

# AMERICAN LIBRARY ASSOCIATION

## Executive Board Meeting Minutes

### 2021 Virtual Annual Meeting

**Session I: Wednesday, June 23, 2021: 10:00 AM – 12:30 PM CT**

ALA President Julius C. Jefferson, Jr. called the Executive Board Session I to order at 10:00 am. Central Time.

#### **APPROVED, by Consent:**

- Agenda Approval, EBD #9.17
- Spring Board Meeting Minutes, EBD #2.13
- International Relations Report, EBD #12.26
- Equity, Diversity, and Inclusion Report, EBD #12.33
- Office of Intellectual Freedom (OIF) Public Policy Advocacy Joint Report, CBD #27.0

#### **Executive Committee Update**

President Jefferson provided the following updates:

- Discussed code of conduct working group, specifically the policy on posting jobs on Connect. Ms. Hall would follow-up with legal counsel regarding the issue. This will be discussed later in today's agenda.
- Discussed the Accreditation update that will be discussed later in the agenda.

#### **Operating Agreement Workgroup Update**

ALA Treasurer Maggie Farrell & Andrew Pace, Co-Chairs, reported the following:

- Updates are provided in the written report.
- PBA/BARC/Division meetings have discussed aspects of the Operating Agreement and those discussion have been instrumental in this work.
- Beginning to talk about the overhead rate and will be part of the PBA/BARC/Division leadership meeting discussion this Sunday.
- Expectation that future recommendations will focus on Divisions but will also include Round Tables.
- Ms. Farrell noted that she is bring a request to extend the timeline, and all group members of workgroup have agreed to continue.

Ms. Farrell moved that the Executive Board extends the Operating Agreement Work Group charge through ALA Annual Conference 2022.

Ms. McCauley asked if the work can be completed in a year. Ms. Farrell noted that adding a co-chair has been very beneficial and moved the work along, and both co-chairs are committed to getting this done within a year. Mr. Pace noted that workgroup has moved toward consensus.

Ms. Wong supported the extension and encouraged regular updates to this group and other member bodies on progress.

**APPROVED** extension of the Operating Agreement Work Group charge through ALA Annual Conference 2022.

### **Code of Conduct Update, EBD 12.46**

Elisa Rodrigues & TJ Lamana, Co-Chairs, provided the following report on workgroup activities:

- Formed in January 2021.
- Met with Committee on Organization and anticipate their resolution to appoint a new standing committee will be approved by Council during the 2021 Virtual Annual Conference.
- The proposed policy was designed from existing examples from ALA groups as well as other external groups.
- Refined draft and had open comment period with 300+ responses.
- The workgroup formally requests adoption from the ALA Executive Board of code of conduct.

Mr. Garcia asked for clarification on the section about spamming community with job posts, etc. Some posting for smaller conferences, calls for help, etc., that would fall under this. Additionally, the job posting restriction, while due to JobLIST, creates equity issues for libraries unable to pay. Many members see posting like this as a member benefit.

Ms. Hall noted that JobLIST is a significant revenue source. Ms. Schneider noted that JobLIST generated \$4 million over five years, with \$500,000 specifically last year, which likely reflected a decline due to the pandemic.

Ms. Schneider noted that job posting is categorized as spamming, but the analysis of member feedback is that members like the small job postings and see it as a benefit of membership. She noted that philosophically, she believes this should be a member driven document and the smaller job postings do not necessarily go against the intent of the code of conduct.

Ms. Hall noted that there are two JobLIST services, one is JobLIST, and the other is from Leadership Jobs, for more technical roles, and is a remainder of the Divisions that transitioned to Core.

Mr. Garcia moved to adopt the ALA Online Code of Conduct, which will apply to all online platforms used by ALA in a consistent and transparent manner, with an amendment that removes the policy to remove the cause regarding spamming.

There were no objections to the amendment.

**APPROVED** the adoption of the ALA Online Code of Conduct, which will apply to all online platforms used by ALA in a consistent and transparent manner as amended. The Amendment is to remove the following clause "Don't spam the community with paid products, events, services, or job posts. If you'd like to reach all ALA members and others in the profession with your career-related opportunities, you can use JobLIST career center or Core Jobs Service."

### **Executive Director Report, EBD #12.40**

ALA Executive Director Tracie Hall referred Executive Board Members to the submitted report, and provided the following highlights and additional updates:

- Pivot Strategy Update:
  - Noted the addition of a seventh revenue stream as an evolving goal for FY24.
  - Much work is focused on the Continuing Education revenue stream.
  - FY22 will see the start of design for Data, Research, & Design stream.

- Will reach out to staff and member leaders to ideate seventh stream. Some ideas currently around Policy and Advocacy, as well as an aggregator for content in the field. The goal is to articulate this seventh stream by the end of FY22.
- Diversifying revenue streams will be critical for sustainability of the organization.
- Contributed Income goal for FY21 was ambitious at \$2.5 million but necessary in order to fill revenue gap. This was achieved in first quarter, with the final total of \$4.5 million in unrestricted revenue being contributed to the association. These funds allowed ALA to stay financially solvent, walk back furlough time, and improve cash on hand.
- Some of this contributed revenue, from the Acton Family Fund and Mellon Foundation allowed ALA to re-grant \$1.25 million in increments of \$30-50K grants to libraries. Ms. Hall commended the Chapter Relations Office for their excellent work overseeing the re-grant process.
- Continue to work to bridge gaps in cancellations of events or those moved to virtual.
- Operational updates:
  - Conference registration at 8,840 against 9,100 goal, with hope to hit goal by end of conference. (The goal of 9,100 was eventually met)
  - ALA Interim CFO and Treasurer will provide more detailed financial reports, but expense reduction has gone well, and ALA is in a much better place with expenses to revenue ratio.
  - Commended staff for accomplishing much important work during this time.
  - IT completed website conversion to https.
  - Fundraising campaigns going well.
  - Senior level positions - time of flux for various positions:
    - PLA ED position filled: Mary Davis Fournier
    - ODLOS Director Kevin Strowder began in June
    - ACRL ED search extended
    - First round of screening for CFO
    - CIO search underway
    - Key searches in FY22: Director of Advancement and Director for Center for Future of Libraries.

Mr. Garcia asked about the staffing for the PPA Office and concerns that current staff level is not enough. Ms. Hall noted that she is in communication with Kathi Kromer, and there should be some opportunities arising for additional support.

**Development Office Report, EBD #6.2**

Anne Manley, Assistant Director of Corporate and Foundation Relations, noted the following updates:

- Focused on growing capacity in the area of major gifts and individual donors.
- As noted by Executive Director Hall, the stretch goal of \$2.5 million for FY21 was achieved, and currently at \$4,650,000 contributed income total for FY21.

Ms. McCauley asked if there any updates on filling vacant staff positions. Ms. Hall noted that in the next fiscal year, ALA will hire a consultant to help guide a campaign and a Director of Advancement to help guide the office and staff.

Mr. Garcia moved that the Executive Board approve the full list of companies from which ALA units can prospect for corporate partners, sponsors, and donors as listed on the December 31, 2020, Domini and TIAA CREF portfolios of “socially responsible” companies.

**APPROVED** the full list of companies from which ALA units can prospect for corporate partners, sponsors, and donors as listed on the December 31, 2020, Domini and TIAA CREF portfolios of “socially responsible” companies.

**Philanthropy Advisory Group (PAG) Report, EBD #10.11**

Karlene Jennings, PAG Chair, and Robert Newlen, PAG Member, provided the following updates on group activities:

- Approved some changes to bylaws and confirmed membership. A call for volunteers will go out soon.
- Planned giving:
  - Gains in endowment are primarily from the market and wise investment, and planned giving is key to growing. Pandemic has presented an opportunity to approach members as they are more conscious of estate planning and to include ALA in their planning.
  - PAG hopes that planned giving will be a priority for new Director of Advancement and encourage all members to join 1876 Club or Legacy Society.

**Publishing Report, EBD #12.41**

Mary Mackay, Associate Executive Director Publishing, provided the following highlights:

- Projecting 8% shortfall in revenue as a result of pandemic uncertainty. That will be offset at least 50% cost savings. A chart in the report outlines each unit within Publishing and its revenues.
- JobLIST is a collaboration with HRDR and ACRL.
- *Booklist Reader* is a new product supported by Mellon Foundation funds. There will be an EDI focus organically integrated. It will also be presented at *Booklist* booth and should exponentially increase users reached.
- RDA incentivizing consortia to recruit new subscribers, and it hit a monthly high recently.
- Graphics brought in \$100K sales through contacts with military.
- Magazines are offering advertising packages.
- E-learning promoting debit-like sales - an amount that a consumer can draw down on in marketplace.
- New focus on bulk sales with multiple products packaged into sale will increase revenues and cuts expenses.
- Collaborations:
  - Working on content with *American Libraries* and *Booklist*
  - “Experts on Experts” in *ALA Editions*
  - Working with Development Office for funding opportunities and underwriting
- Moving to new fulfillment vendor: Chicago Distribution Center, a nonprofit, that will help explore new channels and leverage metadata and eBooks.
  - Huge undertaking involving accounting and IT.
  - Moving sale raised \$68K and sold many items that will not have to be moved.
- Publishing Committee proactive in looking at potential revision to committee charge and trying to ensure members are getting value added.

- Renewing contracts and/or licensing opportunities.
- Face to face conferences next year will be huge opportunities.
- Plan to grow print on demand products, both books and Spreadshirt gift store.
- As of FY22, department will be renamed: ALA Publishing and Media, which reflects more fully what we do and where we are moving.
- Developing key performances indicators tied to pivot strategy and cross functional teams.
- Looking at putting together a retrospective of ALA Publishing.

Mr. Garcia asked what is the break-even threshold for print-on-demand services. Ms. Mackay noted there is a minimum print of 5. The new distribution center will be helpful in assessing financial implications, and some initial runs might be print on demand. Graphics will continue print-on-demand with the Spreadshirt store as a good model. All the products are in stock and can be produced with ALA designs, and ALA receives the royalties. It is not high revenue, but the liability is small.

Mr. Garcia encouraged future Publishing reports to include updates on JobLIST.

**Membership Report, EBD #12.42**

Christina Rodrigues, Membership Committee Chair, & Melissa Walling, Director Members Relations & Services, provided the following updates:

Membership Committee updates:

- Approval of the Remember Fund: raised \$35,00 in April along with seed money. Able to award first round of scholarships to four members. Plan is to continue incorporating this info on membership renewal notices.
- On track to bring a complete membership model recommendation and report to the Board in the Fall, with a vote from Membership in Fall of 2022.
- Focusing efforts on increasing dues. Still working on financial analysis.

Membership Office updates:

- Membership counts as of May 31 at 51,000, representing 9-10% decline from previous years. Decline was expected with a contraction in the industry due to the pandemic. Predicted 28% in revenue projections, so the numbers are actually better than planned.
- Priority to increase membership to 56,000 by end of FY22:
  - Continue monthly renewal schedules with eight-touch point process. During the pandemic, not all members received all touch points. Moving forward, ALA is committed to that schedule.
  - Activating tactics and campaigns this fall, include a lapsed member campaign.
  - Foundational projects, including onboarding project with Member Relations and Communications & Marketing offices.
  - Implementing onboarding campaign this summer:
    - New members page on the website.
    - Various orientations and meetups for new members. Piloted some in the last year with the virtual events.
    - Lost \$12K through attrition each year, so it is important to keep new members, especially students.

Ms. Wong asked how ALA can integrate dual membership with chapters, NALCOs, etc. Ms. Walling noted that the Joint Student Membership program with Chapters is a good model, and she hopes to pilot some non-student membership joint models in the next year.

Ms. Rivera requested more information on how many long-term members have been lost recently and the reasons for this.

The Executive Board moved into closed session.

### **Session II: Wednesday, June 30, 2021: 10:30 am – 12:30 pm CT**

ALA President Julius C. Jefferson, Jr. called to order Executive Board Session II at 10:30 am CT.

#### **APPROVED, By CONSENT:**

- Agenda, EBD #9.1
- President's Report, EBD #7.6
- President-elect's Report, EBD #7.7
- Board Action & Vote Tally, EBD #1.37

The Board entered into closed session.

The Executive Board reconvened at 11:00 am. President Jefferson reported out on the closed session, which covered:

- ALA Litigation
- Executive Board Member Fiscal & Administrative Responsibilities
- ACRL Business
- Confirmation that Barnes and Thornburg, our legal counsel firm, does not participate in union busting

#### **Financial Update**

##### **FY21 YTD Financial Results Executive & Narrative Summary, EBD #3.27-#3.27a**

Treasurer Farrell noted the following highlights:

- Results reflect six months mark of FY21
- BARC and F&A also requested mandatory narratives from all units.
- A tab for loan details has also been added.
- Finance office caught up with tracking, though staffing level is still a concern.
- Interviewing candidates for new CFO.
- FY21 acting as anticipated. All units monitoring revenue and adjusting expenses as needed
- Liquidity improved but is still monitored.
- Insurance payment is being monitored. It is not what ALA would like to have seen, but it is better than what many similar lost conferences are receiving.
- Unlikely that we will receive real estate contingency but check on that monthly.
- Interim CFO Denise Moritz noted that we are at \$600,000 net revenue. At the same time in FY20, it was negative \$3.3 million, which represents a \$3.9 million improvement and a \$5 million improvement from FY19.
- Contributed revenue was over \$4 million.

- There are \$6 million in PPP loans. \$1 million set aside for FY22, and we are confident PPP loans will be forgiven. Finance was careful at the time of application and monitoring the loan since then. We are subject to an audit up to six years after forgiveness.

**FY22 Revised Preliminary Budget, EBD #3.28**

- Built on 5-Year Pivot Plan and 5-Year Finance Plan, which will be approved in the Fall.
- Finance Office has followed the directives from BARC and EB:
  - Balance Budget
  - 2% staff salary increase
  - No furloughs
  - 26.5% overhead rate
- There will be additional adjustments between now and the Final budget presented in the Fall.
- Expectations:
  - Significant contributed revenue
  - \$1 million PPP loan
  - \$1.5 million endowment transfer
  - Reminder that the Board approved freezing transfers from Division net asset balances to endowments for FY22
  - Capital requests for FY22: \$88K
- Annual Estimates on Income are usually approved by BARC, F&A, Executive Board, and finally Council. This year, they were approved by BARC, F&A, Council, and EB

Mr. Neal noted that some divisions are estimating losses for FY22. In light of the 5-year plan and sustained losses for some divisions, are there longer-term plans to decrease these losses? Ms. Farrell noted that this should be included in 5-Year Plan, and she will work with Executive Director Hall and Interim CFO Denise Moritz to include that. Ms. Farrell also suggested that as Divisions make budget presentations in the Fall and perhaps a 5-year plan could be part of that.

Ms. Rivera noted that there are several comments in Core that allude to errors and funds allocated to the wrong account which will be corrected in the next budget version and asked for clarification on those. Ms. Moritz noted those comments reflect deferred revenue tables, which must be closed in order. When the six-month reports were closed in February, a 15% discrepancy was noted due to the closing of the different tables. Those adjustments will be captured in the third quarter close.

Dr. Schneider noted comments about funds posted to the wrong area in Core, and Ms. Moritz noted that corrections will be monitored and included.

Ms. Farrell moved that the Executive Board approves Preliminary FY22 Budget and Annual Estimates of Income \$73,068,000 as noted in EBD #3.28.

**APPROVED** Preliminary FY22 Budget and Annual Estimates of Income \$73,068,000 as noted in EBD #3.28.

**Joint Budget Analysis Review Committee (BARC) / Finance and Audit (F&A) Committee Report, EBD #3.29**

Peter Hepburn, BARC Chair, provided the following updates:

- BARC & F&A met on June 25, 2021.
- FY21 YTD Results and FY22 Budget have been reported. While ALA is not out of the woods, there have been significant improvements.
- A deficit budget of several hundred thousand dollars was forecasted for FY21, but ALA is currently posting net revenues of \$600K.
- Units and Divisions have managed expenses.
- Improved communication and transparency in financial communications.

**Endowment Trustees Report, EBD #13.5-5c**

Senior Endowment Trustee Pat Wand referred Board members to the written report and noted that her formal presentation was given at the Information Session and the F&A Meeting and asked for any questions on that report. There were no questions.

Ms. Wand also noted the following highlights:

- Trustee Activities:
  - Ongoing focus on EDI work and ESG emphasis in the portfolio.
  - Continued Trustee and Member education.
  - Glossary of Terms previously presented and available on the ALA Treasurer's webpage.
  - Following reports were created and included as attachments:
    - Endowment Management Cost Structure, EBD #13.5a
    - Endowment Benefits to ALA and Units, EBD #13.5b
    - Frequently Asked Questions about ALA Endowment, EBD #13.5c
- Standard practice that nonprofits have endowment 2-3 times annual operating expenses. Currently, ALA's endowment is less than on-year operating budget. It is important to expand the value of the endowment.
- Clarified an error in the report. On the Time Weighted Rate of Return (Exhibit #3), in the third column contributions/withdrawals, there was a \$50,000 contribution from the Social Responsibilities Round Table to honor the Herb Biblo Outstanding leadership Award for Social Justice and Equity. It was previously stated that the source of the contribution was from Herb Biblo.

Ms. Wand thanked Trustees for all their work. She and Brian Schottlaender will be rolling off as Trustees.

Applicants for the vacant Trustee positions have been provided for the Executive Board to consider.

Ms. Wong asked how new Trustees are onboarded. Ms. Wand noted that new Trustees typically meet with financial advisors for an orientation, as well as Senior Trustee and Staff for a general orientation. Last year, this occurred via zoom and worked well. Ms. Wong also asked how the succession planning is handled. Ms. Wand noted that typically the current Trustees reach a consensus and recommend new Trustee applicants and the Senior Trustee recommendation to the Board.

Dr. Schneider asked for recommendations on updating applicant review process. Ms. Wand noted that incoming Senior Trustee Mario Gonzalez had indicated interest in working on this process. In the past



few years, there has been a great effort to recruit trustees. She noted that input from current Trustees is vital, as the group works very closely and creates a strong team with almost always unanimous voting results. The Trustees have a strong sense of what is needed for the vacant positions.

The Executive Board entered closed session.

### **Session III: Thursday, July 1, 2021: 10:00 am – 12:30 pm CT**

ALA President Julius C. Jefferson called to order Executive Board Session III at 10:00 am CT.

Executive Director Hall introduced two new staff members: Mary Davis Fournier, PLA Executive Director and Kevin Strowder, ODLOS Director.

#### **Public Policy and Advocacy, EBD #12.43**

Joe Thompson, Committee on Legislation (COL) Chair, and Kathi Kromer, AED Public Policy & Advocacy made the following updates:

- COL: Will recommend to incoming chair to participate in a Tune-In Tuesdays of council orientation committee to help councilors learn more about what COL does.
- More about coalition education - <https://www.ala.org/advocacy/coalition-partners>.
- Best way to keep up with PPA is to follow on Twitter.
- Only 14 weeks away from government shutdown process. Budget Process got off to a very slow start. Expecting a continuation resolution rather than passing budget.
- House on track to pass 12 spending bills, but Senate is moving more slowly.
- Advocates and Chapters did well on “Dear Appropriator” letters.
- Important message is not to back off now, as there is strong competition for funding.
- Build Americas Libraries Acts had full court press advocacy, as there have been threats because of the hard vs. human infrastructure debate. Democratic leadership not backing off the two track system.
- Budget committees will begin work on July 12 and issue budget guidance. Libraries would not include in the hard infrastructure act.
- If libraries are not included in the hard infrastructure act, best avenue for 7B Emergency Connectivity Fund – money for computer, hotspots, and broadband for libraries. Application window is only 45 days and ends Aug 13. There is concern that the field will not take advantage. As library influencers, please help push this out.
- Congressional Management Foundation report on future of advocacy events: 37% said virtual only thru end of year; 37% said in person at some point; and 37% not sure. 77% some kind of combination with no interest in hybrid meetings.
- Constituents from district get priority. Still require clearing and staff accompaniment.
- Virtual meetings are cancelled more often.

#### **Communication Marketing Office (CMO) Report/Public Awareness Committee (PAC) - Libraries Transform, EBD #10.12**

Erin Barnthouse, PAC Chair, and Stephanie Hlywak, CMO Director presented the following updates:

- Request in April 2020 for extension of Libraries transform campaign to August 31, 2021. CMO/PAC hoped to sunset the program but many factors, including the pandemic, impacted

this and extension is again requested until August 2022. This will give stakeholders opportunity to plans for another campaign in place.

- A formal letter is available in EBD #10.12.

Mr. Garcia moved that resolved, the Libraries Transform public awareness campaign will continue through at least August 31, 2022.

Mr. Garcia asked where the funding for this program is from. Ms. Hlywak noted that the chief sponsor is Overdrive and Library Champions. These funds two CMO positions. This is part of philanthropic culture that supports this program as a way to support libraries at large.

Ms. McCauley asked how to know when Libraries Transform ends and another begins - will this be part of the larger ALA fundraising campaign? Ms. Hlywak noted that this will be an opportunity to ensure that whatever new public awareness campaign can be developed in communication with the new fundraising campaign, as they will likely have timelines that are in tandem.

**APPROVED** resolved, the Libraries Transform public awareness campaign will continue through at least August 31, 2022.

Ms. Hlywak shared additional CMO Updates:

- Opportunity to build on President Jefferson's focus on building the ALA brand.
- Highlights from conference:
  - Former President Barack Obama shared portions of his conference conversation on his Instagram and Facebook.
  - Social/Media related to conference:
    - 1.5 million impressions, 10K engagement, and 1,200 clicks
    - 424 media clicks reflecting circulation of 7 million, and publicity value of \$2 million
    - Picked up with MSNBC, CNN, ABC, and CNN affiliates
    - 700 articles and mentions reflecting circulation of 770 million and publicity value of more than \$2 million
  - ALA Executive Director report outlines day-to-day results
- Launched digital retargeting campaign with conference services to target students and previous attendees
- Launched I Love My librarian Award last week.
- CMO completed media training with President-elect Pelayo-Lozada

### **Information Technology (IT) Report EBD #12.44.1**

Gina Seymour, ITAC Chair & Sherri Vanyek, Director IT, provided the following updates:

IT updates:

- Provided agile support for staff and their equipment during the entire remote work from home period.
- Currently searching for a System Software Specialist.
- FY22 budget includes CIO position.
- Implementing multifactor authentication to improve our security posture and save on cybersecurity insurance.

FY21 Goals updates:

- Successfully upgraded our shibboleth single sign on software on ALA Connect.
- Working on the implementation of 14 existing websites.
- Successfully installed https on ala.org servers.
- Waiting for a cross functional teams to be formed to help define more dashboards for monitoring many revenue streams, membership goals, and the pivot plan.
- Working on the integration of new learning management and e-commerce system scheduled to go live in August 2021.
- Working on the e-store commerce order integration with new fulfillment vendor which went live today, and issues are being addressed.
- Retiring Sympa email lists in the summer and also migrating over 100 blogs to the cloud.
- Working with stakeholders on our marketing automation services, Informz.

FY22 Goals:

- Upgrade the association membership system (IMIS) and looking at various salesforce implementations to see how we might move forward.
- Help revenue generating units to establish new revenue products or services.
- Continue to monitor revenue and membership goals by creating new dashboards for them
- Adopt a Data Center as a model for our infrastructure.
- Website strategy: plan to evaluate ALA Drupal web content management platform.

Ms. Seymour spoke on IT Ticket Updates:

- Numbers are provided in the report and reflect a physical move of the organization and a global pandemic. It appears that numbers have dropped, but staff has continued to use Teams and other methods to contact IT staff. This also reflects five weeks of furlough.
- The day-to-day operations do not go away, even when there are significant projects to complete.
- Team has focused on project completion vs. statistical record keeping.
- Staff is stretched thin.
- Supporting a budget for more staff is the greatest importance, moving forward, because IT supports the whole organization.

Mr. Garcia asked how IT is aligning the content management for member usage versus internal structures of the website redesign and if there will be any focus groups with members. Ms. Vanyek noted that IT will include stakeholders and members in those conversations.

**Conference Services Report, EBD #12.45**

Robin Kear, Conference Committee Chair, and Earla Jones, Director Conference Services provided the following updates:

2021 Annual Conference:

- Total Registration at 9,142.
- Significant increase daily in the week prior Conference, reflecting almost a 1,000 increase.
- Financial projections:
  - Exhibits/ad/sponsor 150% overbudget at \$488,870.
  - Registration at \$1.1 million.
  - Total of \$1.6 million. Budget goal was \$1.9 million.
  - Purchases are still available to view recordings through August, which will increase numbers.

- Accessibility: 663 captioned sessions and 33 ASL (compared to Midwinter with 161 captioned and 18 ASL).
- Event Metrics provided fully in the written report, but highlights include:
  - 6,137 Attendees with total of 70K+ hours of engagement.
  - 9,000+ registrants, but only 7,100 have logged in, so anticipate those additional registrants will login for on-demand in coming months.
- Ms. Kear commended Ms. Jones and the Conference services staff on their work

Dr. Schneider asked which categories saw the most increase in the week leading up to the conference. Ms. Jones noted the most significant was in students from 801 to 933. ALA Members were at 4,124 and ended at 4,360. Exhibit staff also saw an increase of about 200.

Ms. Barnes asked if there is an update on engagement with vendors in the virtual environment. Ms. Jones noted that during livestreams, the slideshow commercials were helpful. Vendors participating in coffee talk and book buzz were encouraged to send attendees to their virtual booths. Evaluations are sent out after each event to make improvements, which occurred after last year's virtual Annual and Midwinter. Exhibitors will receive an evaluation for this event, as well.

Ms. McCauley asked if promotion of the on-demand option will continue, and if there will be opportunities to connect the on-demand option to membership engagement. Ms. Jones noted that the first blast promoting on-demand already went out. Ms. Jones noted that the recording-only option is a benefit of organizational membership.

Ms. Wong asked how the status of Accessibility for this Annual. Ms. Jones noted there were a few instances where sessions not directly managed by Conference Services had issues, but overall, there was a significant increase in accessible sessions.

Ms. Jones noted that the LibLearnX Subcommittee launched a call for submission, which closes on August 15, 2021. The call for Annual 2022 presentations will open on August 23, 2021.

Mr. Garcia noted that a Task Force on Conference Accessibility that issued a final report in 2017. With the dissolution of ASCGLA, it is imperative that accessibility for conferences is kept at the forefront.

Mr. Garcia moved that the ALA Executive Board directs Conference Services to deliver a report on implementation of the "Final Report of ALA's Conference Accessibility Task Force 2017 CD#37.1" by October 2021. This report should include any implementation of the task force recommendations to date and present an action plan for continued implementation and review.

**APPROVED** that the ALA Executive Board directs Conference Services to deliver a report on implementation of the "Final Report of ALA's Conference Accessibility Task Force 2017 CD#37.1" by October 2021. This report should include any implementation of the task force recommendations to date and present an action plan for continued implementation and review.

**Accreditation Update, EBD #10.16**

Jennifer ('Jen') K. Sweeney, Chair, ALA Accreditation Working Group & Karen O'Brien, Accreditation Director, provided answers to the Executive Board questions regarding the Working Group's draft report, with more details provided in EBD #10.16:

1. Question regarding cost breakdowns for Committee on Accreditation (COA) Meeting: Answer: \$42,000 annually. ALA covers full costs of two public members
2. Question regarding COA feeling hindered meeting CHEA requirements and prospective associated costs/budgets. Answer: CHEA has never pushed back on how ALA budgets. The report looks at how the costs ALA covers compares to other accreditors, and what the report recommends is the moderate risk path.
3. Question regarding affiliates and outside organizations on COA. Answer: Those COA members from the other organizations are not representing the organizations explicitly but rather are bringing their judgements to bear.
4. Question regarding including input from LIS programs in final report. Answer: yes, but there is a delay because COA is providing input before reaching out LIS programs.
5. Question regarding LIS programs unable to support increased fees. Answer: Received this feedback informally, and COA will reach out via survey more formally this summer.
6. Question regarding COA's current budget is inadequate to support COA's work. Answer: For example, most other accreditation programs have 25% budget covered by a parent organization, with at least 75% covered by direct revenue from accreditation activities. Most accreditation bodies operate independently.
7. Question regarding current appointment process creating a conflict of interest. Answer: Most accrediting agencies have Board Members elected by Accrediting Agency Board or by vote of Accreditation programs. This creates separation between parent organization and accrediting agency. This separation needs to be more formalized.
8. Question regarding the statement that ALA governance impedes the work of COA. Answer: Creation of task forces related to accreditation are burdensome to COA and the Board, as well as undermining integrity and reputation of COA.
9. Question regarding COA's work to bring recommended changes within the last twenty years. Answer: Increases in fees have been brought forward incrementally and Office works with Development for occasional funding and sponsorship.
10. Question regarding accreditation report issued in 2016 being referenced in the workgroup report. Answer: that report was considered.

Dr. Schneider noted that she does not see clarification of what the Risk Model entails and if there is a project plan for the future survey. Ms. Sweeney noted that there is not an update on the risk models but can provide an update later. Ms. O'Brien noted that CHEA is not pressing ALA on having a parent organization or that impacting accreditation laws. Ms. Sweeney noted that COA will use ALISE as an avenue for reaching out in mid-late August.

Mr. Garcia noted that he is disappointed in the progress since the report presented in April and that the response to the questions were only provided yesterday. He noted disagreement with spinning Accreditation off into a separate 501c3. He agreed that the moderate risk option is how we should move forward. He noted that he has not seen any actions taken to address the Accreditation issues for several years, and that might be an option before spinning off into a separate 501c3.

Ms. Wong moved that the ALA Executive Board thanks the Accreditation Working Group for their work and to not extend the timeline and direct Executive Director Hall to come back to the Executive Board with an interim update/recommendation by the Fall Board Meeting in October 2021.

**APPROVED** that the ALA Executive Board thanks the Accreditation Working Group for their work and to not extend the timeline and direct Executive Director Hall to come back to the Executive Board with an interim update/recommendation by the Fall Board Meeting in October 2021.

***ALA Election Timeline and Campaigning Guidelines, EBD #12.14.1 A***

President Jefferson noted that there is a very extended election timeline, with the ballot also open for a long time. The report provides an updated timeline to alleviate election fatigue for members and candidates:

- Self-nominations open July and close in September
- Petition candidates open in October and close in November.
- Final slate presented in December for campaigning though February/March.
- Ballots open in March and close in April.
- Elected leaders take office in July.

Mr. Garcia expressed his support on changing this process, having recently completing a lengthy and arduous campaign period. He noted that keeping some face-to-face interaction is important but not necessarily requiring it.

Ms. Wong noted that the requirement to provide a video, the process and timeline from the nominating process needs to be clarified to ensure those with varying technology have the opportunity to submit successfully.

Ms. Brown expressed concerns over removing the in-person campaign opportunities.

Mr. Neal expressed concerns about moving nomination process into the summer, which involves reaching out to potential nominees, meeting with them, and giving them time to determine if they will run. Additionally, there is less time for petition candidates to determine if they want to run after announcement of nominations.

Ms. Booker noted that there is no reason why the Nominating Committee cannot start recruitment in January, but the other adjustments make sense.

Ms. Rivera noted that ALA can try this model, which seem more aligned with committee appointments timeline, but there should have a method to assess if it works.

President Jefferson moves that the ALA Executive Board approves a two-year pilot on the updated ALA Election Timeline beginning for the 2023 Spring Election, as amended to keep the Nominating Committee timeline as is, and approve the Revised Campaigning Guidelines, as amended to add meeting space for candidates during the January event.

**APPROVED** two-year pilot on the updated ALA Election Timeline beginning for the 2023 Spring Election, as amended to keep the Nominating Committee timeline as is, and approve the Revised Campaigning Guidelines, as amended to add meeting space for candidates during the January 2022 event.

***Emerging Issues***

Ms. Booker shared that she is hearing and seeing discussion amongst members, including the BCALA President Forum and Board, who are looking to the Executive Board to take action against racism.

People of color are being attacked and targeted. She asked what the Board will do beyond the statements it has made and reiterated that the Board is being asked to take concrete action.

Ms. McCauley noted that this was going to be on her exit interview comments, that the Executive Board should be actively modeling anti-racism work.

President Jefferson noted this is work ingrained in librarians' work and this is an ongoing issue. He asked for thoughts on what the Executive Board can do.

Ms. Booker noted she does not know the answer but suggested creating a Task Force or group to identify and help people and librarians understand and find the power they have to combat anti-racism at the ground level.

Ms. Wong noted that statements can be powerful but agreed that there may be some internal work as a Board because the work begins there. There could be regular trainings for both staff and member leaders. There can be multi-pronged responses, and this work will require a deep cultural shift.

Ms. Brown noted that ALA could take a leading role in providing and promoting trainings.

#### **Executive Board Liaison Reports**

Ms. Wong noted that she is still consulting with incoming Board members regarding liaison appointments for 2021-2022, and those will be provided soon.

Ms. Booker and Ms. Rivera provided an update on the Executive Board Liaison program review. They discussed with governance staff to provide some considerations on the liaison process moving forward. There is a draft update that has been provided to the Board.

Ms. Wong asked for any pressing issues to be shared now, but other updates should be provided via email.

Ms. Booker noted that the Committee on the Status of Women in Librarianship has expressed concern regarding advocacy for library workers conditions, especially during the pandemic, related to salaries and benefits. The committee wants to know how the Board will tackle this issue and its relation to retention of members in the field. Ms. Wong noted that that Committee could work on bringing forth recommendations on this to the Board and/or consult with APA on this.

Mr. Garcia noted upon leaving that he hopes that Liaisons will continue to mentor the chairs and leaders, helping them to bring issues to the Executive Board. He also noted that the Graphic Novels and Comics Round Table has struggled in the past year with internal debate on moving forward. The new leadership seems poised to do this work. He encouraged the next liaison to encourage and mentor this group to take their next steps as a young Round Table.

Ms. McCauley noted that there were some concerns about LibLearnX as far vendors seeing how it was worth their effort and time.

Ms. Barnes noted that a couple groups need more communication on how they fit into LibLearnX, and if they should meet.

Dr. Schneider noted that the Rainbow Round Table is excited about engagement through LibLearnX in a live environment.

**Board Members Recognition**

Ms. Wong recognized and thanked President Jefferson for his outstanding work and leadership during his tenure, particularly under difficult circumstances that could not have been anticipated.

As the newest Board Members, Ms. Rivera, Mr. Neal, and Ms. Booker presented the retiring Board Members Ms. Brown, Ms. Barnes, Mr. Garcia, and Ms. McCauley with gifts and cards that were sent to each individual's homes and thanked them all for their service and leadership.

The Executive Board moved into closed session.