

Oregon Library Association
Board Retreat
Silver Falls State Park
Minimal/Informal Minutes
July 29 – 30, 2013

Attendees (one or both days):

Brian Greene (Secretary); Candice Watkins (Incoming VP); Lynne Mildenstein (TSRT Char-Elect); Liisa Sjoblom (Treasurer); Laura Madsen (Member-at-Large); Ann Scheppeke (Hotline Editor); Sue Ludington (LRRT Chair); Sara Thompson (Communications Committee); Tiffany Thorton (DIGOR Chair-Elect); Arlene Weible (DIGOR Chair); BJ Toewe (2014 Conference Chair); Elaine Bortles (SSD Chair-Elect); Margaret Herman-Myers (SSD Chair); Annie Lewis (Outreach Round Table Chair); Martin Blasco (Outreach Round Table Chair-Elect); Heather Pitts (TSRT Chair); Isaac Gilman (ACRL-OR President-Elect); Mark Richardson (OYAN Chair-Elect); Emily Papagni (Membership Committee Chair); Morgan Sohl (RRT Chair-Elect); Margaret Hazel (Technology Round Table Chair); Sheryl Eldridge (Oregon Authors Chair); Jane Corry (CSD Chair); Stuart Levy (ORCA Chair); Nancy Sullivan (OASL President); Elsa Loftis (NW Central Coordinator); Roberta Richards (Intellectual Freedom Committee Co-Chair); Valery King (Treasurer Elect); Brent Mills (Library Technology Chair-Elect); Penny Hummel (OLA VP); Buzzy Neilsen (OLA Parliamentarian); Shirley Roberts (OLA Association Manager); Garrett Trott (2013 Conference Chair); Michele Burke (OLA President); Eva Calcagno (Resource Sharing Chair); Abigail Elder (OLA Past-President); Anne-Marie Deitering (ACRL-OR Chair); and Hannah Gascho Rempel (ALA Representative).

Monday, July 29

- Welcome, icebreaker, framework – Penny Hummel
 - Looked at OLA’s mission in the context of the *OLA Vision 2020* work that was done in June 2010.
- Association challenges and opportunities – Penny Hummel
 - Challenges organizations face today
 - Time shrinkage
 - Value
 - Consolidation/Specialization
 - Generational Differences
 - Competition
 - Technology
- Past President’s report—Michele Burke
 - Highlights from 2012-13 include: Investment Policy; Passport Program; Mentoring Program; Advocacy Task Force; OLA Quarterly;

Archives Work; expanded use of virtual meetings; and 2014 Oregon Reads.

- Conference 2013 report—Garrett Trott
 - \$46,000 profit! Well above the \$22,000 that was anticipated. Three things that made this conference different:
 - 95% of conference planning meetings were online, which helped recruiting members.
 - WLA had paid staff with conference experience who could focus on logistics.
 - Outsourced technology. It was expensive, but difficult to avoid because of liability insurance reasons.
 - Recommendations:
 - Don't freeze conference prices, otherwise when the next joint conference comes up (in 2019) there will be a big increase to return to parity with WLA.
 - Minimum food price – intentionally keep budget to the required minimum. Encourage bring your own food options
 - Consider ways to have staff who could focus on logistics, like WLA provided.

- Conference 2014 update—BJ Toewe
 - Salem Conference Center April 16, 17 and 18, 2014. The theme is *Inside Out Library*.
 - Steve Silver has agreed to be 2015 conference chair and will participate on the 2014 committee to gain experience.

- Division reports (Various)

Introduction, mission/focus, major accomplishment from the previous year, major goal for the coming year and, finally, a big question the group is wrestling with. Reports will be available on the website. Big question(s) each group is wrestling with:

- CSD – How to stay relevant and get people to participate.
- OASL – The de-professionalization of school libraries.
- ACRL-OR – No big question
- OYAN – Communicating with members and reaching out to others in the field who may not be members.
- PLD – What is the relevance of professional librarians? (Grew out of the update to PLD's library standards.)
- SSD – Looking at the future of SSD within OLA. Questioning the benefit to SSD members and what SSD members are contributing to OLA. There is a growing sense that a big change is necessary to keep SSD viable within OLA. In addition, support and funding for participation within the organization.

- NW Central – What their continued presence looks like and how it's funded; additional connections with Oregon State Library.
- Committee reports (Various)
Big question(s) each group is wrestling with:
 - Communications Committee – Does the Communications Committee do what it needs to be doing? Does it complement or duplicate what individual units are doing?
 - Intellectual Freedom – Currently lots of national attention on privacy and, for the committee and all of us, what that means for libraries.

Break

- Committee reports – continued
Big question(s) each group is wrestling with:
 - Library Development and Legislation Committee – How can the committee be helpful to members around the state.
 - Honors, Awards and Scholarships Committee – Bulk of the money for scholarships currently comes from LSTA; need to identify new funding sources.
 - Membership Committee – Struggling with not having enough time to accomplish what needs to get done, especially vis-à-vis the mentoring program.
 - Nominations – No big question
 - Oregon Authors – Given the current explosion of ebooks and online media, there is increasing difficulty ascertaining reliable information about authors and their work.
 - ORCA – How do we best promote and grow the award? In addition, discussing the cost/benefits of meeting virtually versus face-to-face.
 - Resource Sharing – What are additional ways that we can improve library services to Oregonians through resource sharing?
- Roundtable reports (Various)
Big question(s) each group is wrestling with:
 - Documents Interest Group of Oregon – Dwindling numbers of members, in part due to perceptions of the future of gov docs.
 - International Relations – No big question
 - Legal – Participation, potential for increased collaboration or merging with other units.
 - Library Assessment – Which other units in OLA can they collaborate with?

- Library Instruction – How to be more confident as a Round Table and use allocated funds productively.
 - Library Preservation – No big question
 - Library Technology – No big question
 - Outreach – Outreach often looks different at different libraries. What opportunities are there for collaboration? How can they ensure they're serving their members?
 - Past-Presidents – No big question
 - Reference – How can they engage more of their members and encourage them to take a more active role in the committee.
 - Social Responsibilities – No big question
 - Technical Services – How can they collaborate with other units?
 - Wise and Retired – Recently dormant; no big question
- Summary of reports. Common themes included improving member engagement; the possibility for unit collaboration/merging within OLA; the need for better, more coordinated communication to the membership; consider the perceptions of OLA, etc.

Dinner

Hiking, relaxing, socializing

Tuesday, July 30

- Working as an OLA leader
 - Financial practices and procedures—Shirley Roberts, Liisa Sjoblom
 - Parliamentary practices—Buzzy Nielsen
 - Memberclicks—Shirley Roberts
 - GoTo Meeting—Shirley Roberts
- State Librarian's report—MaryKay Dahlgreen

Break

- OLA Financial report—Liisa Sjoblom
- Finalizing list of small group discussions—Penny Hummel
- Small group discussions – report outs after lunch

Lunch

- Session 1
 1. Helping Roundtables Thrive
 - Questions
 - How do we help facilitate transition for new Round Table chairs?
 - What is the purpose of a Round Table/RT Chair?
 - When to disband a Round Table?

- Next Steps
 - Best practices document for coordinating Round Tables
- 2. Utilizing Social Media
 - Questions
 - Who are we trying to reach and how will we reach out to them?
 - How do we know if any of this is even working?
 - Next steps
 - Find out what members are doing with regards to social media
 - Develop social media strategy or guidelines that is not platform specific
 - Using whatever information gather tool to act as best practices for OLA units to use in planning and implementing their social media endeavors.
- 3. Engaging Current members
 - Questions
 - What does engagement look like? How to keep the organization current?
 - Next steps
 - Increase personal contact; one-on-one promotion of OLA
 - Invite people to social events to promote OLA
 - Include the table of contents for the Quarterly in more email communication
- 4. Outsourcing some OLA functions
 - Questions
 - What do we already outsource?
 - What else might be outsourced?
 - Investment policy implementation
 - Executive assistant
 - Conference logistics
 - How do you fund any changes?
 - Next steps
 - Have the board look at what is being outsourced
 - Investigate possibilities for outsourcing
 - Identify funding options
- 5. Future of conferences (other models)
 - Questions:
 - Secure funding source for the future
 - How do you mesh the strengths of conferences and an unconfereces?
 - Using technology
 - Ideas:

- One book/One Conference ideas
- Bingo cards and other ice breakers to engage conversations
- Discounts for mentors/mentees
- Offer opportunities for programs to provide webinars
- 6. OLA and Non-Librarians (SSD, trustee, friends)
 - Questions
 - How do we engage non-institutions
 - How do we gain support from institutions to encourage participation?
 - What is the best structure for support staff?
 - Next steps
 - Support SSD's decision-making process for their future.
 - How do support staff engage OLA – through SSD or other units?
 - Keep circulation in mind – there isn't an obvious unit for circulation staff and they may default to SSD.
 - Provide avenues for facilitating collaboration with foundations, friends and trustee groups
- Session 2
 - 1. Collaboration/Mergers among OLA units
 - Questions
 - Is the OLA structure too rigid to allow collaboration?
 - Next steps
 - Use the retreat to discuss their plans for the coming year and start collaboration conversations
 - Simplify the by-laws to provide units greater flexibility
 - SSD is creating members at large to connect with relevant Round Tables
 - Ensure the Executive Board considers how newly proposed round tables fit into the existing organization structure
 - Strengthen the procedures for establishing new round tables so that they're checking to see if they perhaps fit within the existing structure
 - 2. Utilizing technology
 - Questions
 - What's the purpose of technology for OLA

- What type of technology is available to OLA members?
- The importance of support for whatever technology we use.
- Next steps
 - Establish a task force to look into if the technology we're using is aligned with the mission/are we good users of the products/how do we get the word out?
- 3. Attracting new members
 - Questions
 - How to attract people to OLA in general
 - Attract people to specific units
 - Increase participation
 - Next steps
 - Send out a new employee packet to library directors that is shared with new employees
 - Harness social media
 - Continue and improve the partnerships with library schools
 - Consistently pitch OLA and its benefits
 - When signing up/renewing members, add detail about the divisions/round tables to Memberclicks.
- ~~4. External partnerships~~
- 5. Leadership training
 - Questions
 - Training for OLA in general or just the board?
 - Is it worth exploring rejoining PNLA to benefit from their retraining?
 - What skills do our leaders need?
 - Who is our target audience?
 - Next steps
 - Contract with the group PNLA uses to provide leadership trainings
 - Explore offering a leadership training opposite the annual conference
- ~~6. Board member ambassadorships~~

- OLA Quarterly Theme Ideas—Penny Hummel
- Set meeting locations for 2013-14 meetings
 - August 23rd, State Library, Salem (transition meeting)
 - October 4th, Hood River County Library District, Hood River
 - December 6th, Newberg Public Library
 - February 7th, OSU, Corvallis

- April – Conference
- June 6th, Scappoose?

Adjourn