

2022 ANNUAL CONFERENCE: WASHINGTON D.C.
ALA EXECUTIVE BOARD MEETING - SESSION I
FRIDAY, JUNE 24: 9:00-11:00 AM ET

ALA President Patty Wong called the meeting to order.

APPROVED by Consent Agenda, EBD #9.13, as amended

Executive Committee Report Out

President Wong provided the following updates from the Executive Committee Session:

- Discussed incoming Board member onboarding
- Discussed changes in the Communications Management Office
- Prepared for Transforming ALA Governance (TAG) council discussions
- Discussed Board development

President Wong introduced incoming ALA Parliamentarian Adrian Stratton and guest, Jeremy Lewin, who is acting as a consultant on Board effectiveness

Executive Director Report, EBD #12.34

Tracie Hall, ALA Executive Director, provided the following updates;

- Registration for Annual Conference as of today is at 13,289
- As almost every unit or division reports this quarter, there is an unprecedented escalation in book censorship, especially materials that are written by or depicting BIPOC and/or LGBTQIA+ individuals, and is the most pressing concern of ALA members, staff, and the LIS sector in general
- ALA is the first organization to launch a nationwide campaign, Unite against Book Bans [www.uniteagainstbookbans.org], during National Library Week in April. Campaign has a two-pronged focus: to preserve the right to read as a centerpiece of intellectual freedom and library services and to draw mass public support for resisting and censorship
- Pivot Strategy update:
 - Two main areas of focus: membership and financial sustainability
 - Undergirded by not only three traditional impact streams, which are Conference, Membership, and Publishing, but also the addition of three new revenue streams: Continuing Education, Contributed Revenue and Data, Design and Research.
- Conference Services:
 - Portal by which people come into the Association, so the Conference experience should be viewed as the start of the membership journey
 - Conference Services and Membership will work together on strategies
- Membership:
 - Many members are no longer supported by their institutions, and trends impacting library spending will impact our membership
 - Need a renewed focus on what membership supports and why individuals should join the Association, such as our fight for intellectual freedom, the largest driver of EDISJ, and more
 - Beginning to see some post-pandemic recovery; RUSA and YALSA have increased membership significantly.
- Continuing Education: in its first couple of months of operation, attracted 10,000 customers, of which 60% were not members of ALA, which provide opportunities for membership growth
- Contributed revenue:

- Focusing on how to support some new funds
- Growing tremendously and supporting ALA's bottom line during times of economic precarity
- Publishing
 - Growth in *Booklist*
 - *American Libraries* continues to be a service which members say is the most value to them
 - Some breakaway bestselling books
- Data, Design and Research:
 - Looking to bring online during this fiscal year and embed within Center for the Future of Libraries
 - Partnership with the Barbara Bush Foundation for Adult Literacy, which has supported Fellow Ken Bigger, who focuses on literacy, civic fluency. Fellow John Agada, who focuses on BIPOC informatics, or informatics in BIPOC communities, will join ALA as it inaugurates ISRLIT, the Institute for the Study of Race, Libraries, and Information Technology
- There is preplanning for ALA's 150th anniversary, which involves surveying of the Association and a 4-5 year ramp up to celebrate in 2026
- EDISJ is a core value of the Association and a decision was made to ensure EDISJ is embedded in LIS education and accreditation
 - EDISJ will be an indicator of success or impact at any accredited library school, in three key areas: 1. recruitment and retention of our students 2 faculty, and 3. curriculum.
 - Key Questions were included in the accreditation survey on EDISJ
- Implemented calendar of routinized diversity training for ALA Staff with an initial mandatory training on accessibility
- Ensuring a diverse a pool of candidates for ALA positions by expanding where those are advertised and already seeing more diverse candidates.

Development Report, EBD #6.3

Director Anne Manly, Assistant Director of Corporate and Foundation Relations, provided the following updates:

- Goal of \$3,085,000 for FY2022, specifically fiscal support for mission. Total contributed income is likely to be between 8 and 9 million, much of which is flow-through
- Currently just over 90% to goal
- Good success with the FreeWill platform, which allows people to create legal wills online, and received promises of ~\$500,000
- Major challenges reflect larger, global challenges, such as inflation, the upcoming election, climate change, etc that will impact the amount of support available for ALA
- Reasons for optimism:
 - Retained the Alford Consulting Group to help 5-year campaign
 - Funders are very happy with the work we do and continue support
 - Since September of 2021, four funders approached ALA. Our work, particularly around the book banning issues, is visible and attracting new funders
- Achieved platinum status on GuideStar rating, which has allowed us to have conversations with donor-advised funds
- Philanthropic Advisory Group (PAG) has been doing good work for a couple years
- Updated website will have tremendous benefit for fundraising
- Significant giving for specific issues support, such as Spectrum and Office for Intellectual Freedom
- Looking ahead to Conference in Chicago next year, a great opportunity for hometown initiatives

The Board discussed having PAG reach out more to Divisions and Round Tables.

ED Hall presented a motion for the ALA Executive Board to approve the full list of companies as listed in the December 31, 2019, from the Domini and the TIAA-CREF portfolios of socially responsible companies from which ALA units can use to prospect for corporate partners, sponsors, and donors, EBD #6.3

The board discussed if annual approval was needed, as it is a legacy action. It is primarily a prospecting and vetting tool.

APPROVED the full list of companies as listed in the December 31, 2019, from the Domini and the TIAA-CREF portfolios of socially responsible companies from which ALA units can use to prospect for corporate partners, sponsors, and donors, EBD #6.3

The Board discussed concerns regarding fiscal sustainability of the organization, which had a deficit in its budget, in relation to the proposed 5% Division payouts as part of the budget. The first iteration of the budget did contain a deficit, but strategies were enacted to ensure that the second budget iteration no longer has a deficit but a contingency. The Division payouts are a last resort and only used if needed.

The Board also discussed additional concerns around certain parties and events held during Annual when there is an emphasis to reduce spending in ALA's budget.

Cultural Proficiencies for Racial Equity Task Force, EBD #10.13

Christina Fuller-Gregory, Project Facilitator, provided the following updates:

- The taskforce was charged to create a framework for cultural proficiencies in racial equity that can be used in public and academic libraries through scanning the environment
- Framework is comprised of four frames:
 - Frame one: addressing and interrogating how white privilege, white supremacy, and racism show up in libraries
 - Frame two: accountability, assessment, and implementation
 - Frame three: building cross-sector cultural proficiency
 - Frame four: anti-racist leadership
- Since its formation, the Task Force has held status updates at the June 2021 Annual ALA Conference and Exhibition, and in April 2021, presented at the ACRL Conference
- Upon the completion of the framework, held two information sessions, including a cross-sector session for libraries and a public library-only session
- Convened an open comment process, which was open through March 2
- Comment Review Working Group was implemented to ensure intentional editing to include relevant perspectives and ideas shared during the open comment process. After this work, brought back and convened the BIPOC-led group who drafted this framework and finalized the document

The Task Force recommends a motion that the ALA Executive Board approves the final draft of the Cultural Proficiencies for Racial Equity: A Framework, EBD #10.13.

Past President Jefferson moved that the motion be amended to note the ALA President will review the Framework and appoint a group to revise the document moving forward.

APPROVED by Consent amendment to note the ALA President will review the Framework and appoint a group to revise the document moving forward, EBD #10.13

APPROVED on the recommendation of the Joint ALA/ARL Building Cultural Proficiencies for Racial Equity Framework, the final draft of the Cultural Proficiencies for Racial Equity: A Framework, to be reviewed by ALA President who will appoint a group to revise the document moving forward, EBD #10.13

Office for Diversity, Literacy and Outreach Services (ODLOS) Report, EBD #12.34

Jennifer Shimada, ODLOS Advisory Committee Chair, & Kevin Strowder, ODLOS Director, provided the following updates:

- ODLOS Committee met in August, November, and February
 - Attendance was a challenge, due not only to pandemic, but many members are in leadership roles with other organizations
 - Identified representatives for the Core Values Task Force.
 - Approved the Services for Refugees, Immigrants, and Displaced Persons Subcommittee, which has a resolution coming in front of Council this weekend in support of immigrant rights
 - Secured a task force for the Jane Coleman Lecture
 - Second year of the Equity, Diversity, and Inclusion (EDI) Assembly, which is managed by the ODLOS Advisory Committee and provides a place for groups and individuals throughout ALA who are interested in EDI to discuss activities and collaborate
 - Four meetings throughout the year
 - Two roundtable discussions, in October "Breaking Down Barriers," and in January, "Out of the Margins,"
 - In March, five lightning talk presentations
 - In June, a panel on the theme "We are ALA: Making EDI-related Change"
 - Overall feedback for this assembly has been positive. Next steps are to increase participation and to continue to move to greater action.
 - Due to the extra work of the EDI Assembly especially, the committee presented a proposal to Committee of Organization (COO) for a co-chair and three additional members-at-large, which was approved and will be presented to Council during Annual for approval.
- ODLOS office updates:
 - Diversity counts and retention study launched with the support of multiple stakeholders across the Association, specifically the NALCOs
 - ASGCLA: Many of its interest groups have transitioned over to ODLOS or RUSA, and both groups are working internally with the Membership office and leadership to discuss how to engage these groups.
 - ODLOS also sought guidance from Carrie Banks, the previous president of ASGCLA
 - Reached out to the groups for check-ins and will continue to support them and recruitment efforts
 - Accessibility Program Manager: in the process of reviewing applicants with hopes to onboard by October
 - Disability Inclusion Institute held for staff, and accessibility will be part of internal and external EDISJ effort, particularly through a partnership with the Public Programs Office and Mellon Fund.
 - Literacy initiatives:
 - First webinar held around digital equity through literacy, which brought a number of panelists from across the field
 - Strategic planning process conducted a SWOT analysis, and releasing an RFP with the support of President Wong to initiate this work and provide funds
 - Spectrum Scholar program
 - Added a doctoral fellowship; there will be seven fellows instead of 8, and the extra funds were folded back into the other Fellows' activities
 - The new cohort will be announced in just a few weeks, along with 60 scholars
 - 100% renewal of sponsors from the previous year
 - 150 scholars here at Annual 2022, which includes classes from 2019-2021

- ALA Working Group to Condemn White Supremacy will bring a resolution to Council here at Annual
- Work on the Standards for the Services for the Incarcerated and Detained continues, with the first convening yesterday
- Secured the contract for the Library of Congress to develop their Standards for the Blind and Physically Handicapped
- Culture and future of ODLOS:
 - The ODLOS team is much smaller now after the migration of roles and people during the pandemic and into other positions
 - Thinking about what it looks like to rebuild with intention and strategy, with budget in mind
 - Some programs have had to sunset or put on hold, such as grants, until staff can be built back up

Membership Report, EBD #12.34

Miranda Bennett, Membership Committee Chair, Melissa Walling, AED for ALA Offices and Member Relations, & Cory Stevenson, Manager of Community Engagement provided the following updates:

- Committee activities:
 - Membership Model:
 - Working towards finalizing a financial proposal to bring forward in January 2023 for approval, then placing on the Spring membership ballot
 - Feedback has indicated the importance of creating some sort of incentive structure around belonging to Divisions, Round Tables and Continuing Education
 - Working again with Avenue M Consultants to help with financial modeling piece
- Working with task force from the Round Table Coordinating Assembly on dues standardization, which Council recommended
- ALA Connect:
 - The Board approved motions around the Code of Conduct
 - The Code of Conduct Committee voted to add language that reflects the Board's decisions passed in April, to be implemented at the beginning of August.
 - Connect is a key member benefit, adding value for connection, knowledge sharing, and posterity that is mostly member driven
 - Almost 1,700 communities in Connect now, with most committee-driven organizations, about 10% workspace and the remaining about connection and sharing
 - About 51,000 active users in Connect and working to engage non-members
- Membership office update:
 - Membership counts are starting a slow rebound and as of January, just shy of 50,500 members, which is still below pre-pandemic levels but reflects an improvement
 - On track to meet budget and likely to exceed by about 1% for this year. Budgeted an increase in dues revenue for the upcoming year.
 - Engagement:
 - Resuming in-person conferences; via a new member survey last year, conference attendance is the main driver of membership
 - Sent messages to first-time attendees, as well as students, with a special invitation to stop by the ALA Lounge and to attend the New Member Round Table Orientation
 - Important to keep graduating students engaged and convert to full dues-paying members through virtual networking opportunities and onboarding email campaign
 - Continue to work on recruitment and retaining members
 - Will support the upgrade of our association management software, iMIS, this summer

- Looking closely at customer service side of the Membership Office for areas of improvement
- On September 1, activating the Coretta Scott King (CSK) Book Awards Roundtable, and then supporting the merger of two round tables into the Library Support Staff Roundtable (LSSR)

Transforming ALA Governance (TAG), EBD #10.11

Amy Lappin, Chair, referred the Board to the written report and highlighted the following revisions:

- Convened three separate meetings with Council to look more deeply at some of the issues, as well as meeting various committees and Division leadership. Specific changes from previous proposal in March:
 - Recommending a total of three Division councilors on the Executive Board
 - One of the division executive Board seats is dedicated to a member of the American Association of School Librarians (AASL), which is often underrepresented on Council and the Board
 - With the exception of Officers, Executive Board members will be elected for a three-year staggered term by Council, from councilors selected by the Committee on Committees or through the self-nomination process
 - Recommending only 53 chapter councilors
 - Strongly recommend that the Council become an advisory body
- A Council vote in the affirmative tomorrow will indicate a desire to continue the process and move these items to the Constitution and Bylaws Committee and the Committee on Organization
- Amendments to the Constitution will then take two votes of Council

The Board discussed the proposals, noting that additional changes can still be made at future votes. Parliamentarian Eli Mina encouraged Board and Council Members to consider the TAG proposals as a starting point.

Publishing & Media Report, EBD #12.34

Mary Mackay, AED for Publishing & Media Report, provided the following updates:

- Nationally, publishing is struggling industry
- Projecting to miss revenue targets by about 3% but with expense reductions of about 4.5%, for a net improvement of over \$100,000 in FY22 budget. Those expense reductions are due to a delay in some new hires, savings via the new fulfillment center, reduced conference expenses, and reductions occurring naturally in line with reduced sales
- Expenses will be a continuing challenge. For example, ink is projected to increase drastically because of the war in Ukraine
- Book sales have closed the revenue gap seen in January by about half.
- ALA JobLIST is seeing a very active job market, and *American Libraries* is consequently 21% over the expected revenue
- *Booklist*, resource description access, and digital reference are tracking to revenue goals for the year
- ALA Graphics is running about 6% under budget, but will have a section on the exhibits floor
- Booklist Reader: patron-facing publication that focuses on diverse voices in book reviews and features about books and media, is on its second issue in print
- Subscription budgets are being tightened up in many libraries
- *Booklist* is also making its content available in other platforms, which is incremental digital revenue
- Integration of the shopping cart via new fulfillment vendor, Chicago Distribution Center, went live this week, which will help with sales
- *ALA Recommended Reads* our trade publisher Sourcebooks has remained high on the list of

- Amazon wished-for calendars, with another planned for Banned Books
- Work continues on integrating Continuing Education across ALA continues

ALA EXECUTIVE BOARD – SESSION II
MONDAY, JUNE 27: 1:00-4:00 PM ET

ALA President Patty Wong called the meeting to order.

APPROVED by Consent, Agenda, EBD #9.13, as amended.

The Board moved into closed session and reconvened in open session.

Financial Update

Treasurer Farrell noted that the financial reports presented today were reviewed by the Budget Analysis and Review Committee (BARC), and Finance and Audit (F&A) Subcommittee, which met on Friday. Their Joint report was distributed as EBD #3.24.

FY 2022 YTD Financial Results & Narrative, EBD #3.28-3.28a

CFO Dina Tsourdinis provided the following updates for FY22, five months ending January 31, 2022:

- ALA is showing a strong financial position
- Revenue is positive by \$184,000, mainly due to one-time funding sources such as the \$2 million of the PPP loan and \$1.5 million endowment transfer with terms
- Net results represent a favorable variance of \$2,500,000 compared to budget
- \$1,200,000 unfavorable variance over prior FY21, mainly due to the PPP loan forgiveness of \$4 million and improvement over the FY20 with a favorable variance of \$4,100,000
- Loan balances at the same level or slightly lower from those presented at the Spring Meeting, a significant improvement between the FY21 year-end and January, with the total loan balances at \$4.7 million
- Finance team has identified and implemented an aggressive plan to bring ALA current in the financial statements, expecting to be caught up as far as July 31 closing no later than August, best-case scenario, or September 15th, worst-case scenario. Year-end projections should be available shortly after

FY 2023 Revised Preliminary Budget and Annual Estimates of Income & Budget Memo, EBD #3.30-30a

- First four budget assumptions were approved with the preliminary budget, but an additional assumption has been added reflecting a 5% endowment payout from units, in order to ensure a small surplus is achieved
- Total revenue, \$48,897,000
- Total expenses, \$48,847,000
- Net positive financial result of \$50,000 for our budget
- Started off with \$4,044,000 deficit in preliminary budget and asked budget managers to look again at the budget:
 - \$917,000 was found by our revenue-producing units
 - Found \$3,177,000 of savings
- Finance staff was asked by the Board to explain how the alignment of expenses to the revenues for FY23 would impact Member Services in the revised budget; actually able to add new positions to strengthen the member experience.
- Travel reductions implemented, while minimally impacting conferences. Expenses in consulting and professional services were also reduced, with the idea of renegotiating expiring or existing contracts to find a more cost-effective way of doing business
- Capital requests are unchanged at \$2,235,000

- Project net assets at the end of FY22 to be \$65,186,000. For FY23, at this time, forecasting budgeted revenues at just over \$49 million, which gives a total Annual Estimates of Income of \$114,539,660.

Treasurer Farrell moved on the recommendation of the Finance & Audit Subcommittee and BARC, to approve annual estimates of income of \$114,539,660, EBD #3.30-30a

APPROVED on the recommendation of the Finance & Audit Subcommittee and BARC, to approve the revised budget and the annual estimates of income of \$114,539,660, EBD #3.30-30a.

Contributed Revenue Analysis, EBD #3.29

Denise Moritz, Director of Financial Reporting provided the following updates:

- The analysis was requested by the Board
- Contributed revenue is comprised of grants and contributions which flow to the bottom line become part of the operating budget to support the mission of the Association. This includes both overhead from pass-through grants, as well as the grants and donations for operating purposes.
- Beginning in FY21, ALA took a significant step forward in increasing contributed revenue goals
- Outliers:
 - PPP funding in FY21 and FY22, totaling \$6.2 million
 - Significant Public Programs Office (PPO) grant in FY22 of \$10 million and disbursed in FY23 & FY24
- On average, programmatic grants are \$3.5 million a year, and contributed revenue is \$5 million a year, representing 32% of total revenue for FY21; 49% for FY22; and 18% for FY23
 - Against a metric for the Chicagoland not-for-profits, which is 46%, there is room for growth
- 41% is paid out to libraries, librarians, and our communities, and scholarship recipients

Endowment Trustees Report, EBD #13.3

Mario Gonzalez, Senior Trustee, provided the following update:

- The Endowment approved a pay out to ALA with target allocation up to 5% this year, which takes into account rolling averages of 20 quarters
- Market has had a turbulent few months with a number of factors impacting it:
 - Inflation rate has gone up to 6%
 - Federal Reserve has increased interest rates three-quarters of a point, which is the first time they have done that in 30 years
 - Unemployment is down to 3.6%, which is good but could send us into a recession
 - 11.5 million jobs available
- Book value of \$12.2 million and market value at \$58 million.
- Need to continue to put money into the endowment, especially to grow the book value
- Always reviewing investment policy to ensure ALA meets its target allocations
- Environment, social, and governance (ESG) investments at 57.5% of portfolio
- Already transferred \$1.5 million to ALA with a 1% interest to be paid back to the endowment
- Previous to January 2022, seeing an average of 20% return on investment, and the removal of funds see a loss of that 20% return on investment.
- ALA return is doing better than the indices at this point
- Trustee activities:
 - Engaged another private equity manager, Partners Group Fund, which is an ESG fund for a \$1 million commitment - half of that, \$500,000 for cash, and the other \$500,000 came from the Capital Group - so portfolio will be at 59.2% ESG
 - Rebalanced and reduced exposure to equities, in view of the market
 - Approved the establishment of the Joann Sweetland Lum Memorial Fund endowment

- Updated and codified guidelines on the selection and reappointment of Endowment Trustees
- Established timelines for a new RFP for an ALA investment advisor, as part of due diligence every five years
- Set timeline for updating our Investment Policy Statement, to be completed this summer

Operating Agreement Workgroup Update, EBD #10.12

Maggie Farrell & Andrew Pace, Co-chairs, provided the following updates:

Three recommendations will be presented to Council and detailed in the report:

- Operational practices
- Formation of small implementation group around the budget process work
- Policy rewrite should be forwarded to COO

The Board discussed the need to include language about an underperforming Division that does not meet improvement goals and clarifying language around business during and between conferences.

Co-Chair Pace moved the Executive Board approves the following:

- 1) accepts the OAWG final report and presents the rewritten policy and outline for changing internal processes and procedures to ALA Committee on Organization for their review, continued association wide feedback, and forward to the Executive Board and Council for final review and vote.
- 2) If the new policy is approved, authorize an Implementation Task Force to develop a new budget process that consists of ALA management including Division Executive Directors and ALA division budget leaders to outline a new budget process. This process should be developed during FY23-24 with a report to the Executive Board, Division Boards, and Council. The goal would be to implement a new process for FY25.
- 3) The Executive Board encourages the ALA Executive Director to form an internal working group to revise the Operational Practices that update and include accountability and service expectations for shared services.

The Executive Director will clarify that the working group will be consist of internal ALA staff as a housekeeping measure.

APPROVED the following:

- 1) accepts the OAWG final report and presents the rewritten policy and outline for changing internal processes and procedures to ALA Committee on Organization for their review, continued association wide feedback, and forward to the Executive Board and Council for final review and vote.
- 2) If the new policy is approved, authorize an Implementation Task Force to develop a new budget process that consists of ALA management including Division Executive Directors and ALA division budget leaders to outline a new budget process. This process should be developed during FY23-24 with a report to the Executive Board, Division Boards, and Council. The goal would be to implement a new process for FY25.
- 3) The Executive Board encourages the ALA Executive Director to form an internal working group to revise the Operational Practices that update and include accountability and service expectations for shared services.

International Relations Report, EBD #12.34

Michael Dowling, Director of International and Chapter Relations Offices, provided the following updates:

- International registration numbers continue to rise over the past few days to 275 international attendees from 43 countries, and close to the \$90,000 revenue goal
- International Reception tonight at the Library of Congress
- Barbara Lison, IFLA President in attendance. Marisol Schulz, Secretary General of the Guadalajara Book Fair, also in attendance and ALA signed the three-year agreement
- ALA President Wong met with the President of Korea at Annual
- Sharjah International Conference is moving forward. National Library Summit started last year and occurs just before the Sharjah International Conference
- Endorsed the Ukraine resolution that Social Responsibilities Round Table (SRRT) brought forward
- Ukraine program part of the Digital Experience today
- On Chapters side, joint memberships are moving along well with the students, with a new push at the end of July
- New staff member, John Martin, who will take over the administration part of the COVID Relief Fund
- IFLA President Lison visited the International Relations Committee meeting. As the Library Landscape subcommittee work is similar to IFLA's Library Map of the World, there may be opportunity for a connection there

Public Policy and Advocacy Update, EBD #12.34

Joe Thompson, Chair of Committee on Legislation & Alan Inouye, Interim AED for Public Policy & Advocacy, provided the following updates:

- Committee on Legislation (COL) activities:
 - Focus on meeting the needs of underserved groups and EDI underpinning legislative advocacy
 - Midterm elections will bring many retirements/changes in Congress and other possible changes. Most experts believe that at least one chamber of Congress will change to Republican control
 - Likely to see a very busy 2022 lame-duck session and push to finish the FY23 appropriations
 - If the Senate flips, may see pressure to confirm the third Democratic seat at the FCC
 - L. Ray Patterson Copyright Award given to an individual for their sustained engagement and accomplishments in advancing advocacy and libraries in the public interest and that has been awarded to ALA Past President Jim Neal
- PPA activities:
 - Work on digital inclusion and broadband access is an important initiative and opportunity in terms of federal funding for the next few years; conducted a workshop in Washington earlier this month for two days
 - Another initiative is to promote economic opportunity through libraries, via 'Libraries Build Business,' which is focused on promoting small business and entrepreneurship through public libraries. It is funded by Google.org and includes a book, *Libraries That Build Business*, which was unveiled at this conference.
 - PPA Office will look at strengthening consultant use to provide near-term support, and there are couple of positions pending in the HR department, with new staff expected to be on board within the next month

The Board moved into closed session.

**ALA EXECUTIVE BOARD – SESSION III
TUESDAY, JUNE 28: 8:00-10:30 AM**

ALA President Patty Wong called the meeting to order.

APPROVED by Consent, EBD #9.13, as amended

Past President Julius Jefferson moved that the Board approve Juneteenth as a regular working holiday for ALA Staff.

APPROVED Juneteenth as a regular working holiday for ALA Staff.

ALA Branding Working Group Update

Jessica Hassanzadeh, Managing Director; Bridget Pooley, Chief Operating Officer from Mission Partners provided the following updates:

- Workgroup collaborating with Mission Partners for about six months now to build the ALA Brand, especially beyond the Library community.
- Significant research and time devoted to building out a comprehensive plan for launch, including an audit to understand how other professional organizations are creating room for change in that sector and messaging research by surveying other organizations
 - Conducted research in terms of interviews, focus groups, and a community survey to get feedback
 - Heard from more than 200 people to inform the report
 - Two audience profiles:
 - Joyful Library-Goer: love libraries and visit libraries often
 - Advocate for Access: someone who believes access to information is important
 - There is skepticism about why ALA is launching a public awareness campaign, some confusion about how this might differ from campaigns in the past and concern that there is no one-size-fits-all messaging for what libraries do
- Taglines did not test as well, so will go back to the drawing board on those
- The first goal of the campaign is awareness, especially in the general public, and the second goal is driving engagement and fundraising
- Campaign concepts and audiences are detailed in the report
- Suggest that ALA take about six months to continue setting and refining the foundation, with a second phase that would launch the campaign with local and general awareness and moving on to a third phase for national and international awareness
- As the segments of the campaign wrap up, conduct analysis of what is working to further refine
- Recommendations:
 - In tandem with phase 1 of the foundation setting for campaign, conduct additional data collection and research with target audiences
 - ALA should launch a baseline giving campaign tied to Giving Tuesday with existing audiences
 - By the end of the year, should be able to build a solid campaign goal against a more comprehensive activation of integrated marketing campaign in February 2023

The Board discussed the report and recommendations, as well as possible additional aspects to consider.

President-elect Pelayo-Lozada moved that the work of the Branding Working Group continue with an additional member from the Membership Committee and that Communications & Marketing Office fund the implementation phase of the branding.

APPROVED that the work of the Branding Working Group continue with an additional member from the Membership Committee and that Communications & Marketing Office fund the implementation phase of the branding.

Conference Services Report, EBD # 12.34 & 12.36.1

Robin Kear, Conference Committee Chair, & Earla Jones, Director of Conference Services, provided the following report:

- Final on-site registration reports show an overall attendance number of 14,003 participants
 - 8,100 in paid categories
 - 5,903 in comp categories
 - Revenue projections are showing \$2,495,400, which is 91% of budget, with a variance of \$255,000
 - Revenue projections for exhibits and advertising sales are showing \$2,145,645, which is 92% of budget with a variance of \$176,700
 - These are unaudited on-site projections and may vary slightly post-Conference
- Library Marketplace: majority of comments from exhibitors were positive with some complaints of slow traffic at the far end of the hall
- Received over 255 contracts for booth space at Annual in Chicago next year
- Security: a total of 17 programs, meetings, and author autographing sessions and the exhibits were on the watch list, whether official or added to the list because of a tweet or some other correspondence. Team included our contract security manager, local security contractor, and building staff and their Security Department.
- Conference Committee Activities:
 - For LibLearnX conference in January of 2024, the Conference Committee considered a location change at its May meeting and approved Louisville, Kentucky. ALA has not been in that region for a while and it is central and drivable for many regions, as well as affordable
 - LibLearnX Subcommittee will be working with the new Conference Committee Chair over the fall to select the programming, and a call will go out soon

The Board discussed the locations, noting that Kentucky is also on the restricted travel locations for California and reflects similar issues to Florida. Orlando as location was problematic due to certain issues with the venue, not just the state.

The Board discussed attendance numbers and possible areas for improvement in attendance, programming, logistics, and adherence to COVID protocols. In 2019, attendance was at 21,000 and Conference Services predicted on-third of that for 2022, at 7,000 paid and that was exceeded.

Chair Kear moved that the Executive Board approve Louisville, Kentucky, as a future site for LibLearnX 2024, on the recommendation of Conference Services and the ALA Conference Committee.

EB Member Schneider moved to defer the vote until a full list of site considerations can be provided. The Board agreed to table the discussion, with the requested information being forwarded as soon as possible.

Information Technology Report, EBD #12.35

Gina Seymour, IT Advisory Committee Chair, & Sherri Vanyek, Director of IT, provided the following updates:

- With 6 full time staff, IT implements, supports, and provides training on software and hardware for 8 divisions, 19 Round Tables, 51,000 members, and 25 offices with approximately 220 staff
- Upgrading iMIS, ALA's membership database and Microsoft GP Dynamics, which stores accounting information
- Completed 11 projects this year and just completed the eStore shopping cart this June
- Currently testing integrations to different systems which have different application vendors and implementation partners
- New member portal with a new interface available by upgrading iMIS; planning to launch by the

- end of July but depending on staff availability, may push that date
- Drupal upgrade and redesign project is underway and will occur over two fiscal years
 - Ala.org is currently on Drupal 7, and that support will sunset in November of 2023
 - Includes a usability study
 - Goals of that project are to create a modern, accessible world-class design; to upgrade to a modern Drupal 9 technology; to migrate our website to a modern hosting platform; and to decrease the cost for managing website support through streamlining microsites
- FY 23 planned projects:
 - Drupal 9 website upgrade
 - Continue to move the financial system to the Cloud
 - Replacing one-third of our staff's laptops, mice, etc
 - Rolling out Windows 11
- Increased operating budget for FY22 at \$3,582,065 to FY23 at \$3,596,479, which reflects the new CIO position, 73 new laptops, licensing a dashboarding system to monitor membership revenue goals and targets, and updating website
- Pivot Strategy Initiatives:
 - Supporting a new cross-functional team, Data, Design and Research
 - IT cross-functional team is surveying the rest of staff for other enterprise-wide systems across the organization, because there is duplicative information being entered into different systems across the organization and collecting requirements on training for those enterprise-wide systems, as well as being involved in the website upgrade and redesign project
- Hope to increase the number of IT staff from 6 to 9-10 in FY23
- Uptimes on our systems are all at around 99%
- IT department usage scorecard included in the report

IT Advisory Committee Activities:

- Since the last Board Meeting, the Committee had a virtual meeting and communicated extensively through Connect
- Shakir Akbari is adding support as additional staff liaison
- Met in-person at Annual and working to transition committee to new Chair
- Entering into phase 2 of the eStore and eCommerce system and the committee will help with testing that
- Chair Seymour is on the search committee for the new Chief Information Technology Officer.
- Recommendation for the new committee members to review committee charge in the coming year and ensuring that all Divisions are represented

Board Liaison Reports & Emerging Issues:

Treasurer Farrell noted that there has been significant discussion about the application of the 5% payout from units. There will be ongoing discussion as the budget continues to be refined and the work is transitioned to incoming Treasurer Hepburn.

President Wong noted that the Board will have ongoing discussion regarding the resolution process regarding ASGCLA dissolution and ensuring that the representation from the former ASGCLA is not lost. The Board discussed the need to research and gather information prior to taking to Council for any action, as well as looking at the formation of Core in consultation with the Parliamentarian.

Retiring Board Members Eboni Henry, Karen Schneider, Julius Jefferson, and Maggie Farrell were recognized and commended for their service.

The Board moved into closed session.