

OLA Leadership Retreat Notes

July 28-29, 2014

Silver Falls Conference Center

Attendees: Candice Watkins, April Witteveen, Sara Thompson, Lynne Mildenstein, Kate Rubick, Meredith Farkas, Suzanne Sager, Buzzy Nielsen, Dotty Ormes, Valery King, Tiffany Thornton, Heather McNeil, Michele Burke, Korie Buerkle, Mo Cole, Karen Muller, MaryKay Dahlgreen, Katie Boyd, Isaac Gilman, Susan Stone, Steve Silver, Stephanie Debner, Elsa Loftis, Penny Hummel, Sheryl Eldridge, Garnetta Wilker, Roberta Richards, Brent Mills, Sue Ludington, John Hunter, BJ Toewe, Shirley Roberts, Morgan Sohl, Sonya Somerville, Jane Corry, Jen Maurer, Nancy Sullivan, Darci Hanning, Candise Branum, Hannah Gascho Rempel

Monday, July 28

Welcome, housekeeping, purpose: here to have fun and get to know each other.

Emily Papagni shared information about a new video project for OLA-- speak to new librarians/library workers. Let her know if you'd like to record.

Candice reviewed the OLA mission: *"OLA provides advocacy, education, leadership and collaboration to continually strengthen Oregon's libraries and the communities we serve."*

What is our role as board members and OLA leaders relating to our mission? How can we see beyond divisions, round tables, etc, to find ways to fit our work to this mission.

Play time and ice breaker: Draw a picture of a recent significant event and share.

Last year Penny introduced the book "Race for Relevance" about organizations and the pressure on professional associations.

- time
- consolidation/specialization
- value
- generational
- competition
- technology

We are working on finding meaning and a shared narrative. How do we create a narrative for OLA? Choose a pressure, choose an audience, list challenges

Groups worked together using the above framework to address current issues in OLA units.

Recurring themes:

- Member involvement and member recruitment
- Communication beyond conference
- Issues around time/value of participation
- Establishing new culture within units/OLA Board
- Generational shift in association participation (what can organization do for me vs. older mindset of what can I do for organization)
- Sustainability
- Board work (OLA or Division) vs. committee work--defining roles
- Developing and encouraging new leadership
- Goal setting

- Project management: before and after

Unit Reports

See full text of reports here:

http://www.olaweb.org/assets/BoardMeetings/2014JulyRetreat/ola%20annual%20reports%202013-14%20draft%202014_07_14.pdf

Parliamentary Update and Info for new leaders

Organizational Chart: <http://www.olaweb.org/organizational-chart>

Procedures Manual: <http://www.olaweb.org/bylaws>

Tuesday, July 29

First half hour dedicated to orienting new OLA Board and leader members regarding financial practices, using MemberClicks and GoToMeeting, communication practices, parliamentary practices, etc.

Changes to Roundtables

Buzzy Nielsen followed up on the recent changes to round table operations in the OLA Bylaws. No need to create their own Round Table bylaws, as there are now umbrella OLA bylaws for all Round Tables. Divisions however maintain their own bylaws.

Buzzy will be working on re-formatting the bylaws page on website.

Net Neutrality: OLA is in the process of creating a statement in support of NN

Intellectual Freedom and Legislative Committees want the OLA Board to adopt a formal statement; those committees will work on wording to submit to the board for a vote. Roberta Richards gave a brief summary of the issue. For more information: <http://www.savetheinternet.com/net-neutrality>

Take this OLA statement to local legislation, library boards, fraternal organizations, etc.

Penny Hummel delivered her 2013/14 Presidential Report

Beyond unit reports--

- 1200 active members, 16th largest state library association
- Advocacy: lobbying for ready to read funds, school library support
- Intellectual Freedom Award to Senator Wyden
- Great conference in April
- Scholarships given, figuring out future of this program
- Public Library Division's new standards
- Work on a new leadership training program for OLA members
- Library Passport program
- OLA-Q moved to Pacific University's hosting
- See to Read: vision testing from Lions and Elks Clubs at public libraries

MaryKay Dahlgreen: State Librarian's Report

- Thanks to Penny for a great year
- After emergency board budget meeting, OSL did get a second year of funding
- Janet Webster serving as OLA's rep to a state-level work group
- OSL is focusing more externally on customer needs in order to modernize state library
- Next step is to find a consulting firm to begin a strategic planning session; plan complete by end of 2014
- Digitization projects and management of these digital collections-- working on this

- Oregon ASK: (after school alliance): SL3 summer learning libraries and lunch-- keeping school library open during the summer at school lunch summer sites. Connecting with OASL
- Meeting with deputy superintendent of education; identify partnerships with OSL
- Focus Institute coming up in September

Valery King: OLA Financial Report

- Organization is doing well; regular income down with a decrease in dues
- Conference profit was above and beyond; good for the budget bottom line
- Budgeting phase coming up for 14/15
- Financials page on website is a great stop for budget documents-- nothing is secret
- Investment and fiscal policy task force started to help our money make money
- August Board meeting will have a draft of the budget on the agenda

Review of yesterday's discussions to highlight themes

- Leadership Training: a taskforce looked at options:
<http://www.olaweb.org/assets/BoardMeetings/2014June/ola%20task%20force%20full%20report.pdf>
- Communication
- Culture of Assessment; membership trends ,motivation of membership, what membership values, etc
- Continuing Advocacy
- Resource sharing: next steps
- Diversity

Break into small groups to discuss the above themes and how to tie them in to this year's work.

Gathered together to review small group discussions and provide feedback. Groups were asked: "What is one priority you'd like the board to focus on and how can we move it forward?"

Thoughts that came from this:

- Communication:
Who is our audience? Strictly internal? External? Potential/lapsed members?
Leveraging social media to make more meaningful connections on Facebook, etc.
Looking at format of board meetings to use discussion time in the most efficient way
- Leadership Training
Look to partner with WA; explore options and prices
- Assessment
Template for outcomes in collaboration with the board
Gather questions related to membership/assessment from OLA units-- what are their needs?
- Advocacy
Follow through with work already in progress
Increase visibility of the OLA brand
Format task force and look for a new chair
- Diversity
Developing Social Rights and Responsibilities Round Table within OLA
Cultural competency training, maybe a conference session

Other issues for board to consider this year:

Recruitment and retention of members!

Proposed meeting dates and locations for OLA Board meetings in 2014/15 (locations are tentative):

- October 3: Portland Community College SE campus
- December 5: OSU Corvallis
- February 6: Newberg
- April 15: meet at conference in Eugene
- June 5: Bend/Deschutes Public Library
- August 3-4: board retreat @ Silver Falls
- August 21: Would traditionally be at MCL for Jane's induction, but there may be tech issues. Jane will look for potential alternatives

August 22nd is next board meeting in Astoria @ Clatsop Community College for the transition to new leadership.