

**EBD #2.3
2013-2014**

**MINUTES
ALA Executive Board Meeting
2014 ALA Midwinter Meeting**

**January 24-28, 2014
Philadelphia, PA**

American Library Association

Volume 18

AMERICAN LIBRARY ASSOCIATION

Executive Board Meeting 2014 ALA Midwinter Meeting

American Library Association
Marriott Hotel
Philadelphia, PA

The ALA Executive Board met in Independence I & II of the Marriott Hotel in Philadelphia, PA, from January 24-28, 2014.

PRESENT: President Barbara K. Stripling; President-elect Courtney Young; Treasurer Mario Gonzalez; Immediate Past President Maureen Sullivan; Executive Director Keith Michael Fiels; Executive Board members: Robert Banks, Dora T. Ho, Alexia Hudson-Ward, Sara Kelly Johns, John A. Moorman, James G. Neal, Michael Porter, and J. Linda Williams (via telephone).

The agenda (2013-2014 EBD #9.2.1) is attached as Exhibit 1.

Session One

The Board convened at 8:30AM on Friday, January 24, 2014, with President Barbara Stripling presiding.

Agenda Approval

By consent, the Executive Board approved the agenda for the 2014 ALA Midwinter Executive Board Meeting (2013-2014 EBD #9.2.1 Exhibit 1). *Consent agenda*

Procedural/Consent Items

The Executive Board approved the following items:

By consent, accepted the following reports: President's Report (2013-2014 EBD #7.3, Exhibit 2); President-elect's Report (2013-2014 EBD #7.4, Exhibit 3); Executive Director's Report (2012-2013 EBD #12.15, Exhibit 4).

By consent, approved the 2013 ALA Fall Executive Board Meeting Minutes and Vote Tally (2013-2014 EBD #2.2 and EBD #1.4, Exhibits 5 and 6).

By consent, confirmed the Executive Board conference call votes from the December 17, 2013, call (2013-2014 EBD #1.5 Exhibit 7). During that call, the Board voted to approve ACRL canceling its letter of intent to hold ACRL 2017 in Nashville and approve selection of either Baltimore or Charlotte as the host city for the ACRL 2017 conference and authorize staff to make the final selection after site visits can be conducted, the most attractive overall package and terms are determined, and letters

of support obtained from the ALA and ACRL chapters contiguous to the site, as outlined in EBD #12.10, 2013-2014.

Executive Committee Report

President Barbara Stripling reported that the Executive Committee of the ALA Executive Board met on Thursday, January 23, 2014, during which the Committee discussed the upcoming statements to be released, regarding the outcomes of the Executive Board Retreat, held on January 21 and 22, 2014, in Philadelphia, PA.

Digital Content and Libraries – EBD #12.12 (Exhibit 8)

Alan Inouye, Director of the Office for Information Technology Policy (OITP), and Digital Content and Libraries Working Group (DCWG) Co-Chairs Sari Feldman and Robert Wolven provided an update on the work of the Digital Content and Libraries Working Group and the meetings with various groups around the topic of e-books and digital content.

- Over the past six months, the relationship between libraries and the Big Five publishers has greatly improved. Macmillan expanded its pilot program to include all backlist titles, Penguin Books USA made its ebooks available through OverDrive, and Simon & Schuster expanded its pilot program beyond New York City. DCWG Co-Chair Robert Wolven has been a major participant in meetings with the Big Five.
- The DCWG held an ALA Virtual Town Hall Meeting to provide ALA membership with an update of the state of library ebooks and an opportunity to ask questions. 700 people participated.
- In a recent article in *Publishers Weekly*, the DCWG was praised for its work on ebook access and for its engagement with commercial publishers.
- The DCWG will hold a public program at this Midwinter Meeting, on Saturday, January 25, that examines the ebook revolution from the author's perspective. The program will feature Ginger Clark, a literary agent with Curtis Brown, LTD, and Peter Brantley, Director of Scholarly Communications at Hypothes.is (as of February 2014).
- The DCWG will meet for its business meeting at this Midwinter Meeting, on Saturday, January 25. The group will discuss the DCWG's agenda going forward. Feldman and Wolven will share a draft agenda that would refocus the group in four areas:
 1. Continue the monitoring and advocacy within the area of business models for major trade in ebooks.
 2. Examine the relationship between libraries and independent publishing, self-publishing, and other new initiatives.
 3. Examine the topic of ebook preservation.
 4. Examine non-ebook digital content and the role it plays in libraries.

Discussion turned to the continued existence of the DCWG. While some of the DCWG's work could be appropriately distributed to existing bodies within ALA, other functions and issues do not have a ready home at this point. In addition, the DCWG has become the primary source within ALA for quotes and speakers on topics related to digital content.

A Board member requested that the DCWG report on what has been learned regarding the structure and work processes of the group, as future groups within ALA may wish to use it as an effective model.

Policy Revolution! – EBD #12.13 (Exhibit 9)

Alan Inouye, Director of the Office for Information Technology Policy; Emily Sheketoff, ALA Associate Executive Director, Washington Office; and Alan Fishel, Partner, Arent Fox Law Firm, discussed Policy Revolution!, OITP's new initiative to increase library visibility and strengthen capacity for sustained action in national public policy. It is funded by a \$1 million, three-year grant from the Bill and Melinda Gates Foundation.

ALA was awarded the grant in November 2013, after 18 months of discussion and brainstorming with the Gates Foundation on how best to provide libraries with proactive policy engagement at the national level. The Chief Officers of State Library Agencies (COSLA) is a named partner on the initiative.

The OITP Advisory Committee will have oversight of the initiative, with the Library Advisory Committee (LAC) serving as the primary conduit to the U.S. library community at large. The LAC includes the chairs of the ALA OITP Advisory Committee and the ALA Committee on Legislation, as well as the COSLA president as ex-officio members. Jim Neal is the designated liaison from the ALA Executive Board. The LAC will meet for the first time at this Midwinter Meeting. The Public Policy Advisory Council also plays a role in the initiative and will be focused on national-level policy and advocacy leaders from outside of the library community.

Inouye noted that, in a sense, libraries are in a revolution. Library roles are fundamentally evolving, and national policy needs require critical review so that libraries may continue to provide effective public access to information. A crucial part of the initiative is the inclusion of all relevant units across ALA, as well as other national bodies, including the U.S. Copyright Office, the Federal Communications Commission, and various publishers.

The first phase of the initiative is underway and involves conducting an environmental scan of how ALA has impacted policy and advocacy at the national level, thus far. It will also look at trends in the library field and related fields (e.g. technology.)

A centerpiece of the grant is having the law firm Arent Fox on retainer, with Allen Fishel as the key contact working on the initiative. There is also funding for strategic communications capability and the hiring of a policy analyst.

Discussion turned to existing challenges and opportunities. The initiative will introduce ALA on a higher level to policy arenas that have been difficult to break into for many years, including the addressing of community needs. It will provide opportunities to work with companies and national bodies that share common goals with ALA. It will also look at efforts to be made in the rewriting of both the Copyright Act and the Telecommunications Act.

A Board member inquired about how the initiative will go about soliciting feedback from the library community. Inouye explained that the LAC exists for this purpose and will be one of the major sources for the gathering of feedback.

A Board member expressed the hope that the new initiative will also look at where national policy intersects with global policy, as issues relevant to libraries today are often influenced by treaties and other global agreements.

Media Relations/Campaign for America's Libraries – EBD #12.16 and #12.17 (Exhibits 10 and 11)

Sonia Alcantara-Antoine, Chair, Public Awareness Committee; Cathleen Bourdon, Associate Executive Director, Communications and Member Relations; and Mark Gould, Director, Public Information Office (PIO), gave an update on current ALA media relations issues and the Campaign for America's Libraries:

- Ten librarians were honored by the Carnegie Corporation of New York/*New York Times* I Love My Librarian Award at the Times Center in New York City on December 17. An *Associated Press* article on the event was picked up by thousands of news websites, blogs, and social media platforms, including the *Washington Post*, *Salon.com*, and *ABC News*. To date, 60 libraries across the country have been awarded. A proposal on how to sustain the award beyond 2014 is currently under discussion.
- Author and intellectual freedom advocate Judy Blume will serve as Honorary Chair of the 2014 National Library Week (April 13-19, 2014.) Tools for librarians on how to promote National Library Week have been posted to the ALA website.
- PIO and Campaign for America's Libraries staff will provide communications support to the Libraries Transforming Communities initiative, funded by the Bill and Melinda Gates Foundation. This includes the development of a media relations webinar that will share best practices with grant recipients on communications planning and effective messaging. Staff will also develop an in-depth media relations planning document that grant recipients can access through the project's toolkit.
- PIO and Campaign for America's Libraries staff created an embeddable slideshow for National Library Card Sign-Up Month that aligns with key Campaign messages entitled, "60 Ways to Use Your Library Card." The slide show has had over 250,000 page views from September through December 2013.
- To date, atyourlibrary.org has over 6500 Facebook fans, up 50% in the last year. Followers of the @ your library Twitter account increased 42% in the last year, to 14,880. Nearly 5000 subscribers receive the monthly @ your library email newsletter.
- Two-time NBA all-star Luol Deng, formerly of the Chicago Bulls, served as the Honorary Chair of Library Card Sign-up Month in September 2013. He was selected by the Public Awareness Committee for his efforts on behalf of the Lost Boys of Sudan.

- 100 author interviews are posted on atyourlibrary.org and are available for reuse. The videos feature popular authors, including John Grisham, Elizabeth Gilbert, Toledo Sadia, Cory Doctorow, and Laura Moriarty.
- PIO and Campaign for America's Libraries staff prepared a digital supplement about the News Know How initiative developed by the Office of Intellectual Freedom. The key content from the initiative has been posted on atyourlibrary.org. This literacy education program engages students working through and with librarians, journalists, and news ethicists to distinguish fact from opinion, check news and information sources, and distinguish between propaganda and news in a nonpartisan manner.
- PIO and Campaign for America's Libraries staff continue to support the efforts of The *American Dream Starts @ your library* initiative. A series of press releases about grant recipients has been developed and a digital supplement will be produced in 2014.
- PIO continues to support the Andrew Carnegie Medals for Excellence in Fiction and Nonfiction. In 2013, media outreach activities resulted in more than 1,800 mentions/articles, a circulation rate of more than 820 million and a publicity value of more than \$250,000.
- Banned Books Week took place from September 1 through October 7, 2013. More than 2,602 articles were captured by PIO's monitoring software CisionPoint. PIO and the Office for Intellectual Freedom (OIF) developed op-eds for placement in the Huffington Post entitled, "Freedom to Read Under Fire as Attempts to Ban Books Continue" and "Censorship and Invisibility: A Boomer Perspective," which focused on U.S. censorship trends and Banned Books Week activities.
- ALA staff will participate in a half-day planning session in March to develop online tools for the School Library Campaign, including a presentation that supporters can use to deliver key messages to community groups on the value of school libraries. In addition, American Association of School Librarians (AASL) and PIO will meet to identify publications that will be sent op-eds by ALA leadership on the value of school libraries.

School Libraries Campaign – EBD #12.14 (Exhibit 12)

President Barbara Stripling and Executive Director Keith Michael Fiels provided an update on the ALA School Library 2013-2014 Strategic Plan and Action Plan.

The Strategic Plan, outlined in EBD # 12.14, came out of the work of the School Library Taskforce, created during Past President Molly Raphael's term (2011-2012). The purpose of the taskforce was to examine how ALA can systematically approach issues related to school libraries.

The Strategic Plan is organized by constituencies and the key messages to be directed at those constituencies. The plan is consistent with ALA's overall advocacy framework, in that it addresses components ranging from national information policy, to statewide and local efforts. While the most difficult to address, the local level is where most of the

threats are occurring. Over the past year, ALA has played important support roles in school library crises in Philadelphia and Washington DC.

The Action Plan, included in EBD #12.14, outlines several immediate actions that are currently underway. The American Association of School Librarians (AASL) and the Committee on Library Advocacy are working together to make significant progress on these issues in the next six months. Two immediate actions planned for School Library Month (April) are the creation of op-eds, and the presentation of a school version of the *Declaration for the Right to Libraries*, both with the purpose of bringing the critical role of school libraries into the spotlight.

Barbara Stripling will speak to the AASL Affiliate Assembly at this Midwinter Meeting to enlist the state chapters in this effort and to point them to the advocacy tools currently available. New tools are being developed that can be personalized for local communities. The goal is to empower school librarians to speak to their administrators and communities about the importance of school libraries. In addition, efforts are being made to form relationships with vendors and publishers to work on new and/or existing school-library focused initiatives, such as Follett Project Connect, which hopes to raise the profile of librarians while connecting the library with the classroom and influencing digital decisions.

A Board member encouraged the School Library Campaign organizers to engage in dialogue with the Public Library Association (PLA) and the Association of College and Research Libraries (ACRL), because when school libraries are closed, more pressure is put on public and academic libraries to offer needed services. It was suggested that a panel presentation be proposed for the upcoming ACRL National Conference that would speak directly to this issue.

A Board member added that the ALA Washington Office conducted a survey and is working on a series of tools and resources that transcend library type and may be of use to school libraries. In addition, ALA's partnership with the Harwood Institute will produce various relevant tools and resources.

A Board member noted the importance of not relying solely on data in our communications to various constituencies. It is also important to tell compelling stories that illustrate the importance of school libraries.

Report out of Executive Session

President Barbara Stripling reported on the January 24 Executive Session:

- The Executive Board received a legal update from attorney Paula Goedert.
- The Executive Board discussed the upcoming statements to be released, regarding the outcomes of the Executive Board Retreat, held on January 21 and 22, 2014, in Philadelphia, PA.

Executive Board Liaison Visits and Talking Points

Keith Michael Fiels led a discussion on the Executive Board liaison visits that will take place during this conference, and noted that Board members should direct members to the new “Why ALA?” brochures, available in the Membership Pavilion in the exhibits hall.

Recommendations Regarding ALA and Council Committees – EBD #10.2 (Exhibit 13)

James Rettig, Chair of the Committee on Organization (COO), discussed recommendations that he will bring to Council at this Midwinter meeting regarding ALA and Council committees. He noted that he was not speaking on behalf of COO, as the committee had not discussed this issue in depth yet.

At the 2013 Annual Conference, the Committee on Organization proposed and Council adopted a resolution requiring ALA and Council committees to submit substantive biannual reports on the plans and activities of their respective committees. Prior to this, committee information reports were required, but many of them contained little valuable information, and some were merely attendance records. The resolution outlines the specific types of information that should be included in the committee reports.

Responsibility for reporting belongs to the committee chairs, but staff liaisons may also play a role in the preparation of the reports. Chairs learn about this reporting requirement at chair orientation, held each year at Annual Conference. In addition, the COO staff liaison sends reminders to both the Committee Chairs email list and ALAConnect Committee Chairs group. Despite these efforts, compliance is only at 50%, with some committees neglecting reports for long periods of time.

The primary purpose of committee reporting is transparency. However, it is also important to investigate when ALA or Council Committees fail to report on their work over an extended period of time. In some cases, a particular committee may no longer serve a purpose. Efforts have been proposed in the past to address this issue, including a failed attempt in the 1990s to implement a sunset clause, but none have succeeded.

Reports are posted to the ALA website, making it clear which committees have not submitted reports. When a committee reports to Council, that report is linked to from the Council webpage. However, this webpage is difficult to find, and ALA may want to make it more prominent, by posting a link on the main committees page. Additionally, committee chairs are asked to post the report to the ALAConnect Committee Chairs group and the Council email list.

On a related note, COO recently discussed the ALA policy regarding Member Initiative Groups (MIGs). MIGs were established to create a short-term mechanism to address special member concerns, but short-term is not defined.

A Board member stated that, as liaisons to specific committees, Board members have an interest in reviewing the committee reports.

A Board member suggested that the committee reports are valuable to the wider ALA membership, as they give an overview of the work of the Association.

The Board adjourned at 11:45AM and immediately reconvened for the ALA-APA Board of Directors meeting.

Session Two

The Board convened at 2:00 PM on Monday, January 27, 2014, with President Barbara Stripling presiding.

PRESENT: President Barbara K. Stripling; President-elect Courtney Young; Treasurer Mario Gonzalez; Immediate Past President Maureen Sullivan; Executive Director Keith Michael Fiels; Executive Board members: Robert Banks, Dora T. Ho, Alexia Hudson-Ward, Sara Kelly Johns, John A. Moorman, James G. Neal, Michael Porter, and J. Linda Williams (via telephone).

Endowment Trustees Report – EBD #13.2 (Exhibit 14)

Rod Hersberger, Senior Endowment Trustee, made the following points:

- ALA's long-term investment returned 16.7% last year. The Endowment's performance has been relatively robust since 2008. 2013 was a banner year for equities in the United States and Western Europe. While remaining within the investment policy guidelines, the Trustees have over-weighted equities compared to other assets classes.
- Even though the equity sector performed well, it is important for an endowment like ours to maintain a balanced portfolio.
- The Endowment Trustees looked at the National Association of College and University Business Officers (NACUBO) as a benchmark against which to measure the performance of ALA's endowment. If looking at longer terms of 3, 5, and 10 years, ALA's total returns compare favorably with comparison indexes.
- The Endowment Trustees request that the Board consider the addition of two more trustees to the Endowment Trustees.

Auditor's Report – EBD #4.6 (Exhibit 15)

Greg Calloway, Associate Executive Director of Finance and Accounting, and Jeff Delheimer and John Fedus of Mueller & Co., presented the results of the FY2013 audit, covering ALA's accounts payable internal control audit, the consolidated financial statement audit, and an audit of ALA's grant activities.

- Mueller & Co. issued an unqualified opinion, meaning that the numbers presented in ALA's financial statements are reasonably presented as of August 31, 2013 and 2012.
- The Neal Schuman acquisition was a major focus of the audit. Management had accumulated data throughout 2012-2013 related to Neal Schuman transactions and hired a third party provider valuation specialist to review the goodwill as well as the intangibles. After the initial step one analysis, some potential impairment was identified. In the step two analysis, they looked at various intangible assets and identified a write-down of \$880,000 related to the goodwill and intangible assets. This step one review process will occur every year, as long as goodwill is carried as an asset.

- Post-retirement benefits are ALA’s largest liability and are calculated by a third party actuary each year.
- The Schedule of Expenditures of Federal Awards (SEFA) lists all federal expenditures that ALA made over the year. Mueller & Co. tested two grants and no issues were noted.
- Mueller & Co. encountered no disagreements with management and no significant difficulties in performing and completing the audit.
- There were five corrected, unrecorded misstatements, totaling under \$100,000, that were deemed to be immaterial.
- On an operating basis, ALA had a \$500,000 loss. On a non-operating basis, ALA had a \$232,000 gain, mostly due to a positive year for the endowment. ALA is a very healthy organization on a net asset basis.

On a motion by Mario Gonzalez, the Executive Board

Voted to accept the FY 2013 Audit Report as presented by Mueller & Co. EBD #4.6

Development Office Report – EBD #6.2 (Exhibit 16)

Kim Olsen-Clark, Director, ALA Development Office, highlighted recent activities of the Development Office.

- The Development Office requests approval of the full list of companies from the Domini and TIAA-CREF portfolio of “socially responsible” companies, which the ALA Development Office and other units could use to prospect for corporate partners, sponsors, and donors in support of ALA’s mission. The list is continuously reviewed by the Development Office with input from divisions, offices, round tables, and ALA management.

On a motion by John Moorman, the Executive Board

Voted to approve the full list of companies from the Domini and TIAA-CREF portfolio of “socially responsible” companies from which the ALA Development Office and other units could use to prospect for corporate partners, sponsors, and donors in support of ALA’s mission. EBD #6.2

- An out-of-cycle Institute of Museum and Library Services (IMLS) grant has been approved for the National Summit on the Future of Libraries, to be held in May, 2014.
- The Office for Literacy and Outreach Services (OLOS) is working with ProLiteracy and IMLS on obtaining a National Leadership Grant.
- Under the guidance of Dr. Em Claire Knowles and Dr. Betty Turock, the Office for Diversity mailed an annual fund appeal for the Spectrum Scholarship Program in December. Since September 1, 2013, more than 100 individual donors have contributed nearly \$48,000.

- The Development Office is encouraging individuals to join the Leadership Circle for \$500 to fund the Spectrum Scholarship program. The cost for organizations is \$1,000.
- Sage Publications indicated that they are interested in working with Office for Intellectual Freedom on the Banned Books issue. Sage publishes the *Index on Censorship* in the United Kingdom and is interested in participating in Banned Books activities at the upcoming Annual Conference.
- In January 2014, Keith Michael Fiels made a presentation to the board of directors of the Dollar General Literacy Foundation to update them on recent grant projects administered by the American Association of School Librarians (AASL-Beyond Words), the Association for Library Services to Children (ALSC-Everybody Reads @ your library, Día), the Office for Literacy and Outreach Services (OLOS-American Dream Starts @ your library) and the Young Adult Library Services Association (YALSA, Everybody Reads @ your library, Teen Read Week).
- The Development Office will submit a grant application to continue funding of the American Dream Starts @ your library® program. The grants to libraries are typically between \$5,000 and \$10,000.
- The ALA Public Programs Office received a grant of \$1.5 million from the Bill and Melinda Gates Foundation to support Libraries Transforming Communities.
- In December 2013, ALA and the Trustees of the Margaret Alexander Edwards Trust successfully executed the resignation and appointment of successor trustees for the Trust. The Trustees of the ALA Endowment will assume all powers, duties, and responsibilities of the Trustees originally named in the will of Margaret Alexander Edwards, as well as their subsequent successors. This endowment will fund YALSA's Alex Award.
- ALA and the Will and Ann Eisner Family Foundation have agreed to establish two pass-through grants for five years, under the umbrella name, Will Eisner Graphic Novel Grants for Libraries. These grants will encourage public awareness on the rise and importance of graphic literature, sequential art, and comics as a literacy medium and recognize libraries for their contribution to graphic literature.
- The Development Office, along with the Retired Members Round Table, will be presenting a retirement/planned giving program at the ALA Annual Conference in Las Vegas.
- The Development Office's 15 x 15 Campaign has added new legacy society members: Roberta and George Stevens, and Anne Beaubien. The Campaign has reached \$5 million.
- Due to the congressional sequestration of 2013, the Combined Federal Campaign (CFC) will stay flat this year, with projected revenue of \$15 million.

A Board member inquired about a potential partnership between ALA and the Consumer Financial Protection Bureau. Olsen-Clark noted that the Bureau plans to exhibit at the upcoming Public Library Association (PLA) and ALA Annual Conferences. They may also offer a program that outlines the various financial literacy programs offered by the Federal Government.

A Board member inquired about the John Templeton Foundation in association with the Smithsonian Institution. Olsen-Clark offered to put the Board in touch with the Public Programs Office in order to obtain more detailed information.

A Board member inquired about the proper channel for round tables to go through for grants and contributions. Olsen-Clark explained that it is best to go through the Development Office so staff can offer advice on the most effective ways to approach donors.

A Board member inquired about the feasibility of attaining the 15 x 15 Campaign goal. Olsen-Clark explained that, based on projections from individuals who have not finalized their paperwork, reaching the goal is possible.

Accreditation – EBD # 12.3 (Exhibit 17)

ALA President Barbara Stripling led a discussion on the current trends and issues regarding accreditation of MLIS programs.

Maureen Sullivan began by reporting on her Board Liaison visit with the Committee on Accreditation (COA) at this Midwinter Meeting. The following points were made by COA members:

- COA recognizes that the question, “Why the Masters in Library and Information Science (MLIS)?” is being asked across the field. They ask the Board if the COA should respond to this, and if so, how?
- The recent work done by ALA on Core Competencies is outdated.
- Should the COA address the issue of doctoral programs in library and information science, particularly the leadership of those programs?
- Is there a systematic way of offering postgraduate certificates in specializations?
- There should be a dialogue in the field on what levels of work are happening in the field and what kind of professional education might be needed in order to ensure people have the competencies to do that work.
- The Office for Accreditation is short-staffed and the accreditation process relies on volunteers. What are the resources needed to support the accreditation program so that it operates most effectively?

Barbara Stripling shared four themes/discussion topics that James Neal proposed in a recent email message, many of which correlate with the stated concerns of the COA. Each theme is followed by discussion points made by Board members.

1. The heightened level of COA activity: There are four new programs prospectively in candidate status, one program planning to file an appeal because of withdrawal of accreditation, and five programs with conditional status.
2. Concerns about the sustainability of programs that serve students from underrepresented ethnic and racial groups.

Board members made the following points:

- MLIS programs should be active partners in diversity recruitment efforts. In addition, more robust data needs to be collected that accurately describes the diversity of student enrolled in MLIS programs.
 - Due to the requirements in place to serve on the COA and the accreditation external review panels, there are barriers to diversity on the Committee itself.
3. Concerns about the process and structure of the accreditation office and program at ALA.
 4. Questions about the continuing need for ALA accreditation, given the i-School expansion at many institutions, and the growing percentage of professional staff in all types of libraries who do not have the MLIS degree.

Board members made the following points:

- There should be a way to provide consistent support for staff who take non-traditional routes to library work.
- The library field is one of the few professions that does not require certification, although there are exceptions in some subfields. There should be a way to demonstrate competence through a formal internship and/or testing process.
- There is currently a continuing education certification requirement for public librarians in New York State.
- Both school and medical librarians in some states are required to gain a certain number of professional development hours to recredential, after a certain number of years.
- ALA might look to the ALA-APA for development of a certification program.

In addition, Board members made the following points that do not fit under the above themes:

- ALA should engage with other organizations to discuss issues surrounding accreditation, for example, the Association for Library and Information Science Education (ALISE).
- ALA may look at forming a working group to closely examine this issue.
- The process of accreditation is very different from the process of forming sets of competencies.
- ALA may want to seek accreditation opportunities overseas to raise revenue.
- At the ALA Education Assembly, members expressed frustration that librarian positions are difficult to find. It is important for members to understand that there is not a direct correlation between obtaining an ALA-accredited degree and employability. They also inquired about ALA's stance on requiring core business courses for MLIS programs, regardless of the specific library track chosen.

Washington Office Report – EBD # 12.11 (Exhibit 18)

Emily Sheketoff, Associate Executive Director, ALA Washington Office, provided an update on activities that have occurred since submitting her written report.

- National Library Legislative Day occurs on May 5 and 6 of this year. 2014 marks its 40th Anniversary.
- The House Judiciary Subcommittee on Courts, Intellectual Property and the Internet will continue its plan to revise the Copyright Law in light of new technologies. Several hearings will be held through spring of 2014 and a fair use hearing is scheduled for January 28. The Copyright Law review process will last several years and ALA intends to submit written comments to each of the hearings, where topics related to libraries and library services are reviewed.
- President Obama signed the Consolidated Appropriations Act of 2014 on January 17. It included a slight increase for the Library Services and Technology Act (LSTA).
- On January 14, 2014, the DC Circuit Court determined in *Verizon Communications Inc. v. Federal Communications Commission* (2014) that the FCC has no authority to enforce Network Neutrality rules, as service providers are not identified as "common carriers." The Federal Communications Commission must now decide if they are going to appeal that decision to the U.S. Supreme Court.
- ALA President Barbara Stripling recently released two statements. One was a condemnation of the decision by the Washington D.C. Circuit Court of Appeals to strike down the FCC's "Net Neutrality" decision. The other was a list of activities that ALA has engaged in around the topic of privacy and surveillance.
- The Committee on Legislation and the Intellectual Freedom Committee are working on a joint resolution on Curbing Government Surveillance and Restoring Civil Liberties, which will be presented at Council III at this Midwinter Meeting. The goal is to present the resolution to the United States Congress, as they debate the USA Freedom Act, which would rewrite section 215 of the Patriot Act. ALA is encouraging members, library supporters and privacy advocates to tell their U.S. representatives and senators to cosponsor the USA Freedom Act.

A Board member asked if witness names have been submitted for the May 12 Congressional Hearing on Fair Use. Sheketoff explained that names have not yet been submitted, but the Washington Office will keep the Board informed of new developments.

A Board member asked if there were demonstrations outside the Library of Congress during the recent Government shut-down. Sheketoff stated there were not, but that ALA believes that when government agencies shut down, there should be a plan in place to provide essential services during that time, including library services.

A Board member inquired about the long-term preservation of the existing holdings in the Federal Depository Program. The issues at stake are the systematic digitization of government documents, placed in a dependable and accessible repository and how

many paper copies of these documents should be stored at the various Depository libraries across the United States. Sheketoff and Maureen Sullivan, a member of the Committee on Legislation, explained that the Committee on Legislation created a task force on the Federal Depository Program last year and one of its main areas of focus is dealing with preservation and digitization. The task force met with division and round table representatives on Saturday, January 25, at this Midwinter Meeting to discuss the work that the Task Force has accomplished and to gather input and recommendations on how to move forward.

Board Effectiveness

Immediate Past President Maureen Sullivan commented on the Board's effectiveness during this meeting.

The Board adjourned at 4:10 PM and moved into closed session.

Session Three

The Board convened at 12:00 PM on Tuesday, January 28, 2014, with President Barbara Stripling presiding.

PRESENT: President Barbara K. Stripling; President-elect Courtney Young; Treasurer Mario Gonzalez; Immediate Past President Maureen Sullivan; Executive Director Keith Michael Fiels; Executive Board members: Robert Banks, Dora T. Ho, Alexia Hudson-Ward, Sara Kelly Johns, Mike L. Marlin, John A. Moorman, James G. Neal, and Michael Porter.

Note: Mike L. Marlin was elected by Council at this Midwinter Meeting to fill the unexpired term of Sylvia K. Norton who resigned from the Board in September 2013 to become Executive Director of the Association of School Librarians. J. Linda Williams had been reappointed to the Board on an interim basis from September 2013 through January 27, 2014.

Report out of Executive Session

President Barbara Stripling reported on the Executive Session on January 27, 2014:

- The Executive Board approved the ALA Standing Committee Appointments and received the Council Committee Appointments, which were presented for informational purposes only.
- The Executive Board voted to submit the recommended list of candidates for consideration for appointment to the Depository Library Council to the Public Printer of the U.S. Government Printing Office.
- The Executive Board voted to appoint the recommended individual to fill a new seat on the Endowment Trustees to begin immediately and conclude at the end of the 2014 Annual Conference.

Agenda Amendment

By consent, the Executive Board added a 20 minute Executive Session, prior to the follow-up discussion to the Executive Board Retreat, to determine which issues discussed at the retreat should be focused on in communications to members.

Budget Analysis and Review (BARC) and Finance & Audit Committee (F&A) Report – EBD #4.10 (Exhibit 19)

Patricia Wand, chair of the Budget Analysis and Review Committee, and Mario Gonzalez, ALA Treasurer, reported on the BARC, F&A, and Planning and Budget Assembly (PBA) meetings during the Midwinter Meeting.

- The General Fund revenues exceeded expenses by \$76,788. As ALA began the year with General Fund net assets of \$56,063, the FY 2013 net revenue of \$76,788 resulted in an increase in net asset reserves of \$132,851. The General Fund expenses include a one-time 2% Organizational Incentive to staff.

- As a result of the valuation analysis of the Neal-Schuman operation performed by Plante Moran, an impairment charge to goodwill (\$500,000) and Intangible Assets (\$380,000) resulted in a reduction in the net asset balance to a negative (-\$747,149).
- Indirect cost assumptions are being calculated for the FY 2016 budget planning. They are based on the FY 2013 numbers using the same assumptions that were used in the FY 2012 study.
- Courtney Young and JoAnne Kempf presented the proposed budget for the Presidential initiatives for FY 2014 - 2015. This Presidential initiative will work under the “Value of Membership” area: “Libraries Change Lives” umbrella. The three key action areas are a Career Development Facilitator Program (\$17,500), the President’s Program Speakers at Midwinter & Annual (\$15,000), and Support for Association Initiatives (\$52,500).

On a motion by Mario Gonzalez, the Executive Board

Voted to approve the President-elect’s FY 2014-2015 proposed Presidential Initiative Budget. EBD #14.5

On a motion by Mario Gonzalez, the Executive Board

Voted to approve the FY 2015 small division subsidy for the Association of Specialized & Cooperative Library Agencies (ASCLA) (\$41,577) and United for Libraries (\$56,583). EBD #4.11.1

- F&A and BARC also reaffirmed the decision to extend the use of the small division subsidy through FY 2016 for ASCLA and United for Libraries.

Board members suggested the inclusion of “for only one additional year” before “through FY 2016.” However, it was decided that, before making this statement, the Board should seek advice from legal counsel on the wording of the operating agreement with regard to small division subsidies. In addition, the Board or Governance Office staff should clearly communicate any new developments to ASCLA and United for Libraries.

It was decided that “the use of” be changed to “the availability of.”

On a motion by Mario Gonzalez, the Executive Board

Voted to reaffirm the decision to extend the availability of the small division subsidy through FY 2016 for ASCLA and United for Libraries. EBD #4.10

- BARC has asked the Publishing Committee to provide Council with an overview of their business plan at the Annual Conference in Las Vegas.
- BARC hosted the ALA Finance “Best Practices” Workshop session, which was attended by 14 participants from Divisions, Round Tables, Committees and Chapters. The purpose of the session was to provide an environment for feedback

- and questions regarding the financial inter-workings of ALA. It was discovered that there is a lack of understanding of the complexities of budgeting. BARC plans to address this topic in a webinar.
- In fall of 2013, BARC shortened the time slot for the Planning and Budget Assembly (PBA) meetings from 90 minutes to 60 minutes. After the PBA meeting at this Midwinter Meeting, it became clear that members want to go back to the 90 minute timeframe. In addition, members want the agenda and documents available sooner and want to set aside time to discuss issues related to future planning. Issues related to PBA will be on the agenda for BARC's upcoming spring meeting.
 - Division Leaders and BARC met to discuss items of common interest and concern. Participants had a productive discussion on how Divisions can cooperate with one another in revenue generation and about the importance of working with Publishing as online courses are developed. The shortened timeframe of 30 minutes proved to be inadequate and the group recommends returning to a one-hour meeting at Annual Conference.
 - Keith Michael Fiels and Mary Mackay, ALA Marketing Director, updated F&A on ALA's new business development activities. The primary topics were online continuing education (ALA Online University) and international business development.

On a motion by Mario Gonzalez, the Executive Board

Voted to engage the services of Mueller & Co., LLP, to conduct the audit for FY 2014. CBD #9

- ALA Controller Joanne Lee presented the Controller's report to F&A:
 - Total cash and short-term investments on November 30, 2013, amounted to \$17.3 million, as compared to \$16.0 million a year ago. The increase is due to higher deferred revenue. Year-to-date interest income is \$89,715, which is \$67,399 less than last year.
 - The Neuberger Berman bond fund investment balance was \$13.2 million on November 30, 2013, as compared to \$13.6 million at the same time last year.
 - ALA's FY 2013 liquidity ratios of 3.4 and 3.7 respectively are well within the existing loan covenants.
- The Association obtained a long-term loan from JPMorgan Chase on July 2, 2012, in the amount of \$10.1 million. The loan was to support the acquisition of the Neal Schuman purchase and to refinance the properties in Washington, DC, and Connecticut (CHOICE). The first scheduled payment (\$647,500) was made July 2, 2013. Beginning July 2013 through June 2014, approximately \$50,000 is being set aside to meet the next scheduled payment. In 2019, \$100,000 will need to be saved each month to make the \$1.2 million July payment.

Conference Services Report – EBD #12.18 (Exhibit 20)

Paul Graller, Manager of Conference Services, gave a recap of this Midwinter Meeting.

- Total registration was 11,854 (8,091 members and 3,763 exhibitors). This is an increase from last year's Midwinter Meeting in Seattle, but the numbers are lower by approximately 1,500 than the last East coast Midwinter Meeting.
- Exhibitors were pleased with attendance numbers. The Book Buzz Theater, What's Cooking Stage, and the Mobile App Pavilion helped to draw traffic into the Exhibits Hall.
- Registration numbers for the upcoming Annual Conference in Las Vegas look good. Bundled registration was 1,850. Registration has been open since January 13th and there are approximately 3,200 registrations. The housing block is 63% sold. Many exhibitors plan to hold special promotions, including an aerialist above the Gale Centage booth.
- 2014 Annual Conference housing registration opened on January 13. An error was made at the housing vendor, involving incorrect codes being entered into the system, and many members had difficulty with housing registration. The problem was corrected by the end of the day and all individual registration issues have been resolved. Conference Services is meeting with the housing company to review its contract at this Midwinter Meeting. ALA is contracted with them through Annual Conference, but may look at other options next year.

Discussion turned to future meeting dates. Graller explained that when a city is selected, a letter of agreement is created. This agreement reserves the dates, but they can be cancelled before a contract is created (usually seven to ten years out.) However, the Chicago dates are all contracted.

A Board member asked about the status of the upcoming Orlando 2016 Annual Conference. In light of the Trayvon Martin case, REFORMA and the Black Caucus will be sending ALA a letter, asking ALA to withdraw the conference from that location. Graller explained that pulling out of Orlando would result in a large financial burden on the Association.

On a motion by Maureen Sullivan, the Executive Board

Voted to approve the 2015 Midwinter Meeting (Chicago) and Annual Conference (San Francisco) skeleton schedule. EBD #12.18

A Board member inquired about transportation between hotels and the Convention Center in Las Vegas. Graller noted that there is a monorail connecting many of the hotels to the Convention Center. In addition, Conference Services will meet with ALA's shuttle provider to determine the most effective way to transport people during the conference.

The Board adjourned and moved into executive session.

Report out of Executive Session

President Barbara Stripling reported on the Executive Session on January 28, 2014:

- The Executive Board determined which issues discussed at the Executive Board Retreat should be the focus of communication to members.

Follow-Up Discussion to Executive Board Retreat

ALA President Barbara Stripling led a discussion on the Executive Board Retreat that took place on January 21 and 22 in Philadelphia, PA. A letter was sent to Division Presidents and Council on January 25 that outlines the outcomes of the retreat. It includes three strategic initiatives that reflect the conversations and deliberations of ALA members and member leaders. It also designates a set of enabling strategies for ALA to undertake to create a “welcoming, inclusive, engaged and supportive organization” that is focused on the three strategic initiatives.

The Board discussed feedback received from members during liaison visits at this Midwinter Meeting on the letter outlined above. Highlights of the discussion include:

- The strategic initiatives and enabling strategies appear to be accepted by the membership as a solid beginning to the “Reimagining ALA” process.
- It is now important to involve divisions, round tables, and ALA members in outlining a plan around each of the three strategic initiatives.
- Members inquired about a feedback mechanism for the letter’s content. This will be created shortly and announced.
- Some members asked for more robust and clear descriptions of each of the strategic initiatives.
- Efforts to think differently are already underway in several ALA bodies. The American Association of School Librarians (AASL) has looked at combining its advocacy and legislative groups into one group, to eliminate redundancy. Also, Library Leadership and Management Association (LLAMA) recently formed a group for new professionals, based on interest from its members.
- The Board needs to decide how and when it will send the strategic initiatives and enabling strategies to committees and round tables.
- It was noted that the concept of diversity is not prominent in the strategic initiatives and enabling strategies. However, the Board is committed to including diversity under the strategic initiatives.

The Board discussed the next steps to take in the process. Highlights of the discussion include:

- A group of three Board members will work together to create a document that defines the next steps that should be taken. The document will include prioritizing and de-emphasizing the enabling strategies, devising a timeline for specific actions, and identifying specific actions under each enabling strategy. It will also reaffirm ALA’s core values, including diversity.
- One of the actions that should be completed immediately is the creation of clear definitions of information policy, professional development, leadership development, and advocacy.

The Board discussed the communication that will go out to ALA membership on the outcomes of the Board Retreat. Highlights of the discussion include:

- The Board may want to send targeted messages to specific bodies within ALA. However, in many cases, this may result in multiple messages to the same members.
- The communication should include the definitions of the key terms, noted above. Diversity elements should be included here.

Executive Board Liaison Reports

Board members shared highlights from their liaison reports during this Midwinter Meeting.

Alexia Hudson-Ward commented on:

- Committee on Education
- Committee on Research and Statistics
- Association of College and Research Libraries (ACRL)

John Moorman commented on:

- Budget Analysis and Review Committee (BARC)
- Black Caucus of the American Library Association

Dora Ho commented on:

- Library Support Staff Interests Round Table (LSSIRT)
- New Members Round Table (NMRT)
- Committee on Professional Ethics
- Asian Pacific American Librarians Association (APALA)

Robert Banks commented on:

- Publishing Committee
- Young Adult Library Services Association (YALSA)
- Public Library Association (PLA)
- Website Advisory Committee

Maureen Sullivan commented on:

- Committee on Accreditation
- Committee on Legislation
- Human Resource Development & Recruitment Advisory Committee

James Neal commented on:

- Chapter Relations Committee
- Office for Information Technology Policy Advisory Committee
- Government Documents Round Table (GODORT)

Sara Kelly Johns commented on:

- American Association of School Librarians (AASL)
- Social Responsibilities Round Table (SRRT)
- Reference and User Services Association (RUSA)

- Conference Committee
- Committee on Literacy

Michael Porter commented on:

- American Indian Library Association (AILA)
- Committee on Rural, Native & Tribal Libraries of all Kinds
- Ethnic and Multicultural Information Exchange Round Table (EMIERT)
- Association of Specialized and Cooperative Library Agencies (ASCLA)
- ALA-APA Salaries and Status of Library Workers Committee

Courtney Young commented on:

- Awards Committee

Board Effectiveness

Immediate Past President Maureen Sullivan commented on the Board's effectiveness during this meeting.

The Board adjourned at 4:00 PM.