

## **OLA Executive Board Meeting**

December 3, 2010

Pacific University Library, Forest Grove

10:00 am – 3:30 pm

**Present:** Rob Everett, Connie Anderson-Cohon, Robert Hulshof-Schmidt, Jim Scheppke, K'Lyn Hann, Emily Papagni, Stephanie Miller, Susan Bacina, Jane Scott, Shirley Roberts (phone), Liisa Sjoblom (phone), Hannah Rempel, Anne-Marie Deitering, Isaac Gilman, Colleen Winters, Ruth Murray, Mary Ginnane, Garrett Trott, Steve Skidmore, Rick Samuelson, Diane Sotak (phone)

### **Welcome and Introductions**

Rob called the meeting to order at 10:15.

Welcome from the hosts, Marita Kunkel, Susan Schubothe, and Colleen Winters. Marita described the library, built in 2005 and LEED-certified. Colleen offered to provide a tour of the Forest Grove Public Library following the meeting.

### **Changes to the Agenda**

Rick Samuelson will present the ORCA budget after lunch and prior to the Treasurer's Report and the Budget Revisions discussion. Mary Ginnane cannot be present after lunch and be part of the OLA Election Bylaws Changes agenda item.

### **Approval of October 8, 2010 Minutes**

Corrections were noted.

It was moved to approve the amended October 8 meeting minutes.

Motion: Jane Scott

Second: K'Lyn seconds

Motion carries unanimously.

### **OASL / OLA Task Force Proposal**

Mary and Ruth shared the updated proposal. The Merger Subcommittee of the OLA-OASL Joint Committee on School-Public Library Cooperation has worked on fleshing out an entire proposal. It includes a list of significant reasons why the merger would be beneficial.

The full Joint Committee has seen the proposal and had an opportunity to give feedback. Other documents include a dues snapshot. Members are deliberating over the option of a two or three year phase-in period for changes to the membership dues structure.

Shirley worked on an OASL Budget that documents which OASL costs would become OLA costs. At this point it seems that the proposal would work.

Buzzy Nielsen has offered to work on the bylaws for the proposed merger. Since members will be voting on bylaws changes, the bylaws need to be drafted in advance.

The proposal was presented at the Business Meeting of the OASL Annual Conference in October. This is required in the bylaws. OASL membership will vote on the proposal at

the next annual conference in October 2011. If approved, OLA membership will vote at the spring 2012 Annual Conference.

Ruth continues to work on sharing information with OASL membership. She plans to send an "Answer of the Week" to membership in addition to the wiki that provides information about the proposal. She and past-President Carol Dinges will be taking this information to the OASL regional Spring Conferences.

At least two articles have been sent to OLA membership via the Hotline. There are also plans to present information about the proposal at the 2011 OLA annual conference.

At this point OASL is asking for opinion and input from the Board. Ruth Murray and Susan Stone have recently updated all the OASL bylaws and the expectation is that they will be compatible with OLA bylaws. It is also anticipated that if the proposal to merge is approved, OASL will continue to have its own annual October conference. This may be similar to the relationship that Support Staff Division (SSD) has with OLA; SSD is part of OLA, but has its own annual conference.

Shirley estimates that the increased workload for the Web Member Manager would be about 5 hours per week, but this will vary from month to month. The merging of the two databases may also involve some cleanup and transition costs.

It was moved to accept the proposal and encourage the committee to proceed with its work.

Motion: Jim

Second: Connie

The motion carries unanimously.

### **ACRL / Memberclicks**

Two organizations came to the ACRL Board and asked if the Board would be willing to support giving them access to Memberclicks. The groups organize workshops and conferences and have an interest in Memberclicks access in order to accept checks via the Merchant account. The Board discussed whether something should be in writing to protect OLA and the Association Manager and clarify the arrangement.

The Alliance Research Interest Group has formed to share information about conducting research, to share information about research that has been completed, and to facilitate the networking of colleagues to work with in doing research. This group has space on the ORBIS Cascades server, but is not part of ORBIS. The group is not formalized enough yet to consider being a subdivision of ACRL, but there may be interest in that in the future.

The Board expressed concern that the Interest Group is not now part of ACRL and therefore providing access may violate OLA's Memberclicks contract.

OLA currently has a process for forming a roundtable. During the process of becoming a roundtable, the group can avail itself of OLA resources.

There is a potential for the Interest Group to be a part of ACRL and conduct workshops under its auspices.

The Board expressed a concern that it does not honor the Board's fiduciary responsibilities to enter into a formal agreement with an informal organization. The Board would like to work with these groups, but feels that finding a compromise makes sense.

Information Literacy Advisory Group of Oregon (ILAGO) is an independent group pursuing 501(c)(3) status and also has an interest in accessing Memberclicks. The group has conferences and would like Memberclicks access. Although this group is not as loosely formed as the Alliance Research Interest Group, the Board expressed concern regarding violating the Memberclicks license agreement.

The Board feels that it can have a relationship and collaborate and with independent groups, however it cannot provide infrastructure to a separate organization.

The Board recognized that the issue of supporting these relationships will continue to come up. Jane, Anne-Marie, Robert, Rob, Steve, and Garrett will continue to discuss the subject of managing partnerships.

#### **Publications/Communications Committee Bylaws Change / Hotline Archives**

Diane Sotak presented the final proposal to merge the Publications and Communications Committees. The goal is to increase efficiency and give the two Committees more support in their goals of representing OLA's voice to the membership. The Parliamentarian has reviewed the bylaws revision.

It was moved to merge the Publications and Communications Committees.

Motion: Robert

Second: K'Lyn

Motion carries unanimously.

Diane noted that archival copies of OLA Quarterly are made available on the website and submitted to OLA archives. The Publications and Communications Committees request that the Board consider whether the Hotline should be archived. Archived copies of the Hotline would be submitted to the State Archives in CD format. Current copies, as well as some backfiles, could be made available on the OLA website.

The Board sees value in archiving the Hotline because it includes significant content not available in the OLA Quarterly. Robert noted that CDs held in the State Archives are managed in such a way that, should the storage medium become outmoded, future archivists will be able to address that concern.

It was moved to revise the bylaws to reflect the merger of the Publications and Communications Committees and changes section 6.0625 of the bylaws to reflect the archiving of the OLA Hotline.

Motion: Robert

Second: Susan

Motion carries unanimously.

April Witteveen is chair of the newly merged Communications Committee. Shirley will post the revised bylaws on the OLA website.

### **Branding Task Force Update**

The Branding Task Force (Connie Anderson-Cohoon, Isaac Gilman, Rick Samuelson, and April Witteveen) has been working on a Branding RFP and a draft has been written. The draft RFP will cover a redesign of the OLA logo, branding, and includes a budget. In addition to the RFP, the Board discussed other options including a Request for Qualifications or entering a Do Not Exceed amount on the RFP. The Branding Task Force will do more research on logo costs. The Board decided on \$3000 as a Do Not Exceed amount.

### **2011 Conference Report**

Garrett reports that all programs are filled. There will be six preconferences. The day of the preconferences will also include a Legislative Afternoon. There is no fee for the Legislative Afternoon and it will include a walk-through tour of the Capitol. The call for Showcase proposals has recently gone out.

### **Oregon Reader's Choice Award (ORCA) Budget**

Rick Samuelson submitted a proposed budget for the ORCA Award and requested \$1000 from OLA. Part of the OLA decision to disassociate from PNLA was cost-savings. It was felt that OLA could do the same things done through PNLA with fewer expenses for OLA. The cost of the ORCA Award is less than the cost of PNLA membership. Budgeted costs include sets of books, travel expenses for an OASL presenter, and plaques.

### **Treasurer's Report**

Liisa noted that on the Profit and Loss document, dues income is down from last year. This was expected because of the extra amount for the HOLA grant recipients. Conference Income is from the income from the 2010 PNLA Conference. The Association Management Administrative budget line has been spent, but this reflects a one time post office box rental fee. Liisa reminds us that there are still a few items in the budget with unknown expenses and those items are listed with \$1 placeholders.

It was moved to accept the Treasurer's report.

Motion: Colleen

Second: Jane

Motion carries unanimously.

### **Association Manger Report**

Shirley reported on the FY11 Budget Revisions.

The budget was put together in August using information from the July Activity Report. Annual figures were used rather than the expenses to date and so there were not accurate amounts for the Association Management Basic Services. That amount needs to be adjusted to \$25,680. This is not an increase; it is equal to the amount for the previous year.

Nan Heim & Associates requested a \$100 per month increase for Lobby Services. This increases the budgeted amount to \$25,200. It had previously been \$24,000. Nan also supported the potential merger with OASL.

\$1000 was approved for the ORCA budget line for award expenses.

\$3000 is being budgeted for the Branding Task Force.

The OLA budget will now have a net loss of \$1200. Reserves are available if needed, but it's likely that income from the OLA Conference will bring in more income than has been anticipated. At the end of the year adjustments can be made, if necessary.

It was moved to accept the Budget revisions bringing the net loss to \$1200.

Motion: Jim

Second: Connie

Motion carries unanimously.

### **2013 Conference Report / Hilton Contract**

Two agreements need to be finalized. They are an agreement between the two associations and a contract with the Hilton.

The Hilton contract has been reviewed by Robert, Garrett, Liisa, and Shirley. WLA and OLA will meet again to review the document and the Board will be able to review the final document at the February meeting.

The Association Manager and the Treasurer have commented on parts of the contract that should be amended. Connie will sign the amended contract.

It was moved to follow the recommendation of the 2013 Conference Committee, sign the contract with the Hilton as amended by the advice of the OLA Association Manager and the Treasurer.

Motion: Robert

Second: Colleen

Motion carries unanimously.

### **Eugene Hilton Information/ Decision**

The person in charge of conference arrangements at the Eugene Hilton contacted Connie regarding using the location for a future conference. The Hilton would like to bring the Board in for a tour and would provide a meeting room for the day. This would take place next year during Robert's presidency. Connie will put Robert in touch with the contact at the Eugene Hilton.

### **State Librarian's Report**

Outgoing Governor Kulongoski has decided not to put forth a budget for the next biennium. Instead, he put out a road map with recommendations intended to solve about 2/3 of the State's deficit problem. The road map says nothing about the State Library budget. Governor-elect Kitzhaber will put his budget recommendations together by February 1. The State Legislature will not meet until February due to the ballot measure passed in November requiring annual sessions.

There is concern about the 3 ½ billion general fund budget deficit and that the new budget may put the Ready to Read grant at risk. Governor Kulongoski's recommendation is to continue with the same budget cuts made last year. The Ready to Read grant program was previously reduced from 94 cents per child to 67 cents per child. If Governor-elect Kitzhaber agrees, the 67 cents per child rate would stay the same.

Jim explained that the State Library as an agency does not receive the majority of its funding from the general fund. Talking Book and Braille Services is unlikely to be cut because the Oregon State Library has an agreement with the Library of Congress which requires the Library to serve every eligible Oregonian. This is why the Ready to Read grant is more vulnerable.

Jim reported that the State Library has been tracking the situation with school libraries and collecting data. One report has been tracking the number of school librarians in Oregon. In 2009-10 school year, there were 319 FTE school librarian positions. Anecdotal evidence suggests that the numbers have gotten worse.

A second report on school libraries evaluates libraries based on criteria set by the Oregon Quality Education Commission. The State Library gets data from the Oregon Department of Education and compares that data to the standards in the Quality Education Model. The report uses standards for staffing and other expenditures to evaluate quality. Only 10 school libraries out of about 1300 meet the Quality Education Model standard. The schools that do meet the standard are 9 elementary schools and one middle school; no high schools are listed as meeting the standard.

Jim shared a resolution written to honor June Knudson of Hood River County Library. June retired after the election in which the Hood River County Library district was defeated. (In November, the County passed a library district measure). Jim requested that the Board pass the resolution and he said that he could present it at a party the following week.

The resolution noted, in part, that June should be honored for her 35 years of leadership as Director of the Hood River County Library, that during her tenure the Hood River Library has been recognized as one of the best medium-sized libraries with a beautifully remodeled Carnegie Library, that June was instrumental in the founding of the Gorge LINK library network which employed state of the art technology enabling sharing of library materials and library services in the region, that she has been a leader in her community and a leader for OLA (past-President), that she served on the Board of Directors of the Oregon Council of the Humanities, that she was co-chair of the Oregon Reads Committee organizing a statewide reading program as part of the Oregon Sesquicentennial, and that we honor her in her retirement.

It was moved to adopt the resolution honoring June Knudson, Retired Director of Hood River County Library.

Motion: Connie

Second: Jane

Motion carries unanimously.

### **OLA Election Bylaws Changes**

The discussion of OLA Election bylaws will take place at the Board's February meeting. A change to the bylaws will need to be put before the OLA membership for a vote. This year's Nominating Committee will abide by the current bylaws.

### **Library Districts RT – Status Report**

The Social Responsibilities Round Table and the Library Districts Round Table are both delinquent in filing annual reports. Connie contacted all of the members of both Round Tables.

Diedre Conkling will write a report for the Social Responsibilities Round Table and says that the group wants to remain an active Round Table.

Library Districts Round Table does not have an interest in remaining active. The Board can suspend the Round Table now and take action to dissolve the Round Table next year.

It was moved to suspend the Library Districts Round Table.

Motion: K'Lyn

Second: Jane

Motion carries unanimously.

### **NCCE Conference / Gratis Attendee Designation**

OLA received a gift registration to the 2011 NW Council for Computer Education Conference. The Board needs to find someone who can take advantage of this opportunity to attend the Conference. Rob will contact librarians who may have an interest in attending.

OLA also has the option of having an OLA booth at the Conference, but there would be a utilities cost. Garrett will check his availability for staffing a booth at the Conference.

### **Online Northwest**

There has been interest in the past in combining Online Northwest and the OLA conference. OLA has had an interest in increasing the number of sessions on technology topics at the OLA conference. Connie contacted the Online Northwest chair and attended one of the group's meetings. There was discussion of the topic, but it was decided that the two groups will not move forward jointly at this time.

### **ALA Snapshot Day - Oregon**

Hannah suggests that OLA participate in ALA's Snapshot Day in April. It is a day of photo essays and a statistical collection of data (such as number of library visits). 36 other states do have a Snapshot Day. It would be most effective if a variety of different kinds of libraries participate. This could be useful for library advocacy and could be tied to Vision 2020. Hannah will talk to Division Chairs and work on developing a Task Force. If the images of Snapshot Day are housed on OLA's web site there would be an additional cost.

### **Wordstock Report**

Liisa volunteered at the OLA table at the Wordstock literary festival. She felt that the table could have been more effective if it offered more. Here suggestions include a banner (with OLA's new logo), bookmarks, handouts, current Oregon Authors information, L-net handouts, Library2Go handouts, information on how to contact an Oregon library, Library Legislative Day, statewide databases, pins, OLA Quarterly, a list of Oregon libraries, volunteer name tags and talking points, a demo of Library2Go, L-net, and statewide databases. The goal is to create an awareness of the role that libraries play in Oregon. Right now OLA budgets \$350 for the booth, but it is possible to budget for additional resources.

Most conference attendees are readers from Multnomah, Clackamas, and Washington Counties. OLA could have a more significant presence at Wordstock if OLA partnered with libraries in Multnomah County, Washington County (WCCLS), and Clackamas County (LINCC). Rob will contact LINCC and Philip, Colleen will contact WCCLS, and Steph will contact Multnomah County. Jane suggested that if it is possible to develop an Oregon library card, Wordstock could be a venue for marketing the card.

### **OLA Participation – Letter from Presidents**

Rob reported that progress is being made on the letter.

### **Division, Committee, RT, Task Force Reports**

#### **OLA Nominating Committee**

Connie reports that the bylaws specify that the OLA Nominating Committee must have 3 members. There is a need for representation from the public library community. Several



names of librarians across the state were suggested as potential candidates for the Committee.

#### PLD

The majority of the Division's time is being spent working on conference planning. The Division is also working on standards.

#### Vision 2020

Anne-Marie, along with Rob and Robert, will present Vision 2020 to the State Board of Trustees.

#### Membership

Current statistics reflect more renewals than the previous year, however there are fewer new member registrations. Higher number of new members the previous year may have been due to registrations from the HOLA grant recipients. Steph has been collecting names for the Membership Committee.

#### ALA Representative

Hannah is receiving large amounts of communication from ALA. She is also making plans to attend Midwinter.

#### Virtual Collaboration Task Force

Lorie and her colleague Clark have pulled together data regarding potential products. Hannah and Robert have discussed options for software and have narrowed down the products being considered based on reviews and functionality. Information regarding what functionality is most important to people is needed now. Options include audio, video, chat, recording and archiving, voting, and conference calls. An online survey will be put together and sent to the Board. Testing will begin in January. There is a wide range of costs, from free to thousands of dollars.

#### SSD

Susan and SSD's Continuing Ed. Chair attended the WALE Conference (the Washington State counterpart to SSD). This was a joint conference between WALE and the Washington Library Media Association (WLMA). The Conference included many sessions about education, textbooks, and technology in schools. This was a large conference, comparable in size to an OLA conference. WALE and SSD may consider having a joint conference at some point. SSD is developing a Facebook presence. SSD has two open at-large positions and Susan would appreciate suggestions to fill those positions.

#### Intellectual Freedom

Isaac reports that the Citation Abstract of the Intellectual Freedom Clearinghouse's News Clipping Files is online now. The files are searchable by book name or newspaper name. The files are hosted at Pacific University's web site and will be linked on OLA's web site. Isaac will try to determine if Oregon is the first state to compile this information online.

## ACRL

Jane attended the ACRL Oregon and Washington Fall Conference in October. Anne-Marie gave a presentation on Vision 2020 which was followed up with a survey. Feedback from the survey is still being received.

## OYAN

At a previous Board meeting a question had come up about the OYAN bylaws. The updated, ratified bylaws are now on OLA's web site. The Mock Printz Workshop will take place January 8. Participants will vote on about 10 - 12 titles. The group is working on the Book Rave list. There were a few OYAN presentations at the 2010 Focus Institute in September. Presentations included Selling it in the Stacks, Brain Development with a Technology Twist, and Teen Programming.

## **Next Meeting**

The Board's next meeting is scheduled for February 4th at the Siuslaw Public Library District in Florence.

## **Action Items**

Jane, Anne-Marie, Robert, Rob, Steve, and Garrett will continue to discuss the subject of managing partnerships and rules regarding OLA's relationships with other organizations. The Task Force will determine how to utilize OLA's resources in relation to supporting other informal and formal groups. The Task Force should review Chapter 35 of the bylaws (Grants, Contracts and Partnerships Procedures) and determine if this chapter applies to the issue.

Rob will contact Philip about next year's Wordstock. Steph will contact MCL, Colleen will contact WCCLS, and Rob will contact LINCC to discuss partnerships at the event.

Connie will talk with Buzzy about the election bylaws. The Nominating Committee will begin its work.

Documents Interest Group (DIGOR) bylaw changes (Chapter 18) will be discussed at the February board meeting.

Robert will send out a survey about virtual meeting software.

Hannah will work with representatives from Divisions about how OLA might approach Library Snapshot Day.

OLA Legislative Day is Feb 7. Nan Heim has developed promotional material about the Ready to Read grant. It is a high priority to defend that program in the next session.

Rep Buckley who sponsored HB 2586 (putting into law that school districts must plan for strong school libraries) is interested in another bill that would form a task force to evaluate and make recommendations on school libraries.

Rob reiterated that libraries hosting OLA Board meetings are responsible for morning refreshments, organizing lunch, appropriate conference call connectivity, and if possible, data projection.

Meeting adjourned at 3:15.