

**EBD #2.2  
2009-2010**

**MINUTES**

**ALA Executive Board**

**2009-2010 Executive Board  
2010 Midwinter Meeting**

**January 14-19, 2010  
Boston, Massachusetts**

**American Library Association**

**Volume 10**

**AMERICAN LIBRARY ASSOCIATION**

**ALA Executive Board Meeting  
2010 Midwinter Meeting**

**American Library Association  
Westin Boston Waterfront Hotel  
Boston, Massachusetts**

The ALA Executive Board met in the Commonwealth Ballroom of the Westin Boston Waterfront Hotel in Boston, Massachusetts, from January 14-19, 2010.

PRESENT: President Camila Alire; President-elect Roberta A. Stevens; Treasurer Rodney M. Hersberger; Immediate Past President Jim Rettig; Executive Director Keith Michael Fiels; Executive Board members: Diane Chen, Joseph Eagan, Patricia Hogan, Em Claire Knowles, Charles E. Kratz, Jr., Stephen Matthews, Larry Romans and Courtney Young.

The agenda (EBD #9.2) is attached as Exhibit 1. The vote tally, EBD #1.5, is attached as Exhibit 2. All documents referenced in these minutes are for the 2009-2010 Executive Board year, except where otherwise noted.

Session One

The Board convened at 8:30AM on Friday, January 15, 2010 with President Camila Alire presiding.

Procedural/Consent Items

The Executive Board approved the following items:

**By consent**, voted to approve the agenda for the 2010 Midwinter ALA Executive Board Meeting. (EBD #9.2, Exhibit 1) *Consent*

**By consent**, accepted the following reports: President's Report, 2009-2010 (EBD #7.2, Exhibit 3); President-elect's Report, 2009-2010 (EBD #7.3, Exhibit 4); Executive Director's Report, 2009-2010 (EBD #12.6, Exhibit 5); Office of Research & Statistics Report, 2009-2010 (EBD #12.11, Exhibit 6); Advocacy Report, 2009-2010 (EBD #12.17, Exhibit 7); *Campaign for America's Libraries* Report, 2009-2010 (EBD #12.18, Exhibit 8); Media Relations Report, 2009-2010 (EBD #12.19, Exhibit 9) *Consent Agenda*

**By consent**, approved the 2009 ALA Executive Board Fall Meeting Minutes, (EBD #2.1, Exhibit 10), and the corresponding Vote Tally (EBD #1.5, Exhibit 11) *Consent*

**By consent**, confirmed the December 21, 2009 ALA Executive Board Conference Call, and ALA Connect Poll Votes (EBD #1.6 and EBD #1.7) *Consent*

**Executive Committee Report**

President Alire reported on the Executive Committee meeting held on Thursday, January 14, 2010, during which the Committee reviewed several items, including the strategic discussion to take place during the January 15 Board meeting, the special committee to review the Constitution and Bylaws, the Traditional Cultural Expressions resolution, the financial talking points and the Midwinter agenda.

**Development Office Report**—EBD #6.1 (Exhibit 12)

President Camila Alire introduced Kim Olsen-Clark, Director, ALA Development Office and recognized Falona Joy, Strategic Council for the Spectrum Presidential Initiative, who reported on Spectrum. Kim Olsen-Clark commented on the Library Champions' Reception that took place on January 14. Attendees included major donors and the Legacy Society.

Kim Olsen-Clark presented highlights of her written report:

- The Public Programs Office has received two grants, “Picturing America” from the NEH in the amount of \$234,000 and the Universe Exhibit from NASA in the amount of \$25,000.
- Jeanine Gury from the Dollar General Literacy Foundation is a new Advisory Committee Member for Spectrum. The Dollar General Literacy Foundation will participate in Spectrum as well.

On a motion by Rod Hersberger, seconded by Larry Romans, the Executive Board

**Voted that** the Executive Board approve the full list of companies as listed on December 31, 2009 Domini & TIAA CREF portfolios of “Socially Responsible Companies”, from which to prospect for corporate partners, sponsors and donors.  
*EBD #6.1*

Falona Joy presented a PowerPoint presentation on the Spectrum Presidential Initiative, the goal of which is to raise \$.5 million from within the ALA constituency and \$.5 million from external stakeholders. Ms. Joy described the process of identifying potential donors and building a long-term philanthropic relationship.

**Report on E- Participation** – EBD #12.13 (Exhibit 13)

Executive Director, Keith Michael Fiels and Sr. Associate Executive Director, Mary Ghikas provided an update on electronic participation initiatives. Fiels explained that

ALA made some 2010 planning funds available to support experimentation regarding electronic participation.

Ghikas reported that based on discussions regarding ALA Connect, discussions with the Divisions, and based on what other associations are doing, we've begun looking at this from the perspective of broadening participation. Using a wide range of electronic technologies and social networking technologies, it may be possible to broaden participation at Midwinter and Annual Conference and committee meetings throughout the year. The various ways members wish to utilize electronic participation will impact the associated costs. Many units within the association are already experimenting with alternative means of conducting meetings.

Ghikas described the "Networking Commons" that has been set up at this Midwinter Meeting. This is a space in the convention center where attendees can gather to share their experience with using new technology, have demonstrations and share conference content with others.

**Washington Office Report** – EBD #12.15 (Exhibit 14)

Emily Sheketoff, ALA Associate Executive Director, Washington Office provided a written report and added comments regarding recent legislative and regulatory issues. Highlights of her comments included the following:

- The notice of funding available of the new stimulus money may come out as soon as January 19, 2010 for broadband, The Department of Commerce and The Department of Agriculture. This is a potential of tens of millions of dollars for libraries. The Department of Agriculture has refocused their funding to make more funding available for libraries. Sheketoff distributed a card with the website for OITP'S latest electronic publication that is made possible by the Gates Foundation. The card profiles successful library networks and also includes a glossary of technical terms and a primer on library connectivity.
- At the 2010 Annual Conference, the Washington Office will be coordinating an Advocacy rally on Capitol Hill. Following the rally, attendees will have the opportunity to visit their members of Congress.
- A proposal has been sent to the White House and Congress asking for library jobs to be part of the Jobs on Main Street Bill.
- Sheketoff announced that there will be a new Director of Institute of Museum and Library Services after March. This is a presidential appointment and some of the candidates include members of ALA. She explained that by law, the directorship must alternate between a museum person and a library person every four years. The upcoming opening will be filled by a person with a library connection. ALA will send a letter to the Obama Administration stressing the characteristics we would like to see in the appointee.

**Chapter Relations Report** - EBD #12.14 (Exhibit 15)

Susan DiMattia, Chair of the Chapter Relations Committee, provided an update on current initiatives and future plans of the Chapters. They include:

- Revenue and membership reports from the chapters are continuing to come in from last year. Most chapters are struggling financially and on average, membership numbers are down between 5 to 7%.
- The chapters are using a system called the Capwiz system as a means for their members and users to communicate and advocate to legislators and governors on behalf of libraries. There are currently 49 chapters that have capwiz sites, all provided by ALA.
- The Chapter Relations Office coordinated several strategic planning forums on ALA 2015. The most significant question raised: What are the most important things that ALA can do to help you as a librarian or a member. The response 1) continuing education and professional development 2) affordable and reduced dues 3) advocacy for all libraries 4) lobbying for intellectual freedom and privacy 5) scholarships to attend Annual Conference and 6) providing programming on State and regional levels for local conferences.
- The Chapter Relations office also coordinated a chapter needs assessment last year to which 45 chapters responded. They discussed support for Chapter Councilors and conducted a webinar for new Chapter Councilors that received good reviews. CRC developed the webinar for Chapter Councilor orientation, and they are discussing fostering increased communication among chapter leaders through posting and exchange of information in online forums.
- The chapters are concerned about the impact ALA conferences and other events have on attendance at chapter conferences and urge ALA to maintain strong relations with the chapters.

**Association of Jewish Libraries, Inc. Application for Affiliate Status** – EBD #12.21 (Exhibit 16)

The Board considered the application for affiliate status of the Association of Jewish Libraries, Inc.

On a motion by Diane Chen, seconded by Courtney Young, the Executive Board

**Voted that** the Executive Board forward the Association of Jewish Libraries, Inc. (AJL) Application for ALA Affiliate Status to the ALA Constitution and Bylaws Committee for review. *EBD #12.21*

**Formation of a Special Committee to Review ALA's Constitution and Bylaws** – EBD #12.22 (Exhibit 17)

President Camila Alire asked the Board to approve the establishment of a special committee to review ALA's Constitution and Bylaws for the purposes of identifying areas of inconsistency and making recommendations for revision.

On a motion by Rod Hersberger, seconded by Patricia Hogan, the Executive Board

**Voted to** approve the establishment of a Special Committee to undertake a comprehensive review of ALA's Constitution and Bylaws and submit recommended amendments to ALA Council. *EBD #12.22*

**Strategic Discussion**

Immediate Past President Jim Rettig facilitated a discussion regarding "How can ALA create greater satisfaction from member involvement?" The individual Board members offered ideas and suggestions. A report on the discussion will be prepared and distributed for Board members.

**Board Effectiveness**

Immediate Past President Jim Rettig had excused himself from the meeting for another commitment, so President-elect Roberta Stevens commented on the Board's effectiveness during this meeting.

The meeting adjourned at 12:00 noon.

Session Two

The Board convened at 2:00 PM on Monday, January 18, 2010 with President Camila Alire presiding.

PRESENT: President Camila Alire; President-elect Roberta Stevens; Treasurer Rodney M. Hersberger; Immediate Past President Jim Rettig; Executive Director Keith Michael Fiels; Executive Board members: Diane Chen, Joseph Eagan, Patricia Hogan, Em Claire Knowles, Charles E. Kratz, Jr., Stephen Matthews, Larry Romans and Courtney Young.

**Auditor's Report** – EBD #4.5 (Exhibit 18)

President Alire introduced Frank Jakosz, from the auditing firm of Grant Thornton. Jakosz presented the results of the FY2009 audit of ALA's consolidated financial statements. He reported there were no audit adjustments, and the books and records were found to be in good order. Jakosz presented an unqualified audit opinion, which is the highest level opinion that can be issued by an audit firm. Greg Calloway, Associate Executive Director of Finance, noted the following:

- Cash and cash equivalents increased approximately \$2 million as a result of the increase in investments.
- Long-term investments decreased approximately \$2 million.
- Conference fees increased approximately \$1.5 million.
- On the liability side, post-retirement benefit liability increased by \$1.3 million.

On the recommendation of the Finance & Audit Committee (F&A), the Executive Board

**Voted** to approve the FY 2009 Audit performed by Grant Thornton. 2009-2010 EBD #4.5. *Audit Approval*

**Endowment Trustees' Report** – EBD #13.1 (Exhibit 19)

Dan Bradbury, Chair, ALA Endowment Trustees, provided an update on the activities of the Endowment Trustees. He reported that the endowment has increased to \$27.8 million. He then directed the Board to Exhibit 7 in EBD #13.1, the Recent Strategic/Tactical Moves. Bradbury explained the strategic and tactical changes the endowment has undertaken over the past year. The changes are:

- Implemented a Large Cap Value overweight and reduced the Large Cap Growth overweight to underweight;
- Replaced the former Large Cap Value manager Blackrock with an Institutional Discretionary Portfolio (IDP);

- Replaced the former International manager Lazard with an Institutional Discretionary Portfolio (IDP);
- Invested \$2 million in The Endowment Fund.

In executive session,

On the recommendation of the Finance & Audit Committee (F&A), the Executive Board

**Voted to** reappoint an individual to serve an additional three-year term as an Endowment Trustee.

A public announcement will be made as soon as the individual has been notified and accepted.

**Discussion Regarding Conference Events Planner**

Executive Board member Larry Romans opened the discussion with issues regarding the Conference Events Planner. Romans' main concerns centered on the consistency in which events are entered and the taxonomy user. Karen Muller would be able to work on creating a consistent taxonomy for individuals to use when entering events. Executive Director Keith Fiels developed an action plan for improvements to the event planner which will be shared with Council.

**Committee Appointments: Change in Application Deadline**

ALA President-elect Roberta Stevens suggested that the closing date for the acceptance of online committee volunteer forms be moved from December 4 to the first Friday in November. This is to allow sufficient time for the ALA President- elect and the Committee on Committees to make Council committee appointments and for the ALA President-elect and the Committee on Appointments to propose appointments for review and approval by the Executive Board at the ALA Midwinter Meeting.

On a motion by President-elect Roberta Stevens, seconded by Jim Rettig the Executive Board

**Voted** that the opening date for submission of online committee volunteer forms occur the first Tuesday in August, and that the closing date for the acceptance of online committee volunteer forms be moved from December 4th to the first Friday in November to allow sufficient time for the ALA President elect and the Committee on Committees to make Council committee appointments and for the ALA President elect and the Committee on Appointments to propose appointments for review and approval of Committee Volunteer Forms by the Executive Board at the ALA Midwinter Meeting.

**Emerging Leaders Discussion** – EBD #12.20 (Exhibit 20)

Lorelle Swader, Director of the Office of Human Resource Development and Recruitment, provided a status report on the Emerging Leaders program. She was joined by Connie Paul, who helped develop the program. Highlights of the report included the following:

- Every year the program is reviewed and the internal and external processes are updated in order to improve communication and work with the Divisions, Round Tables, offices and units.
- Data regarding the status of the projects has been collected and a cumulative index of those projects was created. It provides information regarding which units were host of those projects, the staff liaison and a description of what was accomplished.
- For 2010, the participants include 44 sponsored emerging leaders out of the 105 that were originally selected. The final number of participants is 98. Since the program's inception in 2007, there have been over 300 emerging leaders in addition to the 98 currently participating in the program.

**Board Effectiveness**

Immediate Past President Jim Rettig commented on the Board's effectiveness during this meeting.

The meeting adjourned at 4:00 PM to go into closed session.

### Session Three

The Board convened at 11:00 AM on Tuesday, January 19, 2010 with President-elect Roberta Stevens presiding until President Alire returned from her appearance on the Today Show in New York.

PRESENT: President-elect Roberta A. Stevens; Treasurer Rodney M. Hersberger; Immediate Past President Jim Rettig; Executive Director Keith Michael Fiels; Executive Board members: Diane Chen, Joseph Eagan, Patricia Hogan, Em Claire Knowles, Charles E. Kratz, Jr., Stephen Matthews, Larry Romans and Courtney Young.

#### **Report Out of Executive Session**

President-elect Stevens reported that during the January 18 executive session, attorney Paula Goedert provided an update on legal issues of interest to the association.

#### **Conference Services Report** – EBD #12.9 (Exhibit 21)

Deidre Ross, Director of Conference Services, presented a summary of attendance, exhibits, and other highlights from this Midwinter Meeting. She commented that due to companies consolidating, about 800 of square footage of exhibit space was lost.

The Board had a lengthy question and answer session with Ms. Ross regarding general conference issues.

Ross presented the Skeleton Schedules for the 2011 Midwinter Meeting and Annual Conference (EBD #12.9, Exhibit 21). There were no changes to Midwinter; however, there were a few changes to Annual. The most significant change for Annual Conference is that the Opening General Session will take place on Friday from 4:00-5:30pm immediately followed by the Exhibits Ribbon Cutting and reception. On a motion by Diane Chen, seconded by Charles Kratz the Executive Board

**Voted to** approve the Skeleton Schedules for the Midwinter Meeting and Annual Conference in 2011 as amended. EBD #12.9

#### **Budget Analysis and Review Committee (BARC) Report**– EBD #3.5 (Exhibit 22)

Jim Neal, Chair of the Budget, Analysis and Review Committee (BARC), reported on the committee's meetings during this Midwinter Meeting. He drew attention to sections of his written report and made summary comments on each. Highlights included:

- The BARC schedule for Midwinter involves a number of important process issues, a number of policy actions, a high level of consultation with Divisions and other units of ALA and a number of educational roles.

- BARC met with President elect Roberta Stevens and reviewed the presidential initiatives budget.
- The 2009 fiscal year ended on a positive note as the result of a contingency plan that was developed to deal with fiscal year 2009 shortfalls, including a staff furlough. At the end of the year, \$250,000 equivalent of salary and benefits was returned to staff. Another contingency plan is in place for fiscal year 2010.
- Cathleen Bourdon, Associate Executive Director, Member and Customer Services and John Chrastka, Director for Membership Development, provided BARC with an update on membership trends, and the association is in good shape in terms of the sustenance of membership.
- Planning and Budget Assembly is one of the most important forums that BARC conducts at Midwinter. It provides an opportunity to gather people from across the Association and from Council to discuss developments and issues as it touches on the planning and budget sides of the Association.

**Finance & Audit Committee (F&A) Report** – EBD #4.6 (Exhibit 23)

Rod Hersberger, ALA Treasurer, reported on the committee's meetings during the conference. In addition to scheduled meetings, he gave an overview of the 2011 Budget. The 2011 Budget will be a flat budget and there will be no anticipated staff salary increase. There will only be one divisional national conference, the ACRL conference in Philadelphia.

Hersberger drew the Board's attention to the BARC and Finance & Audit (F&A) recommendation to approve the President-Elect's budget – EBD# 3.4 (Exhibit 23). On the recommendation of the Finance & Audit Committee, the Executive Board

**Voted** to approve the ALA President-Elect (Roberta Stevens') Proposed Budget for Presidential Initiatives, 2010-11. *EBD #3.4*

**Liaison Reports**

Board members reported on their liaison visits during this Midwinter Meeting.

Joseph Eagan reported on his visit with:

- The Literacy and Outreach Services Advisory Committee (OLOS)
- The Library Support Staff Round Table (LSRRT)
- The Chapter Relations Committee
- The Website Advisory Committee
- The Intellectual Freedom Round Table (IFRT)

*At this point, President-elect Stevens excused herself from presiding and President Camila Alire presided over the remainder of the meeting.*

Patricia Hogan commented on her visits with:

- The Association of Specialized and Cooperative Library Agencies (ASCLA)
- The ALA-APA Certification Meeting
- The Public Library Association Meeting (PLA)

Larry Romans met with:

- The Gay, Lesbian, Bisexual, and Transgendered Round Table (GLBTRT)
- REFORMA (The National Association to Promote Library and Information Services to Latinos and the Spanish Speaking)
- The Resolution Committee

Charles Kratz reported on his liaison visits with:

- The Human Resource Development and Recruitment Advisory Committee
- The Video Round Table
- The New Members Round Table
- The Ethnic and Multicultural Information Exchange Round Table (EMIERT)
- The Library and Information Technology Association (LITA)
- The Library Leadership and Management Association (LLAMA)
- The Awards Committee
- The Scholarship and Study Grants Committee

Jim Rettig brought back comments from his visits with:

- The Reference and User Services Association (RUSA)
- The Association for Library Collections and Technical Services (ALCTS)
- The American Association of School Librarians (AASL)

President-elect Roberta Stevens reported on her visit with:

- The Membership Committee
- The Public and Cultural Programs Committee

Stephen Matthews met with:

- The Education Committee
- The Accreditation Committee
- The Rural, Native and Tribal Libraries of All Kinds Committee
- The Young Adult Library Services Association (YALSA)

Em Claire Knowles brought back comments from her visits with:

- The Executive Board Meeting of Asian/Pacific American Librarian's Association (APALA)
- The Black Caucus of the American Library Association (BCALA)
- The American Libraries Advisory Committee
- The ALA-APA Salaries and Status of Library Workers
- The International Relations Committee

Diane Chen commented on the following:

- The Election Committee
- The Committee on the Status of Women in Librarianship (COSWL)
- The Intellectual Freedom Committee
- The Public Awareness Committee
- The Association for Library Service to Children (ALSC)
- The Chinese American Library Association (CALA)
- The Federal and Armed Forces Libraries Round Table (FAFLRT)

Courtney Young brought back comments with her visits from:

- The Diversity Committee
- The Research and Statistics Committee
- The Office for Information Technology Policy
- The American Indian Library Association

Overall, the Board members reported that comments from their liaison visits revolved around conference registration and housing, Library Advocacy Day, the ALA Website, ALA Connect and Capwiz.

**Young Professionals Task Force Report** – EBD #10.2 (Exhibit 24)

President Camila Alire presented highlights from her report. She advised that subgroups have been formed to investigate:

- What other organizations are doing in relation to young professionals;
- What do young librarians need from ALA;
- What ALA wide activities may currently exist that address the needs of young librarians;
- How have ALA divisions responded to the needs of young professionals.

**Board Effectiveness**

Jim Rettig commented on the Board's effectiveness during this meeting.

**Summary of Meeting to be Communicated to Council**

Keith Fiels will prepare a report to be shared with the Executive Board prior to distribution to Council.

The Board adjourned at 3:50 PM to go into closed session.