

OLA Executive Board Meeting

March 10, 2006

Newberg Public Library

Attendance

Jane Ahern, Rea Andrew, Robin Beerbower, Aletha Bonebrake, MaryKay Dahlgreen, Steven Engelfried, Camila Gabaldon, Leah Griffith, Carolee Hirsch, Curtis Kiefer, Allen Kopf, Julia Longbrake, Carolyn Rawles-Heiser, Jim Scheppke, Gary Sharp, Barbara Valentine,

1. Housekeeping

The Board reviewed minutes from January 13th. No corrections or additions. Jim Scheppke moved to approve the minutes. Carolyn Rawles-Heiser seconded. Motion passed unanimously.

2. Officer Reports

A. President – Leah Griffith

1. Early Literacy Initiative – Sara Behrman

Sara has been the consultant on the Early Literacy Initiative funded by a Multnomah County Library LSTA Grant. Nine regional meetings attended by representatives from libraries and the early childhood community were held from August to October, 2005. Based on input from these meetings and other information gathering, Sara made recommendations to the Oregon State Library Board of Trustees on December 7, 2005. The first recommendation is to focus the Ready to Read Grant program more narrowly, limiting grants to support public library services that address early literacy and/or the statewide Summer Reading Program. MaryKay Dahlgreen and Jim Scheppke have drafted statutory changes based on these recommendations. If approved, these would specify that Ready to Read grants must be used “to establish, develop or improve public library *early literacy* services for children *ages 0 to 5, and to provide the statewide Summer Reading Program for children ages 0-14*. Along with these changes, the State Library recommends establishing a minimum funding level of \$1,000 for all Ready to Read Grant recipients, along with an increase from the

current level of \$0.85 per child to \$1.00 per child. The Oregon State Library Board will decide if the statutory changes should be approved at their April 5th meeting. The Board discussed the possible impact of these changes. The \$1,000 minimum would especially help small libraries and rural libraries. The focus on early literacy could potentially leverage private and corporate philanthropic dollars. It will be important to determine if the library community will be fully behind the changes. Jim has e-mailed public library directors and will pass along responses. The flexibility of the current Ready to Read program is a strength we would lose, but the grant would be more focused and easier to support politically. The proposed narrower focus would give the State Library the ability to report on the grant at a much more effective level. The total increase of the proposed changes is \$144,000, which would restore the grant to 2002 levels. The reference to the "statewide Summer Reading Program" reflects the State Library's existing support of the statewide program, which includes paying for membership in the Summer Reading Cooperative and manuals for all public libraries. Carolyn Rawles-Heiser moved that OLA supports revisions to the Oregon Revised Statutes regarding Ready to Read grants as prepared by Oregon State Library Staff: focus on early literacy for ages 0-5, focus on the statewide Summer Reading Program, and raising the rate to \$1.00 per child. Rea Andrew seconded. Motion passed with seven votes in favor and two abstentions. Sara also mentioned that there is interest in a statewide early literacy activity book where libraries could share successful programs and ideas around the state. Other recommendations from Sara's report include implementing "a statewide library card (Kids Card) for children under 14 and their parents," creating "an Early Literacy Trainer/Coordinator position at the Oregon State Library," and naming "the Oregon State Library as a mandated partner in joint efforts undertaken" by four other state agencies that work with children and literacy. Some or all of these may be topics for the 2006 OLA retreat in August. A final report from the Early Literacy project will be completed soon.

2. Nominating Committee

Aletha Bonebrake moved that Loretta Rielly be appointed to the Nominating Committee to replace Sarah Beasley, who will be a candidate for President-elect of OLA. Barbara Valentine seconded. Motion passed unanimously.

3. President's Award

Leah presented wording for the proposed president's award: "The president's award is given by the OLA president to an individual or organization that, in the opinion of the current president, is deserving of recognition. It is given at the discretion of the president, and may not be given every year." Carolyn Rawles-Heiser moved that the Board establish a president's award as described, substituting "need" for "may" and that we direct the parliamentarian to re-number the procedure manual. Rea Andrew seconded. Motion passed unanimously.

4. The second annual Wordstock festival will be held on April 21-23 at the Oregon Convention Center in Portland. Leah will put out information about how OLA members can help and also invite OEMA members. Leah may contact L-Net for possible involvement.

5. Contract with Rachel Mendez – Web Master

Leah drafted a contract that puts Rachel on the same time table as other independent contractors working with OLA. Jim Schepcke moved that the Board approve the memorandum of agreement with Rachel Mendez as proposed. Carolyn Rawles-Heiser seconded. Motion approved unanimously.

6. Emporia Graduation

Students from the Emporia State University School of Library and Information Management will graduate on May 21, 2006. The OLA Board will send a donation to support the graduation ceremony.

7. Selling the Mailing List

The choice to opt out of being included on mailing list sales to vendors should be included on next year's Conference registration form and on the revised dues form. The option was not given on this year's Conference registration form, so names from that list will not be sold. MemberClicks provides technology for this, with OLA receiving a payment for any sale.

8. Outsourcing OLA Quarterly

NewslettersInk is a company that produces newsletters for associations. Working with them might be a way to produce the OLA Quarterly with less cost. Leah will get more information from this company and share with the OLA Publications committee.

9. Proposal from Joe Ford: Technology Workshops

Joe Ford is a library consultant who works with technology. He submitted a proposal to present full-day workshops on technology issues and trends around the state in September. Cost would be \$7,500. One way to fund this may be using part of the State Library's "Staying Connected" grant from the Gates Foundation. If approved, the State Library could make a sub-grant to OLA for these workshops. Board members who have worked with Mr. Ford recommend him as a knowledgeable, high quality presenter. The workshops would have special appeal to libraries without time and staff to keep up on new technologies. The Board reached consensus that this is worth pursuing if the State Library can fund it. OLA will work with OSL to explore further.

10. Statewide Everybody Reads

Anne Billeter of Jackson County Library Services is serving on Oregon's Sesquicentennial committee in 2009. She has suggested a statewide "Everybody Reads" event as a possible program. Leah will let Anne know that the OLA Board thinks the idea is interesting. Leah will contact Multnomah County Library, since their "Everybody Reads" series has been so successful. The Sesquicentennial committee is forming a 501-c-3 organization to lead the celebration effort. When that board is in place, OLA would make a proposal to that board for this project. An ad-hoc OLA committee would have to be formed at that time.

B. Past President – Mo Cole: not in attendance.

C. Vice President – Aletha Bonebrake

Aletha has been looking into OLA's possible involvement in career fairs. Some of these fall during the OLA Conference. Some of the career fairs at colleges are more geared towards recruiting for specific open positions. Aletha will contact ESD to find out more.

D. Secretary – Steven Engelfried

No report.

E. Treasure – Julia Longbrake

Julia passed out balance sheets for December 31, 2005 and January 31,

2006. Divisions should check enterprise funds to make sure they are accurate. Any specific questions can be sent to Julia. She also shared transaction reports which give summaries of all checks written.

F. Parliamentarian – Steve Skidmore: not in attendance.

G. State Librarian – Jim Schepcke

Jim reports that Governor Kulongoski most likely will not make it to the OLA Conference after all. Jim highly recommends *Perceptions of Libraries and Information Resources*, published by OCLC in 2005. The book summarizes findings of surveys of information users and includes useful data about library use. The book can be ordered for \$19.00 or downloaded for free from the OCLC website at <http://www.oclc.org/reports/2005perceptions.htm>.

H. OEMA Representative – Alan Kopf

OEMA is considering a name change to OASL: “Oregon Association of (or for) School Librarians.” At regional Spring Conferences OEMA President Jim Tindall will be talking about the possible name change. OEMA would like OLA to continue to promote attendance and program proposals for the Oregon Literacy Conference which takes place August 3rd and 4th at Linnfield College. The OEMA Fall Conference will be at the Salem Convention Center on October 13th and 14th.

I. ALA Councilor – Carolyn Rawles-Heiser

ALA are elections coming up. On-line voting will run from March 15 – April 24. If you have trouble with voting, let Carolyn know.

J. PNLA Representative – MaryKay Dahlgreen

The 2006 PNLA Conference will be held in Eugene August 9 – 11. Speakers include Shannon Applegate, Esther Stutzman, Craig Lesley, and Mason Williams. The Pre-Conference “Taking Charge of the Customer Experience” features Jeannette Woodward, author of *Creating the Customer-Driven Library*, Hilary Norton from Border’s Book Store, and Deborah Dancik of Willamette University Library. The PNLA Leadership Institute takes place on October 22 – 27 at the Tamarack Resort in Donnelly, Idaho. PNLA will have a booth at the OLA Conference and the 2007 PNLA Conference will be in Edmonton, Alberta.

K. Member at Large – Pat Duke: not in attendance.

3. Division Reports

A. Academic/ACRL/OR – Barbara Valentine

Members are working on OLA Conference program preparations. ACRL may assign one person to hold up signs with “time remaining” on them to make sure speakers time their programs accurately. ACRL will fund costs to send one person to Legislative Day. The division is currently planning the annual Fall Conference at the Menucha Retreat and Conference Center on October 26-27.

B. Children’s Services Division (CSD) – Jane Ahern

The CSD Spring Workshop takes place in Salem today, with a focus on Summer Reading. Many libraries around the state applied for program grants which may be used for Summer Reading. Most of the libraries that applied will receive one of the \$100 grants.

C. Oregon Young Adult Network (OYAN) – Susan Ludington: not in attendance.

D. Public Library Division (PLD) – Linda Malone: not in attendance.

E. Support Staff Division (SSD) – Rea Andrew

SSD is getting OLA Conference programs ready. The Division received two applications for scholarships to the Conference, both of which will be fulfilled. One of the two scholarships requires the applicant to be an SSD member.

4. Committee Reports

A. 2006 Conference – Robin Beerbower

Registrations receipts total \$43,000 so far, with about half of the registrants using MemberClicks to register on-line. Meals registration deadline is March 31. If speakers are presenting only, without a meal, they should have “nametag only” registration submitted. If Conference speakers are staying at the hotel and may arrive late at night, organizers should let Robin know; the hotel will note the person as a VIP and hold the room. The hotel block for the Conference filled within three weeks, and Robin has negotiated deals with other hotels, with links from the website. Exhibits booths have not sold out yet, but locator ads have already brought in \$700. Plasma screen spots and

rooms for vendor demo sessions have also been sold. A massage therapist will be available both days, with half of the proceeds going to OLA, which the association will donate to Hurricane Katrina victims. Liisa Sjoblom, next year's Conference chair, has been working on evaluation forms for this year. These will include questions about how frequently the Conference should be held at the Salem Conference Center, along with brief background about the reasons why using the same sites regularly can be beneficial. Robin shared lists of equipment requests with program organizers so they can check figures and authorize expenditures if needed.

B. Continuing Education – Open

C. Honors, Awards, Scholarships (HAS) – Gary Sharp

1. MLS Scholarships Report

Consultants Sherrill Kirchhoff and Susan McLaughlin, funded by an LSTA grant, have made program recommendations for the proposed Masters in Library Science Scholarship. They gathered input from a broad variety of people around the states and developed recommendations on how to establish, maintain, operate, and fund the scholarship. One option is to have the scholarship “administered wholly by the Oregon Library Association.” Option two recommends having application and payments handled by the Oregon Student Assistance Commission (OSAC), which charges a 10% fee. The marketing and selection process, along with the development of guidelines, would still fall to OLA. The HAS Committee recommends this second option. The next steps would include: “1. OLA should contract with Oregon Student Assistance Commission to manage the MLS Scholarship Program.” “2. OLA establishes a five member selection committee, with representation from HAS, local libraries, library friends/foundation groups, general public.” “3. OLA coordinates the marketing for the scholarship through the HAS Committee.” “4. OLA has responsibility for creating the mechanisms to permanently fund the MLS Scholarship Program.” The report states that “\$50,000 is estimated to be needed to establish a viable OLA Scholarship program.” The consultants recommend asking for more LSTA funding in a non-competitive grant to fund the program for two to three years. They suggest making scholarship guidelines broad, with priorities listed, so that OLA can mold the scholarship to wider or narrower requirements as needed.

The consensus of the OLA Board is that the option involving OCAC

makes the most sense. The current LSTA five year plan includes support for education and a scholarship program, so this is an opportunity for the library community to let the LSTA Board know if this should be a priority for ongoing funding. The Board discussed possible guidelines. The scholarship could be limited to students at Emporia and the University of Washington's iSchool, or open to other programs as well. Other possible limiting factors include current library employment and/or OLA membership. HAS will work on getting the program going with broad guidelines and address specific issues over time. With so many details to work out during the first year, Gary suggested establishing another contract with the same consultants for one year. Gary will work on an LSTA proposal and bring it to the April 5th OLA Board Meeting. The proposal will include the OSAC component, the number of scholarships offered, the dollar amount, and broad eligibility criteria with priorities identified. The proposal will be in letter form, rather than an application, so it will be clear that it is for non-competitive LSTA funds. If approved by the OLA Board, Gary will bring the proposal to the LSTA Board.

2. Awards

Gary presented the HAS recommendations for Librarian of the Year, Employee of the Year, Supporter of the Year, and the Distinguished Service Award. These awards will be announced at the OLA Conference in April. MaryKay Dahlgreen made a suggestion for an honorary life member. MaryKay Dahlgreen moved to approve this honorary life membership in recognition of the person's services to OLA. Aletha Bonebrake seconded. Motion passed unanimously. Leah will work with Gary to make sure that there is time to present all the awards at the lunches without taking up too much time.

D. Intellectual Freedom – Curtis Kiefer

Curtis shared a recommendation for a change in the Intellection Freedom Committee by-laws related to selection policies. Section 6.115 will now include the language "...to encourage libraries to each develop and officially adopt a selection policy that reflects diverse points of view and to collect and make available examples of materials selection policies for all types of libraries." Jim Scheppke moved to approve the bylaws change as proposed. Carolyn Rawles-Heiser seconded. Motion passed unanimously.

E. Library Development and Legislation Committee – Janet Webster: not

in attendance.

F. Membership – Camila Gabaldon

Camilla shared a draft of the Personal Membership Form for MemberClicks and asked for feedback. The form includes an option for noting if members want to be added to e-mail lists for each optional affiliation selected. Under e-mail address there will be an additional spot to “add home e-mail (if different),” which could be used for non-business related communication. McCulley’s will continue to mail out registration acknowledgements. MemberClicks has an e-mail confirmation and an e-mail reminder system for registration.

G. Nominations Committee – Eva Calcagno: not in attendance.

H. OLA/OEMA – Jackie Partch: not in attendance.

Alan Kopf reports that the joint OLA/OEMA committee met on February 15th. The next meeting is scheduled for April 21st. The committee discussed sharing an event at the annual retreats which both organizations hold in Silver Falls in August. For information exchange, the committee decided to ask for a concurrent session at each other’s conferences. A first step will be working on having OLA representatives do a presentation at Fall OEMA Conference. The committee discussed a possible bylaws change which would allow joint OLA/OEMA members to vote in OEMA elections; the change would require a membership vote at the Fall Conference. Leah officially appointed Aletha Bonebrake to the OLA/OEMA committee as an observer. Aletha suggests that the OLA President-elect should always be on the committee, and that at least three OLA members should serve. She will work with the Parliamentarian on these changes.

I. Oregon Authors – Sue Kopp: not in attendance.

Leah reported that OLA is getting ready to publish the latest edition of *Oregon Authors*.

J. Publications Committee – Alex Rolfe, Loretta Rielly: not in attendance.

L. Resource Sharing – Mary Jane Fisher, Wes Stevens: not in attendance.

5. Roundtable Reports

BIGOR – Scott Herron: not in attendance.

DIGOR – Laura Ayling: not in attendance.

International Relations Roundtable (IRRT) – Carolee Hirsch

Carolee updated the Board on the Oregon State Library's Horner Exchange program involving Oregon and Chinese librarians. This program has faced some challenges with language and logistics. She proposed some changes include holding the exchange every three years and always including one person to act as translator. The Roundtable would coordinate logistics in Oregon for the visiting Chinese librarians and also select the Oregon librarians for the exchange. The State Library would still administer the Horner fund and seek sponsors for additional funding. The Oregon librarians may be asked to contribute \$500 for their own expenses. If the changes are approved, the next exchanges would occur in 2007 and 2010. Jim Schepke would like to take the proposal to the State Library Board on April 5th. The OLA Board gave general consensus of support.

Library Districts – Diedre Conkling: not in attendance.

LIRT – Rachel Bridgewater: not in attendance.

Outreach –Carolynn Avery: not in attendance.

Past Presidents – Open

Reference – Carrie Ottow: not in attendance.

Social Responsibilities – Diedre Conkling: not in attendance.

Technical Services – Jian Wang: not in attendance.

Next meeting: Salem Conference Center
Wednesday, April 5th, 2006 5:00 – 6:00 pm