

OLA Board Meeting

October 3, 2014

10:00 am

Portland Community College, Southeast Campus

Attendees: Candice Watkins; Penny Hummel; Stephanie Debner; Jane Corry; Sue Ludington; Shirley Roberts; Roberta Richards; Gina Bacon (for Elsa Loftis); Stephanie Thomas; Suzanne Sager; Valery King; Sonja Somerville; Mo Cole; Heather McNeil; MaryKay Dahlgreen

Via GoToMeeting: Janet Webster; Sara Thompson; Marci Merola; Jennifer Maurer; Steve Silver; Buzzy Nielsen; Hannah Gascho Rempel

Housekeeping

Introductions

Changes to Agenda

None

Approval of August Minutes: Stephanie Debner

- Mo Cole moves to accept the minutes as presented to the board.
- Jane Corry seconds.
- Motion passes.

Early Literacy Coalition: Jane Corry

- Lobbyist for SMART asked OLA's lobbyist about joining coalition of NPOs for early literacy, called the Early Literacy Success Alliance, formed of organizations outside of education. Jane has started attending these meetings.
- Recent meeting with OEIB.
- Hoped-for outcome: that participants in the coalition will be able to work with OEIB and legislators on early literacy issues.

CritConvo: First in series – Advocacy: Candice Watkins and Marci Merola, ALA Office of Advocacy

- Marci gave a short presentation about advocacy, accompanied by a PowerPoint, which Shirley will post to the website after the meeting.
- Definition of advocacy: turning (passive) support into (educated) action, vs. Public Awareness vs. Lobbying. Public awareness is the foundation, upon which advocacy builds and capped off with lobbying (pyramid structure).
- Library service vs. Value of Libraries (users vs. supporters). We're good at talking about the former, less so about articulating the latter.
- ALA's three new strategic direction: advocacy, information policy, professional development; hoping that by spring, they will have enough feedback from members to

have a working strategic plan to take forward (through virtual forums and chapter/affiliate forums). ALA is posing visioning questions to members.

- New way of thinking of advocacy: Advocacy Continuum, which involves laying the groundwork, turning support into action, advocating for specific goals, and responding to opportunities and threats. This continuum is envisioned as an iterative cycle.
- Some items are still in draft form, e.g. program portfolio (specific initiatives listed under each part of the advocacy continuum). Focus on being more strategic, creating buy-in, communicating effectively.

Advocacy Taskforce: Candice Watkins

- Taskforce has been reconvened, with some new members added. Current members are Korie Buerkle, Jane Corry, Arlene Weible, Jeana McClure, John Schoppert, Lori Wamsley, Michele Burke, and Candice Watkins.
- Progress last year: define advocacy, assemble some useful resources. Other goals need to be honed a little more before progress can occur.
- \$1000 proposed on 2014-15 budget for the taskforce; first meeting on October 15.
- Janet noted that the advocacy resources are hard to locate. She suggested that the taskforce reconsider where the resources are located and how they are being promoted, with the goal of promoting their visibility. Suggested that we link to what ALA is doing with advocacy, and to what we are doing with school libraries.
- Possibility of adopting the program portfolio and adding initiatives in Oregon.

OLA Retreat – recap priorities: Candice Watkins

- The retreat priorities document is available for everyone; it includes the goals for each area, as well as updates.
- Communication committee met recently. They will be sending out a survey in early November to both members and non-members.
- Question to board: Can they offer an incentive for people to complete survey? Ideas: drawing for an OLA membership or conference registration. Issue: government employees cannot accept any gift larger than \$50. Suggestion: to offer a discount, rather than a free registration or membership, e.g. \$49.99 to be applied as winner wishes.
- Valery King moves to accept that we offer a discount on membership or conference registration for filling out the survey.
- Heather McNeil seconds.
- Motion passes.
- Candise Branum is now officially the chair of SRRT.
- Next CritConvo scheduled for December 5. The guest presenter will be Emily Drabinski, who is the Coordinator for Instruction at the Long Island University Brooklyn (and also a LJ Mover & Shaker in 2014). She is a library leader in writing and presenting about topics of institutional oppression. Given all the talk in OLA over the past year about diversity issues, having her critical insight into these issues and how they relate to the library profession will be helpful and timely and hopefully spur some critical discussion.

OLA Finance/Investment Committee: Valery King

- Valery has responses from three people to serve on this committee: Liisa Sjoblom, Diedre Conkling, and Lori Wamsley.
- There are still openings from one or two more. Committee is hoping that an additional person would be from the Executive Board.
- They will try to keep meetings online, for ease of attendance.
- Next step: contact Stuart Levy, treasurer from OASL, as a possible addition.
- Shirley has approached an independent investment broker with OLA's investment policy and financial documents. OASL has an endowment for which the principal cannot be touched; so this needs to be looked at as well. The broker has created a proposal based on the information that Shirley brought him. She noted that using the broker would involve a fee.
- Investment Committee needs to approve the proposal from the consultant and decide on how to proceed.
- Proposal will then need to come to the Board.
- As a way to get things moving sooner on this, Mo suggested that we solicit members from the other division boards.
- Additional members recruited will likely be for a two-year term.

Treasurer's Report: Valery King

- August 30 is the fiscal year end.
- Over \$28,000 carried over in general OLA fund, so overall OLA is healthy financially.
- Lower membership for the year, but balanced by good conference returns.
- Overall membership down about 5%. Shirley looking at where we're losing membership: school librarians? Public librarians?
- Something to consider for future conferences: moving OLA conference dates to Friday/Saturday to encourage school librarians to attend; in the meantime, perhaps look at program scheduling to concentrate offerings likely to be interesting to school librarians on one day. Also, this year, there will be some virtual offerings, so that might be an area to develop.

2014-15 Budget: Shirley Roberts and Valery King

- Changes: intent to have \$1000 in the Advocacy line; \$1000 in the Leadership initiative line. Some of this money coming out of Technology line, and some called up from reserves.
- Candice suggested that we could even reduce the Technology line to \$3000 and still have a good cushion for those costs.
- Shirley suggested that we look at using technology funding for equipment to facilitate board meetings, to make attendance online a better experience.
- Other than these items, the budget stands as presented at the August meeting. Reminder: that the budget can be amended by vote of the Board.

- Shirley noted that she received the budget from the Conference committee; it was lower than anticipated, so budget currently showing a \$20,000 draw on equity. This is common for the conference, before the receipts are in, and we haven't actually had to draw on equity for the past several years.
- Jane Corry moves to accept the proposed 2014-15 budget.
- Stephanie Thomas seconds.
- Motion passes.

OLA Staff Report: Shirley Roberts

- Finalized fiscal year end.
- Now it's time to do updating: look at membership forms for OASL, both paper form and on the web; finish report to ALA; create an exit survey for non-renewing members; lots of other odds and ends. Shirley has a full agenda of items that she is working on.

Library Development and Legislation Committee: Janet Webster

- Meeting on September 17.
- Met with Advocacy Taskforce in spring: recommendations to make resources more visible; idea to get more information on the OLA calendar, so members would be aware of advocacy opportunities
- Legislative session starting in January. No legislation currently planned.
- Legislative taskforce supposed to be convened to look at what going on with the State Library, but that appears to have faded.
- Working on conference proposals, including working with EveryLibrary on a session and co-sponsoring a session with the Legal Reference Round Table.
- Legislative Day will happen in the spring (April?); the committee will be promoting it as we get closer to the time.
- Asked if funding was available to help with some upcoming committee needs, especially related to the conference. Funding possibly through the Advocacy Taskforce?
- In the past, the committee has done a report on the value of publicly-funded libraries. They will wait to do this until after the election.
- Abigail has brought up the issue of e-government. Will work on polling public library leaders about this.
- Net Neutrality policy. Sue Ludington is crafting a press release and information pieces to help people explain the value of net neutrality to supporters. The Intellectual Freedom committee is working with Senator Wyden's office to coordinate timing of communicating to the community and next steps. Note: Sue noted that signs pointing to a decision being made by the end of the year.
- They moved the advocacy resources so they are more visible and accessible. The web address is: <http://www.olaweb.org/ola-advocacy-resources>.

Lunch

Open forum: OLA Membership

Nothing

School Library Video – how can we help?: Stephanie Thomas

- OASL wanted to create a piece of advocacy that could go viral.
- Asking that OLA members look for areas in our lives where we can promote the video, e.g., school board meetings. Key audience is parent organizations.
- Message is twofold: (1) staff school libraries with licensed teacher librarians and (2) create well-funded programs as a whole.
- This is Round 1. In the future, the idea is to get students involved, in a more documentary/interview format.
- Is there a strategy to get this out? OASL is working on that plan now, to identify and get to key audiences.
- Will be available soon in a publicly available, easily sharable format.
- They have also created a list of talking points to accompany the video.
- Sonja suggested outreach/partnership with OYAN membership, to engage their teen councils with this effort.

OLA 2015 Conference: Steve Silver

- Planning is moving forward nicely.
- The keynote speaker is David Krakauer, who will be speaking about community, collaboration, and creativity. He is the director of the Wisconsin Institute for Discovery (WID) at the University of Wisconsin. The WID harnesses a transdisciplinary approach, drawing on the sciences, mathematics, behavior sciences, genetics, computation and the humanities to collaboratively work on existing challenges and to find innovative solutions. Krakauer will discuss how the WID is a magnet for diverse ideas and work, attracting students, faculty, entrepreneurs and others both locally and internationally to work towards inventive directions that are often accompanied by risk and uncertainty. He'll discuss his current work, which includes collaboration with the public and private sectors. His creative perspective and experience mesh well with the outwardly focused and synergetic direction of libraries. He will invite the audience to draw parallels between his work and that of libraries, highlighting the importance of community, collaboration, risk-taking, and creativity.
- The President's Banquet Speaker is Douglas Wolk. He is quirky, accomplished, and really hard-wired into the Portland comics scene, as well as the national literacy criticism scene. The idea was to go with someone from the comics industry as it also parallels similar values to the library profession - collaboration, community, and creativity. He writes about comics and music and has been published widely. He is also the author of two books, one of which won the prestigious Eisner Award and Harvey Award in 2008.
- The program committee has a meeting scheduled later this month to select program presenters.
- The conference website is up.

- Vendors will be contacted soon; concern about vendor competition because of overlap with WLA conference.
- The budget does not represent the profit margin they would have liked, but they budgeted conservatively. The expenses at the Eugene Hilton are higher than some other venues in the recent past; also anticipating lower vendor participation.
- Increase in registration costs are \$5 across the board.
- Due to lower budget projections, this is not the best year to move forward with buying projectors and other equipment to help facilitate lower equipment costs at the venue.
- Plans to open a time capsule at the conference. There is a proposal to create a new time capsule as well. The conference committee is asking that the Board consider and discuss plans for collecting items to be placed in the new time capsule. MaryKay suggested that a sub-committee or taskforce work on this. Shirley suggested that the new time capsule items be suggested after the membership sees the old time capsule opened. Penny suggested that the membership be prepped for this and can suggest ideas at the conference. Heather suggested that the new time capsule be for a 25-year period, so it could commemorate the 100th anniversary of OLA. Candice proposed a 10-member taskforce and asked that Board members go to divisions to ask for volunteers. There will be an update at the next Board meeting.
- Conference committee is running into lots of problems with the venue's contract. Steve asked for someone with previous conference experience, especially with contracts, to be included in future conference committees. Candice noted that Shirley is starting to sit in on conference planning and with the current past president to help with conference planning, to facilitate the continuity of this knowledge/experience over conference committees.
- Penny noted that she is preparing a memo to OLA to accompany the contract that she is negotiating for next year's conference, as a way to provide a document with best practices. Penny will share this document with Shirley.

OLA Conference Rules of Conduct: Candice Watkins and Steve Silver

- This document is being brought to the Board for approval.
- Steve brought it to the Intellectual Freedom committee, and it raised no red flags.
- Mo Cole moves to accept the proposed Statement of Appropriate Conduct at OLA Conferences.
- Suzanne Sager seconds.
- Motion passes.

OLA 2016 Conference: Candice Watkins

- Contract was just finalized. Dates: April 20-22 in Bend; will not conflict with WLA. Information will be posted about the conference.

OLA 2017 Conference: Penny Hummel

- With support from the 2014 conference committee members BJ Toewe and Robin Beerbower, Penny has been working directly with the Salem Conference Center to negotiate the 2017 conference contract. This work is almost finalized.
- We are ahead of WLA for date planning and are working with them to ensure no future conflicts (beyond 2015).
- Penny suggested that the conference committee documents the details, especially right after the conference, to be able to pass along institutional knowledge.

Leadership Training Taskforce: Candice Watkins

- We have a taskforce. The current members are Emily Papagni, Jane Corry, Elaine Hirsch, Pam North, Penny Hummel, and Candice Watkins.
- There are continuing conversations with WLA for possible joint leadership training.
- The major issue is the funding. Many states use IMLS funding for this, but that is not likely for this year.
- It would be nice to have a steppingstone towards this training. According to the facilitators, the development timeline for a program of this scope: one year after funding is secured. Suggested steppingstone: a one-day preconference at the 2015 OLA conference, which will hopefully pay for itself.
- Suggestion from WLA: that people who go to this training are required to do something for the state organization as a follow-up.

OLA Scholarships – new directions: Candice Watkins

- Candice is in the process of forming a taskforce for possible new directions for the scholarship program. Current members: Gary Sharp, Jennifer Snoek-Brown, and Amy Stanforth. Candice is looking for at least one more member to chair it.
- Suggestions: someone from Emporia or Ruth Murray, since she is advising students at PSU. Candice will follow up on this.

State Librarian's Report: MaryKay Dahlgreen

- There is a lot going on at the State Library.
- Notes on Answerland: some big picture rethinking of statewide cooperative reference service. It is fairly expensive (\$8/question) as currently done, funded out of LSTA funds (\$300,000/year). Darci Hanning, State Library, and Kevin Barclay, Deschutes Public Library, talked to library directors: would they be interested in funding it? The upshot: we have been funding the Mercedes-Benz version of this for years. Recommendation that MaryKay is bringing to the State Library board in October: The State Library becomes the home of Answerland in July 2015, because it is a statewide program. That offer of a home comes with funding, but not likely to be able to provide two staff positions; also, the service needs new software. She is proposing that the service be brought down to a more sustainable level, and then engage the library community for feedback on the kind of service they want and what willing to pay for.
- State Library has embarked on strategic planning process.

- The reference room at the State Library is now closed. State agency staff (primary audience) still has same level of access that they have always had to the library. Library will have office hours Monday-Friday 1:00-4:00 to help public patrons; additionally, they will provide access to and assistance with government documents as part of being a federal depository library. The State Library has asked the Willamette Valley Genealogical Society to move out; this will likely be completed in early 2015. WVGS is moving to the Salem Public Library. Board meeting on October 17, looking at LSTA expenditures for 2015 and Answerland proposal.
- For next year, and then alternating years, looking at doing a public library director focus for the children and young adult fall event.
- MaryKay went to National Book Festival at end of August. Every state library has a booth in the Pavilion of the States, and has a stamp or sticker for the kids' activity map of the U.S.

Unit Reports

ILAGO: Candice Watkins

- Fall meeting recently, focusing on accelerated learning for the year
- Doing an environmental scan to determine the partnerships out there
- Communicating with Accelerated Learning committee

OYAN: Sonja Somerville

- Working on decluttering through their transition period
- Starting the Book Raves process
- Getting ready for Fall Workshop on October 24; focus on nonfiction
- Supporting YALSA's Teen Top Ten

Northwest Central: Gina Bacon

- Investigating a new content management system that can best help them support user needs, possibly Wordpress
- Looking at future possibilities for the service
- Gina is working on a mockup for the new site to present to their advisory board
- Possibility of forming a Continuing Education Round Table

DIGOR: Valery King

- Meeting Oct. 10 in Newport
- Discuss scholarship they started last year for someone to go to OLA conference.

Nominations Committee: Penny Hummel

- Will start thinking about next spring's ballot needs and forming a committee.

CSD: Heather McNeil

- Strategic planning session recently. Top priorities: promote joy of reading; provide opportunities for peer collaboration and resource sharing; #3 (missed it)
- Libraries in rural/Southern Oregon: not feeling the love, so CSD looking at ways to support those staff more.
- CSD Board meets October 10 in Bend.
- Next day is CSD Fall Workshop, someone coming to talk about the Early Learning Hubs and kindergarten readiness.
- Mock Siebert workshop has been announced for December 13. Afternoon: Mark Aaronson, Siebert winner, will be speaking in the afternoon.
- StORytime: New campaign launched by the Governor this past week, to promote daily storytime with children. Initiative focused on six geographic locations. This campaign was launched without consultation with or collaboration with libraries. In response, Heather wrote a letter to the Governor, which she distributed to the Board.
- Mock Caldecott on January 10 in Wilsonville.

ALA Chapter Council: Suzanne Sager

- Working on a program for the ALA conference about the future of libraries.
- Started official term on Chapter Relations Committee.

Intellectual Freedom: Roberta Richards

- Met in September.
- Still looking to fill some positions, especially from school libraries.
- Just wrapped up Banned Books Week.
- Focusing on concrete tools for online privacy, and creating a robust resource on their web page; this is included in their proposals for the OLA conference.

OASL: Stephanie Thomas

- Have a president-elect: Robin Rolfe.
- Fall Event: Saturday, October 18. Afternoon sessions and evening event. Event speaker also signed contracts with 8 local schools to do school visits with students.
- Lots of advocacy work going on right now, especially with Beaverton Schools (led by Dawn Prochovnic).
- Quality Education Fair next Sunday. OASL will have a booth there. Event is targeted to parents and very kid-friendly.
- SL3: afternoon school summer slide prevention group. OASL has someone working with them.
- Jen Maurer and Katie Anderson presented at the ODE Learning Teams Conference; talking about State Library programs that involve school libraries.
- Lisa Tegethoff acting as a liaison from ILAGO to work with OASL.
- Oregon School Library Standards Taskforce meeting with ODE soon, as part of the process of trying to get the standards endorsed by ODE. One goal is to tie school library

standards to staffing; another is to have an accurate evaluation process for school librarians.

ACRL: Hannah Gascho Rempel

- Fall conference is October 23-24. Theme is professional identity and technology. They gave seven scholarships in total, including three for paraprofessionals.
- They have a new logo.
- They are working on migrating web content to their Wordpress site.
- They are thinking of doing a member survey, either bouncing off the OLA version or doing their own, maybe later than the OLA survey.

Technology Round Table: Darci Hanning (from notes given to Candice Watkins)

- Organizing occasional meet-ups in Portland and/or Salem..
- Working on creating a technology contact list to work alongside or integrate directly with Marshall Breeding's listing of library websites and catalogs.
- Sponsoring/Co-sponsoring four submitted conference session proposals.
- Investigating what it might look like to provide a hands-on creativity/technology space during the conference.

Meeting Adjourned at 2:42 p.m.