

OLA Board Meeting
December 6, 2013
Meeting held virtually

Attendees

April Witteveen; Penny Hummel; Candice Watkins; Emily Papagni; Valery King; Korie Buerkle; Laura Madsen; Pam North; Shirley Roberts; Candace Morgan; Gary Sharp; Michele Burke; Michael Grutchfield; Mark Richardson; Nancy Sullivan; Janet Webster; Tiffany Thornton; Sheryl Eldridge; Nancy Sullivan; Suzanne Sager; Elsa Loftis; Brent Mills; Arlene Weible; BJ Toewe; MaryKay Dahlgreen; Isaac Gilman; Garnetta Wilker

Call to Order at 10:06

Welcome and housekeeping: Penny Hummel

- Information on using Go-to-Meeting; please identify yourself before speaking
- Newberg Public Library still on for February
- Thanks to Valery for preparing for the meeting in Corvallis

Introduction

Penny did a roll call.

Changes to agenda

No changes.

Approval of October minutes: April Witteveen

No edits or changes to draft minutes.

- Laura Madsen moves
- Candice Watkins seconds
- Minutes are approved unanimously

Treasurer's report: Valery King

- Balance sheet: nothing out of the ordinary
- In Profit/Loss statements new budget lines added under Executive Board for travel and reimbursement; tech equipment line added
- Dues income is a bit low; discussion coming later
- Shirley working with Wells Fargo to reverse expensive check processing charges
- Penny had lunch with financial advisor Bob Farnes, who indicated that he was open to continuing to advise OLA on developing an investment policy.

Reimbursement process for board meeting attendance: Penny Hummel

- Blank form drafted and sample created:
<http://www.olaweb.org/assets/BoardMeetings/2013December/olameetingreimbursementormsampledraft.pdf>
- Any further discussion? Tweaks may be done in the future.

- Penny will add a line to the form that refers to existing but separate mileage reimbursement policy.
- Michele Burke moves to accept the form with the above change
- Suzanne seconds
- Motion carries

Oregon State Library Transformation Project and OLA response: Mary Kay Dahlgreen, Janet Webster, Abigail Elder

- Senator Steiner Hayward and Representative Nathanson released a report on 10/25 that gave direction for the transformation:
<http://www.oregon.gov/osl/Transformation/Final%20Library%20Reorganization%20Report-2013.11.06.pdf>
- OLA Response to plan: view under agenda items for December meeting here:
<http://www.olaweb.org/executive-board-meetings>
- Two project managers have been hired (by the State of Oregon's Department of Administrative Services);
 - they will first work on a portal project; OSL/OLA wants to ensure its usability for a variety of audiences
 - Temperature survey from project manager: 41 deliverables; indicate the level of challenge that each deliverable will give the organizations
- OSL staff are meeting with each affected Oregon organization to see how their systems can get integrated
- When working through the transformation, there will be a lot of emphasis on the role of the library in providing access to information
- MaryKay sending updates to Libs-OR and library directors; also keep an eye on OSL website
- Gave Nan Heim some talking points for her work at the capitol on behalf of OLA
- DIG-or briefing paper on fed docs (available in agenda items for December meeting:
<http://www.olaweb.org/executive-board-meetings>);
 - need for free physical access to Oregon gov docs collection. Federal collection a little different. Keep in Salem somewhere for legislators to access.
- Improve digital access as well, identify collaborative projects. Also need to fund reference support, admin support, and technical support.
- OLA Legislative Committee link to transformation project: <http://www.olaweb.org/state-library-reorganization-projectState%20Library%20Reorganization%20Project>

Discussion:

- Sheryl Eldridge: concern about Center of the Book hosting Oregon Authors website.
 - MaryKay: identify another Oregon literature organization to partner with; could strengthen this OA website.
- Laura Madsen: thanks for supporting OSLIS
- Michele: Sarah Miller as one of the project managers is an ally to OLA;
- Candy Morgan: Intellectual Freedom Committee has concerns; IFC clearinghouse and access to information; looking for some more talking points for use with legislators

- Another legislative concern right now involves looking for school board candidates who support school libraries.

Public Library Standards: Pam North

- PLD did a full review of standards; 20 library workers were on review committee
- Executive summary:
<http://www.olaweb.org/assets/BoardMeetings/2013December/standards%20for%20oregon%20public%20libraries%202013%20executive%20summary%20final.pdf>
- Timeline: the standards will get released to the public no later than Jan 2; feedback in January and February; incorporate feedback in March; PLD vote in April; review annually at PLD meeting
- Pam notes these standards will be more qualitative and outcome-based and there will be an extensive resource section

OLA Scholarship update: Gary Sharp

- The LSTA support for scholarship program is coming to an end this year, for 2014-15, OLA will provide or raise all scholarship funding.
- Budget line in OLA's MLIS donation fund; currently about \$23k
- Hope that the board will begin setting an amount to give out in upcoming academic years; probably lesser amount than with LSTA funds
- Oregon Student Access Commission should continue to support and advertise (slight fee but worth it for the exposure)
- look at how other state lib orgs fund scholarship funds
- investigating other possible grant sources
- thanks to OLA past prez group for fundraising for the scholarship fund

Discussion:

- Questions from Penny:
 - How many years has the scholarship program run? First was given in 2007;
 - In the last year, how much did we give out? a little over \$22k, which is a pretty average amount as per Gary. There are generally over 25 applicants, with 16 or so serious contenders, funding 10-14 applicants depending on the year. Award amounts varied.
- Candice W: what discussion has there been within OLA about funding this program?
 - This is the first step.
- Shirley: investment policy: funds could come from investments.
- Penny: budgeting process for 2014/15 will involve discussion of the scholarship program and its sustainability
- Michele: thanks to Gary for being part of this program since the beginning
- Penny: could we look into some sort of event/ceremony that would publicize the award and increase awareness and hopefully donations? At least get into the awards ceremony at OLA Conference. Could we get testimonials from beneficiaries in order to help market the program and attract new donations?

OLA Staff report: Shirley Roberts

- OASL conference looks like it was very successful
- OBOB registration is also going well
- OSLIS grant report completed and filed
- 990 filing happening for IRS
- Training on Memberclicks with Assessment Round Table
- PLD also getting MC training
- OLA conference forms, registration, etc, going live soon
- Investment policy: in process
- Dues income decrease: down 6.6%, for the first 2 months of FY, but for the year's overall budget so far we are still doing OK
 - In 2012 there were a lot more renewals.
 - Talk with membership committee to see about some strategies to get members renewed and new members joining?
 - Penny will think about other avenues; ask that Shirley keep us regularly apprised of these membership dues numbers.
 - There could be a big bump leading up to the conference.
 - Could potentially contact members who choose not to renew.
 - Emily P from Membership: this com wants to thank Shirley for keeping her eye open; Emily watches non-renewals (she receives an email) and sometimes follows up. Notes that a large number of OASL folks chose not to renew this year
 - Valery: great conferences as a way to lure folks back to membership

Lunch

MOU with Pacific University to host OLAQ: Isaac Gilman and Penny Hummel

- Last board meeting we viewed a demo of how the OLAQ would work; the board liked it
- Draft MOU was reviewed by an attorney and OLA staff:
http://www.olaweb.org/assets/BoardMeetings/2013December/olaq_publishing%20services%20agreement%20final.pdf
- Spring issue will be the first original one hosted; archive will also be uploaded.
- Next steps after approval: site design using a template and OLA branding
 - Backfiles uploaded at that point; uploading by article instead of by volume
- Shirley: OLA website links to back issues in whole-- will this continue?
 - Isaac: definitely can link to a complete volume
- Candice: can we track current access points on OLAweb?
 - Shirley: no tracking, google analytics not set up but could
 - Isaac: built-in stats and analytics to gather usage data on Pac U site
- Candice Watkins moves to approve the Memo of Understanding
- Laura Madsen seconds
- Motion passes unanimously

Advocacy Taskforce: Michele Burke

- Arlene Weible with OSL is coordinating a resource page, ready in February

- TF will create a definition of advocacy to help; give a continuum to represent a variety of terminologies and approaches; language is ready but not posted. It will get put on OLAWeb, sent to board for review and discussion
- Putting together a form to submit advocacy activities, initiatives, something a group or individual library worker needs help with from OLA (financial, logistical, identifying target audience, volunteers, etc.)
- The February board meeting will probably be the best time to have a face-to-face discussion of these parts.
- Need to get the framework set and then move toward accepting/identifying projects, budget planning, etc.

Mentoring program: Emily Papagni

- There is an early end to the mentoring pilot program
 - Launched last April; committee decided to end pilot earlier in order to incorporate SSD staff into the program. Not that everything is perfectly in place; there will still need to be some adjustments.
 - Official end date of January 1.
 - OASL pairings have worked out as well.
- Adding an SSD representative to administration team; they are working to identify that person
- Team compiled midyear survey results; survey sent to all current participants, both mentors and mentees
 - 72% were satisfied or very; 3 individuals were dissatisfied
 - Main issues were trouble connecting between pairs, early career librarians who are job hunting needed more advice on finding a job, as opposed to the advice a mentor could give to someone in a stable working position.
- Discussion about having mentors who are not OLA members
 - Consider allowing non-OLA members to serve as mentors; some may have a lot to offer but if there's a philosophical reason for not being part of OLA.
 - Would this help them become members?
 - This is an option for dues-paying members, so if we let non-members in, would there be resentment?
 - This is a value-added service for membership
 - Possibility for dues waiving while in the program? File a financial waiver?
 - We currently have enough mentors, some who have yet to be paired up with mentees
 - Being an OLA member as a mentor is a good message, vs mentor who isn't, showing that it's not important or valuable
 - This creates one more benefit of being a member
 - Michele with opposing position: allowing non-members to mentor. If someone wants to help, we should honor that. Quality control of mentors; wouldn't be impacted by member/non-member if they are a professional librarian. Calling on non-members for help, they feel needed, that might be the thing that brings them in to the organization. We don't want to alienate them.

- Isaac: currently we have a surfeit of mentors, what if mentees are allowed to be non-members? This could then overwhelm the mentee pool.
 - Penny: stick with value-added aspect for now; inclusiveness is important, but we need to show that membership has its perks and is meaningful
 - Annual conference idea: mentors/mentees get in free? Dangerous precedent and we need that conference revenue, so no. This program will get honored during the conference's business lunch.
- At the end of the mentor pilot program a representative from SSD will be joining the team
- The team launched an online forum for mentor program, hosted on MemberClicks but there is a privacy concern; forum now hosted in a Google Group.
 - Remind other OLA units that forums are available

Membership update: Emily Papagni

- Membership engagement idea for annual conference: BINGO game to generate conversation and connection (April Witteveen volunteers to be BINGO technical advisor and will work with Emily/membership committee)
 - Develop game card and decide on prizes
- Big box of photographs from the state library-- lots of OASL folks, Emily put up a display of "name the librarian" at OASL conference. Now, what to do with photos? Post on social media? Probably not a great idea..
 - MaryKay: OSL will take the photos back, evaluate their provenance and go from there.
- Courtney Terry: editing video testimonials promoting the value of OLA membership.
- Idea to start a New Librarians Round Table; this has been brought to membership committee a few times. Process for creating a new RT has changed, so how to proceed with this request?
 - Request in with Buzzy for assistance

Nominating Committee: Michele Burke

- Two positions in open recruitment: President Elect and Secretary.
- Updating the website to reflect openings
- Feel free to direct questions or nomination possibilities to Michele
- Emily: document of folks already asked and whether they are interested in running again, etc.
- Tradition, not requirement, to alternate President between public and academic librarian. There are other types of librarians in OLA and of course we'd be open to candidates that reflect different positions.

Archives/retention: Michele Burke

- Letters sent to division chairs informing about archive
 - Time to review, weed, and maintain divisions' archive

- Forming an Archives Committee: Michael Grutchfield would chair Archive committee; Jessica Rondema @ OSL is the contact on that end. Let them know if you need work time in the archive.
- What about archiving electronic material--
 - Michael: digital retention would be the work of a whole new task force
 - Mark: need some best practices ASAP to make transition to long term strategy easier
- Penny: next steps-- finding archival experts to advise OLA on best practices. Michael can get started here and will put out a call for more help if he needs it. Michele can assist in streamlining processes
- Emily: Membership Committee may be willing to assist in finding volunteers. Also mentions the value of the archive: lack of documentation from former iterations of the membership committee.
- Michele: get this archival work into the yearly duties of our groups

Intellectual Freedom Committee: Garnetta Wilker

- Letter to members of Congress from Maryland Library Association regarding NSA/FBI surveillance and privacy of library records, etc. IFC working on sessions for conference about managing privacy:
<http://www.olaweb.org/assets/BoardMeetings/2013December/mla%20surveillance%20concerns%20-%20ifap%20%20leg.%20panel%20-%20final.pdf>
- Does OLA want to sign this letter, have further discussion, etc?
 - Candice W: it would be a strong statement for OLA to sign the letter
 - Are there reasons NOT to sign? No one can think of anything.
 - Valery: seems to line up with librarian values.
 - Mark: do these kinds of statements have the power we'd hope for?
- Isaac Gilman moves that OLA signs the Maryland letter to Congress
- Suzanne Sager seconds.
- Motion passes unanimously

2013 Conference update: BJ Toewe

- Committee met 10/21, reviewing registration form in January, post registration form very shortly thereafter with session info.
 - Up to 4/2 for early bird registration, full rate 2 weeks prior to conference
- Registration fees went up slightly in alignment with desires of the board; lunches are included with cost
- \$30 charge for a table in the lobby passed on to each division to pay
- Technology committee is asking board members to bring any possible equipment; Salem Conference Center only provides Wi-Fi, podiums, and head tables
- \$1200 technology line item in budget; purchase 9 power strips for all conference use over years
- Christopher Rumbaugh at the Salem Library is a contact if you can bring equipment; BJ will also send this info out to the board

- 6 preconferences lined up, 54 regular sessions; those who didn't get accepted were approached to do poster sessions
- Print program: survey for attendees to see if print programs continue after 2014
- Room for 40 exhibitors, but need to provide room for showcase and division tables
 - Exhibitor insert in program
- 2 year contract with PedCo for decorating
- Menu is in process
- Josh Hanagarne, "World's Strongest Librarian" for banquet speaker; open this up to the public to join? Sounds good, but we just need to remember space considerations
- Norma Blake keynote-- canceled due to family illness. Will proceed with her speaking partner on her own.
- Twitter account will be running for the conference
- Program draft due 1/1; registration information and meal costs set; Final changes 3/1
- Michele: vendor overflow issue can get addressed with information from previous years in Salem
 - Let divisions/groups know ASAP about needing to pay for their table which has been free in the past.

2016 Conference planning: Michele Burke

- Considering Bend for 2016; 2017 in PDX
- More expensive in 2016 as the economy has recovered in Bend. Michele will crunch numbers and get back to the board.
- Also working to identify venues in Portland

Open Forum

None

Unit reports

CSD: Kori Buerkle

- Working on a strategic plan, starting in February.
- Looking forward to Mock Geisel Award (for early readers.)
- January will be the Mock Caldecott:

https://ola.memberclicks.net/index.php?option=com_mc&view=mc&mcid=form_154122

OYAN: Mark Richardson

- Had fall training and meeting in October that focused on STEAM programming.
- Voting right now on Book Rave titles.
- Mock Printz workshop in January at MCL.
- Conference plans all set!

Library Instruction Round Table: Michele Burke

- Working with ILAGO on information literacy summit this spring.

ILAGO: Candice Watkins

- Not officially affiliated with OLA, but in partnership with LIRT; fall meeting in October was well- attended.
- Information on upcoming summit posted to Libs-OR in new year

OASL: Nancy Sullivan

- Thanks for reimbursement process for school library staff to attend OLA meetings and attention to OSLIS in OSL transformation project
- Great 2013 conference with very high attendance
 - Issue with finding a chair to organize next year's conference; a joint conference might not be possible; schedule in line with OLA conference? explore an un-conference format, etc.
- Committee working on levels of service: how do we advocate for school libraries and school librarians? The point still doesn't seem to hit home despite a variety of reports, laws, etc.
- OASL exec meeting in January; might need to gather in December in order to figure out conference situation and get the advocacy plan going.
- Michele's comment: how do we get people revved up and organized to advocate-- thanks to Nancy for attending to this point.
- Connie Hull Foundation gave some money to make an advocacy video; Candice is working on some audio clips from community members about how libraries have affected them. Collaborating with community radio to create a podcast-type listening experience. Finished project ready in the spring.
- Michele: strategically target folks to share their library love (school board members..)
- Candice W: could ILAGO work with OASL to further the message of needing school librarians

Next meeting is in Newberg.

Meeting adjourned @ 2:45