Oregon Library Association
Board Retreat
Silver Falls State Park
Minimal/Informal Minutes
July 29 – 30, 2013

Attendees (one or both days):
Brian Greene (Secretary); Candice Watkins (Incoming VP); Lynne Mildenstein (TSRT Char-Elect); Liisa Sjoblom (Treasurer); Laura Madsen (Member-at-Large); Ann Scheppke (Hotline Editor); Sue Ludington (LRRT Chair); Sara Thompson (Communications Committee); Tiffany Thorton (DIGOR Chair-Elect); Arlene Weible (DIGOR Chair); BJ Toewe (2014 Conference Chair); Elaine Bortles (SSD Chair-Elect); Margaret Herman-Myers (SSD Chair); Annie Lewis (Outreach Round Table Chair); Martin Blasco (Outreach Round Table Chair-Elect); Heather Pitts (TSRT Chair); Isaac Gilman (ACRL-OR President-Elect); Mark Richardson (OYAN Chair-Elect); Emily Papagni (Membership Committee Chair); Morgan Sohl (RRT Chair-Elect); Margaret Hazel (Technology Round Table Chair); Sheryl Eldridge (Oregon Authors Chair); Jane Corry (CSD Chair); Stuart Levy (ORCA Chair); Nancy Sullivan (OASL President); Elsa Loftis (NW Central Coordinator); Roberta Richards (Intellectual Freedom Committee Co-Chair); Valery King (Treasurer Elect); Brent Mills (Library Technology Chair-Elect); Penny Hummel (OLA VP); Buzzy Neilsen (OLA Parliamentarian); Shirley Roberts (OLA Association Manager); Garrett Trott (2013 Conference Chair); Michele Burke (OLA President); Eva Calcagno (Resource Sharing Chair); Abigail Elder (OLA Past-President); Anne-Marie Deitering (ACRL-OR Chair); and Hannah Gascho Rempel (ALA Representative).

Monday, July 29

- Welcome, icebreaker, framework – Penny Hummel
  - Looked at OLA’s mission in the context of the OLA Vision 2020 work that was done in June 2010.

- Association challenges and opportunities – Penny Hummel
  - Challenges organizations face today
    - Time shrinkage
    - Value
    - Consolidation/Specialization
    - Generational Differences
    - Competition
    - Technology

- Past President’s report—Michele Burke
  - Highlights from 2012-13 include: Investment Policy; Passport Program; Mentoring Program; Advocacy Task Force; OLA Quarterly;
Archives Work; expanded use of virtual meetings; and 2014 Oregon Reads.

- Conference 2013 report—Garrett Trott
  - $46,000 profit! Well above the $22,000 that was anticipated. Three things that made this conference different:
    - 95% of conference planning meetings were online, which helped recruiting members.
    - WLA had paid staff with conference experience who could focus on logistics.
    - Outsourced technology. It was expensive, but difficult to avoid because of liability insurance reasons.
  - Recommendations:
    - Don't freeze conference prices, otherwise when the next joint conference comes up (in 2019) there will be a big increase to return to parity with WLA.
    - Minimum food price – intentionally keep budget to the required minimum. Encourage bring your own food options
    - Consider ways to have staff who could focus on logistics, like WLA provided.

- Conference 2014 update—BJ Toewe
  - Salem Conference Center April 16, 17 and 18, 2014. The theme is *Inside Out Library*.
  - Steve Silver has agreed to be 2015 conference chair and will participate on the 2014 committee to gain experience.

- Division reports (Various)
  Introduction, mission/focus, major accomplishment from the previous year, major goal for the coming year and, finally, a big question the group is wrestling with. Reports will be available on the website. Big question(s) each group is wrestling with:
  - CSD – How to stay relevant and get people to participate.
  - OASL – The de-professionalization of school libraries.
  - ACRL-OR – No big question
  - OYAN – Communicating with members and reaching out to others in the field who may not be members.
  - PLD – What is the relevance of professional librarians? (Grew out of the update to PLD's library standards.)
  - SSD – Looking at the future of SSD within OLA. Questioning the benefit to SSD members and what SSD members are contributing to OLA. There is a growing sense that a big change is necessary to keep SSD viable within OLA. In addition, support and funding for participation within the organization.
o NW Central – What their continued presence looks like and how it’s funded; additional connections with Oregon State Library.

• Committee reports (Various)
  Big question(s) each group is wrestling with:
  o Communications Committee – Does the Communications Committee do what it needs to be doing? Does it complement or duplicate what individual units are doing?
  o Intellectual Freedom – Currently lots of national attention on privacy and, for the committee and all of us, what that means for libraries.

Break

• Committee reports – continued
  Big question(s) each group is wrestling with:
  o Library Development and Legislation Committee – How can the committee be helpful to members around the state.
  o Honors, Awards and Scholarships Committee – Bulk of the money for scholarships currently comes from LSTA; need to identify new funding sources.
  o Membership Committee – Struggling with not having enough time to accomplish what needs to get done, especially vis-à-vis the mentoring program.
  o Nominations – No big question
  o Oregon Authors – Given the current explosion of ebooks and online media, there is increasing difficulty ascertaining reliable information about authors and their work.
  o ORCA – How do we best promote and grow the award? In addition, discussing the cost/benefits of meeting virtually versus face-to-face.
  o Resource Sharing – What are additional ways that we can improve library services to Oregonians through resource sharing?

• Roundtable reports (Various)
  Big question(s) each group is wrestling with:
  o Documents Interest Group of Oregon – Dwindling numbers of members, in part due to perceptions of the future of gov docs.
  o International Relations – No big question
  o Legal – Participation, potential for increased collaboration or merging with other units.
  o Library Assessment – Which other units in OLA can they collaborate with?
• Library Instruction – How to be more confident as a Round Table and use allocated funds productively.
• Library Preservation – No big question
• Library Technology – No big question
• Outreach – Outreach often looks different at different libraries. What opportunities are there for collaboration? How can they ensure they’re serving their members?
• Past-Presidents – No big question
• Reference – How can they engage more of their members and encourage them to take a more active role in the committee.
• Social Responsibilities – No big question
• Technical Services – How can they collaborate with other units?
• Wise and Retired – How can they collaborate with other units?

• Summary of reports. Common themes included improving member engagement; the possibility for unit collaboration/merging within OLA; the need for better, more coordinated communication to the membership; consider the perceptions of OLA, etc.

Dinner
Hiking, relaxing, socializing

Tuesday, July 30

• Working as an OLA leader
  o Financial practices and procedures—Shirley Roberts, Liisa Sjoblom
  o Parliamentary practices—Buzzy Nielsen
  o Memberclicks—Shirley Roberts
  o GoTo Meeting—Shirley Roberts
• State Librarian’s report—MaryKay Dahlgreen

Break

• OLA Financial report—Liisa Sjoblom
• Finalizing list of small group discussions—Penny Hummel
• Small group discussions – report outs after lunch

Lunch
  o Session 1
    1. Helping Roundtables Thrive
      • Questions
        o How do we help facilitate transition for new Round Table chairs?
        o What is the purpose of a Round Table/RT Chair?
        o When to disband a Round Table?
Next Steps
- Best practices document for coordinating Round Tables

2. Utilizing Social Media
- Questions
  - Who are we trying to reach and how will we reach out to them?
  - How do we know if any of this is even working?
- Next steps
  - Find out what members are doing with regards to social media
  - Develop social media strategy or guidelines that is not platform specific
  - Using whatever information gather tool to act as best practices for OLA units to use in planning and implementing their social media endeavors.

3. Engaging Current members
- Questions
  - What does engagement look like? How to keep the organization current?
- Next steps
  - Increase personal contact; one-on-one promotion of OLA
  - Invite people to social events to promote OLA
  - Include the table of contents for the Quarterly in more email communication

4. Outsourcing some OLA functions
- Questions
  - What do we already outsource?
  - What else might be outsourced?
    - Investment policy implementation
    - Executive assistant
    - Conference logistics
  - How do you fund any changes?
- Next steps
  - Have the board look at what is being outsourced
  - Investigate possibilities for outsourcing
  - Identify funding options

5. Future of conferences (other models)
- Questions:
  - Secure funding source for the future
  - How do you mesh the strengths of conferences and an unconferences?
- Ideas:
6. OLA and Non-Librarians (SSD, trustee, friends)
   • Questions
     o How do we engage non-institutions
     o How do we gain support from institutions to encourage participation?
     o What is the best structure for support staff?
   • Next steps
     o Support SSD’s decision-making process for their future.
     o How do support staff engage OLA – through SSD or other units?
     o Keep circulation in mind – there isn’t an obvious unit for circulation staff and they may default to SSD.
     o Provide avenues for facilitating collaboration with foundations, friends and trustee groups

Session 2
1. Collaboration/Mergers among OLA units
   • Questions
     o Is the OLA structure too rigid to allow collaboration?
   • Next steps
     o Use the retreat to discuss their plans for the coming year and start collaboration conversations
     o Simplify the by-laws to provide units greater flexibility
     o SSD is creating members at large to connect with relevant Round Tables
     o Ensure the Executive Board considers how newly proposed round tables fit into the existing organization structure
     o Strengthen the procedures for establishing new round tables so that they’re checking to see if they perhaps fit within the existing structure

2. Utilizing technology
   • Questions
     o What’s the purpose of technology for OLA
o What type of technology is available to OLA members?
o The importance of support for whatever technology we use.

• Next steps
  o Establish a task force to look into if the technology we’re using is aligned with the mission/are we good users of the products/how do we get the word out?

3. Attracting new members
• Questions
  o How to attract people to OLA in general
  o Attract people to specific units
  o Increase participation

• Next steps
  o Send out a new employee packet to library directors that is shared with new employees
  o Harness social media
  o Continue and improve the partnerships with library schools
  o Consistently pitch OLA and its benefits
  o When signing up/renewing members, add detail about the divisions/round tables to Memberclicks.

4. External partnerships

5. Leadership training
• Questions
  o Training for OLA in general or just the board?
  o Is it worth exploring rejoining PNLA to benefit from their retraining?
  o What skills do our leaders need?
  o Who is our target audience?

• Next steps
  o Contract with the group PNLA uses to provide leadership trainings
  o Explore offering a leadership training opposite the annual conference

6. Board member ambassadorships

• OLA Quarterly Theme Ideas—Penny Hummel
• Set meeting locations for 2013-14 meetings
  o August 23rd, State Library, Salem (transition meeting)
  o October 4th, Hood River County Library District, Hood River
  o December 6th, Newberg Public Library
  o February 7th, OSU, Corvallis
o April – Conference
o June 6th, Scappoose?

*Adjourn*