

OLA Board Meeting
February 6, 2015
10:00 am
Newberg Public Library

Attendees: Candice Watkins; Stephanie Debner; Suzanne Sager; Steve Silver; Jane Corry; Garnetta Wilker; Sonja Somerville; Candise Branum; Meredith Farkas; Korie Buerkle (for Heather McNeil); Elsa Loftis; Gina Bacon; Mo Cole; Hannah Gascho Rempel; MaryKay Dahlgreen

Via GoToMeeting: Buzzy Nielsen; Stephanie Thomas; Sara Thomson; Jennifer Snoek-Brown; Isaac Gilman

Housekeeping

Introductions

Changes to Agenda

Meredith would like to talk about bingo at the OLA conference.

Approval of December Minutes: Stephanie Debner

- Steve Silver moves to accept the minutes as presented to the board.
- Jane Corry seconds.
- Motion passes.

CritConvo: Third in series – Diversity: Candice Watkins and Candise Branum, SRRT Chair

- Small group discussions based on pre-meeting diversity activity and questions to facilitate discussion; small group reporting out
- Using the lens of dominant culture is a challenge
- How to make it okay for staff and patrons to be “out” about their personal identity and affiliations
- How to interact with patrons when they make assumptions about you
- There’s so much that we assume about others’ identity based on how they speak, present themselves; everyone has such an individual identity, what is important to them on the wheel may not be what you see about them
- A category was added to the wheel: location/geography, for its effect on being able to participate in OLA, divisions, and other professional organizations, and for different kinds of populations that are served
- What can OLA do structurally to incorporate these issues? Candice mentioned the current attempts to pull in more support staff for involvement/input. Challenge to have OLA conference in eastern/southern Oregon, because venues not big enough; Steve mentioned pilot program this year of having virtual offerings at the OLA conference.

- What is OLA's purpose as an association, and what do people want it to do? Mo asked when was the last time that OLA did a needs assessment.
- Sonja mentioned institutional volition for supporting participation within OLA, in terms of financial support, support for taking the time to do it, and philosophical support. Do institutions support you differently depending on what your role is (librarian, support staff, etc.)?
- Stephanie D. suggested that OLA could provide a toolkit for people to use within their libraries/institutions to facilitate discussions around a wide array of diversity topics; possibly with input from membership/divisions. Penny suggested that this might be a great project for SRRT. Candise suggested resources also for managers/directors that would help them examine possible biases when hiring.
- Mo asked, could OLA suggest a best practice of incorporating geographic diversity into the makeup of committees/divisions?

Leadership Taskforce: Candice Watkins

- Still be having meetings with WLA about developing leadership trainings.
- Current idea: to create own learning community and own experts about leadership, so then we can create our own curriculum and smaller-scale, affordable training/program opportunities.
- This work will roll into new Leadership Committee (to be approved by the membership in April).
- People in the leadership committee will also serve as mentors to emerging librarians.

Scholarship Taskforce: Candice Watkins and Jennifer Snoek-Brown

- Goals: to revamp the scholarship program and come up with way to sustainably fund it.
- Jennifer talked about the genesis of the proposed idea, from Wisconsin Library Association's We Lead program. Its goals are to develop sustainable leadership, and inspire emerging librarians to invest in participating in Wisconsin Library Association and vice versa. It is a scholarship program that requires application, essays, buy-in from supervisor, and a two-year time commitment. The task force tweaked this idea to fit OLA. Emerging librarian is defined as students enrolled in MLS program or support staff. The goal is to provide education, professional development, and leadership training. The task force proposes to start small, with a pilot program. Some requirements for participants: getting involved in an OLA unit; being mentored by someone on Leadership Committee; participating in the OLA conference. Another element to the scholarship is OLA membership and conference registration.
- Next step: address how to fund it. Last fall, a proposal was made for funding the scholarship fund by a combination of a \$5000 gift and a fundraising initiative; this plan was deemed not sustainable by the board.
- Plan for next year: to fund 2-3 participants, while planning for sustainable funding.
- Candise and Mo both asked what will this cost per person? That information is not available yet.

- Mo suggested heavy surveying/data gathering from participants in the pilot, e.g. pre- and post-survey.
- What will be the mechanism for involving participants in the divisions/units? Mo suggested establishing a student position for the unit boards.
- New scholarship model will not move forward until the funding piece is figured out.
- Hannah raised idea of “taxing” divisions to help support funding.

New Member Roundtable: Jane Corry

- Inspired by Perri at Emporia, Jane has been working with two Emporia students and a UW student to start up at New Member Roundtable. Students are Stephanie Miller, Jenkins Lumpkin, and Nicole Langley.
- Buzzy mentioned that they don’t need their own by-laws, but a statement of their objective. Once the board has approved the statement, Buzzy will integrate it into the unified roundtable by-laws.
- It was suggested that more experienced people help out. Meredith said that she has offered any support they need, as a natural fit with the Membership committee.

Mentoring Program: Meredith Farkas

- Pilot was with librarians; they also reached out to SSD to try to engage support staff (didn’t work in pilot). The program is now expanding and still open to any early career staff involved in OLA.
- Changing requirements for who can be a mentor and mentee. Mentor feedback was that they expected to give on-the-job assistance, not that they could make jobs happen.
- Pilot program participation was 40 pairs of mentors/mentees.
- Proposal on the table to include all members of OLA currently working in a library in an expanded mentorship program.
- Jane Corry moves to accept this proposal.
- Hannah Gascho Rempel seconds.
- The motion passes.

Practice of Adaptive Leadership: Jane Corry

- Comes out of the issue about in-person vs. online attendance to meetings.
- Hannah had raised idea of doing online meetings better. She suggested to perhaps have a set of best practices for better online meetings (or better hybrid meetings).
- Sara Thomson noted that “option for online participation” was cited in the recent engagement survey as the biggest factor in helping people get involved in OLA.
- Things to consider: set-up of room; where is the webcam placed (would a tripod help so webcam could be further away to get everyone on screen); use of snowball microphone makes it easier
- Mo suggested that we have some meetings that are all virtual; others, the focus is on trying to make it in person. Elsa noted that most successful online meetings were ones where everyone was online.

- Steve suggested that best practices also include ideas for people attending online; someone to manage the online meeting in hybrid setting.
- Mo encouraged the board to figure out a way to document this work and pass it along to the next board.
- Penny suggested creating a brief module at the board retreat. Mo added that this needed to be done in a format that could be shared, for those who could not attend the retreat.
- Penny suggested that, if all-virtual meetings are done, that they be planned in advance.
- Summary: buy some better equipment from the technology fund; consider a couple of all-virtual meetings each year; creating some best practices for all participants. Suzanne, Penny, and Hannah working on best practices; being the “online correspondent” during meetings will be tied into ALA Councilor position.

Oregon Community Foundation study: Penny Hummel

- OCF had opportunity and funding for a needs assessment.
- Penny is the consultant running this study. It is about public libraries and the mesh between PL services and philanthropy. Literature review; interviews with regional and national leaders about best practices; regional focus groups of public library directors; online survey for PL directors, friends groups, trustees. Also, OCF has a real interest in early childhood work, so that is also being wrapped into the report.
- Penny will be updating the Board on what is happening with this project.
- Recommendations for things to move discussion forward for public libraries and philanthropy in the state.
- Penny needs to have a draft of the report to OCF in May.

Oregon Reads 2014: Candice Watkins

- Final report posted on the OLA website. Very successful program last year; over 20,000 participants statewide.
- Should the Board do something for the steering committee of Oregon Reads? Candice will work on getting something going for this.
- Mo asked if there were any upcoming statewide reading things to be aware of? Stephanie Thomas mentioned Oregon Battle of the Books; Buzzy mentioned possibly doing a cross-state Gorge Reads in 2016, likely Robin Cody’s *Wedge of a Summer Sun* about his trip canoeing the length of the Columbia.

Lunch

Open forum: OLA Membership

Nothing.

State Librarian’s Report: MaryKay Dahlgreen

- Bills that all OLA members should be aware of. Senate Bill 5519: the State Library’s budget bill. House Bill 2479 changes Ready to Read grant to Reading for Success;

expands program to serve 15-17 year olds; out of school time activities; expands funds distribution to libraries (?). House Bill 2650 related to out-of-school programs for kids, in cooperation with Oregon ASK; creates a grant program administered by State Library and Dept of Ed. SL3 Summit on February 10.

- Budget hearings will be in early March.
- The State Library has completed their strategic plan, focused on using resources more effectively. Focus on the customer; enhance partnerships; use staff expertise; promote the State Library.
- Arlene Weible is arranging for a digital collections summit on March 20. There are many organizations around the state that have great collections, but there's no statewide plan for coordinating these efforts. This will be a great step towards talking about preservation and management of these collections.
- Public role of the State Library: they recently divested themselves of the Genealogy collection and they have other documents/collections that aren't really under their purview. MaryKay is pulling together a group of people -- including heritage and cultural organizations, independent researchers, UO and OSU, State Law Library, and State Archives -- to talk about the public role of the State Library. Their first meeting is scheduled for February 18. The goal is to make a recommendation to the State Library Board, and then the Board will make a recommendation to the Legislation.
- State Library Board meetings are scheduled for February 13 and March 20. The February 13 meeting is focused on the strategic plan and the budget process. The March 20 meeting focused on regular business. There will be a public hearing about some administrative rules related to the State Library.
- How can OLA help? Be part of the discussion about the public role of the State Library; testify on behalf of State Library at budget hearings.

OLA Conference 2015: Steve Silver

- Registration opened in early January; currently at 109 registrants.
- Currently, we are approximately \$3000 above projected profits for exhibitors/sponsors.
- Theme: Libraries Cultivating Creativity. In exhibit hall, two tables are reserved for creativity stations, for decorating your name badge, making buttons, Legos, origami, and magnetic words/letters. There may also be a message/word cloud board and a 3D printer on hand (the Technology Roundtable is considering this). They will be doing this in exhibit hall to drive some traffic there (make vendors happy). The intention is simply for attendees to have an opportunity to be creative. No final product or learning is explicitly expected, though of course we assume such will happen.
- So far, the committee has nine poster proposals.
- The conference committee has lost two members recently. Sara Thompson has stepped in as Communications Coordinator. The committee is working with Perri and a couple recent Emporia graduates to potentially fill the vacant role of Volunteer Coordinator.
- They are piloting two virtual sessions at this year's conference. There are costs they did not budget for/anticipate when planning for these two sessions; total amount is around \$500, which will eat into conference profits. The committee is opting for options that

create a good quality experience for those participating in those sessions. This is being brought to the Board as an information item, since this was not in the original conference budget. There is a strong sense on the committee that this is the future and we need to begin preparing for virtual sessions. This pilot program will give us valuable insight into how to do that successfully and what the actual costs of doing so will be, so that we can set appropriate rates in the future.

- Technology challenge: the committee is a little short on projectors so far, but are trying to round up as many as they can. They may need to request to purchase a projector, if they can't get enough. Would this come from the conference budget or board budget? Cost per projector in the neighborhood of \$350-500. For Thursday, they are currently short two projectors; plus it would be nice to have a backup.
- Stephanie Thomas asked that, if OLA purchased projectors, could divisions/units use them for their conferences? Where would this equipment be housed? Should this be assigned to a board position? A suggestion was made to house at the State Library. Another suggestion to assign them to division presidents, and then be passed down through that chain. Shirley could keep a spreadsheet of who has the projectors.
- Steve Silver moves that OLA approve purchase of two projectors.
- Suzanne Sager seconds.
- The motion passes.
- Jay Cooper a Eugene Public Library, who is also a musician, has approached the conference committee; they are working with him to provide some music at the all-conference reception.
- Two companies have approached the committee about providing a free conference app as a sponsorship, in the hope of selling us a conference app in the future. This likely should be a consideration for future conferences. An app will not replace the printed program any time in the near future, but will increasingly be a useful added feature and can reduce the number of printed programs. Printed program savings will likely not offset the costs, but it may be a service that is increasingly expected. Sara Thomson mentioned that they used Sched.org for Library Instruction West; it worked well and was inexpensive (\$99).
- Time capsule: Not much to report at this stage. We will be focusing in on the logistical details--e.g. who opens it, when, how much time to allot, where to display the artifacts, etc., in the days to come. Suggestions from the board would be most welcome. We have been in contact with the new time capsule task force as well, and are open to working with them should they decide to do something at the conference. Their plans are still very much in the planning stage.
- Off-site events flexibility. The committee had a good discussion around the topic of providing more flexibility within our site contracts for units to hold events off-site.
 - Small unit events are generally not factored into the required food minimum, and should not be (e.g. ACRL/Emporia receptions).
 - Off-site events that have a charge associated will require registration. If not onsite, this has the potential for getting quite complicated, with units either managing their own separate registration or routing monies received for registration to multiple locations. This is a "hidden" cost of having an off-site event.

- Units considering off-site venues should do a careful cost/benefit analysis, including "hidden" costs of operating outside the conference contract.
 - For larger events, there may not always be suitable alternatives to the conference site that can accommodate the size group with similar quality/choices in meals.
 - Conference planning somehow should probably be more transparent regarding the expenses that go into the meal costs and the negotiations regarding meal choices. This is an issue that further committees/board should explore.
 - Negotiations with conference sites should stress the importance of adequate meal choices. In particular, specialty meals such as vegetarian often seem quite limited and can result in repeats of same or very similar meals on different days if not carefully managed.
- Mo said that it's not that people are upset with the conference committee, but rather conference venues (pricing and lack of choices).
 - Mo raised an issue about longtime vendor who missed the earlier deadline for vendor registration this year, and is upset at being told "there's no room." She suggested that room be found, and that when processes like this changed in the future, that multiple reminders issued about the deadline(s).

OLA Finance/Investment Committee: Candice Watkins (for Valery King)

- Shirley, Candice and Valery signed the paperwork to move the funds agreed upon into OLA's investment account at Bank of New York Mellon so that LPL, our investment advisors, can go ahead and implement the long-term investment strategy that the Board approved on Dec. 5, 2014. As agreed, these are the Bank of America checking account funds and a part of the OASL Connie Hull fund money. (See the Finance/Investment Committee website if you wish to review details of that plan.)
- Our accountant, Brent Gunderson, indicated he would work with Shirley to properly report the realized and unrealized gains correctly since it will require journal vouchers (required for Balance Sheet Transactions (e.g. moving money from one cash balance sheet account to another)). It will be a few months before we start to get any reports, and we will keep you informed.
- *Next Steps:* Shirley reports that she has begun a conversation with Joe Mansfield (of Wells Fargo Bank/Investments) to work on the next steps of our investment policy plan (the mid-term investment strategy). The process will be similar to what we followed with LPL: the Finance/Investment Committee will review proposals Joe puts together based on our investment strategy document, discuss them, and if we choose will ask Joe to make a presentation. Ultimately we will put together a recommendation to the Board for approval. Our goal is to have this done by the end of the fiscal year.

Treasurer's Report: Candice Watkins (for Valery King)

- Income is down slightly compared to this time last year, but we're still doing well. Things to note are lower levels of scholarship donations, and dues income, which is almost 2% lower than last year at this time. However, we often get an influx of donations and

new/renewed memberships as people start signing up for the conference, so we'll see what happens over the next couple months.

- Conference income is ahead of where we were last year, which appears to be because we've been receiving payment from vendors and sponsors earlier in the cycle.

NW Central: Gina Bacon

- Their new website is nearing completion. Gina showed the draft version of the new site. Conference materials all together in chronological order to make them easier to find; also working with conference planners to get all materials from conferences in the state on the NW Central site. Simplified event submission form.
- Resources page. Is this valuable enough to keep? Should there be a retention policy, e.g. keeping resources on the site for a year, then cycling it off? How should these be organized (by year)? Proposal: give the Resources page a year, and see how it goes.
- Gina is here today to put forward a formal petition to form the NW Central Roundtable.
- Penny Hummel moves that the board approve the formation of the NW Central Roundtable.
- Candise Branum seconds.
- The motion passes.

Library Preservation Roundtable: Candice Watkins (for Shawna Gandy)

- There is a proposed change in the name of the roundtable from Library Preservation Roundtable to Preservation Roundtable, to be more inclusive of different kinds of organizations.
- Mo Cole moves that the roundtable name be changed.
- Suzanne Sager seconds.
- The motion passes.

OLAQ Preservation Plan: Isaac Gilman

- Isaac outlined the details of the partnership with Portico for preserving e-journals that Pacific University publishes.
- Portico serves as a back-up option, in case Pacific's site goes down.
- OLAQ had not been included in the original MOU with Portico. Isaac is proposing that OLAQ be added to this preservation strategy, via an addendum to the original MOU.
- Hannah Gascho Rempels moves that the Board authorize Candice to sign an addendum to the MOU with Portico.
- Candise Branum seconds.
- The motion passes.

HAS Committee: Leah Griffith

- It is that time of year! Time for nominations for Librarian of the Year, Library Supporter of the Year, Employee of the Year, and Distinguished Service. Think about people you work with, either to nominate or to help the HAS committee solicit nominations.

Literary Arts: Leah Griffith

- Guests: Lydah DeBin, director of development and marketing, Literary Arts; Amy, Literary Arts board member/staff at A-Z Winery
- They came to talk about the Everybody Reads program (Multnomah County) in conjunction with Literary Arts. This year's selection is *The Residue Years* by Mitchell Jackson, an Oregonian who now lives/works in New York.
- Literary Arts will bring 1000 schoolkids for the author lecture at the Arlene Schnitzer hall.
- A-Z Winery is a sponsor of the lecture event. They suggested partnering with Yamhill County libraries to raise awareness of program and the lecture event. A-Z Winery is taking all their staff to the lecture event.
- Is Literary Arts doing anything to connect on a statewide basis? Lydah mentioned the Oregon Book Awards and getting authors connected around the state.
- April Henry, Oregon Book Awards nominee, is coming to Newberg to do an evening event at the cultural center and a day workshop for "plotting the page-turner" at the public library.

Bingo at OLA: Meredith Farkas

- For the last OLA conference, the Membership Committee created a bingo card that required finding people at conference (a good ice-breaker). They gave out prizes in a raffle for those who completed the bingo card, including Powell's gift cards and an OLA membership.
- Meredith is asking for approval for an OLA membership for the raffle.
- Sonja Somerville moves that the board approve an OLA membership being donated to the raffle.
- Jane Corry seconds.
- The motion passes.

OLA Staff Report: Candice Watkins for Shirley Roberts

Shirley reported on activities since the OLA Board meeting in December.

- Completed financial reports for the month of December 2014, will be working on January's soon
- Compiled membership reports to send to OLA Board and OASL designees
- Assisted OLA Conference Registration Committee to finalize conference registration form and testing for accuracy and virtually attended OLA Conference committee meetings
- Assisted OLA Conference Exhibitor/Sponsorship Committee
- Worked with accountant to complete and file with IRS OLA's annual 990
- Finalized and disbursed the 1099 forms to those that qualified for that form

- Reviewed OASL OSLIS and OBOB grants, prepared claims for payments and the financial status reports for the period of 7/1/14 – 12/31/14
- Considered grant modification for OBOB to review and submit to Oregon State Library
- Completed review of inactive member profiles and provided an analysis to Candice regarding numbers during the period of time since OASL merged with OLA
- Activated Memberclicks Committee feature for Leadership Taskforce
- Deleted inactive member profiles for period of time 2006 through August 31, 2011
- Prepared web presence of documents for OLA Board Meeting on Feb. 5
- Worked with Financial/Investment Committee to complete the following:
- Account forms with LPL completed
 - Closed out Bank of American account and transferred monies from Columbia Bank to fund the new LPL accounts
 - Meet with Joe Mansfield, Wells Fargo Bank, to start discussion on investing of the OASL CD monies held by Wells Fargo and the balance with OLA's checking account that can be invested

Unit Reports

PLD (Mo Cole)

- PLD is sponsoring/hosting annual director's meeting. This year it was in Hillsboro.
- PLD is bringing fundraising experts out for a workshop after the next annual director's meeting (October 23-24, 2015). Everyone around the state is invited; Mo encouraged people to bring friends groups/ boards/foundations.
- The PLD banquet speaker at OLA is from Laika. Also at the banquet, they give the OLE Award, so please tell the PLD board if you have nominations.
- Pilot SWOT activity.
- PLD is trying to get into the League of Oregon Cities. Pam North attended their annual meeting last week. Mo suggested that we be sending people to these meetings, at least annually.

NW Central (Gina Bacon)

- Has a meeting room booked for their first roundtable meeting at the OLA conference.

Intellectual Freedom (Garnetta Wilker)

- Finalizing two freedom programs at OLA
- Tuesdays program
- Looking for nominees for Intellectual Freedom Champion Award.

ILAGO (Candice Watkins)

- Annual conference in Hood River on May 16 this year. Focus on accelerated learning.

CSD (Korie Buerkle)

- The recently had successful mock-Siebert and mock-Caldecott events.
- There is a committee in place to review children's services guidelines. They are reviewing similar guidelines from around the country. The new guidelines will follow the model of the PLD guidelines.
- Online early learning calendar
- CSD Board will meet at OLA. One of things they will discuss is report from Katie Anderson (topic?).

Membership Committee (Meredith Farkas)

- Lots of partnerships happening: New Member Roundtable, Scholarship/Leadership initiative, expanding Mentoring program

ALA Council (Suzanne Sager)

- Resolution on encouraging library directors to include membership for trustees in United for Libraries
- Suzanne reported on several other items from the Council meeting at ALA Midwinter.

OYAN (Sonja Somerville)

- The Mock-Printz happened a few weeks ago with excellent attendance.
- They have finalized their rave list, which will be revealed at the OLA conference. They worked to get a real balance of titles that represented diversity and different reading levels.
- They're excited about their preconference on how to create videos. Hoping that attendees will go home with some really practical experience and resources.
- They will also be giving their annual award at OLA. Nominations are still open for outstanding teen librarian; the key to a successful application is great teen recommendations.
- They are experimenting with their meetings to make takeaways more useful for members, e.g. rearrange schedule to allow more time for program sharing.

SRRT (Candise Branum)

- Planning on getting people together at the OLA conference.
- They are co-sponsoring a panel program at the conference with DIGOR and REFORMA.

ACRL (Hannah Gascho Rempel)

- All are invited to the ACRL-OR reception at the OLA conference. It will be off-site, after the OLA Board meeting.
- ACRL-OR is hosting a reception at ACRL National conference in Portland at the end of March.
- Increasing posting/content on ACRL-OR website.

Nominating Committee (Penny Hummel)

- Several candidates have agreed to run for office; some more are considering it.
- Penny will let us know the slate when it is confirmed.

Communications (Sara Thompson)

- Sara shared some results of the OLA engagement survey.
- Respondents: 200 OLA members; 100 non-members
- Top reasons that people have not joined/renewed: too expensive; no support provided at work; don't know enough about OLA
- Lots of data pointing to outreach efforts that OLA could be doing

OASL (Stephanie Thomas)

- The OASL Board met on January 31. They decided to open up their scholarship to students working towards library assistant certificate, as well as those working towards the school media certification.
- Regional spring conferences: April 18, Wilsonville High School (regions 1 and 4); April 25, Baker County Library (regions 6,7).
- Annual fall conference planned for October 16 and 17 at Mill Casino, Coos Bay/North Bend.
- Oregon Department of Education has officially approved the Oregon School Library Standards. They won't be mandated, but ODE has given their seal of approval, so hopefully districts will use these when considering FTE staff allocations.
- Some upcoming OASL presentations at various conferences. OASL members attended the SL3 (Summer Learning, Summer Lunch, Summer Libraries) Summit in Salem and Stephanie presented the role of the Teacher Librarian at the Eugene and Portland Professional Learning Teams (PLT) Conferences. Jennifer Maurer is presenting at OLA on the Next Gen Science Standards.

Meeting adjourned at 2:38 p.m.