

**Public Library Association
Board of Directors
2012 Fall Board Meeting
October 26-27, 2012
Chicago, Illinois
DRAFT Board Actions**

To be reviewed and approved at the 2013 ALA Midwinter Meeting

Present: Eva Poole, President; Carolyn Anthony, President Elect; Marcia Warner, Past President. Directors at Large: Portia Latalladi; Georgia Lomax; Vailey Oehlke; Pam Sandlian-Smith; and Felton Thomas

PLA Councilor: Christine Lind Hage

Excused absence: Tom Fortin

PLA Staff: Barb Macikas, Executive Director, Linda Bostrom, Manager, Professional Development; Steven Hofmann, Manager, Web Communications; Kathleen Hughes, Manager Publications/ Editor *Public Libraries*; Mary Hirsh, Project Manager; Melissa Faubel Johnson, Meeting Planner/National Conference Manager; Julianna Kloepfel, Program Coordinator; Amy Sargent, Marketing and Communications Manager; Lynn Slawsky, Program Officer, and Lian Sze, Project and Research Assistant

1. Welcome and introductions.
2. **By consent, approved** the adoption of the agenda, with a question about
3. **By consent, accepted** the following reports on the consent agenda:
Draft 2012 Annual Conference Board Actions; 2013.1; [Continuing Education](#) Report, 2013.2; Every Child Ready to Read Update, 2013.3; [Edge Initiative](#) Report, 2013.4; [IMLS Summer Reading Application](#) Grant Status, 2013.5; Leadership Development Report, 2013.6; [Membership](#) Report, 2013.7; 2013 Election Slate – [Nominating Cmte.](#) Report, 2013.8; “[Public Libraries](#)” Magazine Report, 2013.9; [Publications](#) Report, 2013.10; Technology Report, 2013.11; [Turning the Page Advocacy](#) Report, 2013.12; ALA [Washington Office](#) Report, 2013.13

Discussion agenda

4. **PLA President’s Report-Taipei Public Library Conference**, PLA President Eva Poole discussed her talk at the Taipei Public Library Conference. Taiwan libraries are very modern and use robots to move books. Conference participants were particularly interested in learning about the Edge Initiative.
5. **ALA-Division Joint Boards Meeting Review and Discussion**, Eva Poole, (document 2013.14). Poole reviewed plans for the Friday afternoon discussion to be facilitated by ALA President Maureen Sullivan around the idea of “reimagining” ALA.

6. FY 2012 Year End Financial Analysis and FY 2012 Year-to-Date by Project Reports, Barb Macikas (documents 2013.15 and 2013.16). Macikas reported on the results for Fiscal Year 2012. Though ALA has not closed out the year, as of the second close PLA revenues came in under budget by 6% (\$267,950). This was due primarily to PLA conference registration and exhibits underperforming. PLA expenses were 19% under budget (\$743,517). Savings were realized in several areas and adjustments were made throughout the year. The registration pattern for the PLA conference was different in 2012 than in previous years, with registrations coming in slower and a rush at the end. As a result, we made adjustments to cover a possibly larger revenue shortfall than actually occurred. Approximately \$235,000 was saved related to conference expenses; almost \$300,000 was saved on salaries and benefits for unfilled positions as well as grant funding. The net (fund balance plus net revenues) is anticipated to be close to a million dollars, which will put PLA in a good position to fund new initiatives in Fiscal Year 2013.

7. Membership Survey Executive Summary Presentation- Amy Sargent Lundy (document [2013.21](#)) was joined by Rob Patterson and Mark Monaco of The Center for Association Resources, Inc., to review the results of the recent membership survey. The Board discussed and ranked next steps related to survey results. They were: 1) consider how to involve small and rural libraries; create “a space” for small and rural libraries, toolkits, tips, etc. 2) targeted marketing; we need to know more about our members and target messages and services accordingly; 3) create coaching/mentoring opportunities, especially tapping into expertise of retired public library leaders; 4) given the uncertainties around the role of the library; create a “digital strategies package” that explains the “why” and provides practical suggestions.

8. Approval of PLA Preconferences at ALA 2013 Annual Conference, ACTION—Linda Bostrom reviewed plans for PLA preconferences at ALA (document 2013.17). Following discussion it was moved and **approved** to accept the slate of preconferences as presented.

9. Public Awareness Campaign Plan-Amy Sargent Lundy distributed document 2013.22 that provided an overview of next steps related to a public awareness campaign. The Board supported the plan and discussed potential ideas for a campaign focus. Highlights of the discussion:

- Libraries are about reading
- Partnerships are key for successful campaign
- Position libraries as the place where people interact with content and technology with an emphasis on the people
- Campaign should give us an opportunity to own the learning space in a very different way
- Should focus on libraries as active agents, looking at community to maximize impact

10. Digital Literacy Project-Barb Macikas described the IMLS-funded digital literacy project (see document [2013.18](#)).

11. Update on the Digital Content & Libraries Initiative and DCWG Update- Vailey Oehlke reported on the progress of the DCWG.

Meeting was adjourned at 11:55 a.m. in order to attend the ALA luncheon and participate in ALA/division meeting.

Saturday, October 27, meeting resumed at 9:00 a.m.

12. **ACTION. ALA Joint Meeting Recap** – Eva Poole led the discussion related to a debriefing of the ALA/division meeting held Friday afternoon. Overall, the Board welcomed the opportunity to discuss a “reimagined” ALA and supports ALA President Maureen Sullivan’s initiative. Following further discussion related to the membership dues structure, it was moved and **approved** that:

“PLA supports the idea of exploring new models for membership dues and participation (such as unbundling) and PLA will begin to research and analyze models for their viability.”

The Board directed the PLA Executive Director to share their action with ALA President Sullivan. Georgia Lomax volunteered the PLA Membership Advisory Group to study the implications of new models.

New Business

13. **Report on IMLS-funded national digital summer reading (NDSR) application project.** Barb Macikas reported on the status of this grant project. A [website](#) has been created and a survey sent to librarians to gather information about summer reading programs across the United States. Additionally, a focus group will be held at Midwinter. A white paper will be written as a result of the research that will offer recommendations; provide specifications, architecture, and a project plan for NDSR development; detail a strategy for ongoing engagement and communication across libraries using the summer reading app and provide a forum for ongoing public interaction and feedback

13. Report on **Kirtsaeng v. Wiley & Sons, Inc.** Vailey Oehlke provided the Board with [background information](#) regarding this case set to go to the Supreme Court. It has major implications for public libraries’ right to lend books and other materials manufactured abroad.

14. Report on LJ **“Lead the Change” workshop.** Portia Latalladi reported on the training she attended at Chicago Public Library. Approximately 120 librarians participated. There was a real benefit to hearing perspectives and empowering to attendees. PLA will review agenda to see if there are pieces relevant to planned PLA Leadership Academy. Carolyn Anthony described the planned PLA leadership program. Felton Thomas recommended *The End of Leadership* by Barbara Kellerman; Pam Sandlian Smith suggested PLA check on Richard Bowers, former city manager of Scottsdale, Arizona; he would be a good resource.

15. Report on **R2 Conference** by Pam Smith. Pam was asked to share details of the R-Squared (Risk and Reward) conference held in Colorado in September. See: <http://rsquaredconference.org/> Pam’s library was key to the planning, along with the state library. As a result of her report and experience, Pam was asked by PLA President Eva Poole and agreed to serve on the PLA 2014 Program Committee.

16. PLA President-elect Carolyn Anthony is interested in PLA’s considering what the next outcomes measurements should be. How do we capture the things we are doing so that we can easily report these? This could be something for the PLDS Committee’s to consider.

17. The meeting was adjourned at 10:50 a.m.