

OLA Board Meeting

Location: Siuslaw Library District, 10:15 a.m. called to order on 10/6/17

In attendance: Buzzy Nielsen, Lori Wamsley, MaryKay Dahlgreen, Korie Buerkle, Danielle Jones, Natasha Forrester Campbell, Emily David, Lorie Vik, Kirsten Brodbeck-Kinney

Online: Elsa Loftis, Shirley Roberts, Esther Moberg, Julie Jeanmard, Steve Silver, Kathy Street

- I. Unit Reports
 - a. Elsa Loftis (past OLA Chair)
 - i. Website Task force will be organized soon
 - b. Steve Silver (ACRL)
 - i. ACRL conference coming soon, working with state library on a scholarship pilot program.
 - c. Natasha Forrester Campbell (CSD)
 - a. New incoming CSD co-chairs Jane Corry and Jeana Menger
 - b. Getting ready for CSD Fall workshop. Worked with OYAN to have the workshop on the same weekend for travel ease.
 - d. Kirsten Brodbeck-Kinney (PLD)
 - i. On 9/21/17, held Project Outcome training and the Director's meeting on 9/22/17.
 - ii. Working to organize more trainings with scholarships.

- II. Agenda changes
 - a. Move up Elsa Loftis's proposed discussion

- III. Approval of OLA Executive Board Retreat minutes and approval of OLA Board Meeting 8/25/17
 - a. Approved

- IV. Café Press store, Elsa
 - a. OLA quarterly summer issue has an image given to OLA by Rebecca McCracken- "Libraries are for everyone" image on the shape of Oregon.
 - i. Charles Wood suggested using this image on t-shirts, looking at different online options. OLA would get % of profits.
 - ii. Possibility of using Café Press or Red Bubble or both.
 - iii. Elsa will ask Charles to move pursue researching options
 - b. Shirley- Will need to look into pricing.
 - c. Buzzy- Product would need to be under same Creative Commons license.

- Side note:** Buzzy is editing the next OLA Quarterly on small libraries. There are too many suggestions to use, but this might lead to a "special libraries" issue. If you are interested in guest editing that issue please let Charles Wood know.

- V. Retreat wrap-up, Everyone
Planning notes

- VI. Strategic plan check-in, Buzzy
 - a. Buzzy- Strategic Plan timeline
 - i. Changed up document a bit- folded some items in together
 - b. Communications- Website was a huge topic at the retreat, many things depended on it. Need to create focus group at the OLA conference
 - i. Review methods to improve communications- unit heads need to be notified when someone is added, creating best practices for adding new members to Listservs
 - ii. Three years ago Sarah Q did membership survey- she will redo survey after website changes
 - iii. What would go into the testing?
 - A. Shirley-Work with Library Assessment Roundtable to provide insight and coordinate with them.
 - B. Elsa- Unsure of what resources within organization are, or hire outside consultant?
 - C. Buzzy- First step is contacting LIRT about approach.
 - c. Reviewing Branding- Who would be best people to review branding?
 - i. Elsa- Is this contingent on website? Perhaps push to the back burner?
 - ii. Shirley- Branding depends on what we are talking about- Website? Logo? Probably 5+ years ago since we hired professional to develop logo. That's the only formal branding that's taken place.
 - iii. Elsa- It was never my impression we were going to redo logo?
 - iv. Buzzy- Recommends pushing this out to 3rd year- Natasha agrees.
 - d. Buzzy- Review methods for divisions to improve communications with their members
 - i. Shirley- Only one automated notification at time of initiating or renewing membership. Include link to video to show new members how to sign up for Listservs in their profile? Listserv registration is not automatic.
 - ii. Buzzy- My understanding is the preference is because of privacy?
 - A. Shirley- OASL always adds new members and checks renewing members list.
 - B. Kirsten- Could we add a checkbox for people who want to be added to listserv?
 - C. Shirley- Good idea, it would be a separate.
 - D. Natasha- We could automatically add people and let people opt out. Which units have listservs?
 - E. Shirley- Legal reference, Outreach, LIRT, Finance, OASL, CSD, OYAN.
 - F. Buzzy- Should we encourage groups to have Listservs?
 - i. Shirley- They can also create lists through Memberclicks instead- it is one way, or reply all.
 - ii. Buzzy- Shirley could you make instructions for adding members to the listserv to create a best practices document for units/roundtables?
 - iii. Julie- OYAN recently decided to send out Memberclicks email about existence of Listserv.
 - iv. Shirley- In order to use Memberclicks you do have to be a member
 - e. Advocacy

Buzzy- Investigating methods to improve advocacy at local level. Could Legislative committee create best practices on how to communicate at the local level?

i. Elsa- We've talked about having a conference session with lobbyist (Amanda)

A. Kirsten- Or maybe a webinar for more people to view?

B. Emily- Abigail is coming to Corvallis to do a staff training in advocacy as well

f. Eastern/ Rural library outreach

Buzzy- We are working to hold meetings throughout the state, feels like it's happening organically. Intellectual Freedom committee just appoint Central and Eastern Oregon people.

g. Improving member engagement

Buzzy- Creating quick strike projects for members. Give people a smaller way to get involved other than running for office. Perhaps a job for board members or members- smaller engagement.

i. Communications group at retreat had an idea to give out two awards that were non-library degree specific. Buzzy will contact Leah at HAS and have group come up with a new title for the award.

ii. Will look at change of policy in December for a "Library Professionals" of the year.

iii. Creating more defined relationships with Library schools

A. Emily – Added University of Washington and San Jose to exhibitor list for OLA Conference

iv. Create relationships with some of the other related professional associations

A. MaryKay- Tribal Archives and Museums folded into Special Library Association

B. Lori- PNW and ORSLA combined

C. Emily- Should we get Membership roundtable involved

D. Shirley- Emporia, University of Washington are the schools with the largest attendance for membership.

h. Creating new regional networking opportunities for members

i. There is already a coffee time set up for library directors in the valley, and a Happy Hour for directors in central Oregon. Piggyback on those ideas creating more opportunities?

A. Save for year 3

i. Serving members who drop their membership- receive a notification when membership is lapsed- less than 30 days after they rec. the email could include renewal link and then survey link for those not renewing?

j. Institutional Knowledge- Buzzy

i. Position specific email addresses will hopefully help with this

ii. Only state librarian and parliamentarian are continuing members on board

iii. Lorie- archivist Lacy Legal did poster session at last OLA

A. Emily contact Lacy for ideas?

iv. Create best practices for keeping archives and push it out to divisions and round tables?

- A. MaryKay- Emporia students might be an option for the project.
Rachel Waldron a possibility?
 - v. Buzzy will reach out to states without executive directors.
 - A. Shirley- Concerned to keep permanent docs on Google Doc. What about another OLA board member as Archives Director?
 - B. Buzzy- If we digitalize then we don't have to keep boxes in the state archives?
 - k. Creating more and better professional development opportunities
 - i. Leadership conference coming up in May.
 - ii. Possibility of using webinars
 - iii. What do we do with NWCentral? Need to push out to members
 - A. Emily perhaps a job for the archivist?
 - B. Possibly a smaller project for involvement that we could reach out for more help from membership?
 - C. Buzzy- will send out email asking for ideas for involvement of members
- VII. Core Values committee, Elsa Loftis, Buzzy Nielsen
- a. Buzzy – Elsa has been working on the Core Values statement.
 - b. Elsa- Need someone with graphic design experience.
 - c. Buzzy- Needs a combination of Communication committee people, Legislative committee people, Esther Moberg, and someone else otherwise uninvolved.
 - d. Board agrees to have Buzzy appoint special committee (no formal vote).
- VIII. Association Report, Shirley Roberts
- a. Finalized elections for units
 - b. Unit event forms for PLD and CSD and the upcoming OASL conference.
 - c. OBOB registrations underway (300 already done, through end of October)
 - d. Working on budget drafts, shared fiscal year end reports
 - e. Working with Conference Committee with draft budget- updated to include about 400 possible attendees
 - f. Working with Finance & Investment final review. Any board members are invited to join the meeting.
 - i. With Lori Wamsley's election to OLA Treasurer there's a vacancy for her position. Not sure if Dan White is staying on the committee.
 - ii. Lori sent out an email and is working to fill positions.
 - g. Budget reports are updated on website.
 - h. Cut checks, facilitated deposits, answered emails.
- IX. Lobbyist contract, Elsa Loftis, Buzzy Neilsen
- a. Buzzy- Nan Heim is retiring. She's recommended Amanda Dalton for the position. After due diligence, the Legislative Committee also recommends Amanda Dalton.

- b. Buzzy- Spoke to Representatives on both sides of the aisle to check her background. Everyone is impressed with her. Amanda specifically reached out to Nan about client base because she respects her work.
- c. Elsa- Highly recommends Amanda Dalton. Amanda would have an annual contract which is different from Nan (since we've worked with her since the 1970's). Amanda has a 3% raise every year in her contract (\$2200 a month). Amanda has at least one other employee working with her.
- d. Motion to approve contract to hire Amanda Dalton as the OLA lobbyist.
 - a. approved

X. Open forum

- a. No items

XI. State Librarian Report, MaryKay Dahlgreen

- a. Wallowa County trying to get measure on ballot for May 2018 to create library district. Some of the cities involved are having trouble getting the measure on the ballot.
- b. Douglas County remains unchanged. Yoncalla and Winston cities don't want to be involved in library and want the Friends of Library to take over the running of the library. According to state statute there has to be ordinance, or petition to vote in order to establish contract.
- c. Katie Anderson moved to WCCLS. Jessica Rodema has move to the Department of Transportation.
- d. Two new staff members: Ross Fuqua LSTA coordinator, Amy Kaufenhauer starts with Government Services Resources library on 10/15/17.
- e. State Library Board meeting on 10/20/17 at Mount Angel library
- f. Ann Malkin reappointed to the board
- g. Aletha Bonebrake will continue her term until June 2018
- h. Attending the state librarians meeting in Nashville in October.
- i. Attending the OASL fall conference in October.
- j. Attending the in-service day with Ocean Books and Umatilla library district.

XII. State Library matching scholarship offer, MaryKay Dahlgreen, Buzzy Neilsen

- a. State library will match existing scholarship money up to \$1,000 with a total of \$10,000.
 - i. Divisions can decide how they will use this money.
- b. Arlene Weibel- There is an application process- it's not automatic. The State Library needs to review the program to align to what they would need for program. Firm requirement of final report of spending. All details in the FAQ.
- c. MaryKay- State Library distributes money to units and units distribute to recipients.
- d. Arlene- Need a signed MOU from Buzzy, and then can email all unit heads next week.
- e. Motion to sign MOU for the State Library matching scholarship offer
 - i. Approved

XIII. Treasurer's report, Lori Wamsely

- a. OLA is doing quite well.
 - a. Financial information is on the website:
 - [OLA Balance Sheet](#)
 - [OLA Profit & Loss Actual vs Budget](#)
 - [OLA Profit & Loss Prev Yr Comparison](#)
 - [OLA Enterprise Fund Report](#)
 - b. Assets of \$ 790,000
 - c. Looking for members of Finance committee; 2-3 hour commitment a year.
 - d. Dues income is down a bit from last year by about 7%.

XIV. 2017-18 budget, Lori Wamsley, Shirley Roberts, Buzzy Nielsen

- a. Shirley Roberts- Changes in Budget
 - i. Increased conference income expected
 - ii. No change in dues
 - iii. Down in membership 7%, but not much of an impact yet
- b. Draw on equity is gone. We will be in the black for this budget.
- c. Expecting changes in membership fees.
- d. Buzzy- Association management expense
 - i. Shirley, Lori and Buzzy have gone through OLA expenses.
 - ii. Last year OLA updated contract with Shirley to increase salary. She had not receive an increase since starting in 2009. Decided last year to do Western Region CPI or 1% increase.
 - iii. Lori and Buzzy propose that Shirley receive 2.7% increase, board supports.
- e. OLA Conference proposed increased \$70,867
- f. Reduced board meeting personnel work cost- this had been mostly for OASL for small libraries, reduced down to \$1500.
- g. Increase for new lobbyist
- h. Leadership committee- Buzzy asked to reduce \$1,000
- i. Authors clippings and software moved into one line item
- j. ORCA- increased support to \$350
- k. Contingency in the black \$5,956
- l. All changes were talked over with divisions first
- m. Motion to approve budget
 - i. APPROVED

XV. 2018 Conference Report, Emily David and Lorie Vik

- a. Emily David- There are new people involved on the committee.
- b. Proposals are open until next week.
- c. Emily, Lorie and Rachel met with Hilton
 - i. Worked with Hilton on accommodating special diets.
 - ii. Number of rooms contracted needs to increase, but additional rooms will be at higher rate (non-discount) rate. First 90 at discount, next 30 at higher rate- rate (unknown right now)
 - iii. Forgot to include space for Friday Author Event on contract.
 - a. Michele in contact with Garth Stein.
- d. Buzzy: Key Note possibility- Rocky Berros (working with Ford Foundation to find speakers)

- e. Worked on budget with Shirley- budget is healthy.
- f. Exhibits and sponsor packets going on website again this year. Save the date going out beginning of next week.
 - i. Registration for exhibitors and sponsors going out in November.
- g. Registration for OLA will go live mid-January 2018.
- h. Discussion on “sponsored programs”: Sponsored programs and unsponsored programs will both go to the unit representative so units can decide on programs.
 - i. Natasha- Would like to know best practices on how that’s decided. Is there a limited number a unit can sponsor?
 - ii. Emily- No limit on sponsorship, but sponsorship gives more prestige to the program.

XVI. Increasing OLA Involvement, Natasha Forrester Campbell and Buzzy Nielsen

- a. Want to find ways to encourage library directors to let support staff get involved in OLA.
- b. Some libraries pay for OLA memberships for staff, but many don’t.
 - i. Shirley-with discounts and reductions on conference costs it may equal out, or come close
 - ii. Kirsten- Would be beneficial to talk to directors about what staff gain by being involved in OLA.
 - iii. Danielle- Is this harder for support services staff?
 - iv. Kathy- We pay for staff to be involved in OLA. When they are involved in OLA it makes a difference in their work performance and their level of interest in their job
 - v. Lori W. – On the academic side: For faculty there’s reasons to be involved, but for staff there isn’t money to pay for membership
- c. Lori W- If there are libraries that we know don’t engage in OLA as much as others, what if we contact libraries that are close to the conference site and make specific calls for those libraries?
 - i. Natasha- Do we have buy-in from most public library directors?
 - ii. Shirley -Not certain- academic wise there’s a lack of membership, but will take a look. OLA public library standards do mention membership in OLA.
- d. Buzzy- There are two Listservs for public library directors, is there an academic library directors Listserv?
 - i. Lori- all 17 community colleges have a Listserv: OCCLA Oregon Community College Library Association
 - ii. MaryKay- Some academic libraries are members of Orbis Cascade Alliance
- e. Buzzy- Getting people to talk about benefits of getting involved in OLA or having a membership sounds like something to do.
 - i. Emily- What if an OLA info sheet was part of a new hire packet at libraries?
 - ii. Buzzy to Shirley- Did we make a pamphlet to send to libraries?
 - iii. Shirley- State library does send out a packet for new directors.
 - iv. Kathy- A one sheet flyer to give employees on the benefits of OLA would be good.
- f. Lori- Do we know by registration what people’s job titles are? Librarians versus support staff?
 - i. Shirley- 64 library directors, 229 not identified. The conference registration form has a line about positions as well.

- g. Steve- We should include information about tax benefits too.
 - i. Lorie- Advocacy is key – the OLA lobbyist is another thing that you support with your membership.
 - ii. MaryKay- This comes back to contacts and each person connecting with another person
- h. Buzzy- Talked with people who feel OLA conference is exclusionary with language toward people between librarian/support staff. During sessions this can happen.
 - i. Emily- last year’s committee was encouraged to talk to people who were by themselves
- i. Natasha- Scholarships are for people who are members, that might be a way to engage people
- j. Kirsten- At my library we are supportive, but it’s hard to justify expenses to the budget committee. Maybe we could provide a list of tips for directors on including staff development in budget?
- k. Danielle-We could do a social media campaign at the conference- a “what do I get out of my OLA membership.
- l. Kathy- I’ve used the grant for small library directors assigned mentors and mentees. This helped me feel less awkward since I didn’t have a degree. Now I make an effort to talk to these directors. It’s hard for people to know how to break into a little group. The trick is to get them there in the first place.
- m. Emily- People can sign up for mentor on registration form
 - i. MaryKay- What if we assign someone to every first time conference person. Mentor sends email to say, “Happy to see you, this is where I’ll be, just trying to help people out, or if you prefer I leave you alone...”
 - ii. Buzzy- What about a first time attendee ribbon?
- n. Lori- What about connecting with OASL, support staff?
 - i. SLA might be an option, making strong connections to our special library members. Sometimes our conference doesn’t address those libraries. Untapped group?

Adjourned at 2:13 p.m.