

OLA Board Meeting  
December 5, 2014  
10:00 am  
Oregon State University, Valley Library

**Attendees:** Candice Watkins; Stephanie Debner; Suzanne Sager; Valery King; Hannah Gascho Rempel; Steve Silver; Jane Corry; Mo Cole; Garnetta Wilker

Via GoToMeeting: Jennifer Maurer; Buzzy Nielsen; Meredith Farkas; Stephanie Thomas; Emily Drabinski; Elsa Loftis; Shirley Roberts; Heather McNeil; Dottie Ormes; Candise Branum; Abigail Elder

## **Housekeeping**

## **Introductions**

## **Changes to Agenda**

None

## **Approval of October Minutes: Stephanie Debner**

- Valery King moves to accept the minutes as presented to the board.
- Suzanne Sager seconds.
- Motion passes.

## **CritConvo: Second in series – Diversity: Candice Watkins and Emily Drabinski, Coordinator for Instruction at the Long Island University Brooklyn**

- Introduce idea of structural changes that we could make in libraries to make them more accessible to our patrons.
- Cultural differences within your community can drive outreach practices. One structural change, for example, can be making it a priority to hire bilingual/bicultural staff.
- Candice shared a Powerpoint about “courageous conversations” as a framework to help facilitate cultural proficiency (which exists on a continuum). Many times, we get stuck at cultural blindness or cultural pre-competence.
- Example given of moving towards cultural competence: Rather than having “heritage” displays/events during certain months, include a full range of diverse sources in displays or speakers at different times of the year; or inviting diverse speakers to talk about “normal” library topics, rather than having them focus on diversity
- How can we push OLA to consider this more often? Jane commented that people often are willing to engage in this discussion at times of conflict, but when things are running smoothly, there is no discussion (i.e., dominant culture makes these issues/structures invisible).
- Between this meeting and the next meeting, look at cultural proficiency continuum and think about examples for your library, OLA, the profession. Where are we on this continuum? The Powerpoint is posted on the OLA website, under Board Documents.

- Emily Drabinski sent a web link with resources for facilitating these conversations in the classroom (link?).
- Candice suggests that we have an exercise for next time to continue this conversation. This will be something that the board can think about prior to the next meeting.
- Continuing this conversation may be something that the Board can work with SRRT on, and brainstorm ideas about how to bring this to a larger audience.

#### **OLA 2015 Conference: Steve Silver**

- Program sessions have been selected, and scheduling is in process. Only one program proposal was rejected due to lack of space on the program. It is being recommended for a poster session.
- “Showcases” are being renamed “posters.”
- They have reached about half of the budgeted sponsor funding so far. Sponsors will have logos on the conference website as soon as OLA has their funding in hand.
- There are about 10 vendors registered. Some have declined and mentioned the conflict with WLA as a reason.
- Exploring possibilities for local Eugene businesses to sponsor or be in the vendor hall.
- A question arose about multiple sponsors for single events (e.g., 2 or more sponsors for the same lunch). After discussion, the committee determined this would be okay if all other sponsorship opportunities at the same level are taken, based on what seems to be past practice for OLA conferences
- Registration is set to go live in early January.
- Elke Bruton, technology coordinator, has prepared information on what would be needed in projectors should OLA find money available at the end of the fiscal year to purchase for future conference and other needs.
- Virtual session pilot program: Discovering that to do a virtual session well requires more technology investment than was considered. The Hilton can provide the needed technology for \$525, if we schedule both proposed virtual sessions in the same room on the same day. The committee is exploring other options.

#### **Conference Contracts / Unit Feedback: Mo Cole**

- Mo related a question that came up in PLD, as to whether they could have their banquet off-site. They realized that this is a money maker for the venue. It leaves divisions without flexibility for planning what they want to do for some kind of event, because the conferences are planned so far in advance.
- She doesn't recall the conference committee ever reaching out to divisions to consult with them about what they want to do for events.
- Contracts don't specify “this (meal) event in this room on X day,” but there is a food minimum for the venue. If we dip below that, we get penalized.
- Idea for future contract negotiations: That the food minimum is truly a minimum, to cover the main OLA meals/snacks, and then divisions would have more freedom to make their own plan. This would be something that Shirley can follow up on in her expanded role in future conference planning/contract negotiations.

- In contracts that OLA has already negotiated, is there wiggle room to allow for a unit/division to make alternate plans? Candice will investigate this.
- Shirley mentioned that she can start to contact divisions to ask them what they may want to do for future conferences.

#### **Time Capsule Taskforce: Candice Watkins**

- There are eight people on the taskforce. Michele Burke is heading up this effort.
- Thanks to the units for providing membership to this taskforce.

#### **OLA Finance/Investment Committee: Valery King**

- OLA has a committee for this now and they are working to initiate the investment piece of OLA's finance and investment policy.
- The committee has been working with Tim Donovan, an investment advisor, on this; he has created a proposal for asset allocation, based on what OLA's finance and investment goals currently are.
- In this proposal is a 10% allocation for a socially-responsible investment fund. This number is currently small to give us a chance to see how the fund performs. If it performs well, we have the option in the future to increase that allocation.
- The committee proposes to hire Tim Donovan to be OLA's investment advisor and implement his proposal for asset allocation. This work would start in December.
- Shirley noted that she has been working with Tim Donovan for the past 10 years and weathered the 2007 downturn with him. We can ask him to put it on his radar to look for additional social responsibility funds to gauge their performance and perhaps add them to OLA's portfolio in the future.
- Valery King motions that the Board approve hiring Tim Donovan Investment Services and LPL Financial and authorize him to implement the proposed asset allocation as revised 11/18/2014, during the month of December 2014.
- Mo Cole seconds the motion.
- The motion passes.

#### **Treasurer's Report: Valery King**

- Since we are still in early days of the fiscal year, there has not been a lot of action in the budget. Overall, it looks good.
- Shirley mentioned that membership is down by 8%. She will do some membership analysis to see how/why OLA is losing members. Currently, OLA has about 1100 members. Meredith mentioned that she sees the emails from those who do not renew, and many of the non-renewing members are school librarians.

#### **OLA Staff Report: Shirley Roberts**

- Shirley has been busy with the finance committee.
- She has been working with OBOB lately.

- She's been attending the conference committee meetings. Once registration starts, she will start presenting regular updates about where we are (registration, vendors, etc.).

#### **Library Development and Legislation Committee (LDLC): Janet Webster/Abigail Elder**

- The committee has been looking at their charter, especially in light of call for advocacy. Here are the specific activities that they are looking to incorporate in the charter:
  - Looking at how they support libraries in advocacy on a local level.
  - Engage and inform funders; bridge relationships between funders and communities.
  - Engage with outside groups.
  - Respond nimbly to issues that come up in the library community in Oregon.
- Working on their conference program.
- Legislative Day is scheduled for April 29, 2015. This may give OLA members an opportunity to talk about it at the conference.
- The committee has proposed a draft of a letter to send under Candice's signature in response to Paul Ryan's budget proposal(s) to eliminate IMLS funding. If any members have questions or comments on this letter, please send them to Janet Webster or Abigail Elder as soon as possible; their next meeting is in late January.

#### **Advocacy Taskforce: Candice Watkins**

- Much of what they have discussed in the taskforce has now been wrapped into LDLC.
- This ensures the sustainability of advocacy work.
- A subcommittee of the taskforce is working on a public awareness piece that the OLA Board could promote and/or encourage the membership to promote. This piece may differ from year to year.

#### **Oregon Community Foundation: Candice Watkins**

- They have a new upcoming study about libraries in Oregon.
- Susan Eliot, the consultant who helped OLA with the Vision 2020 project, is asking for the board's approval to share the final report with her client as a work sample.
- Consultant is also asking for OLA help with recruiting participants for this new study, if she is awarded the project.
- All information is included in the document posted in Board Documents.
- Stephanie D. suggested that we attach a Creative Commons license to it, and then post it on the OLA website for anyone affiliated with the new project to use.
- Question about who currently has a copy of the final report. Candice will track it down.
- The Board has given a nod of approval to sharing the document and to supporting Susan or any other consultant who is awarded this position with selecting or recruiting study participants, but will not make a commitment about the level of participation at this preliminary stage.

### **State Librarian's Report: Candice Watkins (for MaryKay Dahlgreen)**

- The Governor's recommended budget for 2015-17 was released on December 1. The legislature meets in February, and the subcommittees of the Joint Ways and Means Committee will be conducting budget request presentations from agencies, including the State Library.
- The Governor's budget for the Oregon State Library is \$14.9 million total funds. This is a 115.2 percent increase from the 2013-15 Legislatively Approved Budget. The significant increase results from funding the 2013-15 biennium budget only one year; a second year of funding was added at a later date. The 2015-17 budget funds the Library for two years like other state agencies. The Governor's Budget includes 41 positions. The budget provides sufficient funding to continue existing operations with minor decreases for travel and vacancy savings. It invests in literacy programs by expanding library grants to include youth ages 15 to 17 years. The State Library's next task is to prepare and deliver their budget presentation to the ways and means subcommittee. That will be a major focus of MaryKay's work for the next two months.
- The Governor has appointed three new members to the State Library Board of Trustees and their Senate confirmation hearing will be held on Tuesday December 9<sup>th</sup>. They are: Ann Malkin, Bend; Leslie Hicks, Independence; Jennie Tucker, Summerville (Union County).  
The State Library Board of Trustees is meeting on Friday December 5<sup>th</sup> (which is why MaryKay is not at the OLA Board meeting).
- The Oregon State Poetry Association has signed an agreement with the University of Oregon Special Collections to house the Oregon Poetry Collection from the State Library. Jim Sheppke and David Hedges created the Collection as a project of the Oregon Center for the Book.
- She gave the Governor a bag of books (via one of his policy advisors) to provide him with librarian selected materials to use as he does StORytime, every day, everywhere. We'll keep our eyes open to see if he uses them.
- The State Library's strategic planning is coming along nicely. Staff are working on operational planning and MaryKay is working on a creating a strategic plan to distribute that is more detailed than our current bones but not so much that people won't read it.

### **Lunch**

#### **Open forum: OLA Membership**

Nothing

#### **OLA Website: Candice Watkins**

- Should we move as an association to a new platform, to avoid a fractured web presence – which we are starting to have – and to unify it again? CSD, OYAN, and ACRL have their own, separate web presence on different platforms now.
- A benefit of MemberClicks is that it comes with support, which is helpful.

- What does the need for a new web platform entail? More flexibility? More user friendly?
- For PLD, they feel like there are obstacles, when there don't need to be obstacles.
- Two different aspects: (1) website and (2) content management aspect (database of members/emails, centralized messaging, forms, surveys, member management).
- Shirley and Sara Thompson talked to MemberClicks about the possibility of posting/hosting WordPress on the site. MemberClicks said that wasn't possible. Shirley said that MemberClicks is very good for the member management services, forms, handling credit cards, etc. and that it is fine for groups that just need a nominal web presence that is fairly static.
- What if we selected a different platform for the website, and kept MemberClicks for the organization/member management aspect?
- Jane suggested asking other state library associations what they use for their websites and for their member management. Hannah mentioned that this information might already be collected and available with the membership committee. Is anyone doing membership management with Google Docs? How does that work?
- Mo suggested that we collect needs/concerns from divisions/units, to determine what the actual needs are.
- Jen Maurer suggested that we also look at policies for best practices/guidelines if we keep MemberClicks and allow units/divisions to go to their own platform.
- Sara Thompson has volunteered to lead up a team to look at WordPress hosting options, costs, etc.

#### **Leadership Taskforce: Candice Watkins**

- The taskforce has scheduled a whole day pre-conference for the OLA conference.
- Thanks again to ACRL and PLD to helping out with funding.
- Now it is time to start spreading the word and marketing the training with all library employees. It is more successful when there are diversity of participants involved, from all different positions.
- They are continuing conversations with WLA for how to offer a more robust training.
- Jane has been looking at how the Minnesota Library Association does their leadership training. It runs every other year and costs about \$500 for participants. Participants come out of there as a cohort with which they work for the next two years, as they plan the next conference/training; they are paired with mentors from the previous cohort.
- The taskforce is now in its second year, and is talking about forming a standing committee, since this work needs to be ongoing. This would require a by-laws change.
- Jane suggested that we move more quickly on this, since OLA only votes on by-law changes once a year.
- Jane Corry motions that we move forward with a standing leadership committee and work on the by-laws for a vote at the conference.
- Valery King seconds.
- The motion passes.

#### **OLA Scholarship Taskforce: Perri Parise**

- They looked at the Wisconsin Library Association's program called We Lead. Scholarships tied to leadership development and mentoring.
- Want to broaden out funding for paraprofessionals and librarians new to the field, rather than just funding students in library school. The scope is now for funding conference attendance and other training opportunities, as well as scholarships.
- The taskforce thinks they are at a stage to start working with the membership committee on mentoring, as well as the leadership taskforce.
- They are thinking about starting with a pilot project to see how the new scope works.
- Bring together all the various awards from the different units/divisions in a more visible way so that OLA members understand all of the funding opportunities available. Make the money awards separate from the recognition awards.
- Candice created a document to flesh out how to use the structure of OLA to accomplish the work that the taskforce has laid out. Jane suggested that the leadership committee be composed of people from the membership committee, scholarship committee, and some additional people.

## **Unit Reports**

### **2017 Conference Planning: Penny Hummel (given by Candice Watkins)**

- Contract with the Salem Convention Center/Grand Hotel is signed.

### **Nominating Committee: Penny Hummel (given by Candice Watkins)**

- Publicity for the offices open in 2015-16 (VP/President-Elect, Secretary, and Treasurer) will begin in early January.
- Penny has asked Meredith Farkas to join the Nominating Committee, as it makes sense to have the chair of the Membership Committee involved.
- Penny will draft job descriptions for each of the elected offices, to help the committee select appropriate candidates and to help the potential nominees understand what they are signing up for. She will share these drafts with the board and recent past officers so that consensus can be achieved on the content.

### **Outreach Round Table: Annie Lewis (given by Candice Watkins)**

- Maria Aguilar from the Cornelius Public Library has agreed to serve as co-chair with Annie Lewis for the 2014-15 year. Maria will serve as chair for 2015-16.
- The vice chair position is still vacant.
- ORT is planning a workshop for late February or early March on several outreach topics and to provide an opportunity for resource sharing.
- ORT will award two scholarships to ORT members to attend OLA in April. They will share more information about the scholarship applications and deadlines as the conference registration dates approach.

### **Northwest Central: Gina Bacon (given by Candice Watkins)**

- They are moving forward with moving off the Drupal platform, onto WordPress. They have obtained OLA for this transition and are in the process of purchasing the necessary hosting to begin building the new site. The new site's focus will focus primarily on providing an events calendar and acting as a repository for conference materials.
- Looking at creating a Northwest Central round table. The goal is to create sustainable support for the project and eliminate the need for a fiscal agent.

**OYAN: Sonja Somerville (given by Candice Watkins)**

- We had a great turnout - about 35 - for the Fall Workshop that focused on Non-Fiction for YA and the Common Core.
- OYAN members have nominated 72 books for the annual Book Rave. Voting to select the 20 "winners" will begin soon.
- OYAN's annual Mock Printz event is coming up on January 24. The list of 10 books to be considered is available at the OYAN blog.
- OYAN's Winter Meeting is set for 10 am-3 pm Friday, January 16 in Woodburn.

**Communications Committee: Sara Thompson (given by Candice Watkins)**

- The committee also has a new librarian/support staff/LIS student survey. They will be combining this with the OLA Member Survey, so they will delay sending the survey until after the holidays.
- They are possibly switching to Qualtrics as the survey instrument instead of Google Docs, to be able to pull responses from specific groups and analyze them more easily.

**Intellectual Freedom: Garnetta Wilker**

- Finalizing arrangements for two sessions about online privacy at OLA conference
- Supporting some people with a book challenge at Three Rivers School System in southern Oregon
- They have welcomed a new member: Miranda Doyle, the new OASL Intellectual Freedom chair
- Candice and Ron Wyden co-authored a piece about net neutrality that is being printed in papers around the state.

**Notes from Jane Corry**

- Working with Emporia students to start a new members round table
- ELSA (Early Literacy Strategic Alliance)
- Katie O'Dell suggested that OLA lobbyist attend some of the ELSA meetings. Candice suggested that Jane contact Janet and Abigail first about this.

**ACRL: Hannah Gascho Rempel**

- Menucha conference was a success. A wider range of scholarships were available, including targeting paraprofessionals.
- Planning a reception for ACRL national in Portland in March.



**DIGOR: Dottie Ormes**

- Met on October 10 at the Marine Science Center.
- Plan to offer a scholarship for OLA.
- Sponsoring two programs at OLA: one on financial literacy, and one on services for immigrants and migrant workers.

**PLD: Mo Cole**

- PLD is taking over the Annual Library Directors meeting.
- Next Library Directors meeting will be on October 23, 2015; the following day will be a group from Minnesota talking about fundraising with friends, foundations, and boards.
- They have lined up Vailey Oelhke for next year's banquet speaker.
- They are working on the SWOT project, inspired by last year's conference. They would like to start with a pilot project, which would involve sending objective reviewers into libraries to do inexpensive SWOT analysis and problem solving for smaller problems.
- Working on the policies portal, to make that information more readily available.

**CSD: Heather McNeil**

- Fall workshop was October 10; about 35 attendees in Bend; focusing on early learning hubs.
- Mock Siebert is next week
- Mock Caldecott registration is open
- Update/improve/streamline the youth services guidelines.
- Creating an online early literacy calendar to be able to share statewide; ready by next summer.
- The board created a budget for the first time.

**OASL: Stephanie Thomas**

- School library advocacy group (out of Beaverton) has a new web page and Facebook page. They have been able to have a meeting with Dr. Rose, the school district superintendent. They asked someone from OASL leadership to join them in meeting with Dr. Rose to create a provisional plan for moving forward.
- Oregon School Library Standards to be presented to the Board of Education next week. The Board will be voting whether or not to adopt these standards by January. Standards will serve as a blueprint to align them with other school standards (e.g., math, reading); standards will also give school library staff a proper evaluation process.
- Fall conference was abbreviated this year, but was very successful. Out of this came the understanding that they really need to go back to a two-day format. Next year's conference will be hosted in Coos Bay.
- OBOB: Have the highest number of schools registered ever.
- Job description taskforce is almost done with their work. The job descriptions that they are creating can be used for advocacy purposes.

**ALA Council: Suzanne Sager**

- Lots of discussion in ALA about whether they should continue to have the Midwinter conference, so expect to hear more about this.

**Miscellaneous**

Buzzy announced that Jan Brett coming to Hood River on December 12. Tickets for presentation are sold out, but there are still tickets for the book signing afterwards.

Meeting Adjourned at 1:49 p.m.