

OLA Board Meeting

June 5, 2015

10:00 a.m.

Deschutes County Library Administration, Bend, OR

Attendees: Candice Watkins; Stephanie Debner; Steve Silver; Heather McNeil; Elsa Loftis; Jane Corry; Sara Q. Thompson; Buzzy Nielsen; Stephanie Thomas; Garnetta Wilker

Via GoToMeeting: Hannah Gascho Rempel; Valery King; Mo Cole; Shirley Roberts; Suzanne Sager; Dotty Ormes; Penny Hummel; MaryKay Dahlgreen

Housekeeping

Introductions

Changes to Agenda

- Brief discussion of time capsule to be added later in the meeting.

Approval of April Minutes: Stephanie Debner

- Jane Corry moves to accept the minutes as presented to the board.
- Stephanie Debner seconds.
- Motion passes.

Productive, Invigorating Board Meetings: Candice Watkins / All (discussion)

Best Practices for Blended Meetings: Hannah Gascho Rempel

- Introduction: looking at ways to improve productivity of board meetings, especially in an online or hybrid environment
- Jane brought up the item of “write an anticipated action item for each agenda item” – this would be a good move.
- Jane suggested that it was worth discussing: unit reports delivered as written document, rather than delivered orally. Candice suggested that all units could submit a written report, whether or not they could attend; attendees could highlight particular items if they wish. Sara said that this would help the Communications committee, to know what all the units are doing.
- Steve suggested that doing all the reading in preparation of the meeting could require some culture shift.
- Idea: template for the unit reports. Shirley suggested that this could be a form in Memberclicks and then there would be options for downloading/posting it. Stephanie Thomas mentioned that Google Docs has presented problems for OASL, resulting in lots of member confusion and technological barriers for participants. Should we play around with the template for unit reports before the retreat, so we can introduce it to the new board? It was agreed that this was a good idea. The board made suggestions for questions on the form: unit name; space for updates; items to bring to board for discussion. Procedure: When president sends out call for agenda items, also call for unit

reports (call for agenda items occurs a month before the board meeting; the deadline is two weeks ahead of the meeting). Shirley will prepare the template form in Memberclicks, and Jane will introduce it at the retreat. Hannah will update the suggested best practices to include the unit report templates.

- Item about a shared Google doc for meeting, as a kind of whiteboard space. Would this dovetail with the Secretary taking meeting notes? It would be a separate document / process, since the purpose of each document would be different.
- Item that mentions equipment: Candice would like to see us acquire the necessary pieces of equipment before Jane starts her term as president.
- Proposed change to the by-laws: changing the ALA Rep title to Virtual Meeting Coordinator. Buzzy suggested that we wait to make this change until we have more changes to the by-laws to bring to the membership.
- Candice: let's polish up this document, and bring it back to the board for the next meeting.

Nominating Committee: Penny Hummel

- Slate of officers elected: Congratulations go to Elsa Loftis (VP/President-Elect); Fawn McGee (Secretary); Stephanie Lind (Treasurer)
- Penny mentioned that an improvement this year was creating the job descriptions for each board member position. Each subsequent nominating committee can revise these descriptions as necessary. Jane mentioned that the description was helpful in bringing in for the levels of approval that she needed to run.
- Elsa asked if there was a similar description for the Conference Committee chair. Steve said that the conference handbook has job descriptions for all committee positions, though the chair description is slight.
- Penny suggested that having job descriptions for all of the major positions within the organization would be a good goal to pursue.

Communications Committee Changes: Sara Q. Thompson

- Sara brought up a document/slides to facilitate this discussion. (These are to be posted on the OLA website.)
- Background: In 2012, the Communications Committee was only responsible for the Hotline and the OLA Quarterly. In 2015, the committee is involved in more: social media; survey; conference; Hotline; OLA Quarterly.
- One of findings that came out of the survey is that members are not aware of a lot that is available to them for avenues of information. For example, of respondents, 40% have been members for 5 years or less (so unaware of history and culture). Buzzy pointed out that there's a similar problem with the board, because of how it is structured.
- Recommendation 1: MailChimp. It has a free level that accommodates up to 2,000 email subscribers. Email/marketing management system that captures data about how members use the emails. We could use it for sending out the Hotline. But – one of items that came up in survey was the content of the Hotline, so having current, interesting content also needs to be addressed.

- Recommendation 2: Google Apps for Nonprofits. This would help us to create more of a history of communications for the organization, e.g. create emails for specific positions, then pass along the email address/login as board members change. How many different accounts would we need? How would this be managed?
- Recommendation 3: Cloud storage for collaboration (conferences, committees, round tables, etc.). So far, we've relied on people's personal accounts (e.g., DropBox, OneDrive, etc.). Issues with trying to get everyone on a common platform.
- Seed for thought: the website. Memberclicks is very important for all the behind the scenes stuff (intranet), but what about our presence to the rest of the world? Sara would love to see a day-long retreat or face-to-face meeting to sort this out. The communications committee would love to participate, but can't take this on; it needs to be a larger group with a variety of voices.
- OLA as a toolbox. Individuals use different tools out of the toolbox, so we all have different experiences of OLA. What tools do we have? What's missing?
- Sara looked at lots of state library organization websites for a snapshot of what their toolboxes look like in comparison to ours. Sara passed out a spreadsheet of her findings for the board to consider.
- Decisions to make or tests to run:
 - MailChimp: Use MailChimp for the Hotline in a 3-month test run? How to get steady, interesting content?
 - Google Apps: Move forward?
 - Cloud storage: Which option? How would we set up/manage this?
- Next steps: bring this information to the units for discussion; also bring to the August retreat.
- Hannah suggested that we could do a test of MailChimp now, as we have almost a 3-month window before the retreat. We'd then have some data about whether this is worth pursuing further. The survey indicated that 80% of people wanted to get information via email, so moving away from PDF format of Hotline to an email-based format like MailChimp could help improve readership.
- Question: should the communications committee be bigger? Candice suggested that MLS students would be a good fit. Jane also mentioned that she hears from people a lot that they want to be involved, but don't know how. Sara suggested that more explicit information be available for volunteer commitments/committees, e.g. description, travel requirements, time commitment. Penny suggested that the scope of work for the Communications committee be clearly defined, so they don't end up tasked with all communications for the organization.
- Regarding the website, Mo suggested a large group for a short, defined period of time, like a task force. Shirley mentioned that it has been about six years since there has been a review of the website and updates/additions, etc. She also mentioned that Memberclicks is releasing a new platform, but they haven't announced the migration possibilities to current users.

- The board will continue this discussion at the retreat with more of an action focus. Candice asked if it was possible to do the MailChimp trial in the interim; Sara confirmed that it was.
- Stephanie Thomas asked if the committee would want to add new members before the retreat. Sara said that the committee needs to look at its charge and what roles are needed, but would not turn people away while they figure that out.
- Jane suggested that the various units/divisions could have a person on the communications committee, or some sort of liaison.

Advocacy Taskforce: Candice Watkins

- Goal: to find ways to embed advocacy into board culture, rather than it be in a separate committee.
- Changes made: change in the Library Development and Legislative Committee charter to include more advocacy in their charge.
- Full recommendations are in document available on the OLA website.
 - Main item: embed advocacy more in each unit's annual planning and reporting (see modified annual report for all OLA units). Stephanie Debner thought this is a great idea, as it provides structure for including advocacy or highlighting advocacy as something that units are already doing, but maybe not calling it that; Steve said that including advocacy makes mission statements actionable; Heather suggested providing some concrete examples would be helpful. Idea: to introduce it at the retreat this year for the planning end. Garnetta suggested that it be introduced as optional for the first year, for a soft sell.
 - Heather McNeil moves that the board adopt the revised annual report, for optional use this year, with the expectation that it would be required in the future.
 - Stephanie Thomas seconds.
 - The motion passes.

State Librarian's Report: MaryKay Dahlgreen

- The legislative session has been busy, and MaryKay has been working closely with the legislative committee and Nan on the budget bill and the bill that restructures the State Library.
- The budget bill has passed the House and Senate: provide funding for Answerland position; fund shift for the Talking Book & Braille program; Ready to Read funding the same as the previous biennium; Reading for Success bill is stalled.
- State Library reorg bill 3523 has passed the House and Senate. Restructuring of the board; State Librarian be appointed by the Governor, rather than by the Board; changes to Government Services. State Librarian position now in line with heads of other state agencies.
- Answerland will be moving to the State Library on July 1; will be on maintenance mode for the summer. Darci Hanning is working on the RFP for the new platform. Answerland will be back to full strength by the end of September.

- Darci is also working with the remainder of the Plinkit libraries to move them to another platform option. The State Library has changed focus from supporting those websites to the Edge initiative, which focuses on technology planning.
- Library and Technology Services area – two year contract with Learning Express; add on Career Accelerator. This will go to the Board this summer for approval.
- Hiatus for competitive LSTA grants, while they restructure the process of how to apply (from a two-stage to one-stage process, which will be shorter from start to finish). Buzzy raised a question about the proposed timeline, since most institutions are on a July-to-June fiscal year, that it would make it hard to do budget planning.
- MaryKay attended the ILAGO Summit in May.
- Willamette Valley Genealogical Society has moved to the Salem Public Library.
- The next State Library Board meeting on June 19 at the Beaverton City Library.
- She will be attending the Western Council of State Libraries meeting in Bismarck, ND next week.
- Heather asked if there should be any advocacy for 2479, the Reading for Success bill? At this point, no, because there's nowhere to direct anything. When there are opportunities, Janet Webster or Abigail Elder will be send out information.

Lunch

Scholarship Taskforce: Candice Watkins

- Candice recapped the charge of the Scholarship Taskforce and talked the Board through the OLA Leads planning document. The idea is that the structure for it is already embedded within OLA (e.g. HAS committee, Leadership committee). There is a recommendation to add an OLA Leads coordinator to the OLA Board as the glue to the OLA Leads program.
- Sustainable funding. OLA currently has almost \$25,000 available for scholarships. Gary Sharp brought up the idea of investing the money in a fund available through the Oregon Community Foundation; we could withdraw returns on the fund annually (payout tends to be around 4%; if fund makes more than 4%, money is rolled into principal). In addition to this, the OLA Leads coordinator and others would develop a suite of fundraising ideas.
- Pilot funding: there's a possible donor who may provide some seed funding. We should know about this by the retreat.
- Regardless of getting the pilot program moving or not, Candice suggested that we should invest the \$25,000 and get the OLA Leads coordinator on board.
- Valery suggested that if we want to move forward with investing the money, then the Finance and Investment committee could investigate all investment options. Candice agreed this is a good idea, so the Finance and Investment Committee will report back at the late August meeting. By that time, we will know more about the seed money as well and will be ready to get an OLA Leads coordinator in place.

Open Forum: OLA Membership

- Nothing.

OLA Summer Retreat: Jane Corry

- The retreat will take place on Monday, August 3, and Tuesday, August 4 at the Silver Falls Conference Center.
- Elsa is charge of all arrangements.
- Jane suggested that logistics be handled through Memberclicks, rather than email. Shirley said that this sounded like a great idea, and she would need to know what data they want to collect. Jane, Elsa, and Shirley will coordinate on this.
- Jane anticipates sending out the invitation letter in mid- to late-June. Valery noted that if the invitation goes out much beyond June 17, people may be off at ALA and not be able to respond promptly.
- Shirley suggested that we confirm the level of Internet access beforehand. Stephanie Thomas mentioned that OASL has traditionally vetted the Internet access at their meeting, which occurs at Silver Falls prior to the retreat.
- Steve suggested that unit heads review the Conference 101 documentation at the retreat, so they know what is expected of them in relation to the conference.

OLA Finance/Investment Committee: Valery King

- Valery raised a question about committee composition, since the Finance/Investment committee has a few people rotating off the board. Buzzy said that committees have more freedom about when to rotate their members. Jane said that committee would solicit members and then present to the board for approval, so Valery can start getting suggestions together at any time.
- The OLA reserve fund (untouched in the six years that Shirley has been the association manager) has gained about \$9,000 in the past five months, since being invested with LPL. OASL fund has CDs that are starting to mature; note: OASL does pull funds out of this, so they need to be invested in something that is a little more liquid.
- There is a pot of money in Bank of America, and a pot of money in Wells Fargo, as well as what we have with LPL. Shirley wanted to diversify, so not all of our investments are with one place. She approached Wells Fargo for further conversation in January; she still has not heard back from them. She would like to look at other investment firm options. As we approach one year in working with LPL, it may be possible to take a portion of our growth for the year to invest in the scholarship fund.

Treasurer's Report: Valery King

- The balance sheet indicates a pretty health bottom line.
- Her main concern is the membership; we're only at 81% of budgeted for the year.
- The conference income was a lot higher than expected: 119% of budgeted amount.
- Shirley noted that balance sheet is current as of April 30 and that there are four months left in the fiscal year to make up the membership numbers. She noted that there are a lot of renewals in July and August. We're actually ahead of where we were last year for membership.

OLA Staff Report: Shirley Roberts

- OLA Association Manager's report is posted on the website and is included in the binder for the June meeting.
- Buzzy asked if OASL members would now be paying the same as OLA members. Shirley said yes. Would they also be paying an affiliation fee? No. Candice asked how the OASL membership numbers had held. Stephanie Thomas said that it wasn't as cut-and-dried a comparison as she'd like; the one-day conference hurt a bit, as a lot of people have been used to rolling their membership dues into conference registration. She anticipates membership growing as positions are back.

OLA Conference 2015: Steve Silver

- Two documents were posted to the website: the full conference report (26 pages), and the executive summary. For complete notes about the conference, please see these documents.
- They're still pulling in the last few pieces of budget items.
- In all, there were 520 registrations. There were many more people than anticipated!
- There was a healthy jump in the net profit. Increased registrations helped, as did conservative budgeting for vendor income (but vendor committee did a great job!). They had to add additional blocks of rooms twice, which made the Hilton happy.
- New feature: creative/crafts tables. Mixed results on evaluations. It was a good idea for the conference theme, but may not fit in the future. Costs are involved: loss of vendor space (indirect cost); have to pay conference for space (direct cost).
- Pilot project: virtual sessions. The technology concerns are significant and somewhat costly to address. We rented a top-of-the-line package from the hotel; the day of, it wasn't working, so we got bumped down to the next tier of technology support. It bears future investigation, but there is still a ways to go on making this a viable option.
- Appropriate conduct policy implemented; Sara mentioned that there was positive feedback on Twitter, that people were glad that OLA had adopted a policy.
- Possible data project: trend analysis of conference feedback over the years?
- Complaints: about the facilities (mostly for conference rooms not being big enough; weird service corridor entrance; not enough sound-proofing with movable walls).
- Having Shirley Roberts on the conference committee was a huge asset, and will continue to be an asset for future committees. Steve wanted to make sure that this was reflected in the meeting minutes.
- Recommendation to continue acquiring projectors that can be used by OLA and all units. A question is where they would be stored. MaryKay offered that the State Library could house the projectors. Sara suggested that we designate 3-4 locations around the state, where meetings typically occur, to facilitate their use. Candice suggested revisiting this topic at the August board meeting (where to store, and a plan for purchasing more). Note: Valery mentioned that there is a \$3,000 budget line for technology.
- For future site contract negotiations, there needs to be an arrangement for a room for nursing mothers.

- Discussion about getting more OASL member participation in the OLA conference. Heather suggested that OYAN, CSD, and OASL could work together to create programming that would attract OASL members.
- Candice suggested that maybe this needs a concerted effort guided by a task force in the near future. This task force would be about integrating learning opportunities among OLA and the various divisions.
 - Stephanie Thomas moves that we create this task force.
 - Jane Corry seconds.
 - The motion passes.

Conference Program Sponsorship: Hannah Gascho Rempel

- Discussion on the ACRL board about the current process for having to have a sponsor prior to submitting program – it can seem exclusionary or mysterious, especially to newer members. What about an open call for programs that can be sent out to divisions after the proposals have been submitted?
- Is there anything in the rules that dictates how we do this? Buzzy said no.
- Sara suggested a change in wording, from sponsorships to “who is this program aimed at?” (audience)

Leadership Taskforce: Candice Watkins

- Candice gave an update (document available on the OLA website).
- Elaine Hirsch is the new chair of the Leadership Committee.

OLA PR and TV Show “The Librarians”: Mo Cole

- Mo is in touch with one of the producers. She got together with Multnomah County Library marketing people. Mo has some giant OLA library cards; idea to get a cast member to hold it with their name on it. Also use it around the state with local celebrities? Legislators? Others?

Time Capsule: Candice Watkins

- Committee is meeting on June 10 to continue their work.
- They would like to post a video and pictures with items from the capsule online. Options: WordPress site (easiest)? Or MemberClicks? OLA does have a YouTube channel, so this might be an option. Sara will talk to Michele Burke about the options.
- Materials from time capsule: what to do with them now? Continue to display it somewhere? Return to the State Library? The board decided that the physical contents can go back to State Library.

Unit Reports

Northwest Central (Elsa Loftis)

- Conference materials are all up on the site.

Parliamentarian (Buzzy Nielsen)

- Chapter award procedures have been moved into the by-laws for each chapter, rather than having separate sections.

OASL (Stephanie Thomas)

- The fall conference has a theme of “2020 Vision” and will take place on October 9-10 in Coos Bay. The conference website is up and registration is open.
- Happy to have OASL winners for awards at OLA this year.
- Adding back teacher-librarians at Beaverton and other school districts. There are so many positions opening up that they may not have enough certified teacher-librarians. Looking at starting two cohorts to try to fast-track teachers through their librarian certifications to help with this issue.
- It was asked if schools do national searches for these positions; Stephanie said she could bring this idea forward to her contacts.
- Working with ODE on tech set trainings; giving recognition to the fact that teacher-librarians should be the leads on this.

Intellectual Freedom (Garnetta Wilker)

- Two very successful sessions at the OLA conference: teaching online privacy to your patrons (standing room only), and technology of privacy.
- They just completed their inaugural year of their Tuesday Topics conversation project. The list of topics is on the OLA website.
- Two K-12 book challenges this year: *Persepolis* at Illinois Valley High School (southern Oregon); *The Handmaid's Tale* at the Albany School District (being used in an AP English class; students were offered an alternate reading). Intellectual Freedom Committee, ALA National, and ACLU provided letters of support in the Albany case.
- Patriot Act update: good partnership with Senator Wyden's office; Freedom Act did pass the Senate.

CSD (Heather McNeil)

- Fall workshop is coming up. It will be to plan summer reading; the spring workshop will focus on continuing education.
- Mock award: This year, they will be doing a mock Pura Belpré award.
- Early literacy calendar underway, as well as the updates to the Children's Services Guidelines.
- Elections are next week; they have two candidates for chair-elect.

VP updates (Jane Corry)

- She's supposed to appoint a member-at-large. It was suggested that this person be selected to increase diversity on the board. Buzzy suggested that finding someone from Eastern Oregon would be a good idea. Please send any ideas to Jane.

DIGOR (Dottie Ormes)

- Two great programs at the conference – financial literacy and services for immigrants and migrant workers.
- Valery King will be their new chair in the fall.
- Fall meeting at Washington County Law Library? Details to come.

ACRL (Hannah Gascho Rempel)

- Elections are done: Stephanie Debner elected as Vice-President/President-Elect.
- Web usage is up 300%, thanks to improvements to website and increased content on blog, as well as a post about how to get blog posts sent to members' emails. For communication channels, they have elected to go with Twitter for social media.
- Sponsorship for two librarians to go to OASL fall conference.

PLD (Mo Cole)

- Continuing work on their standards. Added an ethics statement.
- Working on creating a policy dumping-ground for libraries around the state.
- Bring in a fundraising expert this fall for a free workshop for library directors, friends groups, boards, etc. Opening it up to libraries in Washington state, too.
- PLD will be doing a pre-conference for OLA next year to try to make some money to offset the costs of this fundraising workshop.
- Incoming chair: Kevin Barclay. Upcoming elections for other positions; by August, will have these new positions in place.

ALA Council (Suzanne Sager)

- She will attend ALA and report at the retreat.

Outreach Round Table (Annie Lewis, by email)

- The Outreach Round Table held a workshop at the Tualatin Public Library on May 9th. The meeting was attended by 22 librarians and library staff from across the state and included resource sharing, presentations about outreach services going on in Oregon and plenty of networking.
- The ORT is currently accepting nominations for a vice-chairperson for the 2015-2016 year.
- Maria Aguilar from Cornelius Public Library will become the chair of the ORT in September.

Social Responsibilities Round Table (Candise Branum, by email)

- Candise is looking for volunteers to help with the diversity toolkit project discussed at the February board meeting.

Meeting adjourned at 2:37 p.m.