

## **OLA Executive Board Meeting**

June 3, 2011

East Bend Library

Bend, Oregon

10:00 am – 3:30 pm

**Present:** Rob Everett, Connie Anderson-Cphoon, Robert Hulshof-Schmidt, Jim Scheppke, Garrett Trott, Steve Skidmore, Krist Obrist, K'Lyn Hann, Liisa Sjoblom, Susan Bacina, Emily Papagni, April Witteveen, Judy Anderson, Jane Scott, Thomas Osborne (Thomas Osborne Design, Inc.), Isaac Gilman (phone), Rick Sameulson (phone), Colleen Winters (phone), Gary Sharp (phone), Shirley Roberts (phone), Janet Webster (phone)

### **Welcome & Housekeeping**

Rob called the meeting to order at 10:08.

Liisa introduced Todd Dunkelberg, Deschutes Public Library Director and Kevin Barclay, Deschutes Public Library Assistant Director.

Todd and Kevin told the Board that the East Bend Library opened on March 22, 2011 and 11,000 patrons used the library in the first month. The East Bend Library is a renovated storefront and 500 patrons visit the Library each day. The community is dense in size. Inspired by King County libraries, the Library was planned to provide services in a small space.

Rob noted that it is important for OLA to meet in Bend because the Deschutes Public Library is an outstanding library system, it has contributed to the success of OLA, and the Board looks forward to the annual conference in Bend in 2012.

### **Changes to the Agenda**

Rob is adding an update from the Intellectual Freedom Committee.

### **Membership Business Meeting**

Rob noted that in April the membership voted on changes to the OLA bylaws and that the updated bylaws need to be posted on the web site. Shirley will post the new bylaws on the web site soon. Steve let everyone know that it would have been possible to make changes to the bylaws with a simple majority vote (via mail or email). Rob suggested that because the sentiment of the membership at the business meeting was clear, it's best to move forward with the requirement of 2 candidates for positions, including the Vice-President/President-Elect position.

### **Branding Task Force**

At the 2010 OLA Retreat it was decided that there should be changes made to how OLA brands itself. A task force was formed consisting of Connie Anderson-Cphoon, Rick Samuelson, April Witteveen, and Isaac Gilman. Funds were budgeted for the project and a proposal was written. The Branding Task Force was pleased to award the contract to Thomas Osborne Design, Inc. Several ideas were proposed and the Task Force worked on narrowing down the design options. The membership voted on designs and proposed some taglines. Consensus on the logo has been reached and needs to be voted upon by the Board. The tagline has been narrowed down to 3 choices.

Thomas brought with him examples of the logo with the various tagline options. The tagline options are "At the Heart of Oregon's Communities", "Open Doors, Open Minds" and "Opening the World to

You". Options of fonts and colors were also provided.

Thomas discussed how the logo can be used. The logo can stand alone without the tagline and can display in different colors. It could be used on coffee cups, badges, t-shirts, bookmarks, and stickers. The design of the logo is a straightforward, formal design in Bembo typeface.

Questions were raised regarding whether JAWS would read the logo and OLA's considerations for accessibility for all users. A use manual will break apart the logo and the type. It may be necessary to make adjustments for screen readers that cannot read an image.

The Task Force feels that it will be acceptable to not have consensus on the tagline and is open to continuing to working on the tagline. There were originally about 100 tagline proposals submitted by the membership.

The point was made that in branding, it is important to choose something that will be intuitive to users and represents the work of the Association. Before selecting a tagline, it is necessary to decide what the Board wants the tagline to accomplish. The Board asked the Task Force to do some additional work on selecting a tagline.

It was moved to accept the logo and the name of the Association as it has been presented on the examples displayed.

Motion: Robert Hulshof-Schmidt

Second: K'Lyn Hann

The motion carries unanimously.

Shirley asked about the intent of using the logo in the header of the Association's web site, on letterhead, and envelopes. Thomas will put together a guide with suggestions for uses. A vote to approve the usage and style guide will not be necessary; the President can decide to approve the guide.

When the logo is ready Shirley will add it to OLA's web site banner and will add the library photographs that she has collected for the banner.

The Task Force is not selecting logos for the OLA Divisions at this time, but it is expected that Division logos can be added at a later date. This may be an item for discussion at the annual Retreat.

### **Approval of April 6, 2011 Executive Board Meeting Minutes**

It was moved to accept the minutes as amended.

Motion: Jim Scheppke

Second: Connie Anderson-Cohoon

The motion carries unanimously.

### **Approval of April 7, 2011 General Membership Meeting Minutes**

It was moved to accept the minutes as amended.

Motion: Robert Hulshof-Schmidt

Second: K'Lyn Hann

The motion carries unanimously.

### **2011 OLA Conference Report**

Garrett reported on the revenue from the annual conference and on the feedback received from

conference attendees. The profit is \$23, 895.92. Attendance at the preconferences was especially good. About 85 attendees were expected, but 180 actually attended. The Resource Description and Access (RDA) preconference and the Storytime preconference were especially well-attended. Vendor turnout was low due to a conflict with the Washington State Library Association annual conference. This impacted income, but was helpful for managing space. Nearly 400 people attended lunch on Thursday and vendors were moved out of the lunch area to accommodate the lunch seating. One notable complaint from evaluation forms was the sense that the space was crowded. Technology expenses were more than anticipated. General liability insurance was required by the Salem Conference Center and this also impacted the cost of the conference.

Total conference attendance was 465. Conference registration fees were frozen at the 2009 rate. This made it easier for people to attend, however it impacted the profit margin.

Garrett shared a sampling of survey comments. There were comments regarding needed improvements to the conference web site. All work on the site was done by volunteers and there may be an interest in the future in hiring someone to maintain the conference site. Registration went well thanks to Shirley Roberts and Valery King.

Garrett noted that communication with the Salem Conference Center was good. The Board thanked Garrett and the Conference Committee for organizing such a successful conference.

Garrett will email the conference budget information and conference survey results to Colleen and Shirley and will copy Todd Dunkelberg.

### **Communications Committees Report**

Janet Tapper will be Guest Editor for the Fall OLA Quarterly on the theme of service. The Summer OLA Quarterly on Vision 2020 will be available on July 15. The Co-chairs of the Committee, Diane Sotak and April Witteveen, have given notice that they will step down from their positions. April reported that in addition to these 2 openings, there is a need for an Advertising Coordinator. April said that there may need to be more of a discussion regarding the role of the OLA blog as an alternate way to distribute the Hotline. The Board requested that April and Diane write up their position descriptions in order to use those descriptions to recruit candidates for the positions. The Board also requested that procedures for the positions be written. If possible, the Board would like for the new editors to be selected before the August Retreat in order to ease the transition.

### **Treasurer's Report**

Liisa reported on the Profit and Loss Statement. Dues income is on target. July and August are strong renewal months. In order to meet budgeted dues income there would need to be about 100 people renewing at a \$100 rate. Credit Card fees are off due to the charge backs, but they will be adjusted in the May report. The Miscellaneous fees replace the \$1 placeholder and include costs of managing the Association. The way that conference expenses display on the report gives more detail than in previous reports. Net income is anticipated for the year. Last year membership was inflated due to the HOLA grants and due to the PLA Conference in Oregon. Shirley notes that it would be helpful if the Membership Committee were more active.

### **Association Manager's Report**

Shirley has worked on the annual filings with the Secretary of State Corporation Division, the OLA general election, the Support Staff Division's (SSD) special election, and the registration form for the SSD Conference. Shirley also worked with Garrett on annual conference fees and the liability policy.

Shirley sent Krist Obrist a list of Children's Services Division (CSD) members for the upcoming election. Shirley also worked with Jane on ACRL-Oregon's election and on a problem with the OLA renewal form (members were selecting affiliations and making payments but the affiliation information did not transfer to profiles and this was problematic for ballot notifications). This Memberclicks problem has been resolved.

Shirley is also contacting new members and renewing members who have not submitted payment. She is expecting payment from 16 members. She will soon begin working with Rob on the annual report, Retreat arrangements, updates to the bylaws, and prepare the signature card for officer transition at the Retreat.

Krist thanked Shirley for being so quick to respond, and especially for help with the CSD elections.

### **Library Development and Legislation Committee Report**

Janet provided an update on the Committee's work in a recent issue of the OLA Hotline.

The State Library budget was cut which reduces funding for the Ready to Read Grant program. The Library Development and Legislation Committee and lobbyists notice a shift in the attitude towards libraries. It may be necessary to work harder to articulate the value of libraries. In addition to the work on children and reading, OLA should emphasize the other benefits of libraries.

The bill on county law libraries (HB 2367) may pass and may make law libraries more vulnerable. The bill will require the State Court Administrator to survey counties regularly about their services. OLA should monitor this and get information about the value or lack of value at county law libraries.

There was a positive outcome for the two house joint resolutions that could have impacted freedom of speech. The bill on furnishing sexually explicit materials to minors (HJR 34,) received 2 hearings, but is expected to die. OLA needs to continue to be vigilant about this kind of bill in the future. The public records bill (SB 41) died.

The school libraries bill (HB 2649) died in committee. This was a bad year for task forces since task forces represent money. OLA lobbyists tried unsuccessfully to get the bill out of committee.

The mood at the Oregon Legislature has shifted. OLA needs to think now about how to craft its message and its advocacy needs to be broader with a stronger articulation of the value that libraries bring to communities including economic development and job seeking support. OLA does a good job drawing attention to work in early childhood literacy and reading support for children. Legislators are looking for more.

The Library Development and Legislation Committee will meet on June 13 and work on crafting its message. Janet asked the Board if OLA currently has an active Public Relations Committee. Rob said that OLA does not, but that the Communications Committee may be able to fill this role. The Hotline and OLA Quarterly could be used to call people to action. Rob points out that it is good for the Board to be involved in the crafting of the message as well. Janet will get in touch with the Communications Committee.

Rob testified at the State Library's Budget Subcommittee hearing. Janet thanked Rob and everyone else who testified on various bills. Colleen asked if there is any legislation relating to school libraries.

Janet replied that there is federal legislation, the SKILLS Act (The Strengthening Kids' Interest in Learning and Libraries), that addresses the importance of school libraries and librarians.

### **State Librarian's Report**

In his remarks about the legislative session, Jim said that the 2011 session may have been the most difficult session since 1993 when the Legislature was dealing with the impact of Measure 5. The Legislature is still dealing with the current recession. In 2009 there was federal stimulus money available and Measures 66 and 67 assisted with balancing the budget. In 2011 there is no federal stimulus money and no new revenue. The task was to balance a 3.5 billion budget hole without these resources. K-12 schools have been especially hard hit. In Salem, the Superintendent of Salem-Keizer Public Schools is proposing eliminating all elementary and middle school librarian positions. The Beaverton School District has always had a teacher-librarian in every school and it's possible that about half of these positions will be eliminated.

In the past few legislative sessions, the State Library's budget has been heard in the Education Subcommittee of the Joint Ways and Means Committee. This year, the State Library was assigned to the General Government Subcommittee. The General Government Subcommittee deals with internal services and it has a high interest in cutting overhead in state government. The Library Development and Legislation Committee needs to discuss how the State Library budget can be returned to the Education Subcommittee.

A budget note was added to the State Library's budget calling for a workgroup charged with evaluating the redundancy and efficiencies of state funded libraries and archives. The workgroup will make recommendations on the consolidation and improvement of library and archives services at the beginning of the February 2012 Legislative Session. There was not enough time in the budget hearings to address all the questions regarding structure and funding of libraries.

The Governor wants to combine all early literacy programs into a new agency, the Early Learning Council. The State Library has been attending the Early Learning Council meetings. The problem is that if all of Oregon's Ready to Ready Grant program funds are not spent from the State Library budget, about 1/3 of Oregon's LSTA budget will be lost because of matching and maintenance of effort requirements.

The Oregon State Library will need for OLA to be vigilant on this matter. The Legislature will have a short session in 2012 and the State Library may need OLA's support at that time.

Janet notes that with Jim's retirement in December, this will be a transition year and OLA will need to stay on top of these matters.

### **OLA Election Results**

Connie reported the election results.

Secretary: Arlene Weible

Treasurer: Liisa Sjoblom

Vice-President/President-Elect: Abigail Elder

Vote turnout was 42% (an increase from a previous 32% voter participation). Connie tried to find out how OLA compares with other library associations, but that information is unavailable. The bylaws discussion at the annual conference may have increased participation. Also, the Just Say YES session at the conference was well-attended and should continue as a program at future conferences.

## **OLA Retreat**

Robert has contacted the conference center at Silver Falls and is working with the facility. Robert is setting up a planning meeting with Abigail. Emily volunteered to help with arrangements.

In the past there have been years when OLA's Retreat coincided with OASL's Retreat so OLA needs to communicate with OASL about dates. Rob notes that having the Retreat at the beginning of August works well for OLA because the last meeting of OLA's year is at the end of August. This timing facilitates the transition of members of the Board. Rob also notes that annual reports from Divisions, Committees, and Round Tables need to be collected. Robert notes that there are vacancies that need to be filled so that it will be clear who is coming to the Retreat. Robert has been in touch with the people who attended the "Just Say Yes" session at the conference and did receive feedback from some who have an interest in getting involved with OLA.

## **Future OLA Conferences, 2012, 2013, 2014**

2012 - Robert reports that there is a Conference Chair, Todd Dunkelberg, and there are two people who will work on local arrangements and exhibits. A team is also ready to work on registration. A Program Chair is not yet in place. Ideally, the 2012 Program Chair would be the 2014 Conference Chair.

2013 – This is the joint conference with WLA. The contract has been signed and Garrett will be Oregon Conference Chair.

2014 – Rob will work on finding a space. The conference center in Salem could be used again, but there may need to be adjustments made to the program because the space cannot easily host a conference the size of OLA's conference. The Board needs to think about various cities and locations. It is possible to continue to use the firm that OLA has used in the past for finding a location and negotiating a contract. There is no direct cost to OLA to use the firm. ACRL will be meeting in Oregon in 2015 which puts some pressure on the 2014 conference to generate strong attendance. Robert will give Rob contact information for Helms Briscoe and Rob will begin working with Helms Briscoe on finding a site, probably somewhere in the Willamette Valley.

## **OLA Bylaws Changes – OLA Secretary**

Emily described proposed changes to the OLA Secretary bylaws. She has been working with Steve to simplify the bylaws, remove duties that are unnecessary, and insert language ("at the direction of the President") for items that may not need to be done annually. The revised bylaws can clarify the change made in October 2010 directing the Secretary to send draft meeting minutes to the President. After receiving the President's approval, the bylaws are sent to the entire Board. The bylaws include a list of notifications that the Secretary is responsible for and that list can be removed or changed. The Secretary does not have annual conference duties (other than taking meeting minutes) so those duties can be minimized or deleted.

The Board feels that it is good to have the duties written clearly so that there is no confusion. It would be helpful to list which publications should receive OLA notifications. This information should be in a procedures manual rather than in bylaws. Buzzy advised the Board that procedures should not be in the bylaws. The topic of a procedures manual should be discussed further at the Retreat. The Board suggested several organizations that should be removed from the list of groups that receive notifications. ALA is a notable exception. ALA does need to receive notification of OLA's annual conference, especially because vendors may use this information. Steve and Emily will continue to work on the Secretary bylaws and bring a revised document back to the Board for a vote.

### **Public Library Division (PLD) Report**

Colleen reports that PLD was very pleased with the annual conference and thanks everyone who worked on the conference. PLD elections have not taken place yet.

### **Academic/ACRL-Oregon Division Report**

#### **Elections**

The Academic/ACRL-Oregon Division recently had its election and has discovered a discrepancy with how Memberclicks assigns membership to the Division. ACRL-Oregon affiliation information did not transfer to all member profiles. (The Memberclicks problem has been resolved.) 6 individuals ran for 2 positions and those elected have been appointed to their positions. However, the Division is concerned that 8 – 9 members may have been disenfranchised and that this could have impacted the results of the election.

Jane contacted the ACRL-Oregon Board and the members of the Board suggest that the election has been certified and it would be best to move forward with the election results. No one is suggesting running the elections again.

The OLA Board suggested that Jane contact the candidates, inform them that the election was flawed, and ask those who were not elected if they would like to concede or if they would like for the election to be run again.

There may be problems with other elections in the future and the OLA bylaws do not address this kind of issue. A procedure for managing technology problems that impact elections should be put into a procedures manual. Steve will contact Buzzy Nielsen and ask for an opinion regarding language that would address this kind of problem.

#### **Mount Hood Community College (MHCC) Librarians Status**

3 full time faculty-status librarians have been laid off and there are plans to fill their positions with 3 librarians without faculty-status. Jane approached the National ACRL office and the office advised that the Oregon Division not act as a lobbyist because doing so might negate the group's 501(c)(3) status.

The Board is unable to comment on a labor relations issue, but can comment on how MHCC's action will result in a deterioration of library services and impact the education that students receive.

The Board feels that it is important to take a stand and draft a resolution. Jane will send a letter from the OLA Board, drafted by the Oregon Chapter of ACRL, opposing the elimination of MHCC's faculty librarians.

It was moved that the OLA President will send a letter from the OLA Board to the President of Mt. Hood Community College.

Motion: Jim Scheppke

Second: Connie Anderson-Cohoon

The motion carries unanimously.

#### **Follow up on working relationships with outside groups**

At the December 2010 Board meeting it was decided that a task force should continue to discuss

managing partnerships with groups outside of OLA that want to utilize OLA's infrastructure. OLA should find a way to have healthy working relationships with those kinds of groups. Jane, Rob, Robert, and Anne-Marie will discuss and report back to the Board at the August meeting.

### **OLA MLS/MLIS Scholarships**

Gary Sharp presented information on the current OLA MLS/MLIS Scholarships and requested the Board's approval of the scholarship recipients. Students in the second and third year of their programs received larger scholarships than students in the first year of a program. One of the goals of the Honors, Awards, and Scholarships Committee is to support students from rural areas and students who intend to work in rural areas upon graduation. Scholarship funding comes from an LSTA grant and the scholarships are administered by the Oregon Student Assistance Commission (OSAC). Gary gave detailed information about a few of the current scholarship candidates and requested the Board's approval. Upon receiving approval, Gary will contact the OSAC and request that the funds be released to the Financial Aid offices of the institutions the students are attending.

It was moved to accept the recommendations of the Honors, Awards, and Scholarship Committee for the MLS scholarship program awards.

Motion: Connie Anderson-Cohoon

Second: Krist Obrist

The motion carries unanimously.

### **Children's Services Division Report**

Krist reports that the Division is working on its upcoming election. In addition to the normal slate of positions, the Summer Reading Chair has accepted a position outside of Oregon opening up that position as well. Krist is searching for a total of 6 candidates. Summer reading is about to begin.

### **Support Staff Division (SSD) Report**

The SSD annual conference will be July 15 at the Oregon Garden in Silverton. Susan commented that SSD has a wonderful conference committee. A special election will take place for the Chair-elect candidate. An anonymous donor has given SSD Skype equipment and the group will be experimenting with using it as an SSD tool.

### **Northwest Central Representative**

Lisa has taken a new job and needs to resign from her position. Lisa is recommending someone who is interested in being active in the library community. Rob will contact him and send him the list of duties.

### **Intellectual Freedom Committee Report**

The Committee welcomes Karen Mejdrich from Hillsboro Public Library as a new Committee member. In the coming year the Committee will expand its work on privacy issues. Judy reports that the Committee has finished phase 1 of the Intellectual Freedom Clearinghouse project. Now the Committee is working on procedures to ensure that the database is functioning, new items are added to the database, and that search works well.

### **Volunteer Development Round Table status**

Shirley reports that the current chair of the Volunteer Round Table is not a current OLA member and there has not been an annual report since 2007-08.

The Board can suspend the Round Table and if no report is submitted within a year, the

Round table will become defunct. Everyone in the group will be notified of the Round Table's suspension and have an opportunity to become active.

The Board discussed the role that greater mentoring and support might play in keeping Round Tables active. The goal is to make it easier for people to participate in the organization. The Board agreed to look for the most effective ways to sustain participation at all levels and make it easier for people to participate.

It was moved to give the Volunteer Round Table the status of suspended.

Motion: Robert Hulshof-Schmidt

Second: Connie Anderson-Cohoon

The motion carries unanimously.

### **Library Students Round Table**

Emily was approached by Kate Schwab, a Library Assistant at Multnomah County Library and a library school student. Kate would like to create a Round Table for library school students. The Round Table may have events such as workshops on resume writing and internship opportunities.

In order to create a new Round Table, Kate would need to obtain signatures from 25 current OLA members supporting the idea. She would also need to be Acting Chair until an election can take place and she would need to write bylaws for the new Round Table. The steps for creating a new Round Table are listed in the last section of chapter 3 of OLA's bylaws starting with Section 3.09.

It was suggested that it would be useful to plan an event (such as an event on writing resumes, finding internships, or interviewing) to gauge interest. If there is good attendance, that confirms that the idea should be pursued. It may also be that many of the people at that event could sign the petition requesting the formation of a Round Table. ACRL-Oregon or the Reference Round Table may have an interest in sponsoring an activity.

It may be worthwhile to ask SSD to support this idea. Susan will bring the idea to the next SSD meeting. Jey Wann of the Documents Interest Group Round Table may also be able to give advice for getting the Round Table started. OLA scholarship recipients may also have an interest in helping.

The Board expressed some concern over how the Round Table would be sustained over the years. The Board also asked how the Round Table would differ from the student chapter of ALA.

The Board wants Kate to know that the Board wants to support library school students. If a new Round Table does not work out, another possibility is to create a seat on the Board for a library school student.

Emily will give this feedback to Kate and inform her of the steps necessary to create a new Round Table.

### **Oregon Young Adult Network (OYAN) Report**

At the annual conference all raffle tickets were sold which raised about \$1800. An election for officers was held, but the results have not yet been announced.

### **Next Meetings**

Next Board meeting is Friday, August 26 in Salem. The Leadership Retreat is August 1 and 2 in Silver Falls.

## **Action Items**

Rob, Jane, Robert, and Anne-Marie will meet to discuss working with groups outside of OLA that want to utilize OLA's infrastructure.

Rob will contact the person that Lisa suggested for taking over responsibility for the Northwest Central Liaison position and will send him the list of duties.

Rob and Shirley will work on the Annual Report.

The Branding Task Force will continue to work on taglines and discuss what OLA's tagline is intended to convey about the organization.

Garrett will email the conference budget information and conference survey results to Colleen, Shirley, and Todd Dunkelberg.

Shirley is contacting new members and renewing members who have not submitted their membership payment. Shirley will post the updated bylaws on the OLA web site, work with Robert on Retreat arrangements, and prepare the signature card for officer transition at the Retreat.

Janet will talk with the Communications Committee about working together with the Library Development and Legislation Committee to communicate with the membership about legislative actions.

Rob will begin working on finding a site for the 2014 annual conference.

Steve and Emily will continue to work on the Secretary bylaws and bring a revised document back to the Board for a vote.

Jane will contact the ACRL-Oregon candidates, inform them that the election was flawed, and ask those who were not elected if they would like to concede or if they would like for the election to be run again.

Steve will contact Buzzy Nielsen and ask for an opinion regarding language that would address technology problems in elections.

Rob will send a letter from the OLA Board to the President of Mt. Hood Community College regarding the faculty-status librarian positions.

Emily will give the Board's feedback regarding a Round Table for library school students to Kate and inform her of the steps necessary to create a new Round Table.

The meeting adjourned at 3:01.