AGENDA

Present: Board members – President Gail Guidry Griffin, Vice-President Rod Wagner, Secretary/Treasurer Ed McBride, United Councilor Susan Schmidt (intermittent), Donna McDonald, Peter Pearson, Virginia Stanley, Diane Sarantakos, Dora Sims, Marsha Bennett, Steve Laird, Chako Morgan, Cherine Janzen, Deborah Doyle, Kathryn Suarez, Robin Hoklotubbe, Charles Hanson, Gwendolyn B. Guster Welch, Gretchen Herman. Staff- Sally G. Reed, Beth Nawalinski, Jillian Kalonick. Visitors – Shirley Bruursema, Donald Roalkvam, Cindy Friedemann, Steve Marcum, Kathy Spindel, Libby Stone, Gwendolyn R. Amamoo, Rose Mosley, Terry K. Higgins.

Welcome – President Gail Guidry Griffin

Called to order at 8:35 AM

Agenda accepted—Moved by Gwendolyn Guster-Welch and seconded by Dora Sims

Introduction of Incoming Board Members – Griffin

Approval of Minutes (Midwinter 2013)

Minutes accepted—Moved by Marsha Bennett and seconded by Dora Sims

Presidential Year in Review – Griffin

Director's Report – Sally G. Reed

Budget: It looks like we’ll end the year about a percentage point behind getting in the black which is unfortunate but still better than we’ve done to date. As usual, revenues in the budget report included with this packet lag quite a bit from revenues received. What is not reflected is a $10,000 donation from Random House and approximately $10,000 from our Combined Federal Campaign (CFC) account. We...
are also expecting additional corporate support and underwriting revenue of nearly $10,000 and additional small division subsidy of approximately $18,500. Revenues for the Neal-Schuman consults will add approximately $5,000 and our ticketed events should bring us another $5,000. Membership revenues should equal approximately $40,000 based on past performance. Against this revenue we will have remaining rent, utilities, and salaries of approximately $91,000 and a final print edition of our newsletter for $6,000.

To summarize – we can expect revenues of approximately $98,500 against expected expenses of approximately $101,000.

**Corporate Sponsorship:** Despite raising $5,500 in new revenue, we have fallen short of our goal to raise $100,000 in corporate sponsorship this year by about $20,000. We have a corporate task force working to address this issue and we will continue to find new corporate sponsors throughout the year and bringing back former sponsors.

**Membership:** Great news! North Dakota has purchased group membership in all of its 83 libraries and we are still in talks with Georgia which is contemplating buying group membership for 100 select locations. Group membership in United for Libraries has gone up slightly. This membership category will grow further in fy2014 as a result of a new statewide purchase from North Dakota.

Current Individual Membership: 930  
Current Group Membership: 1810  
Individual Membership at this time in 2012: 883  
Group Membership at this time in 2012: 1783

Unfortunately, individual membership in United for Libraries has declined approximately 4.5% as of the close of May (FY 2012 = 1,311; FY 2013 = 1,257). We have been emailing and calling lapsed members the past two months so we expect that we can close the gap a bit before the end of this fiscal year which is August 30.

**Neal-Schuman Grants:** As reported earlier, the first ten recipients of the N-S grants have been selected and most are now scheduled for consultation. I have completed the first consult with Gladstone, Oregon. We came up with an excellent advocacy campaign that will be launched in December of this year for a May vote. I have great hopes that the vote will pass. Libby Post, veteran advocacy consultant from New York, will be doing the consulting on our behalf for 3 locations while I and Beth and Jillian will be doing the remaining seven.

We have already received $7500 in revenues for writing the Power Guide, and we will average approximately $15,000 for the remaining of the first round consults.

**Webinars:** We have added new webinars to our complement of services including two new courses for the Trustee Academy. Thanks to Sarah Long (former ALA President) and Deborah Caldwell-Stone (ALA’s Office of Intellectual Freedom) we now provide a course on “Evaluating Your Library Director,” and “Library Policies and Intellectual Freedom.”
In addition, we have a great new webcast from incoming Board member Jeff Smith on how to lobby, how to maximize United for Libraries’ benefits, and how to dedicate a Literary Landmark (presented by Rocco Staino and Jillian Kalonick).

**Academic Members Initiative:** I have begun working with board member Charles Hanson and ACRL executive director Mary Ellen Davis to include developing and working with Friends groups in academic library standards, and to develop a new toolkit on how to start an academic Friends group.

In further efforts to engage academic librarians and their Friends groups, we created an incentive with our new sponsor Mango Languages to provide a free individual membership to any academic library that purchases a Mango product. The cost of serving new members is very low to us and we’ll get a lot of free “reach” through Mango publicity to academic libraries. Our experience has been that once a person joins United for Libraries, retention is fairly high at approximately 30%.

- Budget
- Membership
- Initiatives

**Approval of 2014-15 Slate** – Gwen Amamoo

Ballot for Spring 2014 ballot. Terms to begin following annual conference 2014.

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<td>Alec McFarlane</td>
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<td>Dora Sims</td>
<td>President-Elect</td>
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Slate approved—Moved by Marsha Bennett and seconded by Dora Sims

**Resolution in Honor of Herb Davis** – Shirley Bruursema

Resolution approved—Moved by Marsha Bennett and seconded by Dora Sims

Committee Reports:

- **Annual Conference Program – Dora Sims, Shirley Bruursema**

*Committee Members:* Shirley Bruursema and Dora Sims co-chairs, Cherine Janzen, Diane Sarantakos, Gwendolyn B. Guster Welch, Jane Rowland, Peggy Danhof, Robin Hoklotubbe, Scott Muir & Virginia Stanley
The Annual Conference Program Committee was comprised of nine (9) programs; Nuts & Bolts, Leaders’ Orientation, The President’s Program, S.O.S. Luncheon, Nuts & Bolts for Academic Friends, Legislative, Advocacy, Intellectual Freedom, Engaging Teen Boards, Friends, Foundations Discussion Group and Trustee Discussion Group. A brief summary as follows:

**Nuts & Bolts – co-chairs Shirley Bruursema/Dora Sims** - Theme, “Fiduciary Responsibility of Boards.” A diverse panel of six representing Trustees, Friends, Foundations and a Library Director shared their Fiduciary role working with libraries. The emphasis was to explain and show the role of Fiduciary Boards vs. governing boards, Advisory Boards, etc.

**Leaders’ Orientation – co-chairs Peggy Danhof, Cherine Janzen, Gwendolyn B. Guster Welch;** Theme, “Soaring Higher – United for Libraries in Leadership.” This workshop shared leadership tools necessary for ALL in leadership roles to accomplish their goals. A separate report by co-chairs is being included to give more in-depth details of the program.

**Nuts & Bolts for Academic Friends – Chair - Charles Hanson.** An excellent workshop sharing the Standard Operating Procedures (SOP’s) for establishing and operating effective Friends’ group.

**S.O.S. Luncheon – co-chairs Shirley Bruursema/Dora Sims -** An excellent program that featured a detailed outline of the effectiveness of libraries ensuring their policies and procedures are in line with the Office of Intellectual Freedom guidelines in case their collections are challenged.

**Legislative, Advocacy, Intellectual Freedom – co-chairs – Joan Ress Reeves/Martha Grahame**
Presented an excellent program on networking with legislators to advocate for funding, etc.

**Engaging Teens as liaisons on Library Boards – co-chairs Shirley Bruursema/Dora Sims**
Program presented a panel from two libraries engaging teens to share info with their peers, and having the opportunity to dialogue with library boards.

**President’s Program (Gail Guidry Griffin, President) – co-chairs Shirley Bruursema /Dora Sims**
This program featured an in-depth discussion with panelists via a PowerPoint visual to showcase how this library was transformed from the ordinary library to a new advanced stage of technology engaging patrons of all ages transforming the library’s image.

**Friends, Foundation Discussion Group – chair, Robin Hoklotubbe; Trustee Discussion Group – co-chairs Shirley Bruursema and Dora Sims**

These two programs were an outgrowth of the Annual Conference Committee. These programs gave both groups an opportunity to network separately on their individual goals, while partnering to see how they can overcome the obstacles that hinder their progress as working units for the betterment of their libraries. We are excited that we received excellent feedback from attendees who felt that these were excellent programs that allowed them to share in an open forum with other trustees their concerns for their libraries. Highly recommended that UFL offer these types of programs annually.
We are excited that ALL programs coordinated by the Annual Conference Committee were well attended with excellent feedback on the different roles of library trustee boards, the tools for effective leadership, Standard Operating Procedures of effective Friends groups, the importance of libraries policies/procedures meeting the guidelines established by the Office of Intellectual Freedom in case their collection materials are challenged, engaging teens in dialogue with library boards, networking tools to interact with legislators, with a wrap-up of transforming an ordinary library into new innovative strategies to engage all ages.

In conclusion, Shirley & Dora finalized nine programs for United for Libraries/ALA Annual 2013. The nine programs were very successful, and the numbers in attendance were far and above expectations. The evaluations were very positive and requests for more programs like these are requested for future annual programs. A special “Thank You” to each and every one of our committee members that went the second mile to participate and assist in the programs, and make them a success.

• Freedom to Read Report—Dora Sims, Shirley Bruursema

As the 2012-2013 liaison representing United For Libraries to the Freedom To Read Foundation, the Foundation presented the four objectives and five recommendations of how UFL can help further the Foundations’ mission.

**Objectives:**

- Strategize to increase membership within and beyond the library world.
- Expand Freedom to Read Foundation (FTRF) educational mission by awarding grants, etc. to aid college students to pursue careers in library science.
- To identify and mentor the next generation of intellectual freedom leaders.

**Recommendations of how United For Libraries and other divisions can help further the mission of the Foundation:**

- Help distribute literature that promotes their mission and services.
- Help raise and promote awareness through Newsletter, etc. within the division.
- Share emerging issues with the FTRF that is affecting libraries, i.e. filtering, etc.
- Promote membership to the FTRF to help further its objectives and missions.
- Encourage libraries to define clearly their mission, policies, and procedures to avoid a potential challenge.

In Conclusion, everyone is encouraged to DEFEND THE FREEDOM TO READ!!!!

• Awards – Marilyn Lewis, Teri Maggio

Awards committee gave the Trustee Citation in 2013 to G. Victor Johnson and Beverly Mull. G. Victor Johson, Arlington Heights (Ill) Memorial Library and Bevery Mull, Zion (Ill) Benton Public
Library District. Dot Lindsey (Adams County (CO), Rangeview Library district, Anythink Public Library was the Gale trustee winner to attend the ALA conference in Chicago. Gail Guidry Griffin mentioned that the major benefactor award had not been awarded in recent years. The information for that award is found at www.ala.org/united/grants_awards/benefactor. We would encourage all who know of such a person to apply for this award.

- **Newsletter & Website Advisory – Ronald Friedman, Ruth Newell**

  No meeting and no new business at annual

- **Leaders Orientation - Peggy Danhof, Cherine Janzen, Gwendolyn Welch**

  The committee co-chairmen and committee members corresponded throughout the year using the communication tool [united-leaders@ala.org](mailto:united-leaders@ala.org) developed by United for Libraries staff. It was an important improvement for the committee and helped greatly with committee communication. At least one co-chairman participated at a time in the presidential conference calls led by President Gail Griffin.

  The committee met at Midwinter in Seattle and developed the training program for Annual in Chicago. The title, “**Soaring Higher: United for Libraries Leadership in Action**” was developed to name the program. The program will include a short history of United for Libraries, a presentation by both the outgoing and incoming presidents of the organization and also the mechanics of committee membership and leadership. The main speaker will be Director Paul Mills from the Fountaingale Public Library in Bolingbrook, Illinois. His talk will revolve around library leadership and the important part that United for Libraries members play in the library world. A short presentation will be given on the basics of parliamentary procedure and there will be a question and answer period at the end. This will be an important training session for United for Libraries members. The program is scheduled for Saturday morning, June 29 at 8:30 – 10:00am, Mc Cormick Place – room N427D.

- **The Nominating Committee - Rose Mosley**

  The Nominating Committee presented the slate of candidates for 2014/2015 to the Executive Board for approval. No additional committee meetings were held.

- **Legislation, Advocacy and Intellectual Freedom - Joan Ress Reeves, Martha Grahame, and Rose Mosley**

  United's Committee on Legislation, Advocacy, and Intellectual Freedom held a program called "Jumping off the Cliff into Federal Advocacy!" Speaker Jeffrey Smith, now of United’s Board, gave an excellent overview of how federal legislation gets passed, plus tips for lobbying.
• PLA National Conference – Tanya Butler, Deloris Lynch

No meeting and no new business at annual

Recognition and thanks to retiring board members & com. Chairs—Sally G. Reed recognized the following Board Members and Committee Chairs that are completing their terms at the conference:

• Charles Hanson (Board Member)
• Ed McBride (Board Member)
• Peter Pearson (Board Member)
• Kathryn Suarez (Board Member)
• Gwendolyn Amamoo & Rose Mosley (Nominating Committee Co-chairs)
• Shirley Bruursema & Dora Sims (Annual Conference Program Committee Co-Chairs)
• Ronald Friedman & Ruth Newell (Newsletter & Website Advisory Committee Co-Chairs)
• Martha Grahame & Joan Ress Reeves (Legislation, Advocacy, & Intellectual Freedom Committee Co-Chairs)
• Peggy Danhof, Cherine Jansen, & Gwendolyn B. Guster Welch (Leaders Orientation Committee Co-Chairs)
• Marilyn Lewis & Teri Maggio (Awards Committee Co-Chairs)

New Committee Assignments – President-Elect Rod Wagner

Turning over the Gavel – Gail Guidry Griffin, Rod Wagner

Adjournment – at 9:58 AM

Adjournment moved by Susan Schmidt and Robin Hoklotubbe and seconded Steve Laird

Executive Session – Director’s Evaluation

(10:15-11:00)

Respectfully submitted,

Ed McBride