

**Spring 2023 ALA Executive Board Meetings
ALA Headquarters: Chicago**

**Friday, April 14, 2023
8:30 am CT**

The Executive Board convened in closed session.

President-Pelayo Lozada called the open session meeting to order. President Pelayo-Lozada noted the acknowledgment of Board Member Booker's April 4th resignation from the Executive Board and Council.

Membership Update, EBD #12.8, EBD #10.8, EBD #10.9

Miranda Bennett, Membership Committee Chair, & Melissa Walling, AED ALA Offices & Member Relations provided the following updates:

- The Executive Board is empowered by Council to raise annual dues in alignment with the Consumer price Index (CPI), and the Membership Committee brings a yearly recommendation to the Board
 - Due to the high level of inflation, the committee used a three-year average rather than the previous year's CPI
 - Detailed pricing is provided in the report
 - Budget Analysis & Review Committee (BARC) approved and recommends this action item

Chair Bennett moved on behalf of the committee to approve the annual increase in ALA member dues for FY24 in alignment with a 3-year average of the national Consumer Price Index (CPI) of 4.9%, EBD #10.8

President Pelayo-Lozada called for discussion of the motion. Treasurer Hepburn noted that in future, the committee might consider increases for dues prices by \$5 round number iterations.

APPROVED the annual increase in ALA member dues for FY24 in alignment with a 3-year average of the national Consumer Price Index (CPI) of 4.9%, EBD #10.8

- The second action item relates to the task the committee was set to make the ALA Membership meeting more engaging.
 - A subgroup met to discuss this work
 - Recommend that one meeting focus on resolutions and another focus on "hot topics" which are often preempted by resolution

Chair Bennett moved on behalf of the committee to convene one annual hybrid Membership Meeting at Annual Conference dedicated to ALA reports and resolutions and guided by the rules and guidelines for the ALA hybrid Membership Meeting. ALA to also convene at least one virtual ALA Connect Live event to showcase the work of the association and tackle hot topics, EBD #10.9

APPROVED to convene one annual hybrid Membership Meeting at Annual Conference dedicated to ALA reports and resolutions and guided by the rules and guidelines for the ALA hybrid Membership Meeting.

ALA to also convene at least one virtual ALA Connect Live event to showcase the work of the association and tackle hot topics, EBD #10.9

- Membership Office updates:
 - Membership counts are susceptible to economic issues, and 60% of members pay out of pocket
 - Rebound membership is slow and steady, and ALA is currently around 50,000 with an aspiration of 60,000
 - Focusing on Membership recruitment and student engagement
 - Avenue M study provided good insights and talking points
 - Making significant strides in Customer Experience

ALA Code of Conduct Report, EBD #10.7

Dr. Daniella Smith & Dr. Sheri Edwards, Code of Conduct Committee Co-Chairs, & Cory Stevenson, Community Relationship Manager provided the following updates on committee activities:

- Committee is in its second year
- No egregious incidents in the first year, and in the second there were four, two committed by repeat offender. As a result, the committee administered and refined its processes. Due to the nature of the incidents, it required removal of content from ALA Connect threads
- The committee acknowledges the sensitivities around censorship.
 - Developed Moderation Policies and Procedures manual for transparency around the process.
 - The manual outlines moderation level types and provides a pathway for other groups to manage incidents. Remaining meetings this year will address the forward-facing manual, anticipating sharing the manual in June 2023

President-elect Drabinski moved to approve the Policy and Procedures for the Moderation of ALA Connect as recommended by the ALA Code of Conduct Committee, EBD #10.7

APPROVED the Policy and Procedures for the Moderation of ALA Connect as recommended by the ALA Code of Conduct Committee, EBD #10.7

Publishing & Media Report EBD #12.8

George Kendall, Interim Director Publishing & Media, provided the following updates:

- Department goal: to be the content and product source of choice for library and information field leading to continually increasing net revenue
- ALA Pivot Strategy Goal: Build public markets and foster non-U.S. markets
- FY23 wrap-up:
 - January 2023: 10% below budget on revenue
 - Concerns:
 - Falling subscriptions
 - Increasing costs
 - Vendor and library budgets
 - Impact of inflation
 - Advertising
- Areas of focus:
 - EDISJ
 - Prison library standards

- Censorship/book banning
- LIS curriculum changes/needs
- Public facing opportunities
- In person conferences resuming
- Advertiser collaborations, custom content
- Engaging new audiences
- Extending to markets beyond libraries and U.S.

Conference Services Report & Discussion, EBD #12.8

Jennifer Ferriss, Conference Committee Chair & Earla Jones, Conference Services Director, provided the following updates:

- 2023 LLX Evaluation Feedback
 - Still receiving feedback, with focus groups later this month and in May
 - Considerations for 2024:
 - Consider break even event
 - Need decision by April 2024 to consider if ALA will continue beyond pilot status, as location contracts will need to be considered
 - Based on earlier consultant findings, hit most targets for the initial vision, though missed on vendor and early-career turnout, and still some conflict between governance and educational opportunities
 - Key findings of evaluations surveys so far:
 - Strengths:
 - Most would recommend to colleague
 - Face to face networking
 - ALA Governance Institute
 - Cost and program contents
 - Valuable: half plan to go to LLX2024
 - Opportunities:
 - More vendors
 - Different price points
 - Marketing
 - Smaller footprint
 - Half don't plan to go to LLX2024
 - Session overlap
 - Exhibit hall setup
- 2023 Annual Conference Update:
 - 5,815 paid registrants, with 6,945 total registrants. That is 72% to budget goal. Target is 9,230 paid registrants with stretch goal of 11,000
 - Overall 86% to budget as exhibits have already exceeded goal
 - Mainstage authors announced: Maysoon Zahid, Cara Mentzel & Idina Menzel, Rick Riordan, Mark Oshiro, Nikki Grimes & Brian Pinkney, with more to come
 - Digital:
 - 5 mainstage session that will be livestreamed
 - 24 educational session live streamed
 - 24 News you can use
 - Bonus content
 - 8 Governance sessions

Committee on Legislation Public Policy and Advocacy (PPA) Report, EBD #12.8

Ed Garcia, Chair of Committee on Legislation Alan Inouye, AED Interim Public Policy Advocacy provided the following updates:

- Kicked off Annual Fund Libraries campaign with Congressional Fly-In, the first since 2020 and members of the Committee on Library advocacy joined the Legislation Committee. The briefing day was hosted by the MLK Library in D.C.
 - Over 100 meetings that resulted in early bipartisan support for FY24 funding
 - Presidential budget released in March, which was late, with little time to gather signatures in support of Library Services technology Act (LSTA) with 94 in the House and 44 in Senate and Innovative Approach to Literacy (IAL) Program with 69 in the House and 35 in the Senate
 - House leaders are discussing 20-30% cut in all domestic programs, but there were increases in last year's budget
- Censorship issues:
 - PPA team mobilized activists to proactively reach out to representatives to oppose book banning and censorship, particularly to oppose the Parents' Bill of Rights
 - Passed but every Democrat in the House voted no and criticized the Bill for opening the door to book bans and PPA data was referenced several times
 - Likely has little chance in the Senate
- Worked with Senator Reed to introduce Right to Read Act
- Need more support for Unite Against Book Bans campaign
- Need more partners at the state chapter level
- Better Communications Commission has a couple open proceedings:
 - Tribal e-rate: improve qualification for Tribal libraries, many of which are small
 - Make most network security expenses eligible for free rate discounts
- Working with NTIA to get libraries better represented in order to qualify for improved connectivity support
- Co-hosting symposium with American University Law and ACRL on copyright override
- Launched a new cadre of policy corps on fighting book bans
- With staff vacancies, PPA has hired two consultants on interim basis focused on state and local level advocacy and Unite Against Book Bans campaign

Chapter Relations Report, EBD #12.8

Brianna Hoffman, Chair of Chapter Relations Committee; & Michael Dowling, International & Chapter Relations Director provided the following updates:

- Chapter Relations Committee activities:
 - Co-sponsored with Committee on Library Advocacy, United for Libraries, and PPA, a repeat webinar of the LLX program "Hammer, Vice, Lever" with 125 participants
 - Committee meeting for next week
 - On May 5 & 19, chapter advocacy exchange for intellectual freedom challenges and book bans in collaboration with OIF and PPA and campaign management with New York Library Association, respectively.
 - Organizing New Leaders Orientation in early June
 - Host a Full-day Chapter Leaders Forum at Annual Conference
- Office working closely with PPA and OIF on book bans
- Work with Development Office on 3-year Mellon Grant to help build library capacity

- Working with HBCUs and Tribal libraries on Broadband access
- The Executive Board moved into closed session.

Saturday, April 15, 2023
8:30 am CT

President Pelayo-Lozada called the meeting to order.

ALA Division Updates & Discussion

Core: Leadership Infrastructure Futures

Margaret Heller, Core President & Julie Reese, Interim Core ED provided the following updates:

- Year 3 Focus Areas:
 - Evaluate and adjust Core's structure to create efficiencies
 - Focus on membership growth & engagement
 - Increase fundraising efforts and develop sponsor partnerships
- Membership goals for FY23: 4,400
- ALA Pivot Strategy: Membership & Value to Members
 - Goal 1: Core will develop an overall member engagement and public relations campaign
 - Goal 2: Core will attract and retain members based on a target goal that takes declining ALA membership into account and explore new models for institutional membership
 - Goal 3: Core will influence the profession and provide positive member experiences
- ALA Pivot Strategy alignment: Continuing education
- Revenue Goals for FY23: \$153,800 from webinars; \$210,000 from web course
 - Goal 1: Core will develop a coherent, branded, recognized professional growth program by structuring existing programs (e.g. mentoring, Emerging Leaders, awards) to complement and fuel each other
 - Goal 2: Core will offer continuing education programs that enable graduating library school students, career professionals, and aspiring library staff to be more competitive in the job market for promotion and to meet the needs of hiring managers
- January 2023 YTD Budget:
 - Revenue: \$323,612
 - Expenses: \$370,710
 - Net: (\$47,098)
- Programs & Initiatives:
 - Interest group week in March
 - Preservation Week late April/early may
 - Annual Conference: 30 programs and 6 preconference/tours
 - Core Forum October 2023 with Leadership Institute Preconference

Reference & User Services Association (RUSA)

Cynthia Johnson RUSA President & Bill Ladewski, RUSA ED provided the following updates:

- Pivot Strategy Goals:
 - Goal 1 - Increase RUSA Membership by 1% per year
 - Goal 2 - Increase RUSA Continuing Education revenue by 2%
- Membership goal: Increase membership by 1% in FY23; current total at 2496

- FY23 Budget
 - Revenue: \$310,650
 - Expenses: \$289,577
 - Net: \$21,703
- Programs & Initiatives:
 - 2nd Annual RUSA Virtual Forum – March 28 & 30, 2023
 - Creating Student Member Internships
 - RUSQ Journal Relaunch
 - Guidelines Updates
 - Exploration of new revenue streams
 - RUSA member communication
 - ALA Trivia Championship – fundraising event; partners with GAMERT and NMRT

Association for Library Service to Children (ALSC)

Amy Koester, ALSC President, Alena Rivers, ALSC ED provided the following updates:

- Pivot Strategy Goal:
 - Implement strategies and resources that clearly articulate the value of ALSC and ALA membership resulting in an increase of ALSC's membership by 3%
 - Develop a content strategy to maximize the monetization of new publications and product lines to build awareness of the ALSC brand
 - Evaluate and ideate new opportunities within the continuing education portfolio to increase member value and to increase customer base
- 2020-2023 Strategic Plan:
 - ALSC Community Forums addressing advocacy for children's services and intellectual freedom
 - 20 new BIPOC student/paraprofessional memberships (opportunity launched on March 1, 2020, engagement ongoing)
 - Piloted Mini Research Grant in support of the ALSC Research Agenda
- Membership: 3403 total with a goal for 1% increase in FY2023
- January 2023 YTD Actuals:
 - Revenue \$597,503
 - Expenses \$545,342
 - Net \$52,161
- Programs & Initiatives:
 - 2024 ALSC National Institute September 2024
 - IMLS Welcoming Space Grant
 - Effective practices for welcoming spaces in libraries and museums
 - Youth Media Awards: January 30, 2023

Association of College & Research Libraries (ACRL)

Erin Ellis ACRL President, Robert (Jay) Malone, ACRL ED provided the following updates:

- Programs & Initiatives:
 - ACRL 2023 Environmental Scan
 - Academic Library Advocacy Toolkit
 - Nominations and Policies Audit
 - Member Accommodation/Compensation
 - Awards Program: Process & Implementation

- New Goal Area: Equity, Diversity, & Inclusion
- Strategic Planning: Plan for Excellence Review
- January 2023 YTD Budget:
 - Revenue: \$1,102,541
 - Expense: \$998,702
 - Net: \$103,839
- Pivot Strategy Goals:
 - Publishing:
 - Toward Inclusive Excellence (TIE), covers issues around equity, diversity and inclusion in higher ed, launched March 2021
 - LibTech Insights (LTI), actionable content for IT support in academic libraries, launched January 2023
 - Membership:
 - 50,000 email addresses collected from webinar program that are not associated with ACRL members.
 - Choice is constantly developing new audiences via our content channels that can be tapped for membership across the association
 - One ALA:
 - Choice's Advertising Manager is helping PLA build their print and digital advertising
 - Promote ACRL products (ACRL Editions, ACRL Benchmark, etc.) via our media channels
 - Choice IT staff is working closely with ALA IT to integrate systems
- Membership:
 - Current 7,773 personal; goal of 9,500 short term
 - Current 530 Organization; goal of 700 short term

United for Libraries

Gordon Baker, United President, Beth Nawalinski, United ED provided the following updates:

- Membership: Current Personal 971; Organization 2,885. Board voted to transition self-pay group memberships to personal memberships
- Benefits & recruitment efforts:
 - United for Libraries Learning Live
 - Board Source
 - ALA Connect
 - Fee-Based Webinars
- FY23 Budget February YTD
 - Revenue: \$142,890
 - Expenses: \$152,602
 - Net: (\$4,704)
- Strategic Goals & Priorities:
 - Membership
 - Transition of self-pay groups to personal
 - Outreach to ALA renewals but not United
 - Outreach to prior self-pay groups
 - Highlight members Board Source & LearningLive
 - Conference goals FY23 over FY22:

- Increase registration
- Increase sponsorship
- Retain statewide registrations
- Add new statewide registrations
- Publishing: New edition of trustee handbook & Evaluate need for TR/FR/FDN textbook
- CE:
 - Increase statewide partners
 - Increase number of paid webinars
 - Emerging Leaders Project
 - Board Retreats for TR/FR/FDN
- Contributed Revenue
 - Minimum Gold corporate donation to sponsor awards
 - 3-year commitment to sponsor awards
 - 100% board participation in annual giving
- Programs & Initiatives:
 - Emerging Leaders Project 1: Working with Library Boards/Trustees, Friends groups, & Foundations
 - Emerging Leaders Project 2: Trustees, Friends, & Foundations as Library Advocates
 - Free & Paid Webinars

Public Library Association (PLA)

Dr. Maria Taesil Hudson McCauley, PLA President & Mary Davis Fournier, PLA ED provided the following updates:

- Strategic Plan 2022-2026:
 - Transformation
 - Organizational Excellence
 - Advocacy & Awareness
 - Professional Growth
- Working on coordinated support for intellectual freedom and library safety
- Current membership at 7,755
- FY23 January YTD Budget:
 - Revenue: \$362,784
 - Expenses: (\$451,458)
 - Overhead: (\$12,029)
 - Net: budget: (\$100,703)
- Pivot Strategy:
 - Membership goal: 2% membership increase
 - Conference goal: PLA National Conference is the public library standard for excellence.
 - Publishing: New products (space planning, strategic planning, social work); Reduced costs (Public Libraries electronic editions vs. print)
 - CE:
 - Successful paid webinars
 - Expanding potential for virtual series
 - Bundled Web CE sales are growth area
 - Contributed Revenue:

- Successful track record of grants that support mission-centered work and innovation for public libraries
- Individual giving to support student, Spectrum Scholarships
- Data, Research & Design: Project Outcome leverages training income
- Programs & Initiatives:
 - Biennial PLA Conference in 2024
 - Benchmark
 - Digitallearn.org
 - Social Justice & Public Libraries
 - Project Outcome
 - Every Child Ready to Read
 - Advancing Family engagement in Libraries

American Association of School Librarians (AASL)

Kathy Lester, AASL President, Sylvia Norton, AASL ED provided the following updates:

- Strategic Plan:
 - Leadership Activation
 - Education Policy
 - Research
- Membership: Current 5,079
 - Seeing 5.7% decrease from January 2022, but seeing educators exiting profession, school library budget cuts, and school librarians under attack in some states
 - Chapters in 47 states representing 20,000 school librarians
- FY23 January YTD Budget:
 - Revenue: \$246,804
 - Expenses: \$267,024
 - Net: (\$20,221)
- Programs & Initiatives:
 - Knowledge Quest
 - Research grants and publications
 - Right to Read Act
 - Partnerships
 - Member Engagement
 - Committees & Sections
 - School Leader Collaborative

Young Adult Library Services Association (YALSA)

Franklin Escobedo, YALSA President, LaMoya Burks, Interim YALSA ED provided the following updates:

- Current Membership: 3264
- Strategic Plan: Determine the Board capacity to support volunteer groups so that all groups receive sufficient and timely direction and input
- FY23 YTD Budget:
 - Revenue: \$203,366
 - Expense: \$171,511
- YALSA Strategic Plan
 - Increase paying attendees for continuing education events (in person and virtual)
 - Partner with other ALA divisions to cross promote educational content

- Create a robust mechanism to promote and sell paid educational offerings to non-members
- Improve program descriptions to focus on outcomes and benefits
- Create a plan for positive feedback to promote new classes
- Programs & Initiatives:
 - YALSA & CE partnership
 - Laura Bush 21st century IMLS grant: T3 train the trainer
 - Symposium in November 2023

Executive Director Report, EBD #12.8

Executive Director Tracie Hall provided the following updates:

- Three streams of change:
 - Pivot Strategy (Performance Governance) Underway
 - Forward Together (Association Governance) End Stage
 - Operating Agreement (Functional Governance) Beginning
- Major goals:
 - Financial Surplus and Liquidity
 - Membership Growth, Engagement, and Value
- For our libraries:
 - Information and Digital Access (including Universal Broadband)
 - Equity, Diversity, and Inclusion in Libraries and the LIS Workforce
 - Preservation of Library Services (across library types, settings, and services) through grants and technical assistance
- Significant progress made in the Pivot Strategy with a 7th impact stream coming in near future
- Discussed Executive Summary of Avenue M report, which has been provided, and can inform strategy to engage members

Development Report / Contributed Revenue

ED Hall and Anne Manly, Development Office Assistant Director provided the following updates:

- Looking at how contributed revenue will fit into Pivot Strategy
- Overall Goals:
 - Increase overall contributed income in all areas
 - Achieve projected \$4.5M Revenue Goal in FY23 (On track)
 - Add New Director of Strategic Advancement and Partnerships
 - Support Philanthropic Advisory Group Activity
 - Cultivate 150th Anniversary Campaign Cabinet
 - Increase contributions made through Giving Tuesday and End of Year Giving
 - Grow 1876 Club and Legacy Society
 - Emphasize Endowment (Grow FreeWill)
- Income Goals:
 - FY23: \$4.5 million; already been met
 - Budgeted expenses for FY23 are \$458,349
 - Growing Library champions
 - Build ALA assets into grant proposals in line with Avenue M report
- PAG event planned for Annual Conference
- Completed Campaign Feasibility Study

Data-Informed Decision Making with Association Analytics Dashboard Tool

Rebecca Headrick, CITO, Shakir Akbari, Director of Enterprise Applications & Cory Stevenson, ALA Connect Community Relationships Manager, provided the following updates:

- ALA Analytics will centralize and streamline data across ALA platforms
- Reporting will be real-time, longitudinal, comparative, and predictive
- Currently
 - Configuring & designing dashboards
 - Establishing KPIs with Pivot Strategy leads
 - Continuing platform integrations
 - Finalizing data team strategy
- Provided few first looks at the platform analysis and modules
- Timeline:
 - May: Data Team Rollout
 - June: Annual Conference demo
 - July: full staff Rollout and iteration

Joint Budget Analysis Review Committee (BARC) & Finance & Audit (F&A) Committee Report, EBD #3.26

Karen Schneider, BARC Chair, & Peter Hepburn, Treasurer, provided the following updates:

- Met April 11
 - Discussed FY23 budget updates and preliminary FY24 budget and annual estimates of income
 - Discussed endowment report and operating agreement workgroup efforts
 - F&A considered an endowment appointment in closed session, which will be brought to the Executive Board later this session
 - Discussions on ALA's reliance on grant funding and membership strategy
- Discussed a carbon offset proposal brought before Council but referred to BARC. Members discussed this but requested more information, and will meet in a few weeks to discuss further and make final recommendation

Operating Agreement Workgroup Discussion

Peter Hepburn, ALA Treasurer, provided the following updates:

- As reported at LLX, work had paused
- Established a subgroup to drive work forward
- Hired consultant, Michael Tarnoff, who was Executive VP and CFO of United Jewish Federation of Metropolitan Chicago, to facilitate this work. He has helped to guide integral conversations amongst subgroup and will meet with all subgroups members individually and as a group, then bring the full group back into the process
- Subgroup meets bi-weekly
- Original timeline was to have a recommendation by June, but it will likely be August
- Committee on Organization may still be able to present recommendations to Council at Annual that do not require input from this workgroup, but it may also be necessary to call a special meeting later this summer or Fall

Endowment Trustee Report EBD #13.2.1

Senior Endowment Trustee Mario Gonzalez provided the following report:

- As of March 31, market value at \$56.8 million and book value at \$10.6 million

- Asset allocations provided in the report
- Environmental, Social & Governance (ESG) and/or Diversity holdings represent 60.7% of total portfolio
- Issues influencing markets:
 - Concerns regarding possible recession
 - Federal Reserve expected to pause rate increases in second quarter as economic data, employment stats, inflation, and housing all point to weakness
 - Bond prices have begun to rise in expectation of a recession
 - Bonds expected to outperform in the first half of the year, with equities taking over second half
 - Leading indicators surrounding employment continue to weaken, suggesting a higher unemployment rate over the next year, with 10.8 million job openings vs. 5.6 million job seekers
- Trustee activities:
 - Met in NYC in February and will meet in May in Chicago
 - Completed update of the ALA Investment Policy Statement (IPS)
 - Approved spending/payout rate of 5% in support of the FY24 ALA budget
 - Reviewed with ED Hall the need to include the endowment fund as a revenue pillar in “Pivot Strategy”
 - Reaffirmed that ESG/DEI investing is a portfolio priority
 - Discussed the selection of a new Senior Endowment Trustee
 - Discussed and approved the request by an Endowment Trustee to be reappointed for a second term, which F&A will bring to the Board
 - Reviewed with Investment Adviser the impact of the recent bank failures on the endowment, and there is none
 - Adjusted drawdown timeframe to the first quarter of the same fiscal year for which the endowment allocation is approved by the Trustees
 - A call out now for a vacant Trustee position, and applications will be discussed in May

Budget Update

FY 2023 as of January Financial Results Executive Summary EBD #3.22-3.22a

CFO Dina Tsourdinis provided the following updates:

- Revenue: \$27.3 million actual; \$18.4 million budgeted
- Expenses: \$19 million actual; \$19.9 budgeted
- Net: \$8.3 million; (\$1.5 million) budgeted
- Revenue exceeded FY22 by \$7.8 million and FY21 by \$9.5 million
- Divisions YTD:
 - Total Revenue: \$3.7 million actual; \$3.8 million budget
 - Total Expenses: \$4.1 million actual; \$4.5 million budget
 - Net: (\$383,589) actual; (\$623,442) budget
- Round Tables YTD:
 - Total Revenue: \$161,677 actual; \$212,230 budget
 - Total expenses: \$74,365 actual; \$167,242 budget
 - Net: \$87,313 actual; \$44,989 budget
- Loan balance as of February 2023 just under \$6 million, more than a million less than balance as of August 2022

- Treasurer Hepburn noted that fluctuations in the short-term liquidity is expected due to timing of income/expenses and being monitored closely, but is still in a much healthier position than in the past

FY 2024 Preliminary Budget & Annual Estimates of Income EBD #3.23

Treasurer Hepburn provided the following updates:

- BARC/F&A reviewed the document at their meeting earlier this week
- Budget includes assumptions:
 - Staff salary increase of 3%
 - Overhead rate of 26.5%
 - Continued freeze of net asset balance transfers
 - 5% endowment payout
- Current budget reflects a \$124,000 surplus and annual estimates of income of \$115,143,000, approved by BARC/F&A

Treasurer Hepburn moved that the Executive Board approve the FY2024 budget and annual estimates of income of \$115,143,00, as reflected in EBD #3.23

APPROVED FY2024 budget and annual estimates of income of \$115,143,00, as reflected in EBD #3.23

Treasurer Hepburn also noted that the updated draft 5-year financial plan, EBD #3.25, is provided for your reference. It includes revenues through FY27, with amounts fluctuating according to number of conferences per year and short-term investment growth.

The Executive Board moved into closed session.

Sunday, April 16, 2023
9:00 am CT

President Pelayo-Lozada called the meeting to order.

APPROVED by Consent:

- President's Report, EBD #7.4
- President-elect's Report, EBD #7.5
- Vote Tally and Board Action, EBD #1.3

Report out from Executive Committee

President Pelayo-Lozada provided the following updates on Executive Committee activities:

- Discussed parameters of ALA's participation in boycotts
- Considered appointments for the Nominating Committee, 150th Anniversary Steering Committee
- Discussed new Board member onboarding
- Discussed fundraising campaign feasibility
- Discussed Intellectual Freedom Committee and EDISJ subcommittee, which will be discussed in closed session today
- Conference Services feedback
- Endowment trustee selection

- National Library week plans
- Executive Director's contract

Information Technology Report, EBD #12.8

Ed Sanchez, Chair of Information Technology Advisory Committee (ITAC) and Rebecca Headrick, CITO, provided the following updates:

- FY23 YTD January 2023:
 - Total Revenues: \$0
 - Total expenses: \$1.3 million
 - Net: (\$1.3 million)
- Providing key infrastructure and support across Pivot Strategy streams
- Recently completed:
 - Laptop rollout for staff
 - Update to Great Plains and launched cloud based Prophix
 - Kicked off customer service platform
 - Defined scope to consolidate Microsoft services
- In progress:
 - Ala.org website upgrade
 - ALA Analytics
 - Launch customer service platform
 - Combine Office365 tenant for choice.org and alawash.org
 - Account Payable platform
 - improving ALA security posture
- ITAC support:
 - Participate in website redesign and user experience testing
 - Ascertain and communicate Division, Round Table and unit strategic plans with a technology component
 - Reaching out with questions for Division, Roundtable, and units around technology needs/challenges

ALA Branding Working Group Update

President Pelayo-Lozada, Co-Chair, provided the following updates:

- Co-chair with Julius C Jefferson, Jr
- Gone through various iterations
- Recognizing there is a focus on Unite Against Book Bans
- Looking at a model where individuals could be "Friends of ALA."
- Hoping to engage consulting firm in coming months to help guide and launch campaign in early 2024

Communication Marketing Office Report, EBD #12.8

Payal Patel, Interim CMO Director, provided the following updates:

- Launched partnership with Mekky media Relations for proactive pitch support
- Coverage:
 - LibLearnX, I Love My Librarian Award and Youth Media Awards
 - Mellon Foundation grant
 - Censorship/book bans inquiries
 - General library trends

- Colorado library closures
 - Vermont College library
- Since January, 18 pieces of coverage reaching 1.59 million audience members and 3.7 million online readership
- 9.9 billion impressions through March with \$15.4 million in publicity value
- Social media: Book ban related content performing well
- On deck:
 - National Library Week late April
 - Unite Against Book Bans: toolkit will be made available
 - Libraries Transforming Communities: supporting grant rollout
 - ALA Annual Conference promotion
 - National Library Card Signup Month

Continuing Education EBD #12.8

Dan Freeman, Continuing Education Director, provided the following updates:

- New Products, Content and Development in FY2023
 - Certification Programs
 - ALA Essentials for Library Workers
 - ALA Inspire
 - Partnerships with YALSA and Office for Intellectual Freedom & Freedom to Read Foundation
- New strategy for free events with focus as membership value, with goal to drive revenue through members engagement
- Increasing efficiency and collaboration through project management tool, centralizing bulk purchases, streamlining webinars offered by multiple units, and ala wide eLearning promotion

Office for Diversity, Literacy and Outreach Services (ODLOS) Report, EBD #12.8

Suzan Alteri, Jennifer Shimada, ODLOS Co-Chairs; Carla Davis, Committee on Diversity Chair; Kevin Strowder, ODLOS Director, & Hilary Persons, Program Manager, Accessibility Services provided the following updates:

- ODLOS Advisory Committee activities:
 - EDI Assembly convenes quarterly and going strong, especially with extra support after committee expansion
 - Expansion Project: examining and evaluating how best to expand committee and representation
 - Jean E. Coleman Lecture Series: put out a call for committee nominations and press release regarding 2023 Lecturer is forthcoming
 - Diversity Poster Fair
 - Plans to review and update ODLOS Advisory Handbook in FY24
- Committee on Diversity Activities:
 - Subcommittee to Condemn White Supremacy & Fascism work is underway, with chair selected, and initial work commenced
 - ALA Standards Oversight Subcommittee reviewing and updating *ALA Standards for Library Services for the Incarcerated and Detained*
- Accessibility Services:
 - Collaborating with Public Programs Office to support the LTC: Accessible Rural and Small Libraries Grant Program

- Working on NLS Standards and Guidelines of Service Revision for the Blind and Print Disabled
- Forthcoming:
 - Building connections within ALA internally
 - Access strategy through work with Access Living & input sessions with disability community
- Literacy Initiatives:
 - Strategic Planning for Literacy
 - Webinar Series Project
 - Digital Equity & Information Access
 - Community Programming
 - Collaborative Workshops
 - Literacy Track at Annual Conference
 - Identifying Internal Talent
- Spectrum Scholarship Program:
 - 100% retention rate for FY23 cohort
 - 300+ applications submitted
 - 220 applications being reviewed
 - 70 Scholars to be selected for FY23-24
 - Looking to meet a 100% sponsor rate for the FY23-24 cohort
 - Spectrum Leadership Institute will welcome 60 scholars to ALA Annual 23
 - Celebrating 25 years of the program
- Spectrum Doctoral Fellowship:
 - 7 Fellows at 5 Partners Schools
 - First Institute coincided with LLX 2023 and the next is this fall
 - Currently in immersive EDI courses driven by ALA Members and LIS Faculty
- ODLOS aligns with Pivot Strategy primarily through Continuing Education, as well as some in other areas like Conference Services

Intellectual Freedom/Social Justice Update

President-elect Emily Drabinski noted the following updates:

- EDI Assembly took this up at their recent meeting, and there is discussion of having an ALA Connect Live dedicated to this discussion
- There is a pending decision on where this work will live in the structure
- President-elect Drabinski will follow-up with the EDI Assembly and will report back

The Executive Board moved into closed session for the remainder of the meeting and will adjourn in closed session.

ALA Executive Board Members in Attendance

- 1) Lessa Pelayo-Lozada, President
- 2) Emily Drabinski, President-elect
- 3) Patty Wong, Immediate Past President
- 4) Peter Hepburn, Treasurer
- 5) Larry Neal, Executive Board Member
- 6) Alexandra Rivera, Executive Board Member
- 7) Christina Rodrigues, Executive Board Member
- 8) Kathy Carroll, Executive Board Member

- 9) Sara Dallas, Executive Board Member
- 10) Ana Elisa de Campos Salles, Executive Board Member
- 11) Sam Helmick, Executive Board Member
- 12) Tracie Hall, Executive Director