



Minutes  
Business / Membership Meeting  
ALA Midwinter  
Saturday, January 9, 2016  
Location: Boston Mass – The Westin Water Front  
Rm. Faneuil  
8:30 a.m. – 11:30 a.m.

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**Opening**

The regular meeting of the LSSIRT was called to order at 8:35 a.m.

**Present**

**Val Colon, Nina Manning, JP Pendleton, Valeria Fike, Deborah Allman, Julius Jefferson, and Susan Hildreth**

(no quorum)

**Lisa Janicke Hinchliffe (ALA President Candidate)**

- Spoke on her platform that ALA must be a platform for participation and empowerment. That her focus will be on creating an ethos of hospitality that welcomes all members and removes barriers to participation across the Association.
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**Introduction of Steering Committee and Guest**

**ALA Executive Board Liaison – JC- Jefferson**

- See attached document
- Item to take back to the board:  
Scholarships for support staff to attend the ALA conferences  
More conversation from ALA to the different institutions

**Agenda**

- Agenda will be flexible due to scheduling of guest – See attachment
- Nina goes over the agenda

### **Approval of Minutes**

- Correction in the minutes – Minutes need to be re-written
- Minutes could not be approved due to lack of quorum

### **Christine Lind Hage (ALA President Candidate)**

Spoke on her platform that she will champion the cause of libraries. She wants to see ALA in the Lead, working for libraries nationally and internationally, developing and influencing information policy, creating partnerships to enhance resources for libraries, and developing leaders for the future.

She noted that she was a 2 year member of LSSIRT.

### **Treasure Report**

- No report at this time

### **Membership Report**

- No report at this time

### **President Report**

- No report at this time

### **Item for Discussion**

- **Old Business** (None)
- **Status of the Strategic Plan**  
No status was given
- **Appointments / Election**  
Vice-President/President-Elect is Kerrie Stramler.  
Secretary is Anthony “JP” Pendleton.  
Treasurer is Valeria Fike.  
Members-At-Large are Kareen Turner, Anita Kosinski,  
and Valentin Colon.

Debra Allman was appointed Chair of the program committee and Valeria Fike asks to work with local arrangements.

- **New Business**
- SORT discussion:  
What are the pro or cons of a possible merger?  
The group needs to find out what SORT mission statement is.  
Overall the group was interested in perusing a possible merger pending further discussion with absent members of the steering committee.

### **Jo Pinder – BARC**

- Total ALA revenues were \$51.7 million compared to the budget of \$49.5 million
- Revenues were higher primarily due to more Grants and Awards at \$7.2 million
- Also contributing was higher than budgeted revenue from the Divisions at \$14.3 million • Total ALA expenses were \$51.4 million compared to the budget of \$51.8 million
- Expenses were impacted by a decline in the value of the Endowment (\$1.2 million), the Divisions (\$1.0 million) and the General Fund (\$722,000)
- The result was net operating revenue of \$315,000, which compares to the budgeted net expense of (\$2.6 million)
- General Fund revenues were \$29.0 million compared to the budget of \$29.5 million
- Lower revenue from Publishing Services related to fewer titles in ALA Editions Publishing produced net revenue of \$630,000 and overhead of \$3.2 million
- Very strong results from the ALA Annual conference in San Francisco with net revenue of \$772,000
- General Fund expenses were \$28.8 million compared to the budget of \$29.5 million
- The net results was net operating revenue of \$279,000

LSSIRT had net revenue of \$631 which was \$597 above what was budgeted.

LSSIRT has net assets of \$39,457.

It was mentioned that ALA has a financial learning series. This could be useful to the group for budget planning for pre-conference or one-time events.

### **Jim Neal (ALA President Candidate)**

Spoke on his platform. His vision for the Association is for ALA to help librarians better engage and empower their communities. ALA enables librarians to be more effective agents of innovative and positive change. ALA leads the profession to translate a commitment to diversity into impactful actions for inclusion. And ALA puts us at the table where the futures of our communities, our nation, and our world are being debated.

This was his 81<sup>st</sup> ALA conference that he has attended.

### **Cont. – New Business**

- Strategic plan discussion  
The group discussed creating a Flyer Newsletter with a unique catch phrase, statistics etc... There was some discussion on possible having the flyer endorsed by ALA and having it placed in the Cognotes ( not sure on the price?).

- Bylaws discussion

Discussion on changing the number of Member at Large positions from 6 members to 4 members. This change will help decrease the number of steering committee members it takes to have quorum. It may be easier to fill the nomination slate and could focus leadership on committees.

### **Adjournment**

- Nina adjourn the meeting at 11:21 a.m.

Minutes submitted by: JP Pendleton

# Board Talking Points

## Midwinter 2016

### Membership

- At the end of November, total ALA membership was 58,952. This is 3,513 greater than November of last year.
- The most notable change is the addition of 3,400 new organizational members as part of the ALA/United for Libraries statewide trustee/friends group initiative. Five states are now participating in the program.
- There has also been an increase in personal members. Student membership stands at 8,092, up by 82 over last year at this time, and regular personal members stand at 52,985, an increase of 144 personal members compared to last year. 43 states now offer joint ALA/State Chapter memberships for students.
- Three divisions: ALSC, ASCLA, and United for Libraries; and 11 round tables had increased membership compared to last year.

### Midwinter Meeting

- As of last Wednesday, paid registration for Midwinter was 4,369. This is just slightly ahead of last year's pre-registration in Chicago (4,359). Total pre-registration, including exhibitors, exhibits-only and guests is 8,665, compared to 9,402 in Chicago last year.
- Updated daily totals will be announced at Council meetings.

### Libraries Transform

- Libraries Transform is the American Library Association's new, multi-year public awareness campaign.

- Its ultimate goal is to increase funding support for libraries and advance information policy issues in alignment with ALA advocacy goals.
- Broad Objectives of the campaign are:
  - **Awareness:** Increase awareness of and support for the transforming library.
  - **Perception:** Shift perception of library from "obsolete" or "nice to have" to essential.
  - **Engagement:** Energize library professionals and build external advocates to influence local, state and national decision-makers.
- The key messages are:
  - Libraries today are less about what they *have* for people and more about what they do *for* and *with* people.
  - Library professionals facilitate individual opportunity and community progress.
  - Libraries are committed to advancing their legacy of reading and developing a digitally inclusive society.
  - Libraries of all kinds add value in five key areas: education, employment, entrepreneurship, empowerment and engagement.
- Components of the Libraries Transform Campaign include provocative branding ("Because..." statements) that surprise and catch the attention of public audiences, a Libraries Transform website, and a national campaign that amplifies and is amplified by state and local campaign-related activities in libraries of all types.
- Beginning in January, we will be regularly pushing out new "Because..." statements and other campaign related messages via social media, and invite ALA members to help spread the word through social media by reposting "Because..." statements and other campaign messages and stories.
- We are now gearing up for National Library Week, which will involve a major nationwide push. As part of this push, we are urging every ALA member and every library to incorporate the Libraries Transform message in their local National Library Week activities.

- For creative ideas on how you can use the Libraries Transform message to highlight how your library is transforming people's lives and the community you serve, see [Top Ten ways to engage...](#) on the Libraries Transform web site. The site also includes downloadable art and posters.
- Ultimately, the success of the campaign will be driven by the creativity of our members - so please join us, share your stories and ideas, and become part of the Libraries Transform campaign!