

**EBD #2.2
2018-2019**

**MINUTES
ALA Executive Board
2019 Midwinter Meeting**

January 25-29, 2019

**Seattle, WA
American Library Association**

Volume 18

AMERICAN LIBRARY ASSOCIATION
Executive Board Meeting Minutes
2019 Midwinter Meeting
Seattle, WA

The ALA Executive Board met in the Redwood Room at the Sheraton Hotel in Seattle, Washington from January 25-29, 2019.

PRESENT: President, Loida Garcia-Febo; President-elect, Wanda Brown; Immediate Past President, James G. Neal; Treasurer, Susan Hildreth; Executive Director, Mary W. Ghikas; Executive Board members: Tamika Barnes, Karen Downing, Ed Garcia, Maria Taesil Hudson McCauley, Andrew K. Pace, Lessa Kanani'opua Pelayo-Lozada, and Patricia "Patty" M. Wong; and Director of the Office of ALA Governance, JoAnne Kempf & Director Designate Sheryl Reyes. Board member Trevor Dawes was excused.

The agenda (2018-2019 EBD #9.1.1) is attached as Exhibit 1.

Session I

The Board convened at 8:30 am on Friday, January 25, 2019 with President Loida Garcia-Febo presiding.

Agenda Approval

By consent, the Executive Board approved the agenda for the 2019 ALA Midwinter Executive Board Meeting (2018-2019 EBD #9.1.1, Exhibit 1). *Consent agenda*

Procedural/Consent Items

By consent, the Board accepted the remaining reports: President's Report, (EBD #7.2, Exhibit 2), President-Elect's Report (EBD #7.3, Exhibit 3), Executive Director's Report (EBD #12.14, Exhibit 4), the Equity, Diversity and Inclusion Update (EBD #12.16, Exhibit 5), Center for the Future of Libraries Report, (EBD #12.17, Exhibit 6), International Relations Office Update (EBD #12.18, Exhibit 7), Intellectual Freedom Update (EBD #12.19, Exhibit 8).

By consent, the Board approved the 2018 ALA Executive Board Fall Meeting Minutes and the corresponding Vote Tally (EBD #1.6 and EBD #2.1, Exhibit 9 & 10). *Consent*

By consent, approved the Confirmation of Conference Call Vote of November 20, 2018 during which the Board rescinded the motion to relocate 2022 Midwinter Meeting from San Antonio (EBD #1.7, Exhibit 11). *Consent*

Executive Committee Report

President Loida Garcia-Febo briefly reported that the Executive Committee met on Thursday, January 24, 2019 and discussed the following:

- Midwinter Board Talking Points
- Contract with IT Consultant, DelCor
- Upcoming Resolutions at the Council Meeting
- Challenges that libraries are facing in terms of working with mentally ill patrons and relationships with the police and homeless.

Review of Midwinter Board Talking Points

Executive Director, Mary Ghikas developed a document of Midwinter Board Talking Points. A few discussion points around the following:

- Financial analysis of the future of the Midwinter meeting, which will be addressed by BARC and F&A.
- Avenue M report on membership reflects ALA's membership data as well as individual division data.
- Overall, positive feedback of the work ALA is doing and the streams of change.

Washington Office Update & Discussion – EBD #12.15, Exhibit 12

Washington Office Associate Executive Director, Kathi Kromer reported on activities of the Washington Office:

- Launched the 3-year Strategic Plan to get focused, build champions on the Hill, build pipeline of advocates, and focus on information management.
- Launched the FY19 Appropriations Campaign and improved communications, social media, and advocacy efforts.
- Tribal Connect Act was introduced and had two outstanding events on the Hill during National Library Week focusing on tribal bands and makerspaces.
- Libraries Ready to Code rolled out grants to public schools and libraries across the country and the libraries were included with the Grow with Google initiative to highlight workforce programs.
- The Marrakesh Treaty Implementation Act was signed into law. It's a major accomplishment, as it facilitates access to published works for persons who are blind, visually impaired, or otherwise print disabled.
- The Music Modernization Act was also signed into law and we stopped the Register of Copyright bill.
- Federal Depository Library Program Modernization Act.
- Partnered with OverDrive and local libraries to talk about workforce development.
- Secured a \$2 million increase for IMLS in FY 19 budget, bringing their total up to \$242 million.

- IMLS reauthorized. The President signed that on December 31, and that campaign was the first time ALA had launched a tweet storm focused on specific members of Congress trying to influence them. We also worked with chapters and local advocates in Wisconsin and were able to secure two letters to the editor in Paul Ryan's district.
- Improved management of Committee on Legislation, merged Office for Government Relations, and Office for Technology Policy together, and welcomed Office for Library Advocacy to the team.
- Every member of Congress will receive a library challenge coin and a flyer promoting the priorities.
- Partnering with the DC Public Library on February 14, 2019 for a Library Card Sign Up Day on the Hill
- There are many new resources on the Washington Office website

Advocacy Investment Update

Kathi Kromer reported on the Advocacy Investment Update:

Advocacy investment for FY 19 was \$410,000 and focused on three areas to strengthen ALA's advocacy program and make sure that we were in the best position to achieve our public policy priorities:

1. Establish the new fly-in program in lieu of Library Legislative Day in 2019.
2. Implement a customer relationship management system.
3. Strengthen our advocacy, outreach, and engagement as well as information resources.

ALA Task Force on Sustainability – EBD #5.0, Exhibit 13

Co-Chairs of the ALA Task Force on Sustainability, Rebekkah Smith Aldrich and Rene Tanner presented the initial implementation report:

- The number one recommendation in the final report was to update the core values of librarianship, to add sustainability to that list. Unfortunately, ALA is not known as a leader on the topic of sustainability, and people are highly interested in ALA doing more work in that area.
- Want to make sure people understand we are not just talking about environmentally conscientious choices, but choices that are balanced in terms of environmental stewardship and social equity throughout all the work we do. It was noted that ALA is already excellent about carrying this out.
- Embed sustainability into library school curricula and look at the accreditation standards to make sure people are learning this from the ground up.
- Become thought leaders in the area of sustainability throughout our profession and in the communities that we serve.
- Equity, Diversity, and Inclusion recommendations can be mapped together very closely with Sustainability.

On the recommendation of the task force, the Executive Board

VOTED to collaborate with the Search Committee and ALA Human Resources, to incorporate concern for the values of sustainability into the job description and related documents for the new ALA Executive Director. *EBD #5.0*

Update on the Future of Midwinter Meeting – EBD #10.1, Exhibit 14

Chair of the Conference Committee, Clara Bohrer reported on the update on the future Midwinter meeting:

- Based on the trend sheets that showed statistics for the Midwinter Meeting and Annual Conference, Midwinter is not trending well. The Conference Committee considered three options:
 - Eliminating Midwinter
 - Tweaking Midwinter
 - Eliminate and replace with a new event
- The future event would have a strong focus on professional development with networking opportunities and curated content that is future focused, exploring challenges facing libraries, the profession, and our values. Talk about the “hows” – “how do you?” rather than the “whats”
- The Conference Committee will meet during this Midwinter and hold a couple of Town Hall Meetings. The exhibitors are also a part of this process.
- For many of our members, Midwinter is their only ALA conference offering opportunities to participate in the learning and professional development work of the conference.
- We will know by the 2020 Midwinter in Philadelphia the new structure and move forward in 2021, which is fully contracted in Indianapolis.
- ALA is a rare association that meets twice a year face to face with big events. The mind-set has to change, we need to determine what is critical that requires a face-to-face meeting in January. If face-to-face meetings are not absolutely necessary, other options for virtual work need to be explored. We are trying to create a new event that's focused on different areas. Council needs to meet, and groups need to report to Council, but beyond that all other face-to-face meetings require adding more meeting rooms, AV expenses, and more conflict in people's schedules.

Session II

The Board convened at 2:00 pm on Monday, January 28, 2019 with President Loida Garcia-Febo presiding.

PRESENT: President, Loida Garcia-Febo; President-elect, Wanda Brown; Immediate Past President, James G. Neal; Treasurer, Susan Hildreth; Executive Director, Mary W. Ghikas; Executive Board members: Tamika Barnes, Karen Downing, Ed Garcia, Maria Taesil Hudson McCauley, Andrew K. Pace, Lessa Kanani'opua Pelayo-Lozada, and Patricia "Patty" M. Wong; and Director of the Office of ALA Governance, JoAnne Kempf & Director Designate Sheryl Reyes. Board member Trevor Dawes was excused.

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Endowment Trustees Report – EBD #13.1, Exhibit 15

Rod Hersberger, Sr. Trustee, reported on recent activities of the Endowment Trustees as well as the New Business Development team:

- The Endowment Trustees have started the draft of a new Investment Policy Statement. The goal is for the Finance and Audit (F&A) committee to review and then bring to the Board in the Spring.
- There is more interest in the endowment from roundtables and divisions and we should meet with them to provide an overview of the investing process.
- When the ALA headquarters building is sold, it may be necessary to earmark some of that in strong bonds and high-quality dividend funds.
- Two new Trustee vacancies will need to be filled. BARC members and division fiscal officers would be good candidates.
- The New Business Development team is working closely with Publishing, the Center for the Future of Libraries, United for Libraries, and the Development office to identify new proposals and opportunities.

FY2018 Audit Report, EBD #3.5 and 3.6, Exhibits 16 and 17

John Fedus and Tim Koehl, auditors with the firm Mueller & Co. walked the Board through two documents: the FY2018 single audit report and the Auditor Required Communications.

Fedus explained the various fluctuations that occurred throughout the year. He noted that in the opinion of Mueller & Co., the consolidated financial statements present fairly in all material respects the financial position of the American Library Association as of August 31, 2018 and 2017.

Fedus described some new reporting standards that will take place in the coming years that will affect the way ALA records assets and liabilities.

Koehl explained the various sections of the Auditor Required Communications letter.

On the recommendation of the Finance & Audit Committee, moved by Susan Hildreth the Executive Board

VOTED to accept the FY 2018 audit reports (EBD #3.8, EBD #3.5 and EBD #3.6) as issued by Mueller & Co., LLP.. *FY18 Audit Report*

Budget Analysis and Review (BARC) and Finance & Audit Committee (F&A) Report – EBD #3.7, Exhibit 18

Maggie Farrell, BARC chair, reported on the BARC, F&A, and Planning and Budget Assembly (PBA) meetings during this Midwinter meeting:

- Farrell explained that in recent years BARC & F&A have been holding joint meetings which has led to better facilitation of work, reduction redundancy and increased efficiency.
- President-Elect Wanda Brown came before the committees to talk about her Presidential priorities and BARC will consider her proposed budget during the Spring meeting.
- First quarter results for FY19 and end of FY18 look good. The general fund did not break even, but it was very close. Although Publishing exceeded its budget, expenses were also higher. Also, we saw the impact of the Denver Midwinter because the New Orleans Conference was strong and produced a net revenue and overhead. Meetings and Conferences was drawn down by Midwinter because that took away from the revenue produced.
- Farrell encouraged the Board to review EBD #4.9 which is the investment report that details investment activities in the areas of IT, Advocacy and Development. Highlights of the investment report is to invest \$8.8 million over the next three years.
 - Majority of that funding will go towards IT (\$6.8 million);
 - New 2.5 FTE for fund-raising, but are reallocated positions within the Association; and
 - The customer relations management system (CRM) tied with the membership database iMIS.
- The goal of the IT investments is to lead to more business intelligence throughout the organization which will eventually be a significant impact for the services, programs and member engagement ALA provides. A new Chief Information Officer position has been created and is currently being staffed on a contractual basis.

On the recommendation of F&A, Susan Hildreth moved the Executive Board

VOTED to begin negotiations for a 3-year extension of auditing services with Mueller & Co. *Mueller & Co.*

Development Investment Update – EBD #6.2, Exhibit 19

Ann Manley, Assistant Director, ALA Development Office, brought a motion for the Board to approve a full list of companies, the portfolio of the socially responsible companies from which ALA units can use to prospect corporate partners, sponsors, and donors. The same motion has been presented to the Executive Board for the past several years. The Development Office uses two entities who investigate potential funders and judge them on the basis of their social responsibility.

Mary Ghikas explained that this is a process that was put in place several years ago at the Board's request. The list presented has been pre-vetted so that other parts of the organization who may want to negotiate with one of the companies on the list knows that they have been approved as a socially responsible organization.

On a motion by Ed Garcia, seconded by Jim Neal, the Executive Board

VOTED to approve the full list of companies, as listed on December 31, 2018 from the Domini and TIAA CREF portfolios of "socially responsible" companies from which ALA units could use to prospect for corporate partners, sponsors and donors.

The Board adjourned to convene the ALA-APA Board of Directors Meeting.

Session III

The Board convened at 12:30 pm on Tuesday, January 29, 2019 with President Loida Garcia-Febo presiding.

PRESENT: President, Loida Garcia-Febo; President-elect, Wanda Brown; Immediate Past President, James G. Neal; Treasurer, Susan Hildreth; Executive Director, Mary W. Ghikas; Executive Board members: Tamika Barnes, Karen Downing, Ed Garcia, Maria Taesil Hudson McCauley, Andrew K. Pace, Lessa Kanani'opua Pelayo-Lozada, and Patricia "Patty" M. Wong; and Director of the Office of ALA Governance, JoAnne Kempf & Director Designate Sheryl Reyes. Board member Trevor Dawes was excused.

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Executive Session Report Out – January 28, 2019

President Garcia-Febo reported that topics included IMLS and its directorship in general, real estate, and legal items from ALA legal counsel Paula Goedert.

Conference Services Report

Conference Services director Paul Graller updated information on the 2019 Midwinter Meeting.

- A total of three incidents were reported regarding accessibility and the Code of Conduct. This will lead to changes in our preshow and registration process.
- Staff and contractors were educated about gender-neutral bathrooms. Received positive feedback of the gender-neutral bathrooms at the 2019 Midwinter Meeting.
- Registration statistics showed that we did very well compared to the conference in Denver. The Washington Library Association and Seattle Public Library helped in marketing this event. For the upcoming Annual Conference in Washington DC, we are connecting with four different library associations, Friends of the DC Public Library, the Smithsonian, and Library of Congress.
- The announcement of book awards will still be a major asset at the future Midwinter.
- Exhibitors are excited about the new opportunity and publishers are very engaged.
- Feedback received regarding a different Midwinter event indicate that if there are not many business meetings, it would affect the governance of the Association and members wouldn't have the opportunity to engage with one another. On the other hand, by eliminating business meetings members are available to be in the content and engage with new people instead of in meetings.
- The new format of Midwinter will be effective in Indianapolis in 2021.
- The major requirement in policy is untouched, which is that Council must meet six months ahead of Annual. Mary Ghikas will review the policy and bylaws that may potentially be problematic in moving forward to this new event.

- Conference Services is looking at software that would provide feedback and promote transparency with regard to program selection.

Steering Committee on Organizational Effectiveness (SCOE)

Lessa Pelayo-Lozada. Chair of the SCOE provided a status report on the committee's activities.

- At this Midwinter Meeting there were three open general sessions and three specific sessions focusing on Council, round tables, and divisions.
- People seemed interested, positive, and receptive. They are waiting for something more solid. The timeline is flexible, but the committee is planning to meet sooner (March instead of May).
- To ensure transparency and inclusiveness, webinars and virtual interactions will be held. Board liaisons are welcome to invite Lessa or representatives from Tecker to come speak with their liaison groups.
- Tecker will synthesize the input and prepare a document which will be distributed to the Board.
- Lessa will post an update outlining the context of the project, the slides, and the models to the all member section on Connect.
- Future sessions will allow enough time for members to provide feedback.

Executive Director Search

The Board discussed the upcoming Executive Director search. Dan Hoppe, Human Resources Associate Executive Director, provided the plan for the Executive Director search.

- Interviews are tentatively scheduled for October 21-23, 2019 which is the week before the fall board meeting.
- The Board is being asked to come to Chicago so they can be physically present to interview and vote on the candidates.
- The position profile was rewritten to include the streams of change.
- The recruiting firm, Isaacson Miller, will have a call with the Executive Director Search Committee to discuss the search and the process. Mary will join the call so there is an understanding of the Executive Director role.
- Suggested to make a strong statement to the Search Committee that they are leaders of the Association and are not there speaking for or representing any unit of the Association.
- The Board discussed the makeup of the Search Committee including Board representatives.
- Mary Ghikas and Dan Hoppe will make staff appointments.

Liaison Reports

Board members reported on their liaison activities:

- Association for Library and Information Science Education (ALISE) is interested in having a stronger relationship and dialogue with ALA.
- Focused on reporting two things: streams of change and expanding focus and success in federal legislative and appropriations activity.

- Generally, the many groups had positive reactions to the streams of change.
- The International Relations Committee plan to submit a vision for global interaction, global engagement.
- Association of Specialized & Cooperative Library Agencies (ASCLA) recommend the concept of universal design be included in the SCOE discussion.
- ASCLA is interested in the financial data, such as cost benefit analysis for the building to be shared with membership. Currently, this information is confidential.
- Reference & User Services Association (RUSA) would like the Avenue M membership data shared with divisions because they want to be able to utilize that data to hopefully rejuvenate their membership. The data is currently be digested and reviewed.
- Social Responsibilities Round Table (SRRT) would like to see more work being done at an association level for library services to the homeless.
- There are 347 Graphic Novel Round Table members. Hopeful to have a threshold of having a councilor by Annual Conference so they can have a councilor next year.
- EMIERT is trying to reenergize their board. The Coretta Scott King Awards is going fine, but the governance of the Round Table itself seems to need some work.
- REFORMA created a newsletter.
- JCLC had a great conference with over 1,000 registered.
- A revised investment policy will be brought forward in the Spring.
- A policy is being looked at in terms of small individual endowments that fall below the effective functional rate of \$50,000.
- Check if the Library Research Round Table has a Board liaison.

The Board adjourned to go into Executive Session.