

ALA EXECUTIVE BOARD CONFERENCE CALL

Minutes for Tuesday, March 15, 2022

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

President Patty Wong called the Executive Board meeting to order at 3pm CT.

Approved by Consent:

- Board Agenda, EBD #9.11
- February Board Meeting Minutes, EBD #2.10
- January Board Meeting Minutes, EBD #2.9

ALA Executive Board Statements Discussion

- President Wong opened discussion on when it is appropriate for Board to release a statement. Governance Director, Sheryl Reyes shared an issue matrix developed by the Communication Marketing Office on goal, impact, and appropriateness regarding drafting and releasing Board statements.
- Executive Board Member Neal noted the matrix is a good guide, with the caveat that each situation is nuanced. Sharing some of the document might be helpful in order to demonstrate that statements cannot be crafted instantly. He encouraged that the document is included with Board Member orientation.
- President Wong noted that with some recent statements, there have been concerns if the ALA Board should respond. For example, with the recent events in Ukraine, there were some questions if ALA should wait for IFLA to make a statement.
- Executive Board Member Henry noted that it is not always appropriate for ALA to comment on every issue.
- Executive Board Member Rodriques recommended that we communicate with members when and/or if we are crafting a message, so other groups do not duplicate efforts and that members will know when to expect statement.
- Executive Board Member Rivera noted it could also be helpful in onboarding Divisional leadership.

ALA Conference Discussion

Conference Services Director Earla Jones provided the following updates on Annual Conference 2022:

- Registration:
 - 1,721 Total: 24% to attendance goal
 - 1,651 Paid
 - Exhibit sales at 67% to budget
- Robust marketing strategies: press releases, with targeted marketing for regional libraries and library groups that act as local planning committee
- State partnerships activated this week
- Encourage use of marketing tool kit amongst Divisions and Offices
- Finalizing speakers: John Cho and Maria Hinojosa announced
- Curated thought leaders sessions, such as Preconference for Prison Libraries, Confronting Misinformation Session, are part of efforts to feature authors as well as thought leaders
- Conducted site visit last week

Executive Board Member Schneider noted that according to the pace report, anticipating about 7,700

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attendees. Director Jones confirmed this is the case.

Executive Board Member Rodriques asked the number of virtual component registrants. Director Jones noted that it is currently at about 30.

President-elect Pelayo-Lozada asked if information can be provided to compare previous pre-pandemic live conference percentages with current percentages for reference, with the understanding that it is difficult to compare pre-pandemic numbers with the current state. Director Jones noted that a comparison column can be added to the next report.

Past President Jefferson noted that in the past, the local chapter plays a role or hosts the conference and will this be the case for Annual 2022. Conference Services met with the local groups virtually, and brainstorming has started with discussions about a possible opening presentation and engaging via events. Executive Director Hall noted that past collaborations with the local public library system will be replicated for Annual 2022.

President Wong asked what the Board can do to support Conference Services or promote the conference. Director Jones noted that the marketing kit will be provided to the Board, as well.

Emerging Issues:

Treasurer Farrell noted that a Critical Library twitter discussion occurred about ALA's support of the profession and what it needs to move forward. It is important that we are present and listen to these conversations, especially with non-members involved.

President Wong reminded the group that the Virtual Membership Meeting is scheduled for March 17 and will focus on the ongoing book ban/challenges issue.

The ALA Executive Board adjourned into closed session.

ALA Board Members Present:

1. Patricia (Patty) Wong, President
2. Lessa Pelayo-Lozada, President-Elect
3. Julius C. Jefferson, Jr., Immediate Past President
4. Maggie Farrell, Treasurer
5. Ana Elisa de Campos Salles, Executive Board Member
6. Sam Helmick, Executive Board Member
7. Christina Rodriques, Executive Board Member
8. Larry Neal, Executive Board Member
9. Alexandra Rivera, Executive Board Member
10. Karen Schneider, Executive Board Member
11. Eboni Henry, Executive Board Member
12. Tracie D. Hall, ALA Executive Director ex-officio

ALA Board Members Excused:

13. Libre (Latrice) Booker, Executive Board Member