Executive Board Conference Call Notes  
March 15, 2016  

Present for the call: President-elect Julie Todaro; Immediate Past President Courtney Young; Treasurer Mario Gonzalez; Executive Director Keith Michael Fiels; Sr. Associate Executive Director Mary Ghikas. Board Members: John DeSantis, Peter Hepburn, Julius C. Jefferson, Jr., Mike Marlin, and Gina Persichini; Director of the Office of ALA Governance JoAnne Kempf; Director of Information Technology & Telecommunication Services Sherri Vanyek; and Executive Board Secretariat Kerri Price. President Sari Feldman and Board Members Loida Garcia-Febo, Sara Kelly Johns, and James Neal were absent.

I. **Update on the 2016 Annual Conference in Orlando, FL**  
Mary Ghikas noted that registration revenue for the upcoming 2016 Annual Conference is at 40% of budget. Current total registration is 5,363, compared to 7,161 for San Francisco in 2015; however, net square feet of exhibit space sold and advertising revenue are close to San Francisco’s numbers. With a strong speaker lineup and more email blasts to members planned, the registration revenue numbers should improve in the coming weeks.

Conference Services produced and sent to members a video that promotes the changes and enhancements made in the Orlando Convention Center area since the 2004 ALA Annual Conference.

II. **January Budget Update**  
Mario Gonzalez and Keith Michael Fiels reported on the FY 2016 budget, noting that revenue for the 2016 Midwinter Meeting exceeded expenses. Currently, total ALA revenue exceeds the budget by $899K. The Board will discuss the FY 2017 budget at its upcoming Spring Meeting.

III. **Librarian of Congress Nomination**  
Keith Michael Fiels discussed upcoming hearings for President Obama’s Librarian of Congress nominee, Dr. Carla Hayden. The Senate received the nomination and referred it to the Committee on Rules and Administration, chaired by Senator Roy Blunt.

IV. **Task Force on Equity, Diversity and Inclusion**  
Julie Todaro and Keith Michael Fiels gave an update on recent activities of the Task Force. The Task Force recently launched its third and final survey, which focuses on the economic implications of participating at ALA functions. So far 3,000 people responded and the comments on the survey’s content have been very positive.

Activities at the upcoming 2016 Annual Conference in Orlando include:

- The Task Force will propose to the Board the formation of a transition group to organize and track the implementation of the Task Force’s recommendations.
- The Task Force plans to distribute three different arm bands that read “equity,” “diversity,” and “inclusion” – one word per armband – at select programs during the 2016 Annual Conference.
- The Task Force, in partnership with the Librarians Build Communities Membership Interest Group and the Orange County Library System, will take part in the Summer
Feeding Program, a service project that provides free lunches at two different library locations, with programming in the libraries to follow.

- The Task Force will co-sponsor the following speakers: Michael Eric Dyson, Jazz Jennings, Holly Robinson Peete, and Diane Guerrero.

V. Update on the Office for Diversity, Literacy, and Outreach Services Name Change
Keith Michael Fiels reported that Jody Gray, ODLOS Director, will discuss the proposed ODLOS name change to the Board at its upcoming Spring Meeting. This proposal has come from member groups involved with the Office. At the 2016 Midwinter Meeting, ODLOS collected member comments on the proposed name change to the Equity and Inclusion Office. Since a significant number of members felt strongly about keeping the word Diversity in the office name, ODLOS proposes changing the name to the Equity, Diversity, and Access Office.

VI. Information Technology and Telecommunications Services (ITTS) Update
Keith Michael Fiels and Sherri Vanyek reported on current and future technology projects.

- ITTS will implement an enterprise search plan designed to address issues related to searching the ALA website. The plan is based on the recommendations of the ITTS external consultants, and has been reviewed by Ronald Block, chair of the Website Advisory Committee. The plan represents a moderately priced approach and includes the purchase and use of a Google search appliance, implementation of the Schema.org standard, and a plan to provide complete SEO metadata for all web content. ITTS projects the first year cost at $55,000. Going forward, approximately $15,000 in additional annual costs will be included in the FY 2017 and future budgets.

- March ALT Tag Madness is currently underway at ALA. The project requires staff to make all graphics on ALA’s webpages accessible to persons with print disabilities by supplying ALT tags (image text descriptions.) As of March 3, staff has provided 80% of the missing alt text.

- External reviewers Brian Schottlaender, the Audrey Geisel University Librarian at the University of California, San Diego, and Margo Pecoulas, Director of Information Technology at the American Academy of Periodontology, will present the Board with their final report of ALA’s information technology at the Spring Board Meeting.

- The ALACconnect upgrade is now on track to be launched in fall 2016. The vendor Higher Logic continues to work on issues related to the division microsites.

VII. Accreditation Task Forces
Peter Hepburn gave an update on the Task Force on Context of Future Accreditation and the Task Force on Accreditation Process and Communication, noting that both task forces need additional time to complete their work and will not provide the Board with final reports at the 2016 Annual Conference.

The Task Force on Accreditation Process and Communication, chaired by ALA Past President Barbara Stripling, recently sent a survey to library and information studies (LIS) programs, organized around the following categories: cost, effort, clear expectations, communications to LIS programs, value, and the External Review Panel report. The survey received fewer responses than expected, and the Task Force is discussing how it can secure additional input.

The Task Force on Context of Future Accreditation recently added a student representative to its roster and replaced the Canadian representative, who recently stepped down.
Mary Ghikas provided an update on the impending dissolution of the Canadian Library Association (CLA). CLA is currently organizing its finances and plans to dissolve at the close of its June 2016 meeting. The new organization that will replace CLA will offer organizational memberships rather than personal memberships.

VIII. Atlanta Midwinter and Georgia “Act to Protect Religious Freedoms”
Keith Michael Fiels reported that the Georgia Legislature introduced “The Act to Protect Religious Freedoms,” which, if passed, would support discrimination against LGBT people. ALA senior management discussed the issue with the Gay, Lesbian, Bisexual and Transgender Round Table (GLBTRT) and will release a statement condemning the bill, if passed, and announcing a strong advocacy plan for the upcoming 2017 Midwinter Meeting in Atlanta, GA.

IX. Spring Board Meeting, New Board Member Orientation and Logistics
Keith Michael Fiels and JoAnne Kempf reviewed plans for the New Board Member Orientation on April 13-14 and Spring Board Meeting on April 15-17.