

ALA EXECUTIVE BOARD CONFERENCE CALL

Minutes for Tuesday, April 20, 2021

1:00-2:30pm Pacific / 2:00-3:30pm Mountain / 3:00-4:30pm Central / 4:00-5:30pm Eastern

Consent agenda

Board Meeting Minutes 16-March-2021 *EBD #2.11* and Board Meeting Agenda 20-April-2021 *EBD #9.15* were both approved.

Accreditation Working Group Update *EBD 10.10* Jennifer Sweeney, Chair ALA Accreditation Working Group

- Reviewed the overall findings of the report:
 - COA's position as a committee within ALA creates barriers to effective operations.
 - Current fiscal operation of the COA is unsustainable.
 - Ongoing and rapid diversification of the LIS professions are not adequately addressed by the current committee membership and structure.
- Reviewed recommendations/possible solutions:
 - Establish a separate independent 501(c)3 corporation
 - Establish a new commission or council within ALA with independent governance and membership procedures
 - Continue the current organization and governance
- AWG did not get into the length of terms for the committee. Important to look at the next steps.
- Conflict of interest examples if no changes made.
 - Committee membership appointment process; and
 - Lack of diversity and representation of the community
- **Action:** ALA Executive Director Hall to investigate the potential models for change and the governance structure to understand what the process will be moving forward.

LibLearnX 2023 Future Dates

- The Board did not vote on LLX future dates and locations. They are looking for more comparative data such as the Division conference dates and locations.
- This will be on the May Board agenda item for Board vote.

Annual Conference 2021

- Annual Conference speaker confirmations are still coming. It is believed there will be an increase in registration numbers after more speaker announcements are made.
- **Action:** ALA Executive Director Hall will send the pace report and speaker list to the Board.

Annual Conference Board Meeting Schedule

- Board members suggested that for shorter meetings, issues that require heavier discussion be scheduled at the top of the agenda rather than at the end.
- **Action:** President Jefferson and Governance Director Reyes will work on tightening up the agenda and Board members will share which reports they prefer to be a verbal report out vs. what can be under the consent agenda.

ALA Finances Update, Maggie Farrell ALA Treasurer

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- Financial quarterly reports are on schedule and the next is slated to be issued by May 10, 2021.
- The insurance payment from AC 2020 is still under negotiation and will likely have an update in the June meeting. Funds will go into short term cash which will help with liquidity.
- Interim CFO continues to monitor the real estate market and the former headquarters building. The contingency payment will most likely not happen, but staff will continue to monitor to determine if there is any way that ALA can secure funds from the contingency agreement.

Pivot Strategy Update, Tracie Hall, ALA Executive Director

- Overarching goals are membership and revenue growth. Increase revenue by 10% over expenses and increase membership by 5%.
- If successful, FY21 would be the first time in over 6 years that ALA will have a balanced budget.
- Shift from implied to supplied value, meaning we want to position ALA more squarely as a member services organization where tangible offerings and benefits are clearly defined and articulated.
- Twenty Cross functional teams will begin in FY21-FY22. These teams will work on delineated goals laid out to create greater communication/coordination across the association.
- In addition to the cross functional teams, we will have unit goals for transparency and accountability, which will create a standard of operational excellence and shared best practices.
- President-elect Wong recognized the work in connecting action with strategy. Shared how do we articulate and integrate that ALA is both a member and service organization. Executive Director Hall highlighted that a service organization means that more opportunities and engagement is engineered into membership. We need to position ALA's value of membership in that way.

ALA Gift Acceptance Policy EBD 10.4

- **Voted to** approve the revised ALA Gift Acceptance Policy as listed in *EBD 10.4*.

The ALA Executive Board adjourned into closed session.

Board Members Present:

1. Julius C. Jefferson, Jr., President
2. Patty Wong, President-Elect
3. Wanda Brown, Immediate Past-President
4. Maggie Farrell, Treasurer
5. Tamika Barnes, Executive Board Member
6. Libre (Latrice) Booker, Executive Board Member
7. Eboni Henry, Executive Board Member
8. Maria McCauley, Executive Board Member
9. Larry Neal, Executive Board Member
10. Alexandra Rivera, Executive Board Member
11. Karen Schneider, Executive Board Member
12. Tracie D. Hall, ALA Executive Director ex-officio

Board Members Excused Absence

1. Ed Garcia, Executive Board Member