

OLA Executive Board Meeting

September 30, 2011

Hood River Public Library

Hood River, Oregon

10:00 am – 3:00 pm

Present: Robert Hulshof-Schmidt (President), Rob Everett (Past President- on phone), Abigail Elder (V.P./President Elect), Jim Scheppke (State Librarian), Ann Miller (Technical Services Round Table), Buzzy Nielsen (Parliamentarian), Deeda Chamberlain (Children's Services Division), Kris Lutsock (Oregon Young Adult Network), Liisa Sjoblom (Treasurer), Sean Park (Support Staff Division - Virtual), Emily Papagni (Membership Committee), Judy Anderson (Intellectual Freedom Committee – on phone), Anne-Marie Dietering (ACRL-Oregon), Hannah Gascho Rempel (ALA Representative), Laura Madsen (Member-at-Large), Shirley Roberts (Association Manager), Todd Dunkelberg (Conference Committee), Ted Smith (Public Library Division – on phone), Diedre Conkling (on phone), Kari Hauge (Communications Committee – Virtual), Janet Webster (Legislative Committee - Virtual), Arlene Weible (Secretary)

Welcome/Housekeeping/Introductions

Robert called the meeting to order. Virtual and phone participants were welcomed. An Association Manager's Report was added and other minor changes were made to the agenda.

Approval of August 26, 2011 Executive Board Meeting Minutes

With minor corrections, it was moved to accept the August 26, 2011 minutes.

The motion carried.

Association Manager's Report

Shirley has updated the web site to reflect the current Board membership. She asked that everyone check their info to make sure it is correct. Old chairs will remain on the Board list until Nov. 1st to assist in transition issues. She has also begun the work of updating the web site with the new logo.

Treasurer's Report

Liisa reported that the budget is about \$8300 in the positive. She still has concerns about Advertising revenue, since a new Advertising manager for the OLA Quarterly has not been identified. Also, there has been little activity in donations this year. She observed that many of the Committees are allocated money, but do not use it. This will be addressed in the proposed budget. Jim asked about dues revenue, since it appears to be down from previous years. Liisa noted that 2 years ago there was an atypical influx of dues income; this year's numbers are on target. The August report will reflect more expenses from the Board Retreat, lobbyist fees, and more dues income.

Proposed 2011-12 Budget

The proposed budget was distributed and reviewed. Liisa noted that the proposal draws \$7,692 from the Association's equity, but that maybe mitigated if the Conference makes enough money. She has left a \$1 place holder for committees that have not requested funds.

Emily indicated that she was unsure how much money may be needed for new Membership Committee activities. After some discussion, it was decided to allocate \$100 for this Committee.

Monetary needs for the Oregon Reader's Choice Award Committee (ORCA) were discussed. No money had been requested, but Robert will touch base with the Chair to confirm.

Financial implications of the Oregon Association of School Librarians (OASL) merger were mentioned. If the merger is approved, it is likely that this budget will need to be modified, since the OASL fiscal year ends June 30. Discussions of budget integration will be deferred until after the merger decision (Oct 2011 for OASL, Apr 2012 for OLA) has been made.

It was moved to approve the 2011-2012 budget, with the discussed changes.

Motion: Kari

Second: Deeda

Abstentions: None

The motion carried.

State Librarian's Report

Jim reported that the recruitment for the State Librarian is moving forward. Finalists will be announced to the library community on October 3rd. Interviews will take place during the 3rd week of October, and a final decision should be made at the October 21st State Library Board meeting.

Jim also reported on the budget situation for the State Library. The revenue forecast continues to be down, so the Legislative Fiscal Office has requested that all state agencies submit budget reduction proposals for up to 10.5%. These reductions would be on both General and Other Funds. State Library staff have put together a plan, which needs to be approved by the State Library Board at its Oct. 21st meeting. The final plan will be sent to the Legislature by Nov. 14th. The General Fund primarily funds the Talking Book and Braille Services, and the Ready to Read grants. Jim believes that if the Oregon economy does not recover, there is strong potential for cuts to the Ready to Read Grant program in the second year of the biennium (2012-13).

Jim also reminded everyone to take the survey that is requesting feedback about the use of LSTA funds. The LSTA Advisory Council wants feedback as it goes into its process for planning the next 5 year plan. The deadline for the survey is Oct. 7th. In the U.S. Senate, LSTA appropriations seems to be holding steady at the 2011 level, although the budget still needs to be approved by the House.

Virtual Collaboration Task Force

Despite a rough start, the test of the GoToMeeting software seems to be going okay for this meeting. The ACRL Board used the software for a recent meeting, and it worked well. Hannah reported that the GoToMeeting customer service has been good. She has gotten a quote for a corporate license, which includes one webinar license (up to 100 participants) and 3 meeting licenses (up to 25 participants). The annual cost would be \$3,300. Hannah also noted that not all participants can use video, since GoToMeeting does have some restrictions.

A question was asked about the ability to use multiple microphones to improve the sound quality for virtual meeting participants. Hannah noted that this is more of a hardware issue and not really dependent on the software. Questions were also raised about the usage of the license. Could other Oregon library groups use it? Could the State Library help fund it? Other partners? Would there be a charge to Divisions and Round Tables?

License restrictions may determine how other groups participate, so Hannah and Robert will need to research those questions as they put together a final proposal for purchase of the software. Scheduling use of the software was discussed, and it was suggested that the MemberClicks calendar could be used. Shirley will investigate this option.

Conference Update

Todd reported receiving 14 proposals for 2012 Conference programs so far, and the deadline for proposals is October 7th. He was assured by Division chairs that more proposals will be coming as the deadline approaches. It was also noted that there is no limit on the number of proposals submitted per unit. When asked about a grace period, Todd indicated that all proposals really need to be submitted before the Oct. 17th meeting of the program committee.

The conference budget was distributed. It was noted that the income projection is slightly lower than what is budgeted in the OLA budget. It is assumed that attendance will be down over previous years because the conference will be in Bend.

Rob reported on planning for the 2014 conference. He is working with Peter Winters to find a location in the south Willamette Valley. He received three proposals: Corvallis (OSU/Hilton), Eugene (Hilton), and the Salem Conference Center. Rob needs to study the proposals further, and asked that others also review them. He will forward the full report to the OLA leadership. Discussion included reminders that we have had successful conferences at the Eugene Hilton in the past, and had a very bad in experience in Corvallis. Rob will analyze the proposal and report on the options at the December Board meeting. The Board empowered him to sign a contract before that time if there are financial incentives to do so.

Overview of 2011

OASL merger – The OASL vote to approve a merger with OLA will take place at their conference, Oct. 14-15. Robert and several others from the OLA Board will be attending the conference. If the vote is yes, our next steps, including bylaws revisions, will be discussed at the December Board meeting. OLA membership would vote on the merger at the business meeting at the conference in April 2012. Robert reported that the OASL Merger Task Force membership remains the same, except that Mary Ginnane has dropped off the group.

Other topics – These topics will be discussed in more detail later in the agenda:

- Engaging with Membership
- Working with Outside Groups
- Logos and Branding
- Shared Borrowing
- Round Table Clean up

Bylaw Cleanup – Buzzy reported on several areas of the Bylaws that need to be cleaned up, including Chapter 3 and Chapter 40. Consideration of changes that may result from the OASL merger also needs to take place. Buzzy and Shirley will work together to come up with an outline for working on these needed bylaws changes throughout the upcoming year and report back at the December Board meeting. Board members were reminded that OLA units can bring bylaw changes to the Board at anytime.

Shirley had some questions about the recently submitted bylaws update re: Secretary and President duties. Emily and Shirley will work together to clean up some minor discrepancies.

Rob asked about changing the bylaws to give the President the ability to appoint Round Table chairs when the membership is not able to elect its own leader. Buzzy indicated that this will probably need to be addressed in two places, President duties and each Round Table's bylaws.

Emily suggested several changes to the Membership Committee's bylaws. She would like to see the term of services reduced from 3 years. She suggested 1 year, but others thought 2 years would be better, so there is minimal burden on the President to make committee appointments. Buzzy acknowledged that the bylaws are not as clear as they could be about terms of service. Emily also suggested that the charge of the committee be updated to include the promotion of more active engagement of current members, and retention of current members. The Board agreed with these ideas, so Emily will discuss the changes at the upcoming Membership Committee meeting.

Lunch Break

Membership Activities

Emily reported on current Membership Committee activities. The committee has several members, Steph Miller, Steve Skidmore, and Susan Bacina, but they would like to have a member who represents academic libraries. Anne-Marie agreed to help recruit an

academic member from ACRL. Emily is working with Shirley to identify and contact soon to expire and new members to help promote member engagement. Emily is also seeking information from the Just Say Yes program at last year's conference, including an OLA organization chart, and the list of volunteers from the conference. Robert suggested checking Northwest Central for the program information, but if it isn't available, he will help track it down. Arlene will send the conference volunteer contact information.

Emily is also working with Robert to fill the Northwest Central liaison vacancy. She is seeking a source for OLA job descriptions, and it was suggested she check the bylaws or procedures manual. She also asked about being proactive with library students and encouraging involvement through internships. Official internships can be time consuming to administer, but Board members were encouraged to think of small projects their units are working on and consider recruiting library students to help.

Emily also suggested that the Northwest Central calendar be more prominently linked to on the OLA Calendar web page. Shirley will look into this issue.

Rob shared the draft letter to library directors encouraging them to support their staffs' participating in OLA. Board members liked the content, but suggested that the letter be edited for length. Abigail and Robert will work with Rob on editing the letter, with the intent of getting the letter mailed soon. Ann suggested that the letter also be sent to associate university librarians, and other middle managers that have an influence on staff professional activities.

Robert introduced the topic of how OLA works with outside groups. There needs to be more clarity about the way unaffiliated groups may work with OLA and use its resources. Robert suggested that asking groups to become institutional members might be one way to address the issue. The ensuing discussion expressed concern about that option, as OLA needs to be careful about how its tools (MemberClicks, virtual meeting software) are licensed and being used. Jane Scott has already started to draft procedures, including standard language for cooperative agreements. Attention to this language, especially how OLA and the other group's liabilities are addressed, is needed. It was suggested other library associations be surveyed to see if there are existing examples of agreements that could be used. Robert, Shirley, and Jane will continue work on the existing draft and report back at the December Board meeting.

Logos and Branding, Next Steps

Shirley reported that she has started the process of reviewing the web site for where the new logo will need to be added. She had some questions about placement, and the Board discussed options. The style guide has not been widely shared with the Board, so this needs to be sent out. It was also noted that the new logo needs to be used within the OLA Quarterly.

A decision has not yet been made about how OLA units will be required to use the logo. A variation on the main logo for each Division was modeled, but these logos were not

part of the final deliverable from the designer. Some Divisions might be attached to their existing logos (ACRL, for example). After some discussion, it was agreed that Division Chairs will survey their membership about usage of the logo. Shirley will also get a quote from the designer for making the additional logo(s). A final decision about Division logos will be made at the December Board meeting. Shirley will also move forward with updating the main OLA web page with the new logo, and will try again to solicit new library photos for the banner. This should be finalized by the end of October.

Robert raised the issue of OLA's lack of mission statement. Buzzy reported that there is an object statement in the OLA Constitution that could serve as a mission statement. Object 2.021 states "The object of the Oregon Library Association shall be to promote and advance library service through public and professional education and cooperation." The Board agreed that statement is a good starting point, but needs to be punched up. Anne-Marie was asked to boil down statements from the Vision 2020 document to use in this discussion. It was suggested that this discussion should be delayed until the OASL merger is finalized, so that group can participate in discussions. For now, the Membership Committee will have this topic on their agenda, but it will be pursued more seriously after the OASL merger.

Shared Borrowing Update

Eva Calcagno, the current chair of the Resource Sharing Committee, provided a written report to Robert about her meeting with the Public Library Directors at their recent annual meeting. Basically, there was interest in pursuing a shared borrowing agreement, but there was a desire to see a firm proposal. Eva collected a list of questions and concerns generated during the meeting to be used by the Committee to help draft an agreement. The members of the committee are: Dan White (Scappoose), John Hunter (Woodburn / CCRLS), Ed Gallagher (Albany), and Jane Tucker (Astoria). There is a desire to get more participation from the academic library community, and Anne-Marie was asked to help. The Board would like to see a draft proposal from the committee by the February 2012 Board meeting.

Round Tables

A proposal for a new Round Table, Library Technology Round Table, has been submitted to the Board. The proposers, Margaret Hazel and Margaret Mellinger, have already touched based with the Technical Services Round Table, and there looks to be opportunities to collaborate. If the collaboration is successful, it may be possible to consider a merger into a full OLA division at some point in the future. It was moved that the Board accept the proposal for the Library Technology Round Table.

Motion: Jim

Second: Abigail

Motion carried.

Rob reported on his efforts to recruit a new chair for the Reference Round Table. Erin Golub has been approved by the round table membership, and was also endorsed by the Board. She will be working to get together a program proposal for the 2012 conference.

Robert reminded the Board of the process to address inactive Round Tables. If no annual report is filed for two years, the Board can suspend the Round Table for one year. If no action is taken during the year of suspension, the Board can vote to dissolve the group. Currently, there are three Round Tables under suspension. BIGOR and the Library Districts Round Table will be dissolved at the December Board meeting. The Volunteers Round Table will be eligible to be dissolved in early 2012.

The Wise and Retired Round Table (WARRT) and the Social Responsibilities Round Tables are eligible for suspension. Action on these groups will be taken at the December Board Meeting.

Emily observed that the Membership Committee has also not submitted an annual report since 2007. It was suggested that the Board should be more vigilant in monitoring all units to make sure they remain active. Doing a check at the Board retreat and the August Board meeting was suggested as a possible solution.

Division/Round Table Updates

Technical Services Round Table (TSRT) – TSRT sponsored an LC classification workshop in Portland over the summer. It is also working on a number of program proposals for the 2012 conference.

Children's Services Division (CSD) – CSD is working on finding ways to get its members to more actively participate. Options will be discussed at the Fall meeting. A Chair for the Lampman award has been appointed, Josie Hanneman from Deschutes Public. CSD is also investigating a project to build an early literacy web site.

CSD Board members expressed dismay over the lack of library representation on the Governor's Early Learning Council. The Legislative Committee is also concerned about this issue, and is asking library directors in communities that have a representative on the Council to reach out and educate them about the library's role in early learning. Jim also reported that the State Library will have a representative attending all of the Council's meetings.

ACRL-Oregon – ACRL is working on 2012 conference proposals. They will also have a bylaws change to bring to the December Board meeting.

Oregon Young Adult Network (OYAN) – OYAN's steering committee recently met, and will also be bringing a Bylaws change to an upcoming Board meeting. The Fall workshop will be in Tigard, and will be on the topic "Programming on a Shoestring". It will include a "petting zoo" style display for programming ideas. 2012 conference program proposals are also being worked on, as are plans for the Spring workshop.

Public Library Division (PLD) – PLD has a full slate of board members and is working on 2012 conference program proposals. They will be proposing a preconference,

“Understanding the Culture of Poverty”, and are working on identifying a speaker for the PLD Dinner.

Support Staff (SSD) – SSD has finalized its contract for its 2012 conference. It will be at the Valley River Inn in Eugene on July 20. The 2013 conference will be held in Hood River.

GoToMeeting Review

Feedback about the GoToMeeting software was collected. Participants were basically happy with the sound, but suggest multiple microphone options be investigated. The lack of ability to manipulate the video layout was noted, but Hannah believes that can be configured. Kari asked if Skype was considered as an option. Hannah reported that it was not considered because it does not handle larger groups well. Robert reiterated that the cost of the subscription (\$3312/year) would dip into the OLA’s equity balance. He also suggested that after it was purchased efforts would be made to develop instructions and procedures on use. It was moved that Robert and Hannah move forward with finalizing the license agreement, and the budget be modified to pay for the licenses for the GoToMeeting software.

Motion: Abigail

Second: Sean

Motion carried

Next Meeting

The next Board meeting will be December 2 at Oregon State University in Corvallis.

Action items/Agenda items for next meeting

Robert will check with ORCA Chair to determine any monetary needs for the upcoming year.

Rob will analyze the bids for the 2014 conference and report on the options at the December Board meeting. (The Board empowered him to sign a contract before that time if there are financial incentives to do so.)

Buzzy and Shirley will prepare an outline for working on bylaws changes throughout the upcoming year and report back at the December Board meeting.

Robert and Abigail will work with Rob to finalize the letter to library directors encouraging library staff involvement in OLA. The letter will be sent before the next Board meeting.

Robert, Shirley, and Jane Scott will continue work on the existing draft procedures for working with outside groups and report back at the December Board meeting.

Division Chairs will survey their membership about usage of the OLA logo and report back at the December Board meeting.

Shirley will get a quote from the designer for making the additional logos for Divisions and report back at the December Board meeting.

Shirley will update the main OLA web page with the new logo and will solicit new library photos for the banner; finalizing by the end of October.

The Shared Borrowing Committee will present a draft report at the Feb. Board meeting.

A vote to dissolve the BIGOR and the Library Districts Round Table will be taken at the December Board meeting.

The Board will consider the suspension of the Wise and Retired Round Table (WARRT) and the Social Responsibilities Round Tables at the December Board meeting.

ACRL will bring a proposed bylaws change to the December Board meeting.

OYAN will bring a proposed bylaws change to the December Board meeting.

Meeting adjourned at 2:40 pm.