MINUTES
ALA Executive Board Meeting
2009 ALA Annual Conference

July 10-15, 2009
Chicago, IL

Sessions I and II

American Library Association

Volume 9
The ALA Executive Board met in the Marquette Room of the Hilton Chicago Hotel in Chicago, IL from July 10-15, 2009.

PRESENT: President James Rettig; President-elect Camila Alire; Treasurer Rodney M. Hersberger; Immediate Past President Loriene Roy; Executive Director Keith Michael Fiels; Executive Board members: Diane Chen, Joseph Eagan, Mario M. Gonzalez, Terri G. Kirk, Em Claire Knowles, Charles E. Kratz, Larry Romans, and Roberta Stevens.

The agenda (EBD #9.4) is attached as Exhibit 1. The vote tally (EBD #1.14) is attached as Exhibit 2. (NOTE: All documents referenced in this section of the minutes are 2008-2009 documents unless otherwise noted.)

Session One

The Board convened at 8:30AM on Friday, July 10, 2009 with President James Rettig presiding.

Procedural/Consent Items

The Executive Board approved the following items:

By consent, approved the agenda for the 2009 ALA Annual Conference ALA Executive Board Meeting (2008-2009 EBD #9.4, Exhibit 1) with the addition of a discussion of liaison talking points to follow the Executive Committee Report. Consent


Agenda

By consent, approved the 2009 ALA Executive Board Spring Meeting Minutes (2008-2009 EBD #2.3, Exhibit 10) and the corresponding Vote Tally (2008-2009 EBD#1.11, Exhibit 11). Consent

Executive Committee Report
President James Rettig reported that the Executive Committee of the ALA Executive Board met on Thursday, July 9, 2009 during which the Committee reviewed several items, including:

- The process to identify qualifications for the position of Director of the Office for Intellectual Freedom, vacated by the passing of Judith Krug,
- Evolving budget projections relative to the changing economic environment,
- Planning process and upcoming retreat for the 2015 strategic plan, and
- The IRS 990 form, which is a new responsibility of the Executive Committee.

The Committee then went into Executive Session to discuss a personnel matter.

The Board briefly discussed talking points that had been prepared for them to use in their roles as Board Liaisons.

Campaign for America’s Libraries Report — 2008-2009 EBD #12.52 (Exhibit 14)
Mark Gould, Director, ALA Public Information Office, introduced John Berry, Chair, Campaign for America’s Libraries Subcommittee of the ALA Public Awareness Committee; Megan Humphrey, Manager of the Campaign for America’s Libraries; and Eric Friedenwald-Fishman, Creative Director/President, Metropolitan Group (MG), to provide a status report on the Campaign for America’s Libraries.

Mr. Berry summarized the history of the Campaign for America’s Libraries from its beginning in 2000 as a public awareness campaign, to recent focus group findings and media attention. The campaign was originally developed for all types of libraries to unify communication through the @your library brand. Berry advised that at the 2009 Midwinter Meeting, the subcommittee conducted two focus groups which identified new promotional areas: Libraries as places of civic engagement, and how libraries can encourage a “greener” society.

Ms. Humphrey outlined the partners and sponsors of the Campaign which include: Univision Radio, Woman’s Day Magazine, National League Baseball Hall of Fame (Step Up to the Plate @ your library), Dollar General Foundation (The American Dream Starts @your library), FINRA Investment Education Foundation (Smart Investing @ your library), the Carnegie Foundation (the I Love My Librarian Award), Safeway Stores (promoting libraries on the backs of their cereal boxes), and work with the White House’s United We Serve Project. Mr. Berry described the international aspect of the Campaign.
which includes participation by 35 national library associations and translation of the @ your library brand into 27 languages.

Mark Gould discussed working with celebrities who promote the Campaign and collaboration with other units within ALA to promote aspects of the as it relates to each unit. Eric Friedenwald-Fishman highlighted the success of the Campaign relative to its small budget, the importance of the role of branding, and the need to stress the relevance and benefits of libraries to the public. He highlighted two projects—En Tu Biblioteca, which is focused on creating increased awareness and relevance for libraries among the Latino community, and Connect with Kids@ your library, which conveys the message that libraries are places where families can spend quality time together. He announced a partnership agreement with Lifetime television, which will run public service announcements on their channels and will highlight the campaign on their web site, as well as pending sponsorships with other media and corporate entities.

NOTE: President Rettig stepped out during the Campaign for America’s Libraries presentation for a TV interview and returned following the Development Office report. President-elect Camila Alire presided in Rettig’s absence.

**Washington Office Report** – 2008-2009 EBD #12.50 (Exhibit 15)
Emily Sheketoff, Associate Executive Director, Washington Office provided an update on activities that had taken place at the ALA Washington Office since submitting her written report in June. Highlights of her report included the following:

- The ALA Washington Office continues to request formal direction from the Consumer Product Safety Commission (CPSC) regarding the testing of library books for the presence of lead. The Washington Office has filed formal complaints with the CPSC and has stated at a public meeting with the CPSC that when new books are shipped to a library, the publishers will have already tested them. The Washington Office is waiting for guidance and confirmation from the Commission. The Washington Office has been informing the ALA youth divisions whenever a book with high lead content has been discovered. Board members suggested a webinar as an effective way to communicate information regarding progress on this matter.

- The Washington Office has been working to inform the library community and to advocate on behalf of libraries to maximize the possibility of benefiting from the American Recovery and Reinvestment Act. Ms. Sheketoff reported on the status of additional funding within the Department of Education and of the broadband proposal released on July 1. She also reported on webinars, podcasts, screen casts, the know your stimulus web site, and an email service for questions -- all
available from the Washington Office -- covering various topics related to the Act.

- The Washington Office, joined by the Association of College and Research Libraries (ACRL) and the Association of Research Libraries (ARL), has filed comments on the Google Book Search Settlement to make the Court and decision makers aware of the real-life impact of some of its provisions. Sheketoff advised that a panel discussion will take place on Saturday, July 11 at this conference with representatives from Google and various library constituencies. A public hearing will be held before the final ruling is made. The Justice Department is looking into any antitrust issues of the settlement, while Amazon is rumored to be looking at a potential competitive opportunity.

- The Federal Research and Public Access Act of 2009 was introduced in June to advance and expand existing National Institutes of Health (NIH) public access policy to include additional federal agencies. The NIH public access policy ensures that the public has free access to research which has been publicly funded.

- The Washington Office is planning a rally during the 2010 ALA Annual Conference. The rally will include Congressional leaders, celebrities, banners and conference attendees, followed by Congressional visits.

**Development Office Report – 2008-2009 EBD #6.3 (Exhibit 16)**

Kim Olsen-Clark, Director, ALA Development Office, began by responding to questions regarding her written report that had previously been submitted to the Executive Board. She clarified details about organizations mentioned as potential partners and about National Gaming Day. Ms. Olsen-Clark then highlighted recent activities of the Development Office:

The ALA Development Office is working toward a one-year, $1 million fundraising goal starting in July 2009 to increase the number of Spectrum scholarships. The project is an initiative of President-Elect Camila Alire, known as the Spectrum Presidential Initiative: National Initiative for Inclusivity in America’s Libraries. Conversations are both planned and on-going with the Boeing Institute, the McCormick Foundation and other foundations. A committee has been formed to carry out the initiative with President Jim Rettig, President-elect Camila Alire, incoming President-elect Roberta Stevens, Executive Director Keith Michael Fiels, and past ALA president Betty Turock serving as co-chairs.

Ms. Olsen-Clark advised the Board that many corporations and foundations are reorganizing and re-evaluating their giving requirements, patterns and purposes. Some are looking toward giving with a much larger social policy aspect. Donations are down in nearly all areas nationally.
Ms. Olsen-Clark introduced two new Development Office staff members -- Mark Huber, assistant Development Office Director, and Lisa Coy, Development Coordinator.


Keith Fiels reviewed recommendations that the Board has referred to the Budget Analysis and Review Committee (BARC) regarding electronic member participation and expanding council transparency. These recommendations came from Council discussions at the 2009 Midwinter Meeting and will be discussed at the BARC meeting to take place at this Annual Conference.

The Board discussed the feasibility and advisability of posting a certified written transcript and audio recordings of Council sessions to the ALA website. ALA Parliamentarian Eli Mina advised the he would not recommend posting a word-for-word transcript of Council proceedings; Fiels confirmed that legal counsel has advised against posting the word-for-word transcript.

**Board Effectiveness**
Immediate Past President Loriene Roy commented on the Board’s performance during this meeting.

_The Board adjourned at 11:31AM to move into Executive Session._
The Board convened at 1:30 PM on Monday, July 13, 2009, with President James Rettig presiding.

PRESENT: President James Rettig; President-elect Camila Alire; Treasurer Rodney M. Hersberger; Immediate Past President Loriene Roy; Executive Director Keith Michael Fiels; Executive Board members: Diane Chen, Joseph Eagan, Mario M. Gonzalez, Terri G. Kirk, Em Claire Knowles, Charles E. Kratz, Larry Romans, and Roberta Stevens.

**Report out of Executive Session**
President James Rettig reported on discussions that occurred during the Executive Session on July 10, 2009:

- The Board discussed a nomination from the American Association of School Librarians (AASL) to appoint a representative from ALA to the National Council for Accreditation of Teacher Education (NCATE) accreditation group.

- The Board discussed the confidential workforce analysis.

President Rettig requested an amendment to the agenda to allow Treasurer Hersberger to present a motion involving delay and deferral of transfers from Divisions and Round Tables to the Endowment. The agenda was adopted as amended.

**Young Turks Advisory Group Task Force** – 2008-2009 EBD #12.62 (Exhibit 21)
President-elect Camila Alire introduced several members of the Young Turks Advisory Group. This group, chaired by Karen Downing and Liz Bishoff, was formed to explore ways to make the Association more relevant in order to recruit and retain young librarians. Downing reported that younger colleagues have more options currently than in years past in terms of being active professionally and that the retention rate for student members is far below the overall retention rate. Eric Frierson, a member of the Advisory Group, related his personal experience, involvement and opportunities as an ALA member and contrasted it with the experience of a colleague who had assumed a more passive role. The Advisory Group was now asking the Board to approve establishing a formal task force to identify strategies for ALA to take in order to be more responsive to young librarians.

The Board’s subsequent discussion included comments about the proposed task force and its relationship to the New Members Round Table and the Emerging Leaders projects, the need to connect this group with the ethnic caucuses and affiliates, and the size and composition of the proposed task force.
On a motion by Loriene Roy, seconded by Em Claire Knowles, the Executive Board

**Voted** to approve the establishment of a task force that will identify strategies and actions for ALA, its offices, committees, divisions and round tables to be more responsive to the young librarians who will be its members and future leaders with a goal of increasing retention rates. The task force will submit a status report during the 2009 Executive Board Fall Meeting, a mid-project report during the Executive Board 2010 Midwinter Meeting, and a final report during the Executive Board meeting at the 2010 Annual Conference. *Young Turks*

The Board also recommended that the name of the task force be changed to something other than “Young Turks.”

*Endowment Trustees Report* – 2008-2009 EBD #13.6 (Exhibit 21)

Daniel Bradbury, Chair of the Endowment Trustees, noted that he would not repeat the report he had made to Council on Sunday, July 12, but he made the following three points:

- The endowment fund is $24.8 million as of June 30, 2009—a $1.2 million increase over December 31, 2008 and a 5.8% return for the year to date.

- In addition to scheduled meetings and conference calls, during the coming year the Trustees plan to examine peer comparisons of similar-sized nonprofit and educational endowments. They will also look at peer comparisons of various fund managers and peers representing the sectors in which they are active in order to assure the best performance from ALA’s fund managers.

- The Trustees will look at alternative investments in accordance with the amendment the Board made to the asset allocation policy in 2008, which allowed consideration of new opportunities to boost fund performance at appropriate levels of risk.

James Neal, Chair of the Budget Analysis and Review Committee, joined Mr. Bradbury and Treasurer Hersberger to discuss delaying/deferring division and round table transfers to the endowment due to cash flow issues. The Executive Board:

**Voted**, on the recommendation of the Budget Analysis and Review Committee and Finance & Audit Committee (F&A), that due to the unusual economic circumstances and uncertainty regarding the FY 2010 budget, and in order to enable appropriate cash liquidity in the General Fund, divisions and round tables, the FY 2009 approved divisions and round tables transfers to the endowment be delayed after consultation with the divisions and round tables; and further, that the Board approval of the FY 2010 proposed divisions and round tables transfers, be deferred. *Endowment Deferrals*
 Approval of FY2010 Budget – 2008-2009 EBD #3.9 (Exhibit 22)
Treasurer Rodney Hersberger, joined by Greg Calloway, Associate Executive Director, Finance, presented the FY2010 budget and preliminary budgetary ceilings. Calloway advised that the divisions had made adjustments in their revenue expectations totaling $770,000, and grant revenue had been increased based on new projects funded since April. The net in total revenue is an adjustment of $79,000.

After brief comments, the Executive Board:

Voted, on the recommendation of the Finance & Audit Committee (F&A), to approve the FY2010 budget and ALA budgetary ceilings, as detailed in 2008-2009 EBD #3.9. Budget Ceilings

Committee on Accreditation – 2008-2009 EBD #12.66 (Exhibit 23)
Richard Rubin, Chair of the Committee on Accreditation (COA) presented a response from COA to the ten recommendations of the Presidential Task Force on Library Education that were presented at the 2009 Midwinter Meeting. He explained that the Committee’s responses to the report took two approaches. The first approach is one in which COA agreed with a particular recommendation, noting accreditation standards that already address the issues raised. The second approach acknowledged COA’s willingness to take a second look at some of the more substantial and divergent recommendations in light of further consultation with all of the necessary stakeholders. He observed that the competences, even in draft form, have already been applied in many curricular reviews.

Rubin responded to questions about how the competences are being used, who the stakeholders were being asked to comment on the recommendations. The Board then thanked Dr. Rubin for his service as Chair of the Committee.

Librarian Retirements and ALA Membership Study – EBD #12.58 (Exhibit 24)
Denise Davis, Director, ALA Office of Research and Statistics introduced Stephen Tordella and Tom Godfrey of Decision Demographics who were asked to assist ALA in exploring membership trends as part of a request from the Presidential Task Force on Graduated Dues. Preliminary estimates regarding retirement in the profession were presented to the Executive Board at its April 2009 meeting. This presentation applied the estimates to ALA membership and suggested some career patterns that should be considered in future strategic planning activities. Mr. Tordella reviewed census-based retirement analysis based on all librarians from 1980 to 2007 and then presented hybrid forecasts of retirement that combine ALA membership data with the census-based rates. The Board discussed potential explanations for the trends that were revealed.
Library Support Staff Certification Program – 2008-2009 EBD #12.55 (Exhibit 25)
Nancy Bolt and Karen Strege, on behalf of the Library Support Staff Certification Program Advisory Committee, discussed the Library Support Staff Certification Program Final Briefing Document. Bolt advised that six of the ALA divisions have approved a certification program and the ALA-APA Certification Program Committee has approved the program. Strege commented on the proposed budget and the possibility of grants to cover future plans.

The board discussed the adequacy of the proposed budget to cover the expenses of the program, the qualifications for acceptance in the program, how candidates in the program would complete their portfolios, and plans for marketing the program.

On a motion by Camila Alire, seconded by Em Claire Knowles, the Executive Board:

Voted to approve the Library Support Staff Certification Program as an official certification program of ALA. Library Support Staff Certification

Librarianship and Traditional Cultural Expressions – 2008-2009 EBD #12.67 (Exhibit 26)
Loriene Roy, Immediate Past President, presented information on library principles concerning traditional cultural expressions for which the Office for Information Technology Policy is requesting feedback. This document is the result of meetings held in November 2008 and February 2009 to discuss Librarianship and Traditional Cultural Expressions: Nurturing Understanding and Respect. She explained the document had been added to the agenda at the request of Carrie Russell, Director, Program on Public Access to Information at the ALA Washington Office, to encourage the Board members and others to read the document and submit comments to the website. The group plans to bring the document to Council at the 2010 Midwinter Meeting.

Executive Board Liaison Reports
Outgoing Board members Mario Gonzalez, Terri Kirk, Loriene Roy and Roberta Stevens reported on their liaison visits during this Conference.

- Mario Gonzalez reported on his visits with:
  - Committee on Research and Statistics
  - Chinese American Library Association
  - Awards Committee
  - National Association to Promote Library and Information Services to Latinos and the Spanish Speaking (REFORMA)
  - Public Library Association (PLA)
  - Association of Specialized and Cooperative Library Agencies (ASCLA)
  - Allied Professional Association (APA) Certification Committee
• Terry Kirk met with the following groups:
  o Publishing Committee
  o Black Caucus of the American Library Association (BCALA)
  o Reference and User Services Association (RUSA)
  o Conference Committee
  o Federal and Armed Forces Libraries Round Table (FAFLRT)
  o American Association of School Librarians (AASL)
  o New Members Round Table (NMRT)
  o Website Advisory Committee
  o Committee on Membership Meetings

• Loriene Roy visited with:
  o Association for Library and Information Science Education (ALISE)
  o Committee on Accreditation
  o Committee on Literacy
  o American Indian Library Association (AILA)
  o Committee on Education

• Roberta Stevens made comments on her visits, highlighting her written report:
  o Membership Committee
  o Association for Library Trustees, Advocates, Friends and Foundations (ALTAFF)
  o Public and Cultural Programs Advisory Committee (PCPAC)
  o Association for Library Collections and Technical Services (ALCTS)

**Board Effectiveness**
Immediate Past President Loriene Roy commented on the Board’s performance during this meeting.

**Recognition of Board Members (Terms Expiring)**
President Rettig recognized Executive Board members whose terms expired, including Mario Gonzalez, Terri Kirk, Loriene Roy and Roberta Stevens.

*The Board adjourned at 5:26 PM.*