MINUTES
ALA Executive Board Meeting
2014 ALA Annual Conference

June 27-July 1, 2014
Las Vegas, NV

American Library Association

Volume 21
The ALA Executive Board met in Ballroom D of the Las Vegas Hotel in Las Vegas, NV, from June 27-July 1, 2014.

PRESENT: President Barbara K. Stripling; President-elect Courtney Young; Immediate Past President Maureen Sullivan; Executive Director Keith Michael Fiels; Executive Board members: Robert Banks, Dora T. Ho, Alexia Hudson-Ward, Sara Kelly Johns, Mike L. Marlin, John A. Moorman, James G. Neal, and Michael Porter. Treasurer Mario Gonzalez was absent.

The agenda (2013-2014 EBD #9.4.1) is attached as Exhibit 1.

Session One

The Board convened at 9:00AM on Friday, June 27, 2014, with President Barbara K. Stripling presiding.

Agenda Approval

By consent, the Executive Board approved the agenda for the 2014 ALA Annual Conference ALA Executive Board Meeting (2013-2014 EBD #9.4.1 Exhibit 1).

Consent agenda

Procedural/Consent Items

The Executive Board approved the following items:

By consent, approved the 2014 ALA Executive Board Spring Meeting Minutes and Vote Tally (2013-2014 EBD #2.4 and EBD #1.8, Exhibits 2 and 3).

Executive Committee Report
President Barbara Stripling reported that the Executive Committee of the ALA Executive Board met on Thursday, June 26, 2014, during which the Committee discussed the Executive Board agenda and the 10-year budgetary trend reports that were distributed to the Executive Board and the Planning and Budget Assembly.

Strategic Planning/Strategic Initiatives – EBD #12.34 (Exhibit 9)
President Barbara Stripling and Executive Director Keith Michael Fiels led a discussion on the proposed strategic thinking/strategic planning process to take place over the next year.

- ALA needs to work to ensure that it is reaching out to all the entities that want to be involved in the planning process. In addition, conversations should be timed appropriately to allow for a consensus to be reached.
- Keith Michael Fiels and President-Elect Courtney Young recently met with the Chapter Relations Office to plan forums at the various chapter conferences. AASL Executive Director Sylvia Knight Norton will meet with the AASL Affiliate Assembly to plan forums at affiliate meetings.
- Virtual forums are currently being planned for the coming year and will utilize various social media platforms, including Twitter and Facebook.
- A meeting was held on July 26 with vendors in the Library Champions program. Several vendors plan to conduct forums on the strategic initiatives with their advisory groups and field representatives in the coming months.
- Following the 2015 Midwinter Meeting, Fiels expects to have draft versions of plans for advocacy, information policy, and professional and leadership development.

Board members discussed various options for reaching out to ALA members and member leaders.

Bill and Melinda Gates Foundation Global Libraries Initiative
Deborah Jacobs, Director of the Global Libraries Initiative, gave an overview of the Foundation’s plans for the program.

- In 1997, the Bill & Melinda Gates Foundation’s first grants funded free internet access in U.S. public libraries. Since then, the Foundation’s work has expanded globally and currently focuses on the following four areas: Research and Innovation; Training and Leadership; Delivery; and Impact, Advocacy, and Policy.
- In March 2014, Bill and Melinda Gates decided to wind down the Global Libraries Initiative in a manner that will leave the field in a strong position. The wind-down plan will span three to five years. The reasoning behind the wind-down in no way reflects a lessened belief in the importance of libraries, but rather the Foundation has chosen to focus its efforts on other programs.
- Through surveys conducted following the announcement of the wind-down and conversations with librarians, the Foundation learned that libraries are concerned about what comes next. However, there is also a sense that the Gates grants have left libraries in a stronger position and it is time to work to find new opportunities.
• The Foundation intends to stay committed to its current investments, including several newer commitments in South Africa, Moldova, Turkey, and Jamaica.
• The Foundation hopes to work with ALA to position the wind-down as a call to action for libraries.
• The Foundation plans to reach out to potential funding partners to assist libraries in the transition following the wind-down.
• The Foundation is currently in talks with an independent management company to conduct an independent study to examine the impact of the Foundation’s work over the past 20 years.
• The Foundation is working to ensure that governments and philanthropic organizations continue to address the important issue of information access.

**Executive Board Liaison Visits and Talking Points**
Keith Michael Fiels led a discussion on the talking points for the Executive Board liaison visits that will take place during this conference.

**Board Effectiveness**
Immediate Past President Maureen Sullivan commented on the Board’s effectiveness during this meeting.

*The Board adjourned at 10:50AM and immediately reconvened for the ALA-APA Board of Directors meeting.*
The Board convened at 1:00 PM on Monday, June 30, 2014, with President Barbara Stripling presiding.

PRESENT: President Barbara K. Stripling; President-elect Courtney Young; Immediate Past President Maureen Sullivan; Executive Director Keith Michael Fiels; Executive Board members: Robert Banks, Dora T. Ho, Alexia Hudson-Ward, Sara Kelly Johns, Mike L. Marlin, John A. Moorman, James G. Neal, and Michael Porter. Treasurer Mario Gonzalez was absent.

**Budget Analysis and Review (BARC) and Finance & Audit Committee (F&A) Report** – EBD #3.2 and #4.17 (Exhibit 10 and 11)

Patricia Wand, chair of the Budget Analysis and Review Committee, reported on the BARC, F&A, and Planning and Budget Assembly (PBA) meetings during the Annual Conference.

FY 2014 Budget - 2013-2014 EBD #14.11 (Exhibit 12):

- For the period, total ALA revenue (all funds) was $31.2 million, which is less than the budget of $32.4 million by $1.3 million (-3.9%). Total ALA expenses were $30.0 million, which is less than the budget of $33.0 million by $3.0 million. The result was net revenue with revenues over expenses of $1.1 million. This is better than the budgeted loss of $606,451 by $1.7 million.
- BARC is cautiously optimistic that the positive net revenue balance will remain at the end of the fiscal year.

BARC’s meeting with the Publishing Committee:

- BARC met with Anders Dahlgren of the Publishing committee and Don Chatham, Associate Executive Director of Publishing and were presented with the Publishing Department’s strategic plan.
- The FY15 Publishing budget looks very viable, with expected net revenue to be in line with FY14 at $925,245.

United for Libraries Extension - 2013-2014 EBD #10.6 (Exhibit 13):

- Sally Reed, Executive Director of United for Libraries, and Ron Jankowski, ALA Director of Membership Services, joined BARC to discuss an extension of the United for Libraries organizational membership program. This is a program primarily geared toward bringing the former FOLUSA members back to ALA. The purpose of this one-year extension is to work toward crafting a language and/or structure within ALA that eases the FOLUSA member transition into ALA. Reed and Jankowski are expected to bring their recommendations to BARC for its fall meeting.
On the recommendation of Finance and Audit, the Executive Board

**Voted to** to approve an additional one-year trial period to August 31, 2015, to offer United for Libraries services to Friends Groups and Boards of Trustees. Those organizational services will give Friends Groups and Boards of Trustees United for Libraries benefits and opportunities as specified in EBD #10.7. EBD #10.7

**FY 2015 Small Division Support Discussion:**
- BARC met with Rod Wagner, President of United for Libraries, and Sarah Laughlin, President of the Association for Library Collections and Technical Services (ASCLA), to discuss their views and perspectives on the issue of small division support. As a result of a number of circumstances since the Midwinter Meeting, the amount of the subsidy was impacted. However, both were assured that despite the circumstances, ALA would stand by its commitment to the full subsidy amount as confirmed for the FY15 budget.

Keith Michael Fiels noted that it is the intention of staff and the committee to address the relationship between the status of the support and the Operating Agreement in order to determine what, if any, action can be taken to help UFL and ASCLA attain financial stability without support. This discussion and any findings/resolutions will be reviewed at the fall meeting.

**Small and Very Small Libraries Promotion - 2013-2014 EBD #10.7 (Exhibit 14):**
- Ron Jankowski informed BARC that ALA wants to continue its efforts to support small and very small libraries across the country. They have been impacted by the economy and other factors, which has resulted in the need to drop their organizational memberships. Past promotional efforts like this have typically resulted in a 10% positive response rate, which is viewed as positive. Additionally, it provides a small amount of increased dues revenue and builds on the relationship between small libraries and ALA.

On the recommendation of BARC, the Executive Board

**Voted to** approve in principle a special FY2015 promotion to encourage small and very small libraries with lapsed organizational membership members to rejoin ALA, subject to review and recommendation by BARC. EBD #10.7

**FY2015 Budgetary Ceiling:**
- ALA Finance staff met with BARC and provided a summary of the changes to the proposed FY15 budget since the spring Executive Board meeting. These changes were primarily related to depreciation and overhead.
- The impact of these changes resulted in a budgeted net revenue for FY15 of $129,021 and a budgetary ceiling of $64,078,221. This is a decrease in the budgetary ceiling of $1.5 million from the spring meeting total of $65,550,606 (-2.3%).
On the recommendation of Finance and Audit, the Executive Board Voted to

- Approve the revised preliminary FY 2015 General Fund Budgetary Ceiling of $29,558,008, including a $1,545,830 net asset transfer to offset the Plant Fund operating expenses and up to a $250,000 transfer from ALA investment earnings.
- Approve the revised FY 2015 Divisions Budgetary Ceiling of $26,793,577.
- Approve the FY 2015 Round Tables Budgetary Ceiling of $1,802,501.
- Approve the revised $83,658 transfer from the Division Fund to offset the Plant Fund operating expenses.
- Approve the revised FY 2015 Grants and Awards (Restricted Fund) Budgetary Ceiling of $4,857,356.
- Approve the revised FY 2015 Long-term Investment Fund (Endowment Fund) Budgetary Ceiling of $1,066,779, including a $236,638 capital gain to be allocated for funding the ALA Spectrum Initiative and a transfer of $533,568 interest and dividends from the Endowment Fund to the General Fund in accordance with Policy 8.5.1.
- Approve the FY 2015 total ALA Capital Budget of $2,159,865.
- Approve 2% compensation to base salary for ALA staff for the 2015 budget.
- Approve the revised FY 2015 Total ALA Budgetary Ceiling as follows:

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<th>Budgetary Ceiling</th>
<th>Amount</th>
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<tr>
<td>General Fund</td>
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<tr>
<td>Division Fund</td>
<td>26,793,577</td>
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<td>Round Tables</td>
<td>1,802,501</td>
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<td>Grants &amp; Awards</td>
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<td>Long-Term Investment</td>
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<tr>
<td><strong>Total ALA Budgetary Ceiling</strong></td>
<td><strong>$ 64,078,221</strong></td>
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EBD #14.13

ALA Finance Best Practices – Workshop/Webinars
- As a follow-up to the spring meeting discussions, Pat Wand led a discussion on BARC’s effort to keep the membership informed and educated on important financial issues surrounding the operation of ALA. This effort is currently being conducted through the following activities/venues: ALA Finance Best Practices Workshop (Fridays of Midwinter Meetings), five BARC Sponsored Webinars, Membership Information Session (Treasurer/BARC Chair Reports), and Treasurer’s Report to Council.

Planning and Budget Assembly (PBA) and BARC/Division Leaders Meeting:
- BARC met with PBA on June 29. In response to concerns previously expressed regarding the content of these sessions, there were no financial reports. The committee provided some basic financial highlights and answered questions.
• The Division Leaders/BARC meeting also met on June 29. The discussion focused on requested financial trend information and on the resolution to include programs at Midwinter Meetings.

Introduction of ALA’s New Literacy Officer
Michelle Harrell Washington, Director of the Office for Diversity and the Office for Literacy and Outreach Services (OLOS), introduced Kristin Lahurd, ALA’s new Literacy Officer.

Endowment Trustees Report – EBD #13.4 (Exhibit 15)
In Senior Trustee Rod Hersberger’s absence, Board member James Neal, made the following points:

• The endowment fund is at $38,615,205, as of May 31, 2014, an increase of $930,618 since December 2013 (+3%).
• The Endowment’s 3% growth is in synch with the growth of various U.S. and foreign indexes.
• ALA set a 5% payout within the budget plan for fiscal year 2015.

Accreditation – EBD # 10.9 (Exhibit 16)
The Board held a conversation with Barbara Moran, Chair of the Committee on Accreditation (COA) and Mary Stansbury, Member of the Committee on Accreditation and Lead of the COA Standards Revision Subcommittee, on the current trends and issues regarding accreditation of Master’s of Library and Information Studies (MLIS) programs, including a discussion of the current Standards revision (2nd draft).

• COA will present the revised Standards to Council for approval at the 2015 Midwinter Meeting. The Committee has gathered feedback on the revised Standards both virtually and in-person, through sessions at the 2014 Midwinter Meeting, this Annual Conference, and the 2014 Association for Library and Information Science Education (ALISE) conference. In all, the Committee has heard from approximately 300 people, including members of the profession, educators, and students. The deadline for comments on the revised Standards is October 24, 2014. However, the Standards Revision Subcommittee plans to release a third draft of the Standards by the end of summer, 2014.
• COA has been working on a revision of the Committee’s business plan; however, the Office for Accreditation staffing has been reduced from four employees to two in the last few years. COA proposes that a third-party facilitator be hired to assist in the revision of the business plan and to determine what a new, re-envisioned COA will look like. Once a rough draft plan is created, COA plans to gather feedback from various stakeholders.
• COA believes that its mission aligns with ALA’s strategic initiatives and a re-envisioning will enable the Committee to continue with its important work.
• With regard to the question of whether the Master’s degree is the appropriate degree for librarianship, COA’s scope does not allow examination of this issue.
Rather, it is an issue for other committees to explore, such as the Committee on Education.

Keith Michael Fiels noted that the re-envisioning of the COA’s business plan is a positive development and the Board encourages COA to return with a formal proposal.

Past President Maureen Sullivan reported on her Board liaison visit to COA and voiced support for the Committee’s proposal to revise its business plan.

Moran explained the re-envisioning process may lead to a conceptual reconsideration of accreditation, depending on what is determined by a close examination of the Committee and its work. COA plans to include other entities in the conversation, including ALISE, BARC, and the Committee on Education.

**Assessment for Strategic Initiatives**

President Barbara Stripling led a discussion around the creation of an assessment and evaluation process to measure the effect of the Strategic Initiatives.

- The two most important questions to ask are: What will success look like? and How will we measure success?

The Board discussed the general approach to assessment and evaluation of the Strategic Initiatives.

- Each of three initiatives should be examined separately, as they each demand a distinctive approach.
- The Board should have clear objectives in mind that are examined periodically.
- It is important to use both quantitative and qualitative measures.
- It is important to assess and evaluate the strategic initiatives along the way, rather than solely at the end. This way, adjustments and improvements can be made.

The Board discussed the general question of “What will success look like?” and then broke down the concept of success in the areas of advocacy, information policy, and professional and leadership development.

The Board discussed options of how success will be measured.

Board members noted the importance of sharing with membership the outcome of the Board conversations on the strategic initiatives in a timely manner.

**Board Effectiveness**

Immediate Past President Maureen Sullivan commented on the Board’s effectiveness during this meeting.

*The Board adjourned at 4:00 PM and moved into closed session.*
Session Three

The Board convened at 1:30 PM on Tuesday, July 1, 2014, with President Barbara Stripling presiding.

PRESENT: President Barbara K. Stripling; President-elect Courtney Young; Immediate Past President Maureen Sullivan; Executive Director Keith Michael Fiels; Executive Board members: Robert Banks, Dora T. Ho, Alexia Hudson-Ward, Sara Kelly Johns, Mike L. Marlin, John A. Moorman, James G. Neal, and Michael Porter. Treasurer Mario Gonzalez was absent.

Conference Services
Paul Graller, Manager of Conference Services, gave a recap of this Annual Conference:
- Total registration was ahead of projections at 18,626.
- Attendance was strong at the Opening General Session and over 900 people attended the closing session.
- The Mobile App Pavilion doubled in size this year and the stages were full throughout the conference.
- The two showings of the film *The Speaker* was well attended at 60 people per session.
- Exhibitors expressed satisfaction with this year’s attendance and leads.
- Attendees expressed satisfaction with the conference, but were frustrated by the travel times between hotels and the conference center.

Graller discussed the upcoming Midwinter Meeting and Annual Conference.
- The 2015 Midwinter Meeting in Chicago will utilize eight hotels in two main areas, so travel times should be satisfactory.
- The 2015 Annual Conference in San Francisco coincides with Pride Week. Hotel rooms are available, but spread out across many different hotels. Conference Services met with staff of the San Francisco Public Library who will share their spot in the parade with ALA.

Report out of Executive Session
President Barbara Stripling reported that the Executive Board received a legal update from attorney Paula Goedert during the Executive Session on June 30, 2014.

Summit on the Future of Libraries/Center for the Future of Libraries
ALA President Barbara Stripling reported on the recently held Summit and Miguel Figueroa, Director of the Center for the Future of Libraries, began the conversation by giving an overview of the Center’s plans and activities.
- During this Annual Conference, feedback was gathered from various divisions and member groups on the new Center and how it will function. Several members inquired about the Center’s plans for member leaders.
- A conversation was held with the Library Champions. They are interested in the opportunity for the Center to create an innovation space to focus on various
issues. Several vendors offered to serve on panels where libraries can engage in and learn about innovation practices.

Board members offered feedback and suggestions for making the Center a success.

Keith Michael Fiels suggested that it would be useful to meet with Elizabeth Merritt of the American Association of Museums to get a better idea into how the Center for the Future of Museums was conceived and has grown.

**Washington Office Report – EBD # 12.33 (Exhibit 17)**
Emily Sheketoff, Associate Executive Director, ALA Washington Office, provided an update on activities that have occurred since submitting her written report.

- On Wednesday, June 25, 2014, the Senate voted 95-3 to pass the Workforce Improvement Opportunity Act, which is the reauthorization of the Workforce Investment Act. It calls upon state and local workforce boards to collaborate with public libraries and defines public libraries as one-stop partners for funding. It also includes language that states that workforce officials cannot instruct libraries on how to use their resources.
- The Federal Communications Commission (FCC) will meet on July 11 to discuss E-rate. ALA believes the FCC Chairman’s intention is to suggest a five-year program to use $2 billion for wi-fi and internal connections in libraries. The Washington Office is working with the Public Library Association (PLA), the Urban Libraries Council (ULC), and the Chief Officers of State Library Agencies (COSLA) to draft a statement on the importance of E-rate funding.
- The ALA Committee on Legislation (COL) presented a resolution to Council on network neutrality. In addition, ALA, the Association of Research Libraries and EDUCAUSE followed up with key FCC staff and shared the perspective of education, research and learning organizations and examples of what’s at stake for communities and users. Beyond the most basic challenges to equitable access to information and intellectual freedom, higher education and libraries are generators and subscribers of critical educational and cultural content that could suffer under a two-tier or “fast-lane” approach to network neutrality.
- In April, former ALA Washington Office colleague Adam Eisgrau returned to the American Library Association. He is a veteran intellectual property and privacy policy lobbyist and joined the ALA’s copyright and privacy advocacy efforts to increase visibility for library issues on a national level. As Congress takes renewed interest in copyright law, privacy measures, and surveillance reform, Eisgrau will use his extensive background on these issues to increase the Association’s presence in Washington and educate lawmakers on the issues libraries face in championing the information rights and needs of the public.

The Board adjourned at 2:20 PM and moved into closed session. It reconvened at 3:15 PM.
Report out of Executive Session
President Barbara Stripling reported that the Executive Board discussed a political issue that involved personal names.

Approval of 2014-2015 Executive Board Meeting and Conference Call Schedule - EBD #1.0, 2014-2015 (Exhibit 18)

The Executive Board approved the schedule by consent.

Executive Board Liaison Reports
Board members shared highlights from their liaison visits during this Annual Conference.

John Moorman commented on:
- Association for Library Service to Children (ALSC)
- ALA-APA Certification Committee
- Committee on Organization
- United for Libraries (UFL)

Maureen Sullivan commented on:
- Committee on Accreditation
- Round Table Coordinating Assembly

Sara Kelly Johns commented on:
- Library Instruction Round Table (LIRT)

Mike Marlin commented on:
- International Relations Committee

Dora Ho commented on:
- Library and Information Technology Association (LITA)
- New Members Round Table (NMRT)
- Asian Pacific American Librarians Association (APALA)

Alexia Hudson-Ward commented on:
- International Relations Round Table (IRRT)
- Committee on Education
- Education Assembly
- Association of College and Research Libraries (ACRL)

Robert Banks commented on:
- Chinese American Librarians Association (CALA)
- Young Adult Library Services Association (YALSA)
- Public Library Association (PLA)
- Website Advisory Committee
Michael Porter commented on:
- Association of Specialized and Cooperative Library Agencies (ASCLA)
- Federal and Armed Forces Libraries Round Table (FAFLRT)

**Conflict of Interest Statement** - EBD #1.9 (Exhibit 19)
The Conflict of Interest Statement was approved by the ALA Executive Board in 2002 and adopted by the ALA Council the same year. The 2014-2015 statements were read and signed by the Executive Board members.

**Board Effectiveness**
Immediate Past President Maureen Sullivan commented on the Board’s effectiveness during this meeting.

**Recognition of Board Members (Terms Expiring)**
President Barbara Stripling recognized Executive Board members whose terms expired: Immediate Past President Maureen Sullivan, Dora Ho, Michael Porter, Mike Marlin, and Sylvia K. Norton.

*The Board adjourned at 3:52 PM.*