan, PLA President
and Barb Macikas, Executive Director

BACKGROUND:

As you'll recall, the PLA Board received a request at Midwinter from the Technology CoP to increase their funding (see page 2). According to PLA bylaws, "A community of practice may incur no expenses except as authorized by the PLA Board of Directors and it may make no declaration of policy." However, this group has been incurring expenses on an on-going basis since PLA was re-organized, with no Board approval. Additionally, though the TechNotes group represents itself as the Technology CoP, they do not seem to conduct their work within the CoP and most of the TechNotes group are not members of the CoP.

We need to determine: 1) the future of TechNotes and how/if the project is funded by PLA and 2) how/where the TechNotes volunteer group works and fits within the PLA re-organization, if we continue to produce TechNotes.

Related to funding, in 2004, Dan Walters, then Chair of the Technology in Public Libraries Committee, requested \$15,000 to fund a new TechNotes cycle; there are no memos or official requests for funding after 2004 that we could find. The first time TechNotes is specifically mentioned in the PLA budget notes is 2004, where it was funded at \$20,000. Every year after that, until 2011, TechNotes has been funded at \$15,000. In 2011, TechNotes is funded at \$7,500. Currently, I have a \$7,500 placeholder in the draft FY12 budget for TechNotes.

Audra Caplan and Marcia Warner will schedule a meeting with the TechNotes group in Annual Conference to discuss options of how the group might work in the future.

Also attached is an overview of the history of TechNotes (pages 3-7).

PLA Board of Directors
Spring 2011
2011.55
PLA Board of Directors
Midwinter 2011
2011.42

January 7, 2011

TO: PLA Budget and Finance Committee and the PLA Board of Directors

RE: Technotes Budget Allocation (FY 2011)

ACTION REQUESTED/INFORMATION/REPORT:

Action requested

ACTION REQUESTED BY: Amy Terlaga, on behalf of the PLA Technology Community of Practice,
fmrly. Technology in Public Libraries Committee

DRAFT OF MOTION:

BACKGROUND:

We request an allocation of \$11,500 for [TechNotes](#) in 2011. Maintaining and updating a reduced number of TechNotes will cost \$7500. In addition, we request \$4000 to post and monitor TechNotes on Wikipedia. (25 hours at a reduced cost of \$150/ hr.) We will monitor the use of TechNotes on Wikipedia over the coming year and evaluate in January 2012.

I would be available to explain our purpose further at your budget deliberations this afternoon.

TechNotes History

TechNotes was initially a project of the Technology in Public Libraries committee.

Technology in Public Libraries Committee Background

Reviewing past records, it appears that there was a Technology in Public Libraries section, but it was dissolved in 1995. Following that, the Technology in Public Libraries committee became a regular division committee. During the PLA reorganization of 1996 the Technology in Public Libraries committee became part of the Library Development Cluster. The committee's charge was:

To help public libraries use information technology to improve services to their customers; to consider the impacts and opportunities presented by information technology; to collect and disseminate information on advances in electronic media of all kinds that might be applied in public library operations; to provide channels of communication for the sharing, among public librarians and others, of information about technology and of the experience gained in its use, with the aim of developing optimal applications of technology to public library services; to work toward achieving the goals of the Public Library Association as they relate to the use of technology in public library services; and to establish liaisons and work with other groups within and outside of PLA and ALA having similar concerns about the utilization of technology in public libraries.

Looking over the available meeting minutes, it appears that in addition to the TechNotes project, the committee also worked on conference programming, sent a representative to the annual CNI conference (Coalition for Networked Information), provided input on political issues like LSCA (Library Services Construction Act) reauthorization and development of the National Information Infrastructure and other information infrastructure policy issues. The last chair was appointed in 2008. After 2008, the Technology in Public Libraries committee was eliminated in the reorganization.

Chairs 1999-2008

1999 – Bill Ptacek

2000 – Dan Walters

2001 – Susan Harrison

2002 – Susan Harrison

2003 – Dan Walters

2004 – Dan Walters

2005 – Charles McMorran

2006 – Douglas Bailey

2007 – Douglas Bailey

2008 – Bill Ptacek

Transition to CoP

The group does have a CoP page on ALA Connect, but does not appear to be an active CoP. I couldn't find any evidence of group activity in the CoP – currently, this is the only exchange on the site:

Greetings from the PLA Board Representative

I'd like to introduce myself to the Technology Community of Practice (COP). Is there anyone out there?? I'm Christine Lind Hage and I'll be serving as the PLA Board liaison to your COP. I want to personally thank you for participating in this community. The Board values each CoP and looks forward to seeing the unique ways that your community will further the work of the Public Library Association.

My primary focus as your liaison is to support you in building a successful, thriving community. You can count on me to:

- *Serve as your direct line of communication with the PLA Board of Directors;*
- *Seek input from your CoP on special projects or initiatives presented by the Board;*
- *Apprise you of pertinent news from the Board that may affect your community;*
- *Provide advice; and*
- *Recognize the hard work of your community.*

I look forward to working with you and supporting your CoP. Please feel free to contact me if I can be of further assistance.

Regards,

Christine Hage@rhpl.org

This was the only response to Christine's query:

Lori Ayre

Mon, 01/24/2011 - 12:35pm

Hi Christine,

This group met at Midwinter but we didn't really discuss ALAConnect or whether or not we'd use it to communicate. Amy Terlaga is heading up this group as far as I know.

TechNotes Project Background

- November 1998 – TechNotes idea conceived as a companion website to “Wired for the Future: Developing Your Library Technology Plan.” The TechNotes website is mentioned as a ‘great benefit to all public libraries’ in the foreword of “Wired for the Future.”
- November 1998 – TechNotes RFP developed and issued by the Public Library Association - Technology in Public Libraries Committee on behalf of the PLA. This solicitation invited proposals from qualified individuals or firms to develop and write a series of a minimum of ten but not more than fifteen papers titled, TechNotes, to be published on PLA’s website after approval by the PLA Technology in Public Libraries committee. It is noted that the TechNotes will supplement PLA’s Wired for the Future: Developing Your Library Technology Plan. The RFP also requires the chosen contractor to meet with the Technology in Public Libraries committee during summer and winter conferences for approval of topics and final drafts. It is specified that each TechNote will be 5-7 pages, or 1200-1500 words, supplemented with a bibliography or reading list.
- GraceAnne DeCandido was selected as the first TechNotes author. She authored the following (all of which have now been removed or revised):
 - Filtering: No Easy Answers
 - Digital Disaster Planning: When Bad Things Happen to
 - Good Systems
 - Push Technology: Pushed to the Brink
 - Wireless Networks: Unplugged, and Play
 - Electronic Statistics: Counting Crows
 - Video Teleconferencing: Here, There, and Everywhere
 - Intranets: The Web Inside
 - Metadata: Always More Than You Think
 - DOI: The Persistence of Memory
- Karen Schneider contributed one TechNote ‘Plain Facts About Internet Filtering Software.’
- In 2002 Richard Boss was selected to write a new series of TechNotes. It is not clear how he was selected (there is no evidence of an RFP). He has been writing them since that time.
- In 2004, Dan Walters, the Chair of the Technology in Public Libraries Committee requested \$15,000 to fund a new TechNotes cycle. In the memo, Walters lays out which TechNotes are being considered for revision and which topics they are considering tackling, with final selection of topics coming from the committee members. The TechNotes site is no longer mentioned as a companion to “Wired for the Future.”

- There are no memos or official requests for funding after 2004, at least that I could find. The first time TechNotes is specifically mentioned in the PLA budget notes is 2004, the same year as the Walters memo. In the 2004 PLA budget TechNotes were funded at \$20,000. Every year after that, until 2011, TechNotes is funded at \$15,000. In 2011 TechNotes is funded at \$7,500.
- From what I can tell Richard Boss (writer/consultant) is driving the new topics and revisions discussions. I have asked Amy Terlaga (head of the current Technology in Public Libraries group) if there is an official procedure. Here is her response:

Hi Kathleen—

Sure, I can explain for you.

Dick will send us a copy of all of the TechNotes, with their last edit dates, along with suggestions as to which ones he thinks needs revising. He sends us this before our committee meeting at ALA.

Then during the meeting, we will discuss his recommendations, along with some of our own. We go through the list, one by one, until we have agreed upon all recommendations. We also take into account the overall cost – how many we can do in any given year and stay within budget.

Hope this helps! Let me know if you need any more detail.

Amy

- Current TechNotes written by Richard Boss include:
 - Blogs and Wikis – March 5, 2007
 - Digital Assets Management - October 28, 2009
 - Digital Object Identifier (DOI)- February 19, 2010
 - Disaster Planning for Computers and Networks- June, 2002
 - Discovery Platforms- April 28, 2009
 - E-Commerce Platforms-August 31, 2009
 - eContent – March 22, 2010
 - Educational Software – March 5, 2007
 - Electronic Resources Management- March 5, 2007
 - Evaluating Electronic Products and Services- September, 2010
 - Filtering Technology and CIPA Compliance- April 14, 2004
 - Games and Gaming in Libraries- February 22, 2010
 - Geographic Information Systems (GIS) – April 17, 2009
 - Institutional Repositories- April 29, 2006
 - Internet and WAN Access Options – August 11, 2008

Intranets and Extranets – April 29, 2009
Library Portals – May 28, 2008
Materials Handling Systems in Libraries – September 7, 2010
Metadata – March 22, 2010
Mobile Computer Devices in Libraries – September 26, 2008
Negotiating Contracts with Database Vendors – October 23, 2003
Negotiating Contracts with Integrated Library System Vendors – November 24, 2009
Network Management – November 23, 2009
Open Source Software – May 8, 2008
Open Source Integrated Library System Software – December 14, 2008
Open URL – January 25, 2011
PC Reservation and Print Management Software – March 14, 2007
Remote Conferencing – April 19, 2009
Report Writers – September 17, 2010
Rethinking Library Statistics in a Changing Environment -2006
RFID Technology – June 20, 2009
Social Networking Sites and Libraries – October 28, 2009
Software as a Service - 2010
Unicode – May 8, 2008
Virtual Reference – March 22, 2010
VOIP (Voice Over Internet Protocol) – August 31, 2009
Web Services – May 7, 2007
Wireless LANs – August 31, 2010

PLA Staff Involvement

PLA staff involvement is limited to posting the files to the TechNotes page and communicating with the committee regarding payment of the consultant. Staff members do occasionally attend the Technology in Public Libraries group meeting at ALA Annual Conference and Midwinter Meeting to hear plans for updating or producing new TechNotes and to answer questions regarding the TechNotes budget and payments.

REPORT TO PLA BOARD

FROM: EMILY SHEKETOFF

DATE: APRIL 6, 2011

Office of Government Relations

USA PATRIOT Act

The Senate Judiciary Committee approved the USA PATRIOT Act Sunset Extension Act of 2011 (S. 193) on March 10. In a 10-7 vote, the committee approved reauthorization of three expiring provisions of the USA PATRIOT Act, including Section 215, often referred to as the “library provision.” This bill, introduced by Senate Judiciary Chairman Patrick Leahy (VT-D), now goes to a Senate floor vote, which is not yet scheduled.

S. 193 has several important reforms – including a heightened degree of protection for library patron and circulation records in intelligence investigations under Section 215 that would require the government to prove a connection to a terrorist or spy to obtain the readers’ records. The committee also approved an amendment to include book sale records from booksellers with the library provision – another welcomed improvement.

The bill also subjects the controversial National Security Letter (NSL) statutes to a sunset for the first time. The NSL statutes were dramatically expanded by the PATRIOT Act and have come under fire after the Department of Justice Office of Inspector General uncovered rampant misuse of NSLs by the FBI. Imposing a sunset would give Congress more leverage to conduct oversight and an opportunity to impose further reforms in a few years.

Finally, Senator Dick Durbin (D-IL) partnered with freshman Senator Mike Lee (R-UT) on a successful amendment to impose more safeguards for another of the expiring provisions, the roving wiretap authority under the Foreign Intelligence Surveillance Act (FISA). Nine Democrats and Senator Lee voted to approve the bill.

If the Senate approves Leahy’s bill, it would be a tremendous step forward in PATRIOT Act reform – although at the committee markup key Republican senators indicated that they would have many floor amendments.

Museum and Library Services Act signed into law

In late December as the end of the 111th Congress approached, the U.S. House of Representatives passed the Museum and Library Services Act (MLSA) by a voice vote, clearing the last legislative hurdle in its reauthorization process. MLSA was signed by the president shortly thereafter.

The passage of MLSA ensures that the Institute of Museum and Library Services (IMLS) can continue its federal leadership role by administering the numerous programs in the Library Services and Technology Act (LSTA) portion of the bill.

This bill received bipartisan support from both Republicans and Democrats in both the House and the Senate.

ALA, Sen. Reed secure FEMA provision to include libraries as temporary relocation facilities

Collaboration between the American Library Association (ALA) and Sen. Jack Reed (D-RI) has resulted in a change to Federal Emergency Management Agency (FEMA) policy that will designate libraries as temporary relocation facilities during major disasters and emergencies under the FEMA Public Assistance Program.

Section 403 of the Stafford Act authorizes FEMA to provide federal assistance to meet immediate threats to life and property resulting from a major disaster. According to the provision, the act allows for the provision of temporary facilities for schools and other essential community services, when it is related to saving lives and protecting and preserving property or public health and safety.

Prior to this policy change libraries were specifically excluded, but are now included in the list of eligible public facilities. The Office of Government Relations worked with Senator Reed, who recognized what a tremendous oversight that was. FEMA's list of eligible public facilities now includes facilities for police, fire protection/emergency services, medical care, education, libraries, utilities and other essential community services.

Rep. Fortenberry reintroduces bill to amend Consumer Product Safety Improvement Act

In January 2010, the Consumer Product Safety Commission (CPSC) released their Report to Congress regarding difficulties encountered with enforcing the Consumer Product Safety Improvement Act (CPSIA).

The report reaffirms the Commission's belief that Congress did not intend to impose the strict lead ban — as imposed by section 101(a) of CPSIA — for ordinary books. However, the report states that the CPSC does not have the flexibility needed to grant exclusion for ordinary books. "In order to address this issue, Congress may, with some limitations, choose to consider granting an exclusion for ordinary children's books and other children's paper-based printed materials," the report states.

On January 12, 2011, U.S. Rep. Fortenberry (NE-1) once again recognized the need for ordinary books to be exempt from the law by reintroducing a bill to do so. The bill, H.R. 272, would amend CPSIA to exempt ordinary books and paper-based printed material from the lead limit in CPSIA. The bill has been referred to the House committee on Energy and Commerce.

President Obama's FY2012 Budget Calls for a 9 percent cut to LSTA

On February 14, the president proposed a 9 percent cut to the Institute for Museum and Library Services (IMLS) Library Services and Technology Act (LSTA) funds in his FY2012 Budget Proposal. His proposed budget is "dead on arrival" in a Republican House, which is expected to propose even deeper cuts. Major grassroots initiatives are being started by the ALA Washington Office and other offices and divisions within ALA. President Roberta Stevens and ALTAFF will also be mobilizing their various networks of authors to help advocate for full funding for LSTA and other programs as well as the reauthorization of the Elementary and Secondary Education Act (ESEA).

President Obama's budget request also asked for Improving Literacy Through School Libraries to be consolidated with six other literacy programs. Consolidation is when several programs are lumped together and are competing for the same amount of money.

ALA presents 2011 James Madison Award to Patrice McDermott

American Library Association (ALA) President Roberta Stevens presented the 2011 James Madison Award to Patrice McDermott, director of OpenTheGovernment.org, during the 13th annual National Freedom of Information Day Conference celebration on March 16 at the Knight Conference Center at the Newseum in Washington, D.C.

McDermott also previously served as deputy director of the ALA Office of Government Relations, where she led the office's work on government information and privacy policy and e-government policy issues, and as the assistant director of the Office for Intellectual Freedom of the American Library Association in Chicago.

ALA urges House Energy and Commerce Committee to preserve FCC's net neutrality decision

The American Library Association (ALA) along with the Association for Research Libraries (ARL) and EDUCAUSE, sent a letter (<http://www.wo.ala.org/districtdispatch/wp-content/uploads/2011/02/ALA-ARL-EDU-House-NN-Ltr-FINAL.pdf>) to the members of the U.S. House Energy and Commerce Committee on February 16, expressing opposition to using the Congressional Review Act or any other legislation to overturn or undermine the December "net neutrality" decision by the Federal Communications Commission (FCC).

FY 2011 Funding

Since Congress failed to pass a budget for FY 2011, the federal government has been operating under a series of continuing resolutions (CR) since October 1. A CR is a bill that funds the government until Congress can pass a full-year budget.

On March 17, Congress passed the sixth CR for the fiscal year. This current CR will expire on April 8. While this CR makes an additional \$6 billion in cuts, none were to any education programs including Improving Literacy Through School Libraries and the Library Services and Technology Act (LSTA). In FY 2010, LSTA was funded at \$213.5 million and Improving

Literacy Through School Libraries was funded at \$19.1 million. These programs will continue to be funded at this level until the current CR expires.

It is unclear at this time if Congress will pass a full-year budget before the April 8 deadline or if Congress will pass another short-term CR. If Congress fails to pass a budget or CR by April 8, the government will shut down.

Advocacy E-mails to Congress

Between January and March 2011, ALA members sent over 6031 email messages to Congress. While many of these messages were focused on protecting library funding, members also wrote to their elected officials on whistleblower protection, the Consumer Product Safety Improvement Act, and the PATRIOT Act.

OGR holds two webinars

There were two webinars in the first part of 2011: “New Ideas for Connecting with the 112th Congress Legislators” and “Budget and Appropriations 101: Understanding the Process and Timelines.” These two webinars focused on building relationships with federally elected officials and understanding the budget process. Over 150 people participated in these two online events.

The New Ideas webinar is available in our archives at <http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/onlinecourses/index.cfm> .

OFFICE FOR INFORMATION TECHNOLOGY POLICY

Program on E-rate during Midwinter Conference

OITP hosted an informational session on E-rate, featuring expert, John Noran from the Schools and Libraries Division of the Universal Service Administrative Company, who explained recent changes to the E-rate program and took questions from the audience.

Second annual cutting-edge services contest

The American Library Association (ALA) Office for Information Technology Policy (OITP) has selected programs at Creekview High School in Canton, Ga.; Orange County Library System in Orlando, Fla.; North Carolina State University Libraries in Raleigh, N.C.; and OhioLINK in Columbus, Ohio, as the winners of the association’s second contest to honor cutting-edge technologies in library services.

The winners are:

- The Unquiet Library, Creekview High School Media Center in Canton, Ga.
- OCLS Shake It! Mobile App, Orange County Library System in Orlando, Fla.
- Web Design Project, North Carolina State University Libraries in Raleigh, N.C.
- Digital Resource Commons, OhioLINK in Columbus, Ohio

OITP will host a program about these four services during the ALA Annual Conference in New Orleans on June 25 and will make detailed descriptions of each available online in order to share successful models for delivering quality library service in new ways.

OITP provides report of key changes to the E-rate program, ALA outreach efforts

The Office for Information Technology Policy (OITP) released a report on January 25, 2011, (http://www.wo.ala.org/districtdispatch/wp-content/uploads/2011/01/Sixth-Report-Order-summary_final.pdf) of key changes to the E-rate program that will take effect under an order issued by the Federal Communications Commission (FCC) in September. The report also outlines the American Library Association's (ALA) efforts to review the rule changes, compare these changes to the previous program rules, and inform the library community of the resulting impact on the eligibility of various services and the application process.

United States Unified Community Anchor Network taps OITP Fellow Bob Bocher for new task force

Bob Bocher, Technology Consultant for the Wisconsin State Library and ALA/OITP Fellow, was selected to serve on a new task force under the United States Unified Community Anchor Network (U.S. UCAN). U.S. UCAN is a Broadband Technology Opportunities Project (BTOP) project dedicated to connecting community anchor institutions (CAIs), including public libraries, schools, community colleges, research parks, public safety, and healthcare institutions with advanced broadband capabilities.

Equitable Access to Electronic Content (EQUACC) holds retreat coordinated by OITP

The Equitable Access to Electronic Content (EQUACC) Presidential task force held a retreat March 7-8 in the ALA Washington Office. The group was established in June as the result of an ALA Council resolution that called for the formation of a Presidential Task Force primarily charged with studying challenges and potential solutions in libraries for improved electronic content access, distribution and preservation systems, and infrastructure in response to the creation and migration of materials from print to electronic access.

Given the developments in the e-content marketplace at that point in time, the retreat gave the group the opportunity to develop short-term and long-term strategies for guiding ALA members and engaging them in this critical issue.

At the conclusion of the meeting, the group released the following statement:

Recent action from the publishing world in the e-book market place has re-ignited interest and sparked many questions from librarians, publishers, vendors, and readers. Two ALA member groups – the presidential task force on Equitable Access to Electronic Content (EQUACC) and the E-book Subcommittee of the OITP Advisory Committee – were recently created to address complex and evolving issues.

EQUACC met this week in Washington D.C. to provide ALA with guidance and recommendations for a coordinated ALA response to the challenging issues.

In light of recent publisher changes affecting libraries' ability to provide e-books to the public (e.g., restricting lending of e-books to a limited number of circulations) and the refusal of some publishers to sell e-content to libraries entirely, the task force will:

- Establish mechanisms for interactive and ongoing communication for ALA members to voice concerns and pose questions to ALA leadership.
- Establish communication and solicit input with other ALA member divisions and units, including the Office for Intellectual Freedom.

In addition to the above, the task force recommends that ALA pursue the following:

- Conduct an environmental scan to understand the current landscape and project future scenarios.
- Work with appropriate partners within and outside of ALA to improve access to electronic information for all, with a particular focus on people with disabilities.
- Identify and support new and emerging model projects for delivering e-content to the public.
- Develop a national public relations and education campaign highlighting the importance of libraries as essential access points for electronic content.

ALA members and the public can communicate with ALA on these issues through a new website dedicated to the challenges and potential solutions in libraries for improved access to electronic content (<http://www.equacc.ala.org/>) These efforts reflect on libraries' long-standing principles of equitable access to information, reader privacy, intellectual freedom, and the lawful right of libraries to purchase and lend materials to the public.

ALA calls upon all stakeholders to join us in crafting 21st century solutions that will ensure equitable access to information for all.

WASHINGTON OFFICE

Washington Office Holds E-books Discussion at Midwinter

During the 2011 ALA Midwinter Conference, the Washington Office hosted "Turning the Page on E-books," a moderated discussion that focused on the big picture of libraries and e-books. Questions raised included the following:

- What are the challenges and opportunities for libraries face as they consider providing e-books to their patrons?

- What are the differences and commonalities for libraries of all types?
- Do e-books make us think differently about library service and librarianship?

Panelists included Brewster Kahle, Digital Librarian and Founder of the Internet Archive; Tom Peters, CEO of TAP Information Services; Sue Polanka, Head, Reference and Instruction at Paul Laurence Dunbar Library at Wright State University; and moderator, Rick Weingarten, information technology policy consultant discuss these questions and many others.

ALA relays concerns about upcoming net neutrality order to FCC

On December 13, the American Library Association (ALA) along with the Association of Research Libraries (ARL) and EDUCAUSE sent a letter (http://www.ala.org/ala/aboutala/offices/wo/washnews/pdfs/ala_arl_edu_121310_fcc.pdf) to the Federal Communications Commission (FCC) stressing the importance of ensuring that the upcoming network (net) neutrality order contains sufficient protections for library and higher education services made available to the public.

The associations specifically asked the FCC to address the following concerns prior to the scheduled vote on the net neutrality order set for December 21.

- The definition of Broadband Internet Access Service should not be limited to “consumer” retail services. If the word “consumer” is defined as a “residential” consumer, then libraries and higher education would not be protected by the proposed net neutrality rules and policies.
- Net neutrality protections should be limited to “lawful traffic” (as in the Waxman draft legislation). Broadband operators should not be given absolute discretion to block traffic based on their own private determination that it is unlawful. It is inconsistent with core First Amendment values to allow broadband operators to impose prior restraints on Internet speakers without the benefit of a prior judicial determination or other adequate due process.
- ALA, ARL, and EDUCAUSE believe “paid prioritization” should be banned altogether. Higher education and libraries already pay subscriber fees to obtain access to the Internet. Our concern is that such prioritization puts not-for-profit educational institutions at a disadvantage compared to entertainment and for-profit educational entities.
- Wireless services should be treated the same as wireline services. All Internet subscribers, whether using wireline or wireless technologies, should have the same right to a neutral, non-prioritized Internet. There is no defensible reason to apply weaker safeguards to wireless than wireline technologies.
- The definition of Broadband Internet Access Service should not be limited to providers serving “all or substantially all Internet end points.” This could be a loophole that allows a broadband provider to construct a service limited to a subset of Internet access points as a way to evade net neutrality protections.

ALA releases statement on FCC's net neutrality order

On December 21, 2010, the American Library Association (ALA), the Association of Research Libraries (ARL), and EDUCAUSE released a statement regarding the Federal Communications Commission's (FCC) passage of its network (net) neutrality order, calling the order a first step toward restoring an open Internet but asserting that the order does not go far enough to ensure community anchor institutions' content and services can be equally accessed by the public.

The groups say the FCC's clarification of the word "consumer" guarantees the rule will apply to libraries and other educational interests, additional provisions sought by the associations are needed to achieve "true" net neutrality. The order does not hold wireless to the same non-discriminatory standards as wireline access, despite the growing number of libraries, higher education institutions, and users that utilize wireless technology to access content and information. Additionally, the practice of paid-prioritization must be banned to protect libraries and educational interests from being charged more to provide the public with the same quality of access to their educational and non-profit content.

Washington Office releases summary on FCC's network neutrality order

In late January, the ALA Washington Office prepared a summary (<http://www.wo.ala.org/districtdispatch/wp-content/uploads/2011/01/FCC-NN-Order-Matrix-Final-2011Jan241.pdf>) of the Federal Communications Commission's (FCC) network neutrality order issued by the FCC in December 2010.

The document highlights issues raised by the order, the ALA's position, and the language in the order for each issue.

Library Copyright Alliance releases paper on Costco v. Omega non-decision

The ALA, as part of the Library Copyright Alliance (LCA), released a paper in early February, exploring the Costco v. Omega non-decision. The document, titled "The Impact of the Supreme Court's Decision in Costco v. Omega on Libraries" (<http://www.librarycopyrightalliance.org/bm~doc/lcacostco013111.pdf>). The paper was prepared by Jonathan Band and details legal options in the copyright law that support libraries who lend foreign-made copies in their collections.

ALA, SHLB plan Broadband Technology Opportunities Program (BTOP) Summit

The Schools, Health and Libraries Broadband (SHLB) Coalition (of which the American Library Association is a member) hosted a national convening of community anchor institutions and BTOP grantees to discuss and showcase successful BTOP projects on March 28 and 29. Larry Strickling, Assistant Secretary of Commerce and Representative Doris Matsui keynoted.

The SHLB BTOP Summit:

- brought voices from the field to Washington to educate policy-makers on BTOP early progress
- showcased how BTOP projects are supporting digital opportunity and economic recovery through work in and with Community Anchor Institutions
- discussed with policy-makers additional steps that can be taken to promote broadband to community anchor institutions, and
- shared best practices among leading grantees.

SHLB plans to demonstrate strong support for the BTOP program with presenters including libraries, community colleges, K-12 schools, research and education networks, municipalities and commercial companies.