

**Public Library Association
Board of Directors
Fall Meeting
October 21 & 22, 2011
Tower East - Level 14**

Millennium Knickerbocker Hotel Chicago

163 East Walton Place
Chicago, IL 60611

Logistics

Friday

- Breakfast will be available between 7:00 and 8:00 a.m. in room: Prince of Wales at Lobby Level.
- PLA Board of Directors meeting will begin at 8:30 a.m. in **Tower East - Level 14**
- Morning Break will be from 10-10:15 in the 2nd floor Foyer.
- Lunch with other divisions will be from 12 -1:30 p.m. in Tower West. Most PLA Staff will return to Headquarters at noon.
- Concurrent Session. After lunch the Concurrent Session will begin in the same room. This is a joint meeting with the other divisions and the ALA Executive Board.
- Afternoon Coffee Break 3-3:15 in the 2nd Floor Foyer.
- PLA Board of Directors Dinner, 6:30 p.m., at [Francesca's](#) 200 E. Chestnut Street, Chicago, IL

Saturday

- Breakfast is available from 7:00-8:00 a.m. in the room: Prince of Wales at Lobby Level.
- The PLA Board of Directors will reconvene at 8:00 a.m. in the Conference Room C- 2nd floor
- Morning Break will be from 10-10:15 in the 2nd Floor Foyer.
- It is planned for the meeting to adjourn by noon.
- Lunch will be served at 12 in the Price of Wales- Lobby Level
- Expense forms are available at the meeting and in ALAConnect

Agenda

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

Consent Items

Document Number

- | | |
|---|--------|
| 3. Draft 2011 Annual Conference Board Actions | 2012.1 |
| 4. Publications Report | 2012.2 |
| 5. Membership Report | 2012.3 |
| 6. "Public Libraries" Magazine Report | 2012.4 |
| 7. Educational Activities Report | 2012.5 |
| 8. PLA Partners Update | 2012.6 |
| 9. Technology Report | 2012.7 |
| 10. Strategic Opportunities Report | 2012.8 |

- 11. Gates Foundation Technology Benchmarks Report 2012.9
- 12. Turning the Page Report 2012.10
- 13. Leadership Task Force Report 2012.11
- 14. ALA Washington Office Report 2012.12

Action/Discussion/Decision Items

- 15. FY 2011 Year End Financial Analysis Report-*Macikas* 2012.13
- 16. FY 2011 Year-to-Date by Project Report-*Macikas* 2012.14
- 17. Discussion of AAUP Relationship-ACTION-*Warner/Macikas* 2012.15
- 18. Approval of PLA Programs at ALA 2012, ACTION—*Bostrom* 2012.16
- 19. Technology Benchmarks Discussion/Interview-*Macikas/Hirsh/all* 2012.17

SATURDAY

- 20. ALA Joint Meeting Recap – *Warner* (no doc)
- 21. Review of Mega-issue Discussion and next steps-*Warner* 2012.18
- 22. PLA Strategic Plan, Strategies Update-*Macikas* 2012.19
- 23. New Business:

Meeting Adjourns

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

**DRAFT Board Actions
ALA Annual Conference
New Orleans, LA
Saturday, June 25, 2011
1:30-4:30 p.m.**

To be reviewed and approved at Fall Board meeting

- Present:** Audra Caplan, President; Marcia Warner, President Elect; Sari Feldman, Past President; Directors at Large: Irene Blalock; Luis Herrera; Judy Napier; Mary Ann Hodel; Gary Shaffer.
- PLA Councilor:** Christine Lind Hage
- 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; Amy Sargent, Marketing and Communications Manager; Lynn Slawsky, Program Officer; and Julianna Kloeppel, Program Coordinator.
- Excused Absence:** Sara Dallas
- Guests:** Marilyn Boria, Elmhurst (Ill.) Public Library; Carol Brey-Casiano, El Paso (Tex.) Public Library; Toni Garvey, Phoenix Public Library; Eva Poole, Denton (Tex.) Public Library; Portia Latalladi, Chicago Public Library; Georgia Lomax, Pierce County Library System; Emily Sheketoff, ALA Washington Office

1. Welcome and introductions.
2. **By consent, approved** the adoption of the agenda.
3. **By consent, accepted** the following reports: President's Report (2011.57); 2011 Draft Spring Board Actions (2011.58); 2011 PLA Election Results (2011.59); Membership Report (2011.60); PLA Partners Report (2011.61); "Public Libraries" Magazine Report, (2011.62); Publications Reporter (2011.63); Educational Activities Update, (2011.64a and 64b); Leadership Task Force Report (2011.65); Turning the Page 2.0 Report (2011.66); Technology Benchmarks Report (2011.67); Slate of Candidates, PLA 2012 Election (2011.68); Awards Program Report (2011.69); PLA 2012 Conference Report (2011.70); Technology and Web Communications Report (2011.71).

Discussion/Decision Items—decision items are identified as ACTION

4. **ACTION.** Adoption of the FY2012 Budget, and review of FY2011 results. *Marilyn Boria*, Chair, PLA Budget and Finance Committee and *Barb Macikas*, Executive Director. The Board discussed the FY11 financial reports (2011.73 and 2011.74) and **approved** the FY12 budget as presented.
5. PLA President *Audra Caplan* reported on ALA Legislative Day and PLA advocacy efforts. Overall, PLA experience was positive and meetings with Federal offices scheduled by the Washington Office are a good idea; however, the groups need to be prepared in advance with talking points and need to be downsized, perhaps with one representative per division attending each meeting. President Caplan recognized outgoing chair of the PLA Legislation and Advocacy committee *Kathleen Reif* for her outstanding work and thanked her on behalf of the Board.
6. **ACTION.** PLA Councilor *Christine Hage* reported on ALA Council agenda items including resolutions on "Wiki-leaks" and patron confidentiality. A motion asking Hage to act on PLA's behalf at Council on relevant matters was **approved**.
7. ALA OITP E-Book Subcommittee. *Hage*, a member of the [OITP E-Book Subcommittee](#) of the ALA [Presidential Task Force on Equitable Access to Electronic Content \(EQUACC\)](#), reported on its work and alerted the Board to

the FAQ on the OITP website. She noted that public libraries have many questions regarding e-books and we need to continue to provide the profession with resources on this important issue.

8. ALA Washington Office Report (2011.77) WO Director *Emily Sheketoff* reported on Federal work force investment plans, FCC digital literacy initiative and portal, the EQUAAC task force, and alerted the Board to information on the Washington Office site related to e-government.
9. **ACTION.** PLA/AASL/AAUP Report (2011.78). *Nann Blaine Hilyard*, member of the group and *Jo Ann Carr*, AASL representative, reported to the Board on the history of the group and recommended that PLA create a standing AAUP committee. The Board thanked Hilyard for her report and **deferred** a decision on creating a committee till the Fall meeting.
10. Mega-Issue Debrief, *Audra Caplan* and *Marcia Warner* recapped the morning mega-issue discussion with PLA leaders and members, facilitated by *Paul Meyer*. *Meyer* will prepare a report with recommendations for the Board's review at the Fall meeting.
11. **ACTION.** CoP Task Force Report. *Caplan* reviewed the task force's report and thanked chair *Jay Turner* for the excellent work he and the task force have done. A motion was made to accept the report with thanks and to sunset the CoP Task Force. **Approved.**
12. ALA Privatization Task Force. *Caplan* reported on the work of the Task Force; [a toolkit](#) is now available. It is a resource for libraries/communities facing possible privatization. *Caplan*, *Carolyn Anthony* and *Christine Hage* were PLA's representatives on the Task Force. *Caplan* thanked *Anthony* and *Hage* for their excellent work.
13. Digital PL of America Report. *Luis Herrera* reported on the [Digital Public Library of America project](#). *Herrera* is an advisor to the project; it is on a fast-track timeline.
14. **ACTION.** A slate of pre-conferences for the PLA 2012 conference (2011.83) was presented and **approved** by the Board.
15. ALA Office for Research and Statistics *Judy Hofmann* provided information (2011.85) about the [Public Library Funding and Technology Access Study](#) report. She noted that demand for PC's in libraries continues to increase while funding decreases.
16. **ACTION.** A draft Council resolution (2011.86) on the Workforce Investment Act was presented and the Board **voted to support** the resolution, which requests that the US Congress include public libraries in their Reauthorization of the Workforce Investment Act (WIA).
17. **ACTION.** *Caplan* and *Warner* reported on their meeting with the Tech Notes group and recommended that a PLA Technology Committee be created. The Board **approved** creation of a PLA Technology Committee and requested *Warner* to make the appointments to the committee.
18. Nominations for ALA Council and President. *Carol Brey-Casiano*, a member of the ALA Nominating Committee, encouraged the PLA Board to send the nominating committee suggestions for Council and President.
19. Gifts were presented to outgoing PLA Board members *Luis Herrera*, *Irene Blalock*, *Sara Dallas*, *Sari Feldman*, *Judy Napier*, *Mary Ann Hodel*, *Gary Shaffer* and to President *Audra Caplan*, with thanks for their work in support of PLA and public libraries.
20. PLA President *Caplan* invited everyone to attend her President's Program featuring Laura Lippman and David Simon, Sunday, June 26 at 1 p.m. and to the reception following.
21. **ACTION.** Motion to adjourn was **approved** at 3:40 p.m.

Date: October 6, 2011
To: PLA Board of Directors
From: Kathleen Hughes, Manager Publications/ Editor *Public Libraries*
Re: PLA Publications

INFORMATION ITEM

Sales

Sales figures finished the fiscal year at \$50,804 behind the budgeted figure of \$75,000. Sales figures at this point last year were \$53,607. Strong-sellers this year included “Nursery Rhymes, Songs, and Fingerplays,” 100 Picture Books to Read in Kindergarten,” and “75 of the Best Books for Children” which benefitted from a summer sale promotion.

Expenses

We held the line on publication expenses this year, expenses are approximately \$32,000 under budget.

Publishing Activities

Training Series

We completed our series of Training Kits in FY11. This series consists of downloadable training kits for libraries on various subjects. The following kits are now available at www.alastore.ala.org:

- Libraries Prosper: A Guide to Using the PLA Advocacy Toolkit
- Customer Service: Balancing Rights and Responsibilities
- Stress Less: Taming the Tensions in Your Life
- Time Flies – But Where? Time Management Tips and Tools

Every Child Ready to Read® (ECRR)

The updated and expanded 2nd edition of Every Child Ready to Read® (ECRR) was released in July, 2011. 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 ECRR 2nd edition kit:

- A manual consisting of:
 - An introduction to Every Child Ready to Read® 2nd edition, with background information and research references; PowerPoint presentations (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; and booklists, resources lists, and handouts.
- One packet of 100 brochures to share with patrons
- One ECRR poster
- One packet of 100 bookmarks to share with patrons

Sales of ECRR 2nd edition have been strong, with the latest report showing sales revenue of \$133,886; expenses of \$92,159 for a net of \$41,727.

PLDS

This is the fourth year that we have offered an online version of the PLDS report. So far we have sold 55 subscriptions to the 2011 report (\$250.00). At this point last year we had sold 72. The 2011 PLDS Statistical Report print version has sold 502 copies so far. At this point last year, we had sold 510 copies of the 2010 report. In other PLA news, for several years, the University of Illinois has managed the PLDS survey and resulting reports for PLA. This year we have moved over to Counting Opinions, a company that provides quality data resources for libraries. This change will make the survey easier to complete for our users and also provide more technological capabilities for those purchasing the subscription database. The PLDS subscription database will now be housed at www.plametrics.org.

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

Overview

At the end of the 2011 fiscal year (August), a nonconference year, PLA had 9,072 members. This represents a 12.84 percent decrease from membership in August 2010, a conference year. Now that PLA 2012 Conference registration has opened (Sept. 7), we anticipate membership numbers to increase. Since June 2011 the percent decrease (from 2010 comparisons) has grown smaller each month.

Some good signs:

- 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.
- The month of August 2011 had a 22.44 percent increase of renewing members compared to August 2010 and an 82.86 percent increase of reinstated members from August 2010.
- The Early Bird Rate runs through January 13, 2012, so we anticipate 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 -2.94% shift from August 2010 to August 2011.

NEWS

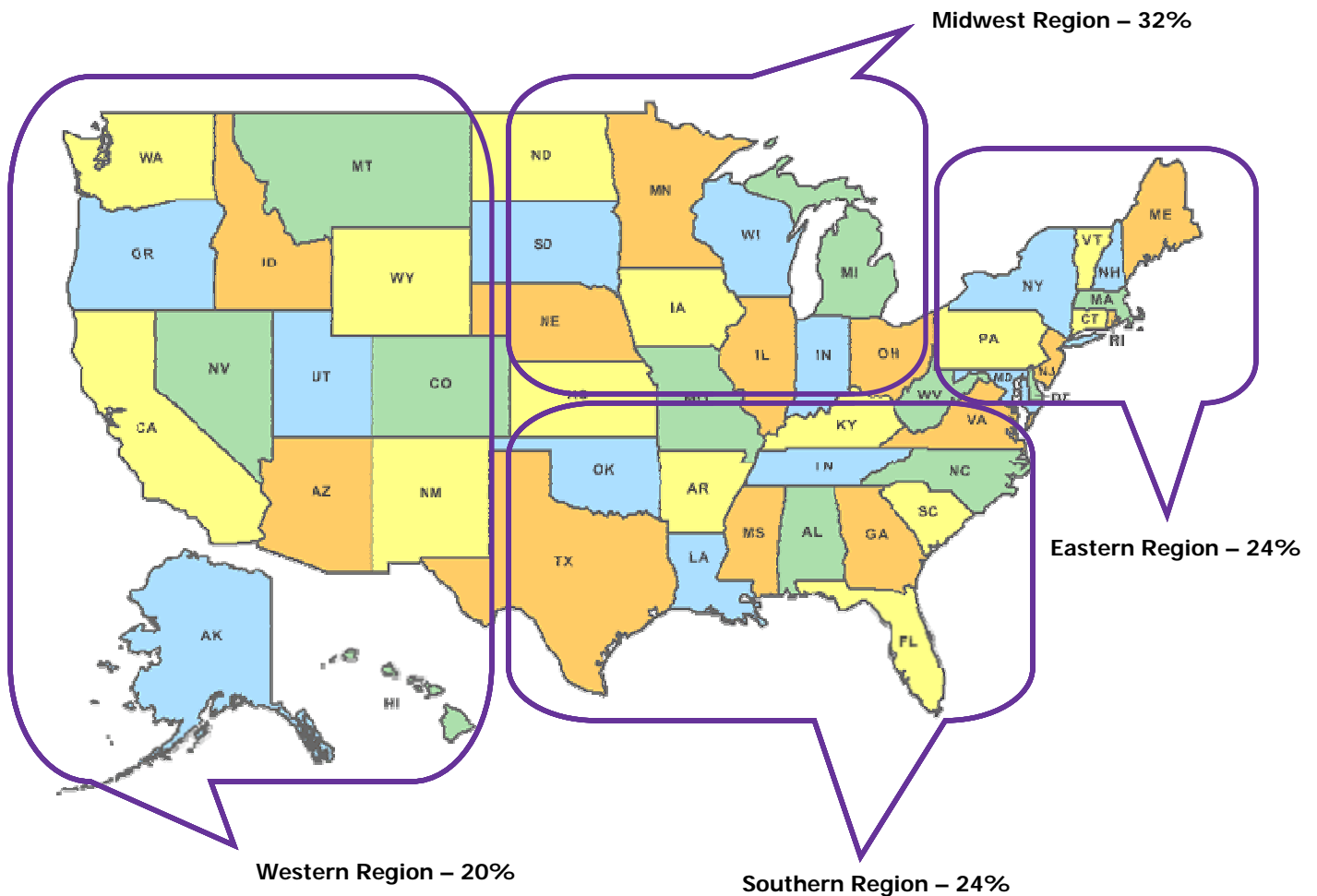
The first stage of the PLA dues increase went into effect Sept. 1 2011. Personal and student member dues increased by \$5 (\$55 and \$15 respectively), other member (retired, unemployed) dues were set at \$50, and organizational and corporate member dues were set at \$100.

PLA Membership Numbers by Type

- Personal: 8,623
 - Regular: 6,086
 - Student: 1,078
 - Trustee: 364
 - Support Staff: 114
 - Retired: 135
 - Other: 846
- Organization: 412
- Corporate: 37

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 98 in August 2012.



Regional Potential for Members

Region	Percent of U.S. libraries located there*	Percent of PLA membership located there
West	11	20
Midwest	32	38
South	20	24
East	38	24

*From Bowker, American Libraries list (n: 9,219), does not include branches.

When comparing regional PLA member numbers to the number of libraries located in each comparable area, it becomes evident that our membership fairly represents the Midwest and South, is above average in the West, but significantly below average in the East. PLA 2012 Conference should help even out this discrepancy with the anticipation of high registration (and hopefully corresponding membership) numbers of east coast library professionals

Division Membership Comparison (As of August 2011)

These numbers reflect the total membership for each division. Percentage reflects percentage increase or decrease from April 2010.

AASL	8,045 (-2.59) Conference Year
ACRL	12,500 (+3.08) Conference Year
ALCTS	4,185 (+.87)
ALSC	3,897 (-2.60)
ALTAFF	1,464 (+25.34)
ASCLA	778 (-4.31)
LITA	3,446 (+1.00)
LLAMA	4,086 (-5.98)
RUSA	4,139 (-2.95)
YALSA	5,327 (+.59)

Membership Initiatives

Membership Advisory Group

Noticing the recurring cycle of membership drop-off in nonconference years, the Membership Advisory Group has decided to put efforts toward retention initiatives following conference—particularly for members on the East Coast due to the disparate ratio of PLA members to libraries/librarians in that region.

In Sept. 2011, the new member survey will begin to be included in new member welcome emails. This 10-question survey is designed to identify why the member joined and what issues/concerns are top of mind. We hope this will provide us with insight to develop the appropriate messaging following conference to keep members renewing.

ALA Matching Recruitment Campaign, Fall 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. PLA will be able to send to approximately 4,000 customized letters.

PLA 2012—Join and Save

Special mailings –eblast and postcard—will be sent to public librarians who are ALA members but not PLA members with the encouragement to join PLA and save significantly on PLA 2012 registration—from early bird, all the way through onsite registration.

“Join and Save” reminders are also present on numerous conference communications – preliminary programs, registration form, website, etc...

2011 Member Survey

The last comprehensive member survey was completed in 2008/2009. We are in the early stages of creating a new online member survey with the assistance of the ALA Office of Research and Statistics. Some of the goals of the survey include identifying: drivers to join, most valuable benefits, needs of members, threats to maintaining membership, etc. We anticipate launching the survey in the fall/winter.

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 within a month of registration
- New member mailing (1-2 mos. after registration)
- Renewing member mailing (3 mos. before “expiration date”) (print and email)
- Dropped member mailing (3 mos. after “expiration date”) (print and email)
- 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
- Facebook (3,338 fans, Oct. 7, 2011)
- Twitter (2,454 followers, Oct. 7, 2011)
- PLA Blog

Date: October 6, 2011
To: PLA Board of Directors
From: Kathleen Hughes, Manager, Publications and Editor
Re: "Public Libraries"

INFORMATION ITEM

"Public Libraries" ad sales in fiscal year 2011 were on target. The most recent performance report shows that gross advertising revenue is at \$54,799; the budgeted figure is \$40,000. For comparison purposes, ad sales at the end of the last fiscal year were \$37,258. While this has been another fairly slow year for advertising industry-wide, we feel that advertising sales will rebound in the coming fiscal year, with the opportunities that we have created for also selling/combining ads in our electronic products (www.publiclibrariesonline.org, www.plablog.org, and PLA enewsletter). Our subscription base has dropped some; we currently have 565 subscribers. At this time last year we had 601 subscriptions. Subscription revenues are at \$39,851; they were budgeted to be \$39,170. Subscription revenues last year at this time were \$37,258. We plan to institute a subscription drive this year which should increase subscription numbers.

In terms of expenses, we were budgeted to be at \$153,518; the actual expenses total is \$127,397 making us approximately \$26,000 ahead of budget. We were able to keep expenses down this year by keeping each issue to maximum of 56 pages, and by cutting back on some other costs. A decline in paper prices also helped us to keep expenses in check this year.

In other "PL" news, we continue to refine www.publiclibrariesonline.org and have begun to accept advertising on the site. In the past fiscal year, we have hosted three advertisers. With input from the "PL" Advisory committee, we continue to refine and develop both the paper journal and the online site.

October 7, 2011

To: PLA Board of Directors

From: Linda Bostrom, Manager of Professional Development
Kathleen Hughes, Publications Manager
Melissa Faubel Johnson, Conference Manager

Re: Report on Educational Activities

PLA 2012 Conference

Exhibits

As of October 7, 2011, 623 booths and 8 table tops are sold. An additional 26 booths are on hold. This compares to 720 booths sold as of October 2009 for the 2010 conference. 187 booths remain available. Exhibit sales are at 77% of budget.

Exhibit sales are down due to economic factors causing budgetary concerns, as well as companies downsizing/merging. Some examples include:

- ProQuest absorption of Serial Solutions resulting in loss of 10 booths
- Demco canceling one Highsmith space resulting in loss of 4 booths

Additionally, 30 booths canceled after onsite renewals, including a 20x20 and 2 - 10x30s, and 14 booths canceled after paying non-refundable deposit – all attributed to budgets/reorganization/changes in marketing focus.

Our exhibit management team, Corcoran Expositions, is working hard to close the gap in the next 5 months. They have assigned two sales professionals to call through the database letting people know about PLA and updating contact info. They continue to target new companies to exhibit and maintain the relationships we have established with exhibitors over the years. Starting in November, we will receive bi-weekly sales reports.

Registration

The Preliminary Program was mailed in late September and registration opened on Wednesday, September 7. All conference information is available at www.placonference.org. As of October 7, 2011, 589 attendees are registered for the full conference. This compares to 572 attendees as of October 12, 2009. All other conference events (meal events, tours & preconferences) are steadily picking up registrants.

Special Event Speakers

The following speakers are confirmed for special/meal events:

Book Buzz – Nancy Pearl

Opening Session – Robert F. Kennedy, Jr.

Thursday Young Adult Author Lunch – TBA
Thursday Adult Author Lunch – David Baldacci
Audio Publishers Assoc Dinner – Carl Hiaasen, Wanda McCaddon, Lisa Scottoline & Karin Slaughter
Friday Children’s Author Lunch – Jerry Pickney
Friday Adult Author Lunch – Joyce Carol Oates
Closing Session – Betty White

Conference Programming

The conference schedule currently encompasses 119 concurrent session programs, with details for 5 new ones still being finalized. Some timeslots are reserved to repeat popular programs, based on programs with a strong showing in the Session Preference Survey (at https://s3.goeshow.com/pla/annual/2012/session_preference_survey.cfm and ongoing until November 30). The tracks with the most programs are Administration/Management, Serving Adults, and Serving Youth. We’re offering for the first time a track devoted to programs about Leadership.

Some program highlights include panels of debut, mystery, adult/YA crossover authors, plus Sisters in Crime; how to use iPads in the library; visualization (using it and teaching it); emergency succession planning; developing an internal leadership institute; management without fear; using robotics in YA programming; plus just about every other type of Readers Advisory not already listed above. Additionally, we have a program on the role and future of large urban libraries, led by the Pew Charitable Trusts, and a program presented by Rolf Hapel, director of Aarhus, Denmark, Public Libraries, about new models for developing the public library and innovative practices implemented in Danish libraries. The online searchable program schedule can be found here <http://www.placonference.org/programs>.

The Board approved a slate of 11 preconferences in New Orleans. Since then, we’ve added an additional preconference that is being hosted and paid for by the ALA Public Programs Office titled, Make Your Library a Community Leader: Community Building through Civic Dialogue. In addition to the online searchable schedule listed above, you can also find preconference information on this site <http://www.placonference.org/preconferences>, with links to the details.

A slate of 54 less formal, discussion sessions, formerly called Talk Tables and renamed ConVerStations, was approved in September and will be added to the online searchable schedule in October.

The Program Subcommittee is planning to hold an Unconference in Philadelphia on Friday, March 16, 10:45am-1:45pm. More details will be forthcoming closer to the conference.

Programs at ALA 2012 Annual Conference

The report from 2012 Annual Conference Program Subcommittee is contained in a separate document, 2012.16, because it includes preconferences that require Board approval.

Regional Workshops

Results Boot Camp 6, using a revised model, will be held in Nashville, October 18-22. As of this date, 63 attendees are expected, and income will exceed the budgeted amount. This is the first time that this event will make budget. 81 complete applications were submitted, a very strong response.

The two PLA/CPLA courses scheduled to take place last May were cancelled due to insufficient (to meet budget) registration. None were scheduled for fall 2011. However, I am negotiating with two new sites to present classes in 2012.

Online Learning Events

A second offering of the 4-week-long Accidental Public Library Technology Trainer 4-week course was held in August, with 31 participants. The instructor, Stephanie Gerding, will host another session of this popular course in September 2012.

The 16 Service Response courses were recently relaunched as self-paced online workbooks, a more accurate description for these online exercises. These are being sold through the ALA Store.

PLA's webinars are coordinated by Kathleen Hughes, PLA Publications Manager. The monthly webinar series, "Public Libraries @ Work," closed FY11 on a successful note. Expected to lose money in this first year, webinars ended the year with a positive net balance of \$35,202, approximately \$48,000 over budget. Webinars presented in FY11 included:

Name of Webinar	Date	Group Registrations	Individual Registrations
Transforming our Image with Valerie Gross	11/15/2010	21	194
Nancy Pearl Presents Books that Make Great Gifts (Initially a pay webinar, PLA offered this one free after technical difficulties caused a delay and rescheduling.)	12/15/2010	15	36
Right On the Money – South San Francisco Public Library	1/19/2011	13	62
Creating A User-Centered Website for Your Library- Nate Hill	2/23/2011	45	198
Cracking QR Codes – Carson Block	4/20/2011	33	135
Transforming Our Image II –	5/18/11	23	114

Valerie Gross			
Dive into a Good Book: Great Summer Reads to Recommend to Your Patrons – Nancy Pearl	7/19/2011	28	82

PLA also held several free webinars during FY11, these included: a PLA member update webinar on 3/2/11 (registration 82); ECRR-2nd Edition Sneak Peak on 5/4/2011 (registration 350); and New Lessons in Library Leadership (presented by the PLA Leadership Development Task Force) on 6/8/2011 (registration 253).

Webinars were not held in March and August due to the Virtual Spring Symposium (March) and staff vacations (August). Fiscal year 2012 is getting off to a strong start. Registration for our September webinar, Check Out E-Readers! Sacramento Public Library Did It and You Can Too, was 42 groups and 129 individual. Upcoming webinars include: [“Building Community: Online Tools for Spanish Speakers”](#) on October 26, [Public Librarian's Guide to E-Books: A PLA Webinar Series”](#) (takes place over four consecutive weeks October 18, October 25, November 1, and November 8), and Nancy Pearl – Books that Make Great Gifts – December 7, free to PLA members. November’s webinar is to be announced.

PLA staff members choose webinar topics in consultation with the PLA Continuing Education Advisory Committee. We also provide a post-webinar survey to attendees and use the valuable input to refine and improve our webinar programming.

TO: PLA Board of Directors

FROM: Barb Macikas, PLA Executive Director

RE: **Partners Program Status Report**

DATE: October 11, 2011

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

For FY2011, actual was \$81,355, which includes \$26,000 for awards and a one-time donation of \$25,000 from Target related the Every Child Ready to Read program. Budget for FY11 was \$68,350.

Total Partners budget for FY2012 is \$93,650, to reflect the continuing challenging economy and exhibiting companies merging. We have commitments from major sponsors to supply conference tote bags (Innovative Interfaces) and badgeholders (Gale Cengage) and are continuing to seek out sponsors for major conference events like Opening/Closing Session, all-conference reception, Book Buzz, etc.

A list of our current partners is on the website [here](#) and conference opportunities are [here](#). I encourage Board members to suggest new vendors for potential sponsorship opportunities. Newer suppliers or those that are seeking to expand into the library market are good candidates. Please contact me with any suggestions.

Date: October 7, 2011
To: PLA Board of Directors
From: Steven Hofmann, Manager, Web Communications
Re: Technology

ALA Drupal Migration

The rolling migration of the ALA website to Drupal, a modular and incredibly flexible open-source content management system (CMS), from the current Serena Collage CMS, was supposed to have begun by the ALA 2011 Annual Conference. However, delays in the implementation of a secure, single log-in appliance—allowing members and other users to transition between content in the old and new sites without having to log into each separately—has delayed the rolling migration until October. As of the writing of this report, PLA—which will be the first division migrated—is scheduled to be migrated the week of October 10 – 14.

Once migrated, the PLA site will display in a new “look and feel” template developed for the divisions by OJC, the Drupal consultancy contracted by ALA to coordinate the customized installation of the new CMS and development of the new website. The new “look and feel” will include a revised top-level, left-hand navigation and underlying information architecture (IA), which is intended to provide a more consistent user experience across all ALA divisions. The PLA Manager of Web Communications co-chaired the internal group of division website managers responsible for the new navigation and IA.

PLA Communities of Practice

PLA created Communities of Practice (CoPs) after extensive review of our committee structure and by listening to our members about how they want to engage with other public librarians within PLA. We’ve continued to evaluate and adjust to address member concerns and interests; but have found that the current structure of numerous, single topic CoPs has not been able to sustain itself. With library staff being pulled in so many directions, CoP members have found it challenging to devote time and effort to building discussions and advancing projects. Because our primary goal is to advance member effectiveness and the effectiveness of their libraries, we have determined we need to streamline the PLA CoPs.

We are recommending that CoPs with little activity be phased out and replaced with one PLA CoP used to initiate discussions, ask and answer questions, share resources and best practices, and provide professional updates on all topics of interest to PLA members. Over time, if there are prevailing conversations and discussion around a particular topic, a new CoP around that topic may be created to accommodate that interest. We hope this new, more organic way of allowing CoPs to form will address the interests and needs of PLA members best, while allowing members to have one, easy-to-access, central CoP to share, engage, and learn.

PLA Webinars

After much research, PLA has determined a cost-effective method for selling access to its recorded webinars and open up another potential revenue stream . Currently, PLA hosts recordings of its webinars on Vimeo, a video sharing site. Until recently, Vimeo's terms of service allow for noncommercial use only, but it has since launched a reasonably priced commercial hosting service that will allow us to sell access to our archived webinars. We plan to launch these on-demand webinars (as the recordings will be marketed), with e-commerce handled via the ALA Store, the week of October 24 – 28. Registrants for future PLA live webinars will continue to have almost immediate access to the recording; but new recordings will be embargoed for 30 days before being sold as an on-demand webinar.

PLA 2012 Website

Since ALA 2011 Annual Conference, the PLA 2012 Conference website at www.placonference.org has been significantly expanded to include information about advance registration, housing and travel, preconferences and educational programs (including a searchable sessions database), and special events.

Date: October 10, 2011

To: PLA Board of Directors

From: Barb Macikas, Executive Director

Re: Strategic Opportunities

This report provides an overview of new partnerships. We recently learned that these three projects were funded by IMLS.

StoryCorps Planning Grant

PLA is partnering with ALA's Public Programs Office and with StoryCorps, the national non-profit organization, on an IMLS-funded four-month planning grant (which we hope will be the beginning of a multi-year collaboration) to make accessible StoryCorps services to public libraries across the country. ALA, PLA and StoryCorps will convene a Board of Advisors working group to aid in the planning and design of this collaborative national program. The program developed will place StoryCorps' professional recording equipment in libraries and across the country for an extended period of time. A replicable model resulting in increased programming opportunities at libraries and collection growth that can benefit institutions of all sizes and their communities will be created. The outcome of the proposed planning grant is a program plan to be submitted as an IMLS National Leadership Project proposal in 2012. Working with PPO and StoryCorp, PLA will help identify a diverse group of libraries and staff to advise project staff and will promote the program to its members.

San Jose State University (SJSU) Residency Model

PLA, along with ACRL, ULC, and OCLC, has partnered with SJSU School of Library and Information Science through an IMLS-funded one-year planning grant to conduct an in-depth exploration of a new residency model focused on emerging technology for recent Master of Library and Information Science (MLIS) graduates. During the one-year planning phase, SJSU and project partners will explore how to design a residency program that effectively embeds new graduates into a range of library settings, providing libraries with additional personnel resources to support their efforts to investigate and implement new technology for the benefit of the patrons they serve. Read more about the program:

<http://slisweb.sjsu.edu/annualreview/>

Past-PLA president Luis Herrera is an advisor on this project; Sandy Hirsh, professor at SJSU is the lead on it. PLA will provide the public library perspective and feedback on the project's progress and ideas for refinement.

“Investigating Self-Determination Variables in Summer Reading Program Participants”

This two-year IMLS National Leadership Grant entitled “Investigating Self-Determination Variables in Summer Reading Program Participants” will provide research in the areas of youth literacy and information literacy. The focus of this research, using an affective and motivational perspective to assess the connections between free voluntary reading (FVR) in public library summer reading programs for youth and the development of information literacy skills, has never been undertaken in any large-scale way and research findings have the potential to provide strong support for the importance of such FVR programs in public libraries. Dr. Marilyn Arnone (Syracuse University) and Dr. Ruth V. Small, Director, School Media Program, School of Information Studies at Syracuse are principal investigators. Dr. Stephen Krashen, expert in reading and staunch advocate of FVR and libraries, will serve as advisor/consultant to the project throughout the two year grant period. PLA will provide feedback on the project’s progress and ideas for refinement and/or addition of new measures for the planned study. Past-PLA President Sari Feldman is also an advisor on this project.

Date: October 7, 2011
To: PLA Board of Directors
From: Mary Hirsh, Project Manager
RE: Public Access Technology Benchmarks Report

Technology Benchmarks

Since the Board last met at Annual Conference, there have been several major developments to the [Public Access Technology Benchmarks](#). A confidential draft of the full Benchmarks is Board Document 2012.17. It is formatted for 8 ½ x 14 inch paper; please review it prior to the meeting.

First, the structure of the Benchmarks has been reordered. There are now three main facets: Community Value, Engaging the Community & Decision Makers, and Organizational Management. A series of manifestations, benchmarks and indicators nest in each facet, rolling up into clearly stated goals and desired outcomes. This new structure simplifies the previous framework of 5 main areas.

Within Community Value, libraries will be able to assess themselves in the benchmark areas of E-Government, Work Force Development, Health (replacing social engagement) and Education support. This replaces the distinct service area domains of earlier versions.

There are fifteen benchmarks, made up of 36 indicators. Libraries must assess themselves on 11 required benchmarks: the 9 within Engaging the Community & Decision Makers and Organizational Management and two additional benchmarks in Community Value related to digital literacy and digital content. The four service area domain benchmarks mentioned above are optional. This enforces the idea that libraries should only engage in activities that are meaningful to their community.

Next, the timeline has changed. The beta version of the benchmarks is now scheduled to be released at the end of October. This delay was necessary to complete a draft of the benchmarks that are applicable and reflective of library activities.

The delayed release date also has delayed the pilot tests. There will be four site visits in late November and early December, followed by another four in early 2012. These visits are being organized by ICMA; PLA will attend at least one in each group as an observer. During the visits, library staff will focus on reliability and validity of the indicators. There will also be local government and key stakeholder interviews focused on the value of public access, usefulness of a national benchmarks programs, survey results, and implementation. ICMA plans to survey

key stakeholders about their feelings on public access before the site visit. Libraries participating in the pilots include: Sacramento and Salinas, CA; New Hanover County and Randolph County, NC; Miami and Tulsa City-County, OK; and El Paso and New Braunfels, TX.

How we got here

The current version of the benchmarks was largely written by round table members from The Gates Foundation, ALA's Office for Information Technology Policy, and The University of Washington, with coordination from the Urban Libraries Council. PLA, in conjunction with OITP, conducted interviews with members to garner feedback on the benchmarks. This was an invaluable exercise and the feedback has strongly informed the current version. PLA thanks those who participated and warns those who haven't that they could be next.

What is Next

PLA is currently in the process of hiring a curriculum developer. The developer will be responsible for designing a train-the-trainer curriculum to be delivered at ALA Annual in June 2012. OITP, TechSoup, and WebJunction are responsible for developing read-only materials as corollaries to the curriculum.

Training will address how to use the benchmarks results for internal planning and management and external advocacy. The key outcome is for libraries to move up levels, either overall or within a chosen area, depending on capacity. It is not about the resources specifically provided, but how these resources positively impact the community and ways to continuously support such impacts.

There will be an in-depth presentation about the benchmarks at the board meeting.

Date: October 7, 2011

To: PLA Board of Directors

From: Lynn Slawsky, Program Officer

RE: Turning the Page 2.0 Report

Turning the Page 2.0 is an off shoot of the successful *Turning the Page* program (2007-2010) funded by the Bill & Melinda Gates Foundation in conjunction with its Opportunity Online hardware grants program. *TtP2.0*, also supported by the Gates Foundation, is a blended learning model with an optional face-to-face introduction, virtual classroom sessions, and self-paced homework assignments to help participants complete Advocacy Work Plans. The overall goal of the program is to equip librarians and library supporters with the skills, confidence, and resources needed to create community partnerships, build alliances, and ultimately increase library funding.

The first three rounds of Turning the Page 2.0 wrapped up on September 22, 2011. Participation in the course continues to be very engaged, with very positive feedback across the board. Our facilitators are consistently scoring 4-5 on an effectiveness scale of 1-5, our [testimonials](#) page keeps growing, we had 10% more participants complete Round 3 than the first two rounds, and several previous participants are promoting the course to others they know.

We are now pulling together all pre- and post-survey data to send to Organizational Research Services (ORS) for statistical analysis on results for the first half of the program. We will gauge how much participants have learned about advocacy in the course. Also being measured is the extent to which participants are engaging in different components of the course, including the virtual classroom sessions, archived recordings, and the opportunity for team-building within their libraries. PLA also recently added a 6-month follow-up component to the evaluation plan to formally analyze how people are using their Advocacy Work Plans several months after completing the course.

PLA continues to address feedback from previous participants. Because of what we've heard, several significant improvements are being made to the online modules (which were created for the original Turning the Page) to better fit the 2.0 course flow. Participants in Round 4 will enjoy a course that contains very consistent instructions across all course components. Additionally, the facilitators collaborated to identify improvements to the virtual classroom sessions aimed at increasing participant engagement in Round 4.

In preparation for registration opening again, new outreach activities were accomplished in August and September to bolster registration numbers:

- PLA asked the Turning the Page 2.0 facilitators to help promote the course.
- PLA worked with Chicago Public Library to send an announcement to all 1,080 staff.

- PLA is working with Vermont State Library as they gear up for a statewide advocacy initiative for at least 1 person from each of the 183 Vermont libraries to take *TtP2.0*.
- PLA made a 30-minute presentation to 40 CE coordinators from state libraries around the country about *TtP2.0* and then followed up with an email blast to their list-serv.
- PLA distributed *TtP2.0* materials at the Association for Rural and Small Libraries annual conference.

As a result of these activities, along with ongoing PLA, marketing activities, registration is already as high as it's been in previous rounds, and there are still 2 more weeks to register. For Round 4, there are 40 registrants for the Turning the Page 2.0 in-person kick-off event being held Oct. 28, 2011 at the Michigan Library Association annual conference. As of September 30, 2011, there are more than 100 registered for the 6-week course.

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, more than 200 people have at least logged in to the program and completed one module.

Below are the remaining rounds for Turning the Page 2.0.

Round	COHORT MEETING DATES	REG OPENS	REG CLOSE	IN-PERSON KICK-OFF
Round 1	Week of April 18 – Week of May 23	March 9	April 8	Texas Library Association, April 12, Austin TX
Round 2	Week of July 5 – Week of Aug 8	May 18	June 13	ALA, June 24, New Orleans
Round 3	Week of Aug 8 – Week of Sept. 12	June 30	July 25	Pacific Northwest Library Association, Aug 3, Spokane WA
Round 4	Week of Oct 31- Week of Dec 12 (no class week of Nov 20)	Sept 15	Oct. 17	Michigan Library Association, Oct 28, Kalamazoo
Round 5	Week of March 19 2012- Week of April 23	Jan 30	March 7	PLA, March 14 2012, Philadelphia
Round 6	Week of June 25, 2012 – Week of Aug 6	May 14	June 19	ALA, TBD, Anaheim

TO: PLA Board of Directors

FROM: Carolyn Anthony
Leadership Development Task Force Chair

RE: Leadership Development Task Force Report

DATE: October 12, 2011

Luis Herrera provided an overview of past work of the Task Force as well as plans for the PLA Board meeting at Annual Conference in June. Following is a brief report with updated information.

PLA Preconference in Philadelphia, March 2012

Changing Course: Leadership for Navigating the New Library will be offered by application only Tuesday, March 13, 8:30 AM--5:30 PM and continuing Wednesday, March 14, 8:30 AM—Noon. As for the Preconference in Portland in 2010, management staff interested in attending will be asked to submit a brief application indicating their experience and willingness to lead their organizations through the change necessary to meet the challenges for public libraries in the next decade. We will be prepared to accommodate up to 100 attendees.

While this Preconference will continue to advance the PLA Leadership model of “Navigating 21st Century Libraries,” based on feedback from the Portland Preconference that participants wanted more focus on organizational leadership, the session has been expanded from two half days to one and a half days. A second presenter has been added, along with Adam Goodman of Northwestern University who will be continuing to lead the workshop. Becky Schreiber of Schreiber Shannon Associates will lead a half day focus on organizational leadership. Becky and her husband John Shannon have led leadership programs for libraries for many years including the Synergy program in Illinois, a program for the State of California, as well as sessions for Snowbird. Her approach follows the methods in Peter Senge’s *Fifth Discipline* and the concept of “Leading From Any Position.” This segment should address the concerns of some attendees that their ability to act is limited by circumstances or politics within their library.

This Preconference will be sponsored by the Gerald Kline Family Foundation with a contribution of \$15,000.

The Task Force is concerned about the ability of some librarians to attend the Preconference due to limited funds for travel and continuing education in many library budgets at the present time. Although the posted Registration Rates are for \$255. for a session of a day and a half, the Task Force asks whether PLA might consider a subsidy for persons attending this critical session such that qualified applicants who are PLA members could attend for \$200.

Application for Funds from IMLS

The Leadership Task Force intends to pursue application for a grant from IMLS under the Laura Bush 21st Century Librarian Program (LB21). A conference call among some Task Force members, PLA staff and officers at IMLS in May, 2011, was encouraging and helpful. Some specific recommendations were to come in with a planning partner and to include a measurement component to assess the results of the program. It seems advisable for PLA to pursue a Collaborative Planning grant under the LB21 Program. The Project Category would be Continuing Education. Collaborative Planning grants may receive up to \$50,000. for no more than one year and no cost share is required. The purpose of the grant would be to work with a partner to identify outcomes assessment metrics to be used in evaluation of the program as well as to refine to model such that outcomes could be determined. The deadline for the grant application is December 15, 2011.

REPORT TO PLA BOARD OF DIRECTORS

From: Emily Sheketoff
Washington Office

Date: October 14, 2011

Office of Government Relations (OGR)

Appropriations

As the 2011 fiscal year came to a close on September 30, Congress passed a short-term Continuing Resolution (CR) through October 4 that will allow Congress to come back from the Rosh Hashanah recess and pass a longer CR that will fund the government until November 18. For FY 2012, the Senate marked up (voted on) in full committee on September 21 their FY 2012 Labor, Health and Human Services, and Education (LHHS) bill. This marked-up bill level funds the Library Services and Technology Act (LSTA) at last year's level of \$189 million. There is no word yet when, or if, this bill will be voted on by the entire Senate.

The House has not marked up any LHHS bill as of yet, and it is unlikely they will this year. However, Chairman Rehberg did introduce a FY 2012 LHHS draft on September 29. This draft cut the Institute of Museum and Library Services to \$226.3 million, a \$16.2 million cut from FY 2011. This could mean an across-the-board 5% cut, but it is not public at this time what the House intentions are for funding LSTA in FY2012.

Funding for the Government Printing Office (GPO)

In September, after much action from our members, the Senate Committee on Appropriations passed its Legislative Branch Appropriations bill with an increase in funding for the Government Printing Office (GPO) over the amount in the House committee's bill. The Senate version includes \$116.8 million for GPO while the House bill set the amount at \$108.1 million.

Library Services and Technology Act Advocacy

Additionally, ALA members living in states with a senator on the Labor HHS Appropriations subcommittee were asked to contact their senator about funding for the Library Services and Technology Act (LSTA). For the first time, ALA members were given a tweet to send to their senator's Twitter account.

Consumer Product Safety Improvement Act (CPSIA)

On August 1, U.S. Rep. Mary Bono Mack (R-CA) introduced H.R. 2715, a bill to provide the Consumer Product Safety Commission (CPSC) with greater authority and discretion in enforcing the consumer product safety laws, and for other purposes. This bill provides the further guidance that the CPSC stated was required in order to enforce the CPSIA as Congress had originally intended. This bill protects libraries in two ways:

1. Page 2 of the bill specifies that “each limit set forth ... shall apply only to a children’s product ... that is manufactured after the effective date of such respective limit.” This would then require the manufacturers of books to ensure that their processes are safe and fall within the limits of the law.
2. Pages 18-19 of the bill states that “the third party testing requirements established ... shall not apply to ordinary books or ordinary paper-based printed materials” and then continues to define both ordinary book and ordinary paper-based printed materials.

The bill passed the House (421-2) and then went to the Senate where it was passed without amendment by unanimous consent.

Internet (Net) Neutrality

The legislative clock has begun to tick on the issue of [Internet \(net\) neutrality](#) (the concept of online non-discrimination). At the start of the 112th Congress, Senator Hutchinson (R-TX), introduced S.J. Res. 6, joined by 39 fellow Republican co-sponsors. It is a resolution of disapproval under the Congressional Review Act (CRA) to repeal net neutrality regulations [adopted by the FCC](#) in December 2010. The Office of Management & Budget (OMB) approved the FCC’s order and it was published in the Federal Register on Sept. 21, 2011, with an effective date of Nov. 20, 2011 (60 days after OMB’s approval was published). Once the FCC’s order was published in the Federal Register, a 20-day clock was started in the Senate under the CRA. At the conclusion of the 20-day period, which ends Oct. 13, Senator Hutchinson may file discharge of the CRA from the Senate Commerce Committee advancing it to the floor of the Senate. Of note – Senator Hutchinson has up to 60 legislative days (days in which Congress is in session) to do so; at the point at which the CRA is added to the full Senate’s calendar for a vote any member can make a motion to take up the issue, enacting a 10 hour debate (five hours for each party), and then a straight up or down vote is taken. 51 votes for the CRA would send the anti-net neutrality bill to the President Obama’s desk for signature or veto. The ALA has a strong history of supporting net neutrality principles and is engaged in a very active and targeted lobbying campaign.

Privacy and Surveillance

Some observers had thought that the 10th anniversary of the 9/11 attacks might renew interest in surveillance legislation. If so, it is not yet evident. Since Congress merely renewed for four more years, without any reforms, the three expiring provisions of the USA PATRIOT Act, including Section 215, the "library provision," earlier this year, there is little Congressional interest in revisiting such issues.

For many months, other legislative proposals on privacy and surveillance have been "hanging" out there waiting for Congressional attention. Although some Hill offices suggest that "yes, there will be movement" on proposals such as ECPA (Electronic Communications Privacy Act) and CALEA (Communications Assistance for Law Enforcement Act) little has happened in the last few months that suggest action is pending.

There are also growing concerns about the tremendous amount of personal data being collected by the federal government - and if or how to curb such surveillance. The Obama Administration argues that it has the legal right to do this (for example cell phone tracking) without any new legal reauthorizations. Despite the public concerns, little appears to be happening.

The House can just "pass a bill" with its clear majority, although the political environment is such that, unless there is agreement on bills already ironed out behind the scenes, it is unlikely that computer privacy and other surveillance proposals will be introduced or see final passage anytime soon. Meanwhile, the Senate is holding off on many pieces of legislation. With presidential and congressional elections only 14 months away, every issue appears contentious.

Copyright

In June 2011, the Library Copyright Alliance joined the Electronic Frontier Foundation (EFF) and other non-profit groups and signed onto two amicus curiae briefs filed with the U.S. Supreme Court.

In the first court case, *Golan v. Holder*, the brief argues that the law in question, Section 514 of the Uruguay Round Agreements Act, which takes potentially millions of works by foreign authors that were previously in the public domain and puts them back under copyright protection. The brief argues that this law creates a dangerous uncertainty about copyright policy, posing a significant threat to libraries, digital repositories, and others that promote access to knowledge. The brief is available via ALA Connect at http://connect.ala.org/files/28986/golan_amici_curiae_brief_pdf_16418.pdf.

In the second case, *Vernor v. Autodesk*, the brief asks the Supreme Court to weigh in because this case tests whether the "first sale doctrine" will survive in the digital age. The 9th U.S. Circuit Court of Appeals held that that first sale does not apply to the facts of the case (Mr. Vernon tried to auction four packages of AutoCAD software on eBay). The Court of Appeals contends that it does not apply as long as the vendor writes a user agreement that includes restrictions transforming a sale into a license. The amicus brief argues that by undermining the crucial balance between copyright owners and users that supports used bookstores, libraries, DVD rentals, and others, it negatively impacts the ability to retain, archive and access older, out-of-print materials. The brief is available via ALA Connect at http://connect.ala.org/files/28986/vernor_amici_curiae_brief_pdf_61638.pdf.

Webinars

On August 30, OGR hosted a webinar titled "10 Quick and Painless Steps to Effective Library Advocacy." This inclusive webinar covered simple advocacy tasks like calling Congress, using ALA resources, and writing a letter to the editor. The webinar, moderated by ALA consultant Stephanie Vance, was attended by over 200 people.

Town Hall Meetings Advocacy

During the Rosh Hashanah recess, targeted messages with library talking points were sent to districts where a member of Congress was holding a town-hall meeting. Additional talking points were sent to districts where a town hall meeting was being held at a library. Action Alerts were sent out to the entire membership list encouraging support for three issues:

- The Strengthening Kids Interest in Learning and Libraries (SKILLS) Act
- The American Jobs Act (AJA)
- Government Printing Office (GPO) funding

Grassroots Advocacy

On August 11 and 12, alerts were sent to the districts of members on the Appropriations Committee who were holding town hall meetings. The alert included talking points asking for an increase in LSTA funding. The following Congressional member's districts were contacted:

- Aug. 11 Rep. Tom Cole: 229 people contacted
- Aug. 11 Rep. Tom Graves: 70 people contacted
- Aug. 11 Rep. Sam Farr: 171 people contacted
- Aug. 11 Sen. Jerry Moran (sent to all of Kansas): 725 people contacted
- Aug. 15 Rep. Alan Nunnelee: 54 people contacted
- Aug. 15 Rep. Steve Womack: 154 people contacted

Throughout August, alerts were sent to districts where a member of Congress was holding a town hall meeting in a public library. General talking points on the benefits of libraries in a tough economy were included. The districts of the following members were contacted:

- Aug. 12, Rep. Kevin Brady: 333 people contacted
- Aug. 12, Rep. Kathy Hochul: 230 people contacted
- Aug. 15, Sen. Mike Johanns (meeting in 3rd district): 89 people contacted
- Aug. 15 Sen. Mike Johanns (meeting in 1st district): 165 people contacted
- Aug. 15 Rep. Dan Benishek: 138 people contacted
- Aug. 22 Rep. Peter Defazio: 166 people contacted

OFFICE FOR INFORMATION TECHNOLOGY POLICY

Digital Content

President Molly Raphael proposed to the ALA Council that she would appoint a new, standing committee (by mid September) that will initially follow up on the recommendations of the EQUACC report in subgroups on accessibility, public relations, environmental scan, model project incubation, and licensing.

The new standing committee will reside in OITP, but some of its work will also be coordinated with PIO, the ALA Librarian and Knowledge Management Specialist, the Office for Research and Statistics with input from the divisions. Membership of the committee will be broad, encompassing ALA offices, divisions etc. In the longer term, the new committee will be embedded throughout ALA as a part of the “transforming libraries” initiative. This committee will focus on all digital content issues including institutional repositories, open access initiatives, mass digitization projects, things like the Google Book Settlement when finalized, digital libraries, born digital materials, etc.

Work continues on the new initiative on digital content and libraries. Through the OITP E-book Task Force, three draft papers were developed: *E-book Lending and America's Libraries*, *E-book Principles for the Library Community* and *Talking Points on Library Lending of E-books*. Keith Fiels included these papers in his update to ALA Council on this general topic. Read more at: <http://americanlibrariesmagazine.org/inside-scoop/ala-meets-with-aap>

E Rate

Telecommunications staff from OITP & OGR met over 2 days to discuss the E Rate program, changes that we believe libraries need and where the FCC may be headed. They discussed possible ideas for a new E Rate Rulemaking and will be discussing those ideas with the E Rate Task Force in the next month.

The Washington Office will file comments and proposals to the FCC on E Rate, to make the program even more beneficial to public libraries.

Confronting the Future

In June, the Office for Information Technology Policy’s (OITP) released its latest policy brief, which breaks down the formidable challenges in store for libraries during the next few decades. The brief, “Confronting the Future: Strategic Visions for the 21st Century Public Library” was written by OITP Fellow Roger E. Levien, president of Strategy and Innovation Consulting.

The report explores how emerging technologies combined with challenges, such as financial constraints as well as shifts in the nature and needs of library users, require libraries to evolve rapidly and make strategic decisions today that will influence their future for decades to come.

Upcoming Event

Public libraries now confront formidable challenges. The digital transformation of all media affects our resources, services, staff and programs, while changes in users and their needs, the growth of competitive Internet services, and financial stringencies add complexity. A range of possible responses will be presented as contrasting visions: physical vs. virtual library; individual vs. community focus; portal vs. archive service; collection vs. creative approach.

OITP will host a webinar on this topic Thursday, October 27 from 2 – 3 p.m. EDT. Register at: <http://www.districtdispatch.org/2011/09/register-now-for-webinar-on-the-future-of-public-libraries/>

Gates Foundation Benchmarks Project

OITP, along with the Public Library Association, continues its work as a member of the *Public Access Technology Benchmarks* coalition. The project is in the first of three phases of work: drafting the prototype benchmarks and beginning to collect feedback from the library field and local government leaders to ensure the benchmarks will be meaningful and useful to libraries and communities across the country. The Urban Libraries Council, which is facilitating this effort, held a meeting at the Annual Conference to begin gathering feedback, and this work will continue through September. Next, the group will test an initial set of benchmarks in communities in California, North Carolina, Oklahoma, and Texas, beginning in fall 2011. The prototype benchmarks will be refined with feedback from the pilot communities and the library field. Lastly, the benchmarks will be launched for broad use by the library community in spring 2012.

OITP also is drafting and coordinating supporting materials that will document the benchmark development process and support future training and curriculum development activities by coalition members.

COSLA Community of Practice

OITP is serving as a collaborator and member of the advisory group of a new COSLA Public Access Technology Community of Practice (CoP) launched at the ALA Annual Conference. Through a grant from the Bill & Melinda Gates Foundation, the Chief Officers of State Library Agencies (COSLA) will facilitate a CoP over the next two years. The CoP will provide opportunities to share strategies, solutions and how-to information on topics that most support BTOP (Broadband Technology Opportunities Program) projects and benefit a range of public access technology efforts led by state library agencies. Sample topics include technology planning, broadband connectivity and infrastructure deployment, patron programming and training, marketing, and outcomes-based evaluation. With state librarians and other state library staff, OITP moderated a panel on “Capturing Capacity – Amp Up Your Bandwidth with Fiber and Other Upgrades” at the 2011 Annual Conference.

Native American Comments to FCC

The American Library Association (ALA) submitted a filing to the Federal Communications Commission (FCC) June 21 in response to its call for comments regarding improving communications services for native nations. The filing was submitted in consultation with the American Indian Library Association (AILA), an affiliate of ALA that serves native communities from Alaska to Hawaii and across the contiguous United States.

The ALA supports the FCC's efforts to improve access to and utilization of high-capacity broadband across the nation and stressed that in the case of broadband and native nations, it is vitally important to aggressively address the vast digital divide that exists between native nations and the rest of the country.

In doing so, ALA reminds the Commission that physical access to broadband is but one part of the equation. It is equally important to address specific barriers to adoption, such as the lack of digital literacy skills necessary for individuals to make productive use of the resources made available via a broadband connection. Barriers to broadband adoption on tribal lands far exceed barriers that non-tribal communities face.

Google Book Lawsuit

Seeing limited progress in settlement negotiations, Judge Chin established a trial schedule for the Google Books case to begin in July 2012. All parties said they would continue negotiations while also preparing for trial. Chin suggested that the trial would concern the "snippets" issue, but both the Association of American Publishers (AAP) and Author's Guild did not agree, with attorneys for AAP asserting that the trial was about the unauthorized "copying, scanning, and storing" of books. Read more at: <http://www.districtdispatch.org/2011/09/book-scanning-case-set-for-trial-while-parties-continue-negotiations/>.

Author's Guild Lawsuit

Related to the substance of the Google Book Search lawsuit, the Authors Guild filed its own lawsuit, Authors Guild, Inc. et al. v. HathiTrust et al., against HathiTrust and its research library partners. The Library Copyright Alliance (LCA), whose members include the American Library Association, the Association of Research Libraries, and the Association of College and Research Libraries, issued a statement opposing the validity of the suit and how it challenges fair use. Read more at: <http://www.districtdispatch.org/2011/09/library-copyright-alliance-speaks-out-against-authors-guild%E2%80%99s-decision-to-file-a-lawsuit-against-hathitrust-and-partners/>

World Intellectual Property Organization (WIPO)

U.S. libraries were represented by the Library Copyright Alliance (of which ALA is a member) at recent sessions of the World Intellectual Property Organization (WIPO). WIPO is a United Nations organization focused on copyright, patent, trademark and other intellectual property concerns. At the WIPO Intergovernmental Committee on Traditional Cultural Expressions, LCA

voiced its concern with the current draft of a proposed treaty to provide protection for traditional cultural expressions. We have made great headway to improve the treaty by working closely with the U.S. delegation. LCA also attended the WIPO Standing Committee on Copyright and Related Rights in June to support a treaty that would allow for an exception to copyright for people with print disabilities. The U.S. currently has an exception, but is in favor of all WIPO member countries establishing an exception in their domestic laws to allow for the cross-border sharing of accessible content. For more detailed information see the Library Copyright Alliance website at www.librarycopyrightalliance.org or contact Carrie Russell (crussell@alawash.org).

TO: PLA Board of Directors

RE: FY2011 Financial Analysis and Management Report

ACTION REQUESTED/INFORMATION/REPORT:

Information

REQUESTED BY:

Barb Macikas, Executive Director

DRAFT OF MOTION:

N/A

BACKGROUND:

This report is based on information available through October 2, 2012 (Second Close) financial performance reports. This narrative provides context for the year-to-date by project report (document 2012.14)

Total Revenues Budgeted/Actual/Remaining:	\$ 968,407	\$ 1,017,147	\$ 48,740
Total Direct Expenses Budgeted/Actual/Remaining:	\$ 1,664,753	\$ 1,166,277	\$ 498,475
Contribution Margin Budgeted/Actual/Remaining:	\$ (696,346)	\$ (149,130)	\$ 547,215
Overhead Budgeted/Actual/Remaining:	\$ 78,477	\$ 69,246	\$ 9,230
Tax Budgeted/Actual/Remaining:	\$ 400	\$ 0	\$ 400
Net Revenue (Expense) Budgeted/Actual/Variance	\$ (775,223)	\$ (218,777)	\$ 507,705
Beginning/Ending Net Asset Balance:	\$ 1,189,843	\$ 971,066	

Revenues

Overall, PLA revenues are 5.3% (\$48,740) over budget (actual \$1,017,147 vs. budget \$968,407).

- Membership dues are off by 1.8%, (actual \$395,923 vs. budget \$403,350).
- Revenues from webinars, Virtual Spring Symposium, Every Child Ready to Read, PLA Partner donations and advertising exceeded budget, but were offset by underperformance in the areas of publications and regional /CPLA courses.

Expenses

Expenses are 29.1% (\$507,705) under budget (actual \$1,235,924 vs. budget \$1,743,630).

Major savings included:

- Salaries/benefits /hiring: \$198,000 (unfilled positions and grant funding)
- Professional services: \$66,000 (reduction of publications produced and no membership survey in FY11)
- Travel/honorarium/speakers: \$160,000 (Spring PLA Board meeting held via conference call, etc.
- Promotion/printing: \$57,000 (use of more electronic communication and less print)

Summary

PLA membership (dues are the primary source of revenue in a non-conference year) declined each month, requiring on-going, careful monitoring of spending throughout the year. PLA membership continues to trend down as of the August report. (The PLA 2012 conference should see a change in direction though not at levels seen in previous years.) FY11 saw cancellations of multiple F2F CE programs. The first ever virtual Spring Symposium and webinar series were financial question marks which performed better than anticipated. Overall, PLA is focused on re-building its fund balance and these savings will accomplish that, faster than anticipated.

**Public Library Association
 FY 2011 Financial Report
 Year-To-Date Report by Project (Sept.-August)**

	<u>FY2010 Budget</u>	<u>FY2010 Final</u>	<u>FY2011 Budget</u>	<u>FY2011 2nd Close</u>
1 Administration (0000)				
Revenue	\$0	\$0	\$0	\$0
Expenses				
Salaries/Benefits	\$528,437	\$470,406	\$656,765	\$485,694
Operating	\$274,716	\$101,419	\$157,838	\$93,003
TOTAL	\$803,153	\$571,825	\$814,603	\$578,697
2 Service to Members (3000)				
Revenue				
Dues	\$483,970	\$440,783	\$403,500	\$395,932
Others	\$3,500	\$0	\$0	\$0
Total	\$487,470	\$440,783	\$403,500	\$395,932
Expenses				
Operating	\$253,505	\$166,501	\$140,005	\$62,387
4 Regional CE (3007)				
Revenue	\$66,500	\$36,680	\$25,000	\$0
Expenses				
Subtotal	<u>\$65,410</u>	<u>\$75,518</u>	<u>\$24,975</u>	<u>\$2</u>
	\$1,090	-\$38,838	\$25	-\$2
5 Regional CE-Meal Events (3010)				
Revenue	\$3,000	\$0	\$3,000	\$0
Expenses				
Subtotal	\$2,600	\$0	\$2,600	\$0
6 Certified Public Library Administrators (3189)				
Revenue	\$70,200	\$47,025	\$93,600	\$23,550
Expenses				
Subtotal	\$69,634	\$60,569	\$92,810	\$25,939
	\$566	-\$13,544	\$790	-\$2,389
7 Web-CE (3040)-PLAVirtual conf in FY10				
Revenue	\$148,500	\$54,863	\$12,500	\$56,026
Expenses				
Subtotal	\$67,168	\$38,291	\$25,381	\$20,823
	\$81,332	\$16,572	-\$12,881	\$35,203
8 PLA Partners (3020)				
Revenue	\$94,000	\$144,600	\$69,000	\$86,155
Expenses				
Subtotal	\$52,350	\$1,576	\$68,350	\$4,799
9 Preschool Literacy (3120)				
Revenue	\$39,375	\$11,549	\$39,375	\$133,866
Expenses				
Subtotal	\$38,225	\$33,131	\$25,638	\$92,159
	\$1,150	-\$21,582	\$13,737	\$41,707
10 Public Libraries (3030)				
Revenue				
Subscriptions	\$48,125	\$37,393	\$39,170	\$39,851
Advertising (Net)	\$45,800	\$42,602	\$17,350	\$44,568
Other-Royalty	\$150	\$1,909	\$100	\$3,018
Subtotal rev	\$94,075	\$81,904	\$56,620	\$87,437

	FY2010 Budget	FY2010 Final	FY2011 Budget	FY2011 2nd Close
10 Public Libraries (3030) Cont.				
Expenses				
Manufact./Dist. Outside	\$67,190	\$54,753	\$64,320	\$60,332
Professional Services	\$10,000	\$12,756	\$10,000	\$3,360
All ALA IUT's	\$46,550	\$33,471	\$44,104	\$35,169
Other	<u>\$79,643</u>	<u>\$39,096</u>	\$40,612	<u>\$34,136</u>
	\$203,383	\$140,076	\$159,036	\$132,997
Subtotal PL	-\$109,308	-\$58,172	-\$102,416	-\$45,560
11 Public Library Data Service (3172)				
Revenue				
Sales	\$118,760	\$92,274	\$103,896	\$74,470
Royalties	\$14,000	\$21,185	\$32,374	\$17,548
Returns	<u>-\$4,563</u>	<u>-\$4,384</u>	-\$4,563	-\$2,283
	\$128,197	\$109,075	\$131,707	\$89,735
Expenses				
U of I Contract	\$72,101	\$78,630	\$72,101	\$76,852
Other	<u>\$42,309</u>	<u>\$34,905</u>	\$56,990	\$30,257
	\$114,410	\$113,535	\$129,091	\$107,109
Subtotal PLDS	\$13,787	-\$4,460	\$2,616	-\$17,374
12 Publications (3058)				
Revenue				
Books	\$75,000	\$89,799	\$77,000	\$51,404
Fulfillment/Returns	-\$3,840	-\$776	-\$3,840	-\$379
Royalties	<u>\$79,000</u>	\$8,414	\$7,520	\$3,426
TOTAL rev	\$150,160	\$97,437	\$80,680	\$54,451
Expenses				
Manufacturing/Dist.	\$11,400	\$680	\$16,560	\$1,121
Professional Services (new breakout)	\$42,000	\$56,508	\$34,700	\$15,770
ALA IUT	\$600	\$239	\$7,900	\$1
Operating	<u>\$18,927</u>	<u>\$11,735</u>	<u>\$15,615</u>	<u>\$22,728</u>
	\$72,927	\$69,162	\$74,775	\$39,620
TOTAL pubs	\$77,233	\$28,275	\$5,905	\$14,831
13 AC Preconference (3026)				
Revenue	\$29,500	\$1,375	\$14,625	\$23,321
Expenses				
TOTAL	<u>\$20,280</u>	<u>\$330</u>	<u>\$11,892</u>	<u>\$17,482</u>
	\$9,220	\$1,045	\$2,733	\$5,839
14 2011 Virtual Spring Symp (3011)				
Revenues			\$38,950	\$66,360
Expenses				
TOTAL VSS			-\$41,559	\$36,583
			-\$80,509	\$29,777
15 NC 2010 General Program (3081)				
Revenues	\$933,700	\$984,724		
Expenses	\$506,185	\$441,229		
16 NC 2010 Exhibits (3082)				
Revenues	\$1,629,600	\$1,834,775		
Expenses	\$781,106	\$870,238		
17 NC 2010 Promotion (3083)				
Revenues	\$100,000	\$105,197		
Expenses	\$96,770	\$120,287		
18 NC 2010 Registration (3084)				
Revenues	\$0	\$0		
Expenses	\$35,250	\$45,714		

	FY2010 Budget	FY2010 Aug. (2nd close)
19 NC 2010 OGS/CGS (3085)		
Revenues	\$20,000	\$0
Expenses	\$63,000	\$127,203
20 NC 2010 Programs (3086)		
Revenues	\$0	\$0
Expenses	\$85,075	\$80,621
21 NC 2010 PLA Store (3087)		
Revenues	\$0	\$0
Expenses	\$0	\$458
22 NC 2010 Tours (3088)		
Revenues	\$0	\$0
Expenses	\$0	\$0
23 NC 2010 Meal Events (3089)		
Revenues	\$112,500	\$90,290
Expenses	\$85,000	\$89,782
24 NC 2010 Preconferences (3090)		
Revenues	\$95,000	\$110,616
Expenses	\$52,737	\$73,990

BALANCE SHEET STATEMENT

	FY2010 Budget	Yr End (2nd close)	FY2011 Budget	Yr End (2nd close)
Opening Fund Balance	\$142,552	\$142,552	\$1,189,843	\$1,189,843
Revenue	\$4,201,777	\$4,150,712	\$968,407	\$1,017,147
Expenses	<u>\$3,468,168</u>	<u>\$3,103,422</u>	\$1,743,630	\$1,235,924
Net	\$733,609	\$1,047,290	-\$775,223	-\$218,777
Transfer to Endowment	-\$100,000	\$0	\$0	\$0
Closing Fund Balance*	\$776,161	\$1,189,842	\$414,620	\$971,066
<u>Endowment</u>				
Starting Endowment Principle		\$948,117		\$989,355
2011 2nd Close Endowment Principle		\$1,020,308.00		\$1,083,566
Reflects market increases of		\$72,191.00		\$94,211
Endowment Spending Account*		\$30,953.00		\$26,373

*Interest/Dividends less expenses, not reinvested in endow.; FY 11 earmarked for leadership development

October 10, 2011

TO: PLA Board of Directors

RE: Joint AAUP Committee

ACTION REQUESTED/INFORMATION/REPORT:

Action requested

ACTION REQUESTED BY: See attached document 2011.78 from Nann Blaine Hilyard. The Board heard report but deferred action at 2011 ALA Annual Conference. AAUP is requesting a decision.

DRAFT OF MOTION: The PLA Board votes in favor of re-establishment of the AASL/PLA University Press Books Committee and authorizes the President to appoint PLA representatives and to co-sponsor the AAUP program each year.

BACKGROUND:

For the past several years, PLA has worked with AASL and the Association of American University Presses to select books for a publication that recommends university press books for public and school libraries. A committee comprised of PLA and AASL members worked with the AAUP and a program at ALA annual (coordination responsibilities alternate between PLA and AASL) is held. See:

<http://www.aaupnet.org/librarybooks/index.html>

The book is mailed at no charge to public and school libraries nation-wide. AAUP covers the cost of the mailing. The bibliography is also available on the AAUP web site, see:

<http://www.aaupnet.org/news-a-publications/aaup-publications/university-press-books-for-libraries>

When PLA reorganized, the status of the committee was not determined. It worked (informally) as a CoP but a decision needs to be made as to whether to re-institute it as a PLA standing committee as the CoP model is not appropriate for the work the group does.

Attachment: [document 2011.78](#)

DATE: May 23, 2011
TO: Board of Directors, Public Library Association
FROM: Nann Blaine Hilyard and Jo Ann Carr, co-chairs
AASL/PLA/AAUP University Press Books Committee (Advisory Group)
RE: Committee Reauthorization

ACTION REQUESTED/INFORMATION/REPORT:

ACTION REQUESTED

We are requesting that the PLA Board re-establish committee status for the AASL/PLA University Press Books Committee.

When PLA restructured its committees and created communities of practice the Public Library presence on the AASL/PLA University Press Books Committee was hampered. AASL uses the traditional committee format and appointment process but there was no way for PLA members to find out about the committee or volunteer to serve on it.

For two decades PLA, AASL, and the American Association of University Presses have collaborated to select suitable titles for public and high school libraries from the current publications of members of AAUP. A bibliography of the selections is published as a collection development tool.

PLA and AASL committee members select their subject preferences (by Dewey). Each person receives about 50 books. They evaluate the books according to suitability for public or high school libraries: “outstanding,” “general audience,” “special interest,” “regional general,” “regional special interest.” Publication and mailing are paid by AAUP so there is no cost to either PLA or AASL. (It is also available online at www.aaupnet.org/librarybooks)

“Best of the Best” is a panel presentation at the ALA Annual Conference. Committee members have the opportunity to give oral reviews of “outstanding” titles. The presentation is broadcast on Book TV. (<http://www.booktv.org/Program/11705/The+Best+of+the+Best+University+Presses.aspx>)

These testimonials from current PLA-side committee members attest to the value of the committee.

##

Tina Beard
Plainfield Public Library
Plainfield, IL

I have been a member of the University Press Books Committee for several years and have contributed and directly benefitted from the work that has been done within the committee. This Committee is designed to offer unbiased, authoritative annotated reviews of hundreds of university press titles that are not reviewed in *Booklist*, *Library Journal*, or *Publishers Weekly*. We offer librarians a chance to discover new titles in under-reviewed subject areas such as sciences and foreign languages. The titles aren't typically glamorous or our stories scandalous, like often chosen in the more popular review journals, but they are vital resources for both school and public libraries. Our job is to bring these resources to the masses in a quick and reliable way.

As Committee members, we've done the heavy lifting, so other librarians don't have to and we do this be establishing professional standards and guidelines for each and every title selected. I am not saying that our word is infallible, but using established and time-tested guidelines we offer a breadth and scope to our peers that are not found anywhere else. We are a group of dedicated, well read individuals and so is our targeted audience. The guide to the *Best of the Best of University Presses* that we print every year and the program we host at ALA each year are well received and utilized. Often we are stopped and told at conferences how important our Committee's work is and how it helps both new and seasoned librarians' alike find useful, age-appropriate, core titles for their patrons. I am grateful for the opportunity to be a member of this worthwhile committee and I hope that PLA and ALA will continue to support and promote our work in the future.

##

Dr. Teri Maggio
Assumption Parish Library
Napoleonville, Louisiana

I have been a member of the University Press Committee for a number of years off and on. It has been an invaluable resource for all the public libraries that I have worked for to be able to review these titles. Furthermore I have mentioned to other public librarians that the university presses often have excellent titles to include in their collections as well as using the University Press Recommended books for Public Librarians. This is a committee that really works and it would be a loss to public librarians who depend on the bibliography. The program is also very well attended and it is also broadcast. For these reasons, I feel it serves a real need for public and school librarians.

##

Saul Amdursky
Kalamazoo, Michigan
(formerly, Des Moines Public Library, Iowa)

Many of the titles I have been sent to review do not receive a wealth of mainstream reviews. Public and school librarians don't usually read *Choice*. I'd guess 20-25% of the titles I get most years simply do not get reviewed at all. Therefore the committee's work brings attention to some books that might be overlooked entirely.

I like the idea of a committee roster generated from two divisions. I tend to think, especially on a committee devoted to book reviewing, that this fosters some very interesting discussions and helps us understand different priorities.

##

Angela Green
Texas A&M University at Qatar

This committee provides the opportunity for librarians to read and recommend books for other libraries and librarians. From a librarian's standpoint, being able to read reviews and opinions from fellow librarians is extremely useful in choosing which books to purchase for the library. The major benefit of the bibliography is it provides information about which library and age group would benefit the most from the book. This small amount of information greatly assists librarians in the selection process.

From a personal standpoint, this program provides me with the opportunity to read many interesting and great books. I like how these books can then be placed in our library for others to read and since I have read some of them I can pass on that knowledge to our patrons.

##

Steve Norman
Belfast Free Library
Belfast, Maine

Please authorize the continuation of PLA's AAUP (Association of American University Presses) Committee, a joint committee with AASL.

The charge of the committee for many years has been to highlight for public and school libraries the best books published by university presses. Although much of the output of university presses is academic or technical and even esoteric to a degree that makes it unsuitable for most public and school libraries, a significant number of university press books still are written for a more general audience.

Usually, such university press books with more general appeal are not reviewed in selection guides used by public and school libraries. The annual bibliography published by the AAUP Committee draws attention to these meritorious books that otherwise would get overlooked. In doing this, the committee performs a function not duplicated elsewhere.

University press books also as a rule cover topics less commercially appealing than trade houses would consider for publication, even though the books' content normally meets rigorous standards and often has enduring value. Again, the committee's bibliography helps libraries to find these hidden gems.

For these reasons, the AAUP Committee is worth continuing.

##

October 7, 2011

To: PLA Board of Directors

From: Linda Bostrom
Manager of Professional Development

Re: Request for Approval of Preconferences for ALA 2012 Annual Conference
Report on Recommended Programs for ALA 2012 Annual Conference

On behalf of Cathy Sanford, Chair, and the members of the PLA 2012 Annual Conference Program Subcommittee, I request the PLA Board's approval for two preconferences to be presented in Anaheim.

1. Title: Build a Great Team: One Year to Success

Length: Full day

Description: Following on the popularity of the book, "Be a Great Boss: One Year to Success," comes a new project that will focus on team building and will adopt the same guided, self-development format. This pre-conference would mimic the one being presented in March of 2012 at the PLA Conference in Philadelphia. It would introduce the attendees to both the habit of continuing one's own learning and development; to the value and benefit inherent in building and sustaining strong teams in any organization.

Speaker: Catherine Hakala-Ausperk, Executive Director, Northeast Ohio Regional Library System (NEO-RLS)

Estimated Cost: \$1,000 (est.) for speaker travel expenses; \$2,000 (est.) for AV equipment rental; plus the cost of morning and afternoon beverage breaks for attendees.

2. Title: Mental Model Busting

Length: Half day

Description: "The library is all about books." "Libraries can't charge for services." The customers don't want to learn." "We must have databases!" When we have a mental model of something, it shapes our behavior and limits our creativity in finding solutions. With all the changes in the library world, innovative, out of the box thinking is required. Come do some mental model busting and experience how shifting your thinking can open a new world of possibilities for you and your library.

Speakers: Cheryl Gould, Consultant, Petulama, Calif.; Gail Griffith, Consultant, Glen Bernie, Md.

Estimated Cost: \$1500 for speakers' travel expenses; \$2,000 (est.) for AV equipment rental; plus the cost of a beverage break for attendees.

Additionally, I am pleased to recommend for the Board's acceptance, the following slate of programs which the committee recommends for presentation at the 2012 ALA Annual Conference in Anaheim, Calif. The list does not include the PLA President's Program which is still in the planning stages.

1. Title: An Introduction to Integrated Advisory Services

Description: Today's public libraries have collection far beyond traditional printed books that are the basis of readers' advisory, and a new service model is needed. No longer limiting ourselves to books and readers, this new concept will help serve users in all areas of the public library, using appeal factors to cross formats from fiction to nonfiction, and DVDs to graphic novels. Panelists will cover from popular genres including history, crime, science fiction, and romance.

Organizer: Jessica Moyer, Doctoral Candidate, Univ. of Minnesota. **Speakers:** Kaite Mediatore Stover, Nanette Donohue

2. Title: Bridging the Great Digital Divide: Public Computer Centers in Libraries

Description: What's next for libraries?! The future may be uncertain, but computers and technology are sure to be a part of it. Learn how libraries of all shapes and sizes can enact change in their communities by becoming hubs for computers and technology. This session highlights successes from the Colorado Public Computer Centers project, funded by the Broadband Technology Opportunities Program and supported by the Bill and Melinda Gates Foundation.

Organizers: Crystal Schimpf, Public Computer Center Trainer, Colorado State Library, and Elizabeth Orsburn, Chief, Public Service Support, The Free Library of Philadelphia. **Speakers:** Jamie Hollier, Nancy Trimm, Kieran Hixon, Khaleef Aye, Jennifer Donsky.

3. Title: Create and Innovate! : How to champion creativity and innovation in your organization

Description: Seek innovation where it lives –your staff! Join the Orange County Library System (FL) to learn how they have developed an organizational initiative to tap into the energy, creative spark and passion of staff for thinking “outside the box” and planning for the future. The award winning Innovation Champions team has been created to encourage an environment of ideas and global trendwatching. This group partners with staff throughout the library system to help develop, evaluate, and implement ideas big and small. Hear about the journey of the team; learn how they are harnessing the power of idea sharing, and how to harvest your very own!

Organizer and Speaker: Kelly Pepo, Branch Manager, Orange County (Fla.) Library System.

4. Title: Creating Blockbuster s

Description: This fun, insightful presentation, based upon Gene Del Vecchio's revealing new book, *Creating Blockbusters!*, outlines 11 crucial principles that explain why certain novels and films become great. It will help you to create story ideas of your own, to develop story seminars for others, and to better select stories with broad appeal. Based upon Gene's 30 years of entertainment experience and new research, this presentation sheds new light upon a blockbusters' ability to satisfy child-like emotional needs we all share, align with pop culture and trends, create relatable and aspiring characters, and provide ingredients to create massive franchises. Examples to discuss include *Harry Potter*, *James Bond*, *Star Wars*, *Shrek*, *The Lord of*

the Rings, Jurassic Park, The Simpsons, It's a Wonderful Life, and The Lion King. **Organizer and Speaker:** Gene Del Vecchio, Author and Consultant; Founder, CoolWorks

5. Title: Get More Bang For the Buck! Best Practices in Collection Management

Description: Learn how your library can implement best practices in collection management, from selection to circulation to evaluation. Enhance the customer experience while making the most of your materials budget and increasing the efficiency of internal operations. Not just for Technical Services librarians!

Organizer: Amanda Schukle, Library Services Manager, San Mateo County (Calif.) Library.

Speakers: Robin Isicson, Charlotte Bradshaw

6. Title: Growing Leaders from Within: cultivating your Library's future Leaders & Managers

Description: Especially in difficult times, libraries need to continue looking forward and developing their future leaders and managers. This presentation will discuss innovative ways that San Diego County Library (SDCL) has fostered and developed leaders and potential managers from within its existing staff.

Organizers: Polly C. Cipparrone, Training & Web Services manager, San Diego County (Calif.) Library; Renae Bennett, Public Services Administrator, Orange County (Fla.) Library System.

Speakers: Susan Moore, Bethany Stone

7. Title: Intellectual Freedom and the Library Trustee

Description: What is the role of public library Trustees in dealing with and advocating for intellectual freedom issues? Often the first contact Trustees have with intellectual freedom as an issue is when there is a challenge against some item on the shelf or some other controversy arises. Once this crisis emerges they are scrambling to understand the issues and respond to their constituents. Another important role for Trustees is to be advocates for intellectual freedom. This session is intended to help Trustees understand the issues and their role in defending intellectual freedom.

Organizer: Robert Hubsher, Executive Director, Ramapo Catskill Library System, N.Y. **Speakers:** TBD

8. Title: Materials Handling Automation to Reduce Operating Costs

Description: What do self check-out machines, self check-in machines, automated sorters, and RFID have in common? One important thing...when selected and implemented correctly, these automated materials handling (AMH) solutions can reduce your library's operating expenses dramatically. Many libraries are digging into capital funds to implement these solutions in order to reduce staffing costs and while this is a sound strategy, it can go bad pretty quickly. This session will focus on AMH procurements including how to evaluate products, ROI and payback strategies, and critical implementation issues.

Organizer and Speaker: Lori Ayre, Principal Consultant, Galecia Group,

9. Title: Publish Or Bust!: An ePublishing Odyssey

Description: The session will detail a yearlong endeavor at the Chesapeake Public Library on electronic publishing called Publish or Bust! A librarian and a local volunteer will chronicle their experiences writing a novel and exploring alternatives for publishing, with a focus on ePublishing. The end goal will be a live how-to journey featuring daily blogs, tweets, and Facebook postings, the creation of an “inspiration room” in which their activities will be filmed, and successful publication and inclusion of their work in the library catalog. The experiment will culminate in the launch of a full-service, self-publishing resource area at the Central Library.

Organizer and Speaker: Jim Blanton, Senior Library Manager, Chesapeake (Va.) Public Library.

Speakers: Phyllis Floyd, Library Volunteer, Chesapeake (Va.) Public Library.

10. Title: Putting the Laughter in Literacy: 3 Top Authors Talk Smiles and the Power of Reading

Description: Come join best-selling authors Sarah Pennypacker, Sarah Weeks and Alan Sitomer in a session devoted to illuminating the power of smiles, the tools of modern authors and the importance of books, reading and literacy.

Organizer and Speaker: Alan Sitomer, Director of YA Literacy, Project Gear Up, California State University at Los Angeles.

11. Title: Qrcodes, Augmented Realities, and Mobile Library Services

Description: Practical hands-on look at how one small public library implemented highly effective mobile services, utilized qrcodes, and constructed augmented realities to enhance their customer service, reach broader communities, and expand their reach with very minimal cost.

Organizer and Speaker: Bonnie Roalsen, Head, Children’s Services, Dover Town (Mass.) Library.

Speakers: Ryan Livegood, Assistant Director, Dover Town (Mass.) Library.

12. Title: Shift Happens: Leading an Evolution

Description: Rapid changes in technology. Dynamic community demographics. Changing patron needs and expectations. Fiscal constraints. How do we respond? By redefining the way we deliver services and reinvigorating one of our most powerful resources: our staff. King County Library System is strategically restructuring to continue meeting the needs of our patrons and to more proactively engage with the communities we serve. We knew from the start that successfully achieving this significant change would require extensive collaboration and communication throughout the organization. Find out how this process has involved virtually everyone at KCLS and how you might apply these techniques within your organization.

Organizer: Chris McQuown, Managing Librarian, King County (Wash.) Library System. **Speakers:** Julie Brand, John Sheller, Teresa Claypool

13. Title: Smart investing@your library:everyone counts!

Description: The role of librarians as trusted navigators leading patrons to the most useful information is increasingly valuable. Smart investing@ your library is building the capacity of public libraries and librarians to provide reliable, unbiased financial education and resources to

those who need help. Librarians are building collections, delivering programs to people of all ages and economic circumstances and creating a national network of replicable service models. Using data to tell the story, reaching out and working with community partners, and integrating market research into program design are helping build the foundation for a leadership role in financial education.

Organizer: Margaret Monsour, Consultant, Insights, LLC. **Speakers:** Dwight McInvaill, Liz Doucett, Trinity Behrends, Sandy Dixon

14. Title: The Great Non-Fiction Readalike: If You Like This, You'll LOVE That!

Description: As the popularity of non-fiction reading for pleasure continues to grow, librarians have a great opportunity to grow their reader's advisory skills. What draws patrons to non-fiction? And what do they want to read next? Based on an annual program of the same name for fiction at Book Expo America, The Great Non-Fiction Readalike: If You Like This, You'll LOVE That!, this panel of five librarians will cover major trends in popular non-fiction publishing, recommending titles of current interest and with pre-publication buzz -- and what off your back list will satisfy your patrons while they're on hold.

Organizer: Stephanie Chase, Head, Programming and Outreach, Central Library, Multnomah County (Ore.) Library. **Speakers:** Martha Flotten, Alene Moroni, Anna Mickelson, Robin Nesbitt

15. Title: The NEW Every Child Ready to Read

Description: Every Child Ready to Read (ECRR), a parental education initiative created by ALSC & PLA, has been updated and revised by Dr. Susan Neuman of University of Michigan. This program will introduce the new ECRR product, the rationale for the changes and examples of how it is being used in libraries across the country.

Organizer: Kathleen Reif, Director, St. Mary's County (Md.) Library. **Speakers:** Judy Nelson, Elaine Meyers, Clara Bohrer

16. Title: The Right Service at the Right Time: e-gov and more made easy

Description: Awarded a 2011 ULC Innovation Award, the Right Service at the Right Time is a one-stop service to help those seeking and applying for various forms of public assistance. Developed with open-source software, Orange County Library System's (Florida) Right Service at the Right Time is an easy to use discovery engine that can be implemented in any community to match customers with specific resources to meet their needs. Learn how this extremely popular and heavily used statewide project can easily and cheaply be integrated into your community.

Organizer: Donna Bachowski, Department Manager, Reference Central, Orange County (Fla.) Library System. **Speakers:** Ryan Price, Josh Fox, Sheri Chambers

17. Title: Dangerous Ideas: What if We Took Volunteers Seriously?

Description: Given the library profession's long history with volunteerism and its increasing reliance on volunteers at all levels of service this panel begins to address the core question "What if we took volunteers seriously?" Speakers will discuss their hands-on experiences with

staff and volunteers, as well as the strategic management of volunteer participation. Dr. Bernier will present findings from the first empirical research (conducted by a LIS scholar) on young adult volunteerism and a doctoral student from Germany will present research done on volunteerism in the U.S. from an international perspective.

Organizer: Anthony Bernier, Associate Professor, San Jose State University. **Speakers** Barbara Dean, Alan Jacobson, Beate Hoerning.

Plus the PLA Leadership Development Task force is developing a program for Anaheim.

[Board Document 2012.17](#). It is formatted for 8 ½ x 14 inch paper; please review it prior to the meeting. At this time, a Board login is needed to access it.

PLA staff will bring copies of the document to the meeting for you.

PUBLIC LIBRARY ASSOCIATION (PLA)

Mega Issue Discussion Report: How can PLA maximize member engagement to increase the value of membership and more effectively conduct the association's work?

June 2011

Prepared by:
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INTRODUCTION

On June 25, 2011 the Public Library Association (PLA) conducted a Mega Issue Dialogue Session with volunteer leaders attending ALA's Annual Conference to strategically discuss and deliberate on association engagement.

A process called "Knowledge-based Decision-making" was used to facilitate the dialogue. The "Knowledge-based Decision-making" process begins with the identification of a question and a series of possible sub-questions that help clarify the issue:

How can PLA maximize member engagement to increase the value of membership and more effectively conduct the association's work?

Important sub-questions were identified providing additional clarity on the mega issue question:

- *What constitutes member engagement in PLA? What does engagement look like? What does it produce; what are the outcomes?*
- *Who wants to be engaged and how can PLA address the varying levels of interest; financial; technological; and time resources/expertise of our members?*
- *What leadership opportunities does PLA provide; how can we expand and enhance these?*
- *How is PLA's (relatively) new structure helping or impeding member engagement and leadership development?*
- *How can PLA use CoP's to maximize membership engagement and leadership development?*
- *What are new opportunities for engagement; what are the barriers internally and externally?*
- *How can PLA enhance the process of getting involved?*

The process of "Knowledge-based Decision-making" employs two essential elements to form and guide the development of the background information necessary to identify choices that may be pursued in response to the mega issue question:

I. Knowledge-Based Decision - asking four important questions:

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|-------------|---|
| Question 1. | What do we know about our members/prospective members/customers - needs, wants, and preferences that are relevant to the issue? |
| Question 2. | What do we know about the current realities and evolving dynamics of our members' profession that are relevant to the issue? |

Question 3. What do we know about the “capacity” and “strategic position” of our organization that are relevant to the issue?

Question 4. What are the ethical implications?

(This questions was not considered during the discussion due to time constraints)

II. Dialogue before Deliberation – ensuring the necessary dialogue takes place before final deliberation:

1. Dialogue – to inform and understand. To illuminate what we know and don’t know; to identify choices and assess the advantages and disadvantages of each choice; to determine where consensus emerges or what additional information is needed to decide with confidence.
2. Clarifying Information – session participants were encouraged to begin their thoughts with either “I know” when providing facts, “I believe” when providing personal insights or “I feel” when making a value statement. By using these phrases, other participants were able to better respond to the information given.
3. Deliberation – to evaluate and decide. To select among the options and commit to appropriate action.

It is important to note that all opinions are relevant in this dialogue as long as participants understand the context of an answer. This assists all participants in determining the level of risk they are willing to take in response to the knowledge gathered and assimilated.

The agenda for the discussion provided a rational sequence for the conversation:

- Identification of “Mega Issue Question.”
- Identification of relevant sub-questions.
- Dialogue around the four knowledge-based questions.
- Identification of choices and final deliberation on the impact of those choices on the association.
- The articulation of final recommendations for future discussion.

Meeting participants were asked to consider this mega issue in the context of a 1-3 year planning horizon.

CREATION OF THE KNOWLEDGE BASE

A background paper was prepared by staff in advance of the meeting to assist meeting participants in discussing and answering the mega issue questions.

Mega Issue Question:

How can PLA maximize member engagement to increase the value of membership and more effectively conduct the association's work?

The meeting participants broke into small groups to discuss the three mega issue questions.

Background Information:

QUESTION #1: What do we know about our members/prospective members/customers - needs, wants, and preferences that are relevant to the issue? *(See attached background paper for additional information)*

- New members desire to be connected to the greater library community.
- Networking with other professionals is important to members.
- New professionals are seeking career guidance from others.
- Members are interested in professional growth.
- Members appreciate recognition.
- Younger professionals are more upwardly mobile, adaptable to new technologies, and interested in flexible structures.
- Most members prefer face-to-face interaction with peers although time and costs are limiting opportunities.
- Members feel the pressure “to do more with less” within their professional environments.
- Members are inundated with information and are challenged with the increased number of electronic communications.
- Members vary on their use and preferences regarding the use of technology in communications.
- Members have not engaged in CoPs has much as expected.

QUESTION #2: What do we know about current realities and evolving dynamics of our member's environment that is relevant to this issue? *(See attached background paper for additional information)*

- Public libraries are dealing with smaller staffs.
- Library staff members have increased responsibilities and are multitasking.
- Overall, public library budgets have decreased in the past several years and, in most areas, will continue to decline or remain flat.
- There is less money for staff development and association engagement.
- The impact on public libraries of the current economic conditions varies by geographic location and economic forecasts will continue to be unclear.
- The need for change is happening at a faster pace.

- There is a shift from full-time positions to part-time.
- Networking is becoming less formal.
- Technology will continue to change communication, service delivery, and library infrastructure.
- Library infrastructure is flattening.
- The use and demand for e-books is growing.
- Given the challenges, there is less optimism in the library community raising the question, how do we keep the community inspired?
- People desire to be asked to serve and engage.
- Professional development, networking, and engagement will continue to lead to career advancement.
- There will be more opportunities for librarians to take on more responsibilities and be involved in decision-making.
- Opportunities to assist librarians with career advancement will be more important going forward.

QUESTION #3: What do we know about the “capacity” and “strategic position” of our organization that is relevant to this issue? *(See attached background paper for additional information)*

Association Capacity:

- CoP leadership is in place.
- PLA has access to ALA Connect.
- There is competition for member’s time.
- PLA has the capacity to support association engagement.
- PLA members have an interest in engaging with each other although engagement in CoPs has been lacking.

Strategic Position:

- PLA is known for its successful conference.
- PLA webinars are growing in popularity.
- PLA provide a virtual symposium.
- PLA is in a position to provide networking opportunities for its members.
- PLA is known for its education opportunities.

CREATION OF CHOICES (IDEAS)

Using the knowledge-base outlined above, the meeting participants brainstormed possible choices (ideas) in responding to the mega issue question.

Possible choices (not in priority order):

1. **Make engagement experiences less intimidating and less formal**
2. Enhance recognition opportunities for engagement
3. Go back to a formal committee structure
4. **Create greater opportunities for PLA leadership to reach out to new members personally to engage in PLA**
5. Maintain current course with current engagement activities and participation

- 6. Create a referral network and focus on engaging members that are referred by others**
- 7. Conduct a session at conference on how to engage in PLA**
- 8. Focus on engaging more members by providing opinion/polling opportunities
- 9. Change membership structure to create a two year membership
- 10. Focus around hot topics for CoPs**
- 11. Add more shorter-term opportunities for engagement
- 12. Focus on more effective communication on engagement opportunities

In reviewing the above list, meeting participants were asked to identify those choices that seemed most appropriate to discuss further. They voted on their top three and the choices that received the most votes are bolded above. The advantages and disadvantages of each bolded choice were created and discussed.

1. Create Informal/Intimate Opportunities

Advantages	Disadvantages
Welcoming	Chaotic
More transparent	Perception of waste of time
More comfortable	Still can be perceived as “cliquish”
Appeals to more casual people	May bring in volunteers that may not have the appropriate experience
Appeals to new members	
Appears more fun	
More opportunity for networking	
Increase capacity	

4. PLA Leadership Reaching Out to New Members

Advantages	Disadvantages
Provides a more personal touch	Lack of time of PLA leadership
Would create greater engagement	Could be perceived as creating a clique
Creates inside connection	Members may feel pressured to engage
May create greater commitment	
Leaders know members capability	
Quick access to PLA involvement	

6. Referral Process

Advantages	Disadvantages
Provides personal knowledge of the individuals	Could create cliques
Create a “Friendly face’	Might show favoritism
Creates opportunities for more grassroots involvement	Relies on volunteers
Could save staff time	Talented people not connected in some way

	might be left out
Person making calls becomes more invested in PLA	Misperceptions of “Who you know”
Serves as an informal mentoring process	Elitist connotation

Ideas provided by small group: Ask chairs, committee members, and others to refer new potential volunteers.

7. Session on PLA Conference

Advantages	Disadvantages
Could attract new volunteers	Competition with other programs
Engage longer-term/older members	Members’ time
Infrastructure exists	Cuts into vendor time
Provides a captive audience to get others involved	Limited/constrained by bylaws
Creates opportunity for informal networking	May not attract new volunteers

10. Hot Topics

Advantages	Disadvantages
More short-term opportunities	Associated with CoPs
New people based on interest in new topic	You may get more than you asked for
You may get a solution or best practice	Shorter term and may have less in-depth discussion
No/low cost	How do you control “flaming?”
Could connect with polling and networking	
Nimble	

FUTURE CONSIDERATIONS

After a brief discussion of the “advantages” and “disadvantages” of the five choices identified above, the participants identified the following questions/recommendations for further discussion by PLA leadership:

- **Use the Conference for Increasing Engagement** - There was agreement that the conference may provide an important opportunity to increase engagement in PLA. How do we use the conference to leverage engagement? How do we use the conference to connect during non-conference years?

- **Create Greater Opportunities for Informal Engagement** – There was some agreement that due to environmental challenges mentioned earlier PLA members may prefer shorter term, more project-based and less formal engagement opportunities.
- **Examine Current Structure and Possibly Overhaul** – Given the discussion, some participants agreed that the leadership should examine the current opportunities for engagement and consider the choices mentioned above as possibilities opportunities for change.

TO: PLA Board of Directors
RE: PLA Strategic Plan—Strategies Status Report
DATE: October 11, 2011

ACTION REQUESTED/INFORMATION/REPORT:

Information

REQUESTED BY:

Barb Macikas, Executive Director

DRAFT OF MOTION:

N/A

BACKGROUND:

The Board approved the PLA Strategic Plan at the 2010 ALA annual conference. PLA staff developed and continues to add to and revise strategies for the Board's regular review. This document provides a status report since Annual Conference. Staff have incorporated strategies into their goals plans for this year. Strategies will inform and complement our work.

PLA Strategy Action Planning *(Revised September 2011)*

Goal Area: Advocacy and Awareness

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

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

Priority: HH

Strategies	When	Examples	Notes
Gain a better understanding of the ALA Advocacy and Washington offices and their relationships.	FY11/ FY 12	On-going communication with WO. Collaboration on Leg. Day; OITP working group and task forces.	
Identify areas of strategic collaboration between ALA Advocacy and Washington DC offices and PLA.	FY11	-Privatization TF -Librarius -Advocacy Coordinating Group	

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

Priority: H

Strategies	When	Examples	Notes
Identify relevant ALA advocacy materials.	FY12		Need to continue to work on this.
Create and execute a plan to update PLA's existing advocacy tools.	FY12		Delayed due to delay of migration to new ALA web site on drupal
Design a PLA advocacy web page	FY 12		Part of migration to drupal site
Promote advocacy website and resources	FY11 FY 12	Turning the Page 2.0 website and promotions	Will continue to build with new site

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

Priority: M

Strategies	When	Examples	Notes
Develop and implement an advocacy webpage to collect existing resources.	FY12	Turning the Page 2.0 website and promotions	Ongoing, in conj. with move to new CMS
Aggregate communication tools used by other organizations to promote advocacy and identify best practices.	FY12		Will work with Legis. and Advocacy Comm.
Disseminate more efficiently advocacy and legislative action alerts from Washington, DC office.	FY11	On-going. These are pushed out via PLA enews, Facebook, twitter sites, PL Online, blog and lists.	

Goal Area: Leadership & Transformation

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

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

Priority: H

Strategies	When	Examples	Notes
Continue to work with the Leadership TF to write a proposal to IMLS to develop leadership training.	FY12	Plans are underway to submit proposal Dec. 2011	Task Force will work with staff.
Create a web presence with management tools to assist with transformation.	FY11		Ongoing, in conj. with move to new CMS
Offer leadership training	FY12	PLA2012 leadership preconference	
Identify PLA 2012 topics with focus on content aimed at transformational (emerging) trends and leadership.	FY12	Leadership track at PLA 2012	Ongoing.
Promote web presence to membership.	FY11	Successful Leadership Webinar	
Partner with other organizations to increase capacity for leadership training	FY12-13	IMLS SJSU partnership for residency program	

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

Priority: H

Strategies	When	Examples	Notes
Develop column in "Public Libraries."	FY11		Underway.
Create a national conference program track on transformational leadership.	FY12		Track has been created.

Goal Area: Literate Nation

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

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

Priority: H

Strategies	When	Examples	Notes
Survey members to identify the types of literacy with the greatest needs of instruction within libraries.	FY12		In progress.
Publish article in "Public Libraries" outlining the various types of literacy and provide examples of how libraries are offering services in support of literacy.	FY12	ECRR website	On going
Partner with other organizations to add to literacy resources	FY12-13	IMLS grant, partner with Syracuse U. to add to research; Write planning grant to IMLS for ECRR research to demonstrate impact on parent behavior	Syracuse grant approved. ECRR proposal in progress.

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

Priority: M

Strategies	When	Examples	Notes
Create tools (programming and publications) to equip public libraries to provide different types of literacy services.	FY12	Every child ready to read webinar; fin. literacy webinar	
Create a webpage to gather information and tools related to the various types of literacy.	FY12	Issues & Advocacy pages have been expanded.	Ongoing, in conj. with move to new CMS

Goal Area: Organizational Excellence

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

Objective: Achieve a financially stable operating model.

Priority: H

Strategies	When	Examples	Notes
Develop a process to assist volunteers and staff in monitoring the budget.	FY11	Expanded fin reports to board; available to entire membership via connect; need to continue to promote availability of information.	On-going
Develop a plan to better align member dues with perceived member benefits.	FY11	Dues increase passed	In process
Work toward stable fund balance	FY12	Fund balance is growing	

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

Priority: H

Strategies	When	Examples	Notes
Explore ad revenues in "Public Libraries," eNews, webinars, and Spring Symposium.	FY12	PL Online accepts ads.	Need to work with PLA board on sponsor liaisons
Explore possible broader markets for products and publications.	FY12	Marketing to ECRR with cooperative project with ALA publishing	Ongoing
Explore opportunities to create new products available to members.	FY11	Webinars and VSS held	Ongoing

Objective: Improve opportunities for member engagement.

Priority: H

Strategies	When	Examples	Notes
Create opportunities to use lesser known (and less expensive) members as speakers and presenters.	FY11- FY12	VSS; PLA 2012; webinars	Ongoing

Objective: Enhance relationships with PLA partners.

Priority: H

Strategies	When	Examples	Notes
Develop a plan to retain partners in non-conference years.	FY12		Plan for recognition at PLA 2012
Assign board members as liaisons to partners	FY12		
Continue inviting partners to reception at national conference.	FY12		On-going
Explore sponsorship opportunities for partners using online products.	FY12		