

OLA Executive Board Meeting

December 2, 2011

The Valley Library – Oregon State University

Corvallis, Oregon

10:00 am – 3:00 pm

Present: Rob Everett (Past President), Abigail Elder (V.P./President Elect), Ted Smith (Public Library Division), Arlene Weible (Secretary), Anne-Marie Dietering (ACRL-Oregon), Krist Obrist (Children's Services Division), Garrett Trott (2013 Conference Committee), Laura Madsen (Member-at-Large), Emily Papagni (Membership Committee), Hannah Gascho Rempel (ALA Representative), Kris Lutsock (Oregon Young Adult Network). **Attending virtually:** Jim Scheppke (State Librarian), Buzzy Nielsen (Parliamentarian), Liisa Sjoblom (Treasurer), Sean Park (Support Staff Division), Judy Anderson (Intellectual Freedom Committee), Isaac Gilman (Intellectual Freedom Committee), (Shirley Roberts (Association Manager), Todd Dunkelberg (Conference Committee), Kari Hauge (Communications Committee), Jessie Gorton (NW Central Liaison)

Welcome/Housekeeping/Introductions

Abigail called the meeting to order. Virtual participants were welcomed and all attendees were introduced. Anne-Marie and Hannah provided housekeeping details.

Approval of September 30, 2011 Executive Board Meeting Minutes

It was moved to accept the September 30, 2011 minutes.

Motion: Rob

Second: Ted

The motion carried.

Association Manager's Report

Shirley reported that she was able to get the new logo incorporated into the OLA letterhead, and sent out the letter from Robert to library directors regarding leadership in OLA. She also completed the 990 form for the Association, and set up an email list for the Reference Round Table. Rob noted how helpful Shirley was in getting the letterhead issue worked out.

Treasurer's Report

Liisa noted that income is down in the 1st quarter of the fiscal year, but that is not unusual for this time of the year. She mentioned that the draw on equity is approximately \$11,000, which includes the cost of the GoTo Meeting software subscription. Other expenses noted were an increase in Board travel, lobbyist fees, and the rent of the Post Office box. A few exhibitor registrations for the 2012 conference have come in, and general registration revenue will begin coming in January.

State Librarian's Report

Jim reported on the activities of the Workgroup on Libraries and Archives that was convened as part a State Library's budget note for the 2011-13 budget. Participants have

included the Secretary of State, a Supreme Court Justice, and a representative from the Governor's Office. The Workgroup was charged to explore areas of potential collaboration among the State Library, State of Oregon Law Library, and State Archives. The workgroup has been meeting over the last several months, and both Janet Webster and OLA Lobbyist staff have been present at some meetings. The group has formulated 28 recommendations, and should finish its final report in a few weeks. The report is required for the Library's budget funds to be released for the second half of the biennium. The State Library is looking forward to more opportunities for collaboration with these institutions.

Jim also reminded everyone of the LSTA evaluation currently taking place. The draft results of the recent survey have been delivered, and should be finalized by the end of December. The LSTA Advisory Council will use this data to develop the new five year plan. Federal appropriations for LSTA are still in question. The Senate has recommended level funding, but the House has recommended a 4-5% cut. To keep LSTA healthy will require a large grassroots lobbying effort from the library community.

Jim also discussed the upcoming Oregon legislative session in February. It will be a short session, primarily focused on rebalancing the budget. The State Library submitted plans for up to a 10.5% budget reduction. The Ready to Read grant program will be impacted only if the Library's General Fund reduction is over 3.5%.

Jim also reported on the school library statistics that are usually reported by the Oregon Dept. of Education. In the latest release, the statistics for librarians are combined with other classified staff, so it is not possible to determine how many school librarians are currently employed in Oregon from this report. Jim is working on getting this data from the Department, but speculated that the total number may be under 300.

It was noted that this was Jim's last State Librarian report, as he is retiring at the end of December. He related his plans to work with the 2014 centennial celebration of William Stafford. He hopes to have an "Oregon Reads" activity as part of the celebration. The Board conveyed its well wishes to Jim as he pursues his retirement activities.

2012 Conference Update

Todd reported that the Conference Committee is in the process of finalizing the Program schedule for the 2012 conference, and units are in the process of being alerted to the status of their program proposals. Food menus are also being finalized. Liisa mentioned some discounts to local attractions will be available to attendees. Conference speakers have been identified: Robert Killen from the City Club of Central Oregon will deliver the keynote and a follow up program on civic engagement. Stephen Abrams, currently with Lyrasis, will speak at the Banquet on the topic of the future of libraries. The Conference web site is being prepared, and registration should be open in January.

Liisa asked what time of day on Wednesday should the OLA Board meet at the conference? Abigail will take a poll of Board members and report back to Liisa. The

topic of space for business meetings at the conference was deferred until later in the agenda.

2013 Joint Conference Update

Garrett reported on his meeting with Sam Wallin from Ft. Vancouver, who will be his co-chair from Washington for the 2013 conference. Their priority right now is to identify speakers and entertainment, so those contracts can be solidified as soon as possible. Garrett took several suggestions from Board members. He also mentioned tentative plans to have an “unconference” activity.

Garrett asked Liisa if she could describe how the 2008 Joint Conference decided on the theme. She described a brainstorming process with the conference committee that also included the Presidents of OLA and WLA. Garrett also mentioned that an agreement about the conference has been signed, and OLA will not be expected to reimburse WLA for their conference management services. Shirley asked that she receive a copy of the agreement.

2014 Conference Update

Rob reported that plans to contract with the Eugene Hilton for the 2014 conference have fallen through because the Hilton gave away the dates that had been established during the pre-negotiation. The Salem Conference Center may still be available, and the Board agreed that is preferable to have a venue in the Willamette Valley. After further discussion, it was moved that Rob pursue a contract with other venues in the Willamette Valley.

Motion: Ted

Second: Kris

The motion carried.

Overview of 2011 projects

OASL merger – OASL did vote to merge with OLA at their October conference. Shirley has begun working with OASL leaders to gather data in preparation for a financial merger. Buzzy also reported that his review of the Bylaws show that OLA will need to do minimal updating of their bylaws, but OASL will have to do some major restructuring.

There was a discussion of ways to raise awareness among OLA members about the upcoming vote on the merger at the OLA Business meeting at the April conference. Abigail agreed to contact members of the OASL Merger Task Force about writing an article for the OLA Hotline. Shirley mentioned she is working with a representative from OASL on a FAQ document for the web site.

It was suggested that OASL members be invited to the April conference, maybe through the postcard system already used by the Conference Committee. Laura agreed to obtain an OASL mailing list and send it to the Committee.

Engaging with Membership - Emily reported on the recent meeting of the Membership Committee. They are planning activities for the upcoming year, including activities at the

April conference. They have also discussed how they could help students to locate internships and communicating with Division Chairs about needs. They will also be looking at revising the Committee bylaws. Emily reiterated the desire of the committee to have a mission statement for the association. The Board agreed that it was preferred to wait until the OASL merger is decided, but the Membership Committee should feel free to do some brainstorming on possibilities.

Shared Borrowing – Buzzy shared some information about the group’s recent meeting. There is a strong desire for a graduated approach that builds on current resource sharing agreements for the state. There will be a fuller report on the group’s activities at the February Board meeting.

Round Table cleanup – It was moved that two Round Tables, BIGOR and Library Districts, be dissolved.

Motion: Rob

Second: Hannah

The motion carried.

Rob reported that there appears to be no ongoing interest in WARRT (Wise and Retired Round Table). It was moved that this Round Table be suspended.

Motion: Rob

Second: Arlene

The motion carried.

The Volunteer Round Table will be eligible for dissolution at the next Board meeting. The Library Technology Round Table and Reference Round Table are now active. A leader for the Social Responsibilities Round Table has been found, Tracie Kreighbaum from Emporia State.

Options for promoting these new and/or reinvigorated Round Tables were discussed. It was also mentioned that the new leaders will need some orientation to OLA processes and Board participation. Abigail agreed to contact the new leaders and discuss options for promotion of activities and offer any needed orientation.

Working with Outside Groups – Hannah quoted the language from the GoTo Meeting contract that allows OLA to provide access to the tool to outside groups. Shirley also reported that the MemberClicks contract does allow OLA to let other groups use the tool. She and Liisa indicated that it may be desirable to charge an administrative fee to outside groups to use our tools, perhaps something similar to the 5% surcharge for MemberClicks, since OLA has made a substantial financial investment in these tools, and support may require additional Association Manager’s time.

Rob proposed a possible model in which an outside group affiliated with an OLA unit could use the tools at no charge, but there could be a charge for independent use. It was suggested that both a broad policy on usage of OLA tools and a specific procedure for using them are needed.

Emily expressed interest in the possibility of allowing L-Net to use GoTo Meeting, and Shirley indicated that there had been a request from another group to use Memberclicks. She did not have details, and the Board was not comfortable approving the request without more information. It was decided that the original group working on developing a policy (Hannah, Robert, Shirley, Jane Scott, with input from Rob) should bring a draft to the February Board meeting.

Lunch Break

Logos and Branding

Shirley now has letterhead and envelopes with the new OLA logo. She asked about accessibility of logo and letterhead files, and it was agreed that they should be on a web page accessible to Board members only. She also is working with MemberClicks to redesign the banner on the web site. She will share the new design, which will be green rather than blue, with the Board before it is implemented.

Division Chairs reported back on their groups' feelings about using the new logo. ACRL is okay with using the OLA logo in conjunction with their current logo, and are okay with changing it to green to go better with the OLA version. The other Division chairs reported no objections to using the OLA logo, but do want to have division versions to ensure consistency of use. Shirley is still working on getting a quote from the designer on Division-based versions of the logo, but should have a report on this by the February Board meeting.

A suggestion was made to promote the new logo in an OLA Hotline article. Emily mentioned that the Membership Committee has also discussed making a "business card" with a logo available to new OLA members.

Kari asked about using the new logo on the December OLA Quarterly issue. The Board suggested that she use it only if she can find a version that will easily work with the current template. If not, she can phase in use of the logo as appropriate.

Bylaws Update

Buzzy reported on his review of Chapter 40 of the bylaws, which he described as the "junk drawer" for the Association. It mostly consists of random provisions that are either no longer relevant or duplicated in other sections. He plans to present a revised version, which will essentially eliminate the chapter, at the February Board meeting.

Buzzy also expects to have a draft of bylaws changes required for the OASL merger ready for the February Board meeting. He and Shirley will make sure everything is ready for the vote at the April Business meeting.

Liisa raised the issue that many Round Tables have a requirement to have a business meeting at the annual conference. She reported that the Board had said it was okay to cancel business meetings since space is very tight at the April conference, but that may

not be possible. The problem of scheduling business meetings at the annual conference is a recurring one. After some discussion, it was agreed that the Conference Program Committee will send invitations to OLA units to schedule business meetings if needed, but the Board needs to further discuss this issue with Round Table leaders in the future.

ACRL bylaws change – Ann-Marie reported that ACRL has approved a bylaws change to clarify leadership succession in the case of unexpected vacancies. A motion was made to approve the change.

Motion: Rob

Second: Hannah

The motion was carried.

OYAN bylaws change – Kris reported that OYAN has approved a bylaws change to alter the title of one of its officers. The Newsletter Editor was changed to Publications Manager. A motion was made to approve the change.

Motion: Ted

Second: Kris

The motion was carried.

Division/Committee Updates

ACRL-Oregon – Anne-Marie updated the Board on recent ACRL actions regarding the layoff of the librarian at Clatsop Community College. A letter was sent to the College's Board of Trustees, and the text of the letter was read into the minutes of a board meeting. This will not likely change the outcome, however. If this trend continues in community colleges in Oregon, accreditation at these institutions may become problematic.

Public Library Division (PLD) – PLD is firming up details for their OLA preconference on “Understanding the Culture of Poverty” and seven regular programs. The speaker for the PLD dinner will be author William Deresiewicz.

Children's Services Division (CSD) – CSD sent a letter to the leadership of Oregon's Early Learning Council offering to provide librarian expertise to the Council. They received a polite thank you. State Library staff is planning to attend all Council meetings. The OLA Legislation Committee is monitoring the meeting agendas and will attend if needed. They also had a good response when it contacted librarians in communities that have a representative on the Council.

Krist also reported that CSD is exploring building web based resources for Summer Reading and Early Literacy.

Oregon Young Adult Network (OYAN) – OYAN had a successful fall workshop and passed out CD's including handouts to participants. They are also working on Book Rave nominations, and should have a vote on the final list of titles in January. They are also working on fleshing out their 2012 conference programs. The issue of any needs for the ORCA award was raised, and Kris reported that he will check on this.

Support Staff (SSD) – Sean reported that SSD has a success book mending workshop in November, and is planning to have more workshops and “petting zoos” in rural parts of the state in the upcoming year.

Intellectual Freedom Committee – The committee is working on recruiting members and program planning for the April conference.

Communications Committee – The theme of the December issue of the OLA Quarterly is “Preserving our Cultural Heritage”. Kari mentioned the ongoing Advertising Manager vacancy. This is becoming an issue since we have been approached by vendors, but don’t have a current procedure to follow. Kari thought the appointment was the responsibility of the Communications Chair, but Shirley pointed out that the OLA Quarterly and OLA Hotline editors are actually designated as the co-chairs of the committee. Kari will work with Ann Scheppke to recruit a new Advertising Manager. Board members suggested that she use Libs-Or to advertise the vacancy.

GoToMeeting Review

Despite some early problems with sound, all participants thought the virtual meeting went very well. It was noted that participants should remember to mute their microphones when not speaking, and participants in groups (i.e. those physically present at the meeting) should probably call into the meeting rather than use a microphone. This seemed to solve the sound problems. It was also noted that those in the physical meeting should remember to say their name when speaking, as it can be hard to identify who is speaking based on the small video image.

Hannah reported that there will be a program on using GoTo Meeting at the April conference, and she thinks it is a good idea for OLA units to designate a “software expert” if they intend to use the software regularly. Abigail will check to make sure all the technology needs can be met by the next Board meeting site.

Next Meeting

The next Board meeting will be February 3, 2012 at Tigard Public Library.

Other Business

Rob reminded the Board that the slate of officer candidates needs to be prepared for discussion at the February Board meeting.

Action items/Agenda items for next meeting

Abigail will poll OLA Board members about their preferred meeting time at the 2012 Conference, and provide that information to Liisa.

Garrett will send copies of the 2013 joint conference agreement to Shirley and the other OLA leaders.

Abigail will contact members of the OASL Merger Task Force about writing an article for the OLA Hotline.

Laura will obtain an OASL mailing list and send it to the Conference Committee so OASL members can be invited to the April conference.

The Shared Borrowing Committee will deliver a report at the February Board meeting.

The Board will vote to dissolve the Volunteers Round Table at the February Board meeting.

Abigail will contact the new Round Table leaders and discuss options for promotion of activities and offer any needed orientation.

The group working on developing a policy for outside groups to use OLA tools (Hannah, Robert, Shirley, Jane Scott, with input from Rob) will bring a draft to the February Board meeting.

Shirley will create a web page for logo and letterhead files that is accessible to Board members only.

Shirley will share the quote for division-based logos with the Board at the February meeting.

Shirley will share the redesigned OLA web site banner with the Board before implementing.

Buzzy will present a revised version of Chapter 40 of the bylaws to be voted upon at the February Board meeting.

Buzzy will present a draft of bylaws changes required for the OASL merger at the February Board meeting

Kari and Ann will work on recruiting an Advertising Manager for the OLA Quarterly.

Abigail will check to make sure all the Board's technology needs can be met by the next meeting site, Tigard Public Library.

Rob will present a draft slate of officer candidates at the February Board meeting.

Meeting adjourned at 2:50 pm.