

OLA Board Meeting

August 21, 2015

10:00 a.m.

Multnomah County Library Administration, Portland, OR

Attendees: Candice Watkins; Jane Corry; Stephanie Debner; Jenkins Lumpkin; Steve Silver; Heather McNeil; Elsa Loftis; Shirley Roberts; Barratt Miller; Valery King; Stephanie Lind; Sue Luddington; Perri Parise; Penny Hummel; Mo Cole

Via GoToMeeting: Hannah Gascho Rempel; Shirley Roberts; Liisa Sjoblom; Gary Sharp; Jennifer Maurer; Sara Q. Thompson; Buzzy Nielsen

Housekeeping

Introductions

Changes to Agenda

- None.

Approval of June Minutes: Stephanie Debner

- Jane Corry moves to accept the minutes as presented to the board.
- Penny Hummel seconds.
- Motion passes, with the understanding that Stephanie will get information from relevant units to complete minutes.

Scholarship Program: Scholarship Task Force Members

- Perri Parise spoke to some of the issues that the task force considered when creating the plan for the OLA Leads program. Concerned about leadership, and expanding the idea of leadership, and funding those at various places in their career. Broadening the scholarship idea, so no longer limited to just funding MLIS students. Related to the money, they were fortunate to get some seed money (\$5000) from a single donor; also identified a way to manage the scholarship money (Oregon Community Foundation). Seen as a way to move the profession forward through mentoring new people and/or supporting applicants.
- Rather than calling it a "scholarship" program, Hannah suggested that there be a new name for it that reflects the program a little bit better: leadership? growth? development?
- How does it connect with the Leadership Committee? The Leadership Committee would mentor the scholarship recipients. Penny had a question that was more structural: how would this program fit in with various committees: Leadership; Scholarship; Mentoring program... Buzzy also raised the question of the program being an area of overlap between a number of (recently created) units.
- Penny raised issue about financial sustainability for the program. Have discussions with the various divisions (about support). Penny suggested that the next year's board look at strategies for sustainable funding streams for this program. Perri said that the task force

had ideas for sustainable funding, but they weren't sure whether it was their purview to make those decisions.

- Jane raised the issue of the strategic plan idea that came out of the board retreat, and this program planning should be a part of that.
- Candice raised a couple of issues: the donor of the seed money is okay with the idea that we're trying something new, and that it might not succeed or continue; also, there needs to be someone who feels excited about this initiative to take it forward.
- Mo said that she would suggest this going forward, but with two caveats: (1) a group (the task force? a committee?) following up on putting the pieces in place, and (2) developing an infographic that explains all the pieces and stakeholders in play in the program.
- Shirley mentioned that it would be possible to use profits from investments in the future, but we're not at that point yet; she also mentioned that it is possible to invest profits from annual operating funds.
- Buzzy seconded idea of doing strategic planning first, before investing a lot of time and resources into a new program. He had questions about the feasibility of a program at a time where we have questions about member engagement. Jenkins spoke to the fact that scholarships and such are really important to new member engagement.
- Candice suggested that we are not ready to move forward with this initiative yet. A group needs to keep working on getting the pieces in place – continue the task force with current or new members; work on financial sustainability piece; be in touch with strategic planning. Jane agreed that she and the board will carry this effort forward in the coming year.
- Candice thanked the members of the task force for their work on developing this plan.

Treasurer's Report: Valery King

- There's a month left in the budget year.
- Our regular income is a little bit lower than planned, but so are our expenses. Conference income was higher, so it all evens out.
- New section on the Profit & Loss spreadsheets for the Investments performance; includes fees that we pay to LPL for managing the investments. This year has been a volatile market, but our returns have been far better than just sitting in a bank account.
- If anyone has questions about anything on the financial spreadsheets, please contact Shirley Roberts, Valery King, or Stephanie Lind.

OLA 2015-16 Budget (first reading): Shirley Roberts

- Proposed budget for conference currently based on total budget from the last OLA conference in Bend, but still in development.
- Membership: budgeted a little higher, based on membership income from average August income
- Valery and Shirley talked through the budget assumptions for both income and expenses for the budget draft.
- Shirley needs to change NW Central out of Affiliations to Committee area, since it is now a round table.

- Do we need the Advocacy line? Keep it as a placeholder? It was for Advocacy as a task force, and that's gone, so the budget line can go away.
- Technology needs for coming year: snowball mic; digital/VOIP polycom (current one is analog, which won't work with digital phone systems)
- OLA Quarterly is planning a Summer 2015 issue, so keep the amount budgeted the same for next year.
- Proposed net income from the conference is a complete guess. Liisa suggested adjusting this number downward. Shirley and Liisa will work on the conference numbers.
- Any other adjustments that the board would like Shirley to make to the budget?
- Add a line for consultant for strategic planning? Candice suggested we revisit this question this afternoon in the strategic planning discussion.
- Shirley: Ask other units for additions, deletions, etc. prior to September 15 and she will revise the draft budget.

OLA Staff Report: Shirley Roberts

- Shirley filed a report in the Unit Reports.
- Any questions, or follow-up? No.
- Liisa asked if the information could be shared with unit chairs (about sending in unit reports?). Sue clarified that this will be the model going forward – units expected to get their reports in prior to the meeting.
- Should Shirley report in this way, or as a standard agenda item? It would be a good idea for Shirley to report using the unit reports, but keep her on the agenda as a standing item. There may be items that are better communicated orally.

OASL/OLA Integration Taskforce: Jane Corry

- Idea: helping OASL become more integrated into OLA, in terms of the conference and other learning opportunities; also integrate other units into things that OASL does; combine opportunities to increase (mutual) attendance into useful learning opportunities
- Task force: Heather McNeil; Hannah Gascho Rempel; Sonja Somerville; Stephanie Thomas (chair)
- Jane noted that OASL has a different culture; Mo said that OASL members' needs are generally met. Jane said that she's not sure that is true, and that's the reason that an OASL member is the chair.
- Liisa mentioned that OASL might be interested in moving their conference to the spring and combining it with OLA, adding a Saturday of programming. This would be something that would occur in 5 years out at the earliest. Jennifer Maurer mentioned some logistics issues. There were also issues about OASL liking Fall conference to kick things off; also it's their main money maker for the year.
- Jane will draft a charge for the task force, involving the task force members, and send it out to the board for review.

OLA Conference 2016: Liisa Sjoblom/Jane Corry

- The website (WordPress) is up and running. They are planning on using Sched.org for the conference. Keynote speaker will talk about telling your organizational story.
- Michele Burke will be following up with OLA units about being on committee.
- Program changes: no President's Banquet, instead a President's Party from 8-10 p.m.; shortening two program sessions to 60 minutes instead of 90 minutes; afternoon break between sessions expanded; business meeting timeslots are moving; all conference reception will occur from 5-6 on Thursday; dinner will be on your own from 6-8 on Thursday. Suggested that there be some facilitated dinners, like was done with the ACRL National conference in Portland. Liisa mentioned that there is a parking facility downtown for people who want to go there for dinner.
- A concern was raised about the food minimums with these changes; Liisa said that we would be fine on this front, and the Riverhouse is very willing to work with us.
- Why changes? Banquet attendance has been dwindling. Accommodate desire for networking, and freeing up schedule a bit on Thursday, which has traditionally been very packed.
- Will give options for presenters about how much time they want; scheduling app will help with that.
- Conference committee should go ahead and get cases for data projectors.
- What would be a reasonable profit for the conference to try to generate? Start with baseline of profit from last conference in Bend (\$28,000). Shirley would recommend \$25,000.
- Re: attendance. Concern about getting people over the mountain. Sara Thompson mentioned that she included some non-driving options on the conference website.
- Mo noted that the conference website looks awesome! Thanks goes out to Sara Thompson for the WordPress site.
- The next planning meeting will be September 21.

Lunch

Open Forum

- Nothing

Best Practices for Blended Meetings (follow-up): Hannah Gascho Rempel

- Candice suggest that changes be made so that the President not have to do the tech troubleshooting for meetings. ALA Rep is supposed to be the lead on this; we may need to officially designate someone as a backup.
- Penny suggested that the ALA Rep position be reconfigured to be virtual meeting coordinator first, and ALA rep second; that the description be rewritten and recruited for accordingly.
- Tech for sites should also be investigated in advance (days), not an hour before the meeting.
- Hannah seconded Penny's comments and also mentioned that the virtual meeting coordinator needs to aggressively represent the online participants during the meeting.

- The idea was also that the virtual meeting coordinator would be the person to do the advance tech coordinating with the site host; this should be added to/clarified in the best practices document so that information all in one place. Hannah pointed out that this information is already in the documentation on the OLA website for board meetings (about sending out the invitation for the meeting).
- Shirley mentioned that she can post the best practices to the Executive Board Meeting page as a standing item; she also suggested that we could practice at the site in advance to make sure everything is working.
- Sara Thompson recommended that two people be designated as virtual meeting coordinators, so they can each take half of the meeting.
- Discussion about designating a backup for virtual meeting coordinator. It was agreed that the VP could fill this role. The position description for VP will be edited to reflect this.

Strategic Planning: Jane Corry

- Jane: How does the board want to proceed with this?
- Barrett noted that the State Library does strategic planning consulting with public libraries. They may be a good resource for us. Jane noted that CSD worked with Ruth Metz for part of the process, then Katie Anderson from the State Library stepped in to finish the process.
- Penny suggested that the State Library is a little too close to OLA to be involved with OLA's strategic planning. She raised the idea about getting someone from out of state, for fresh eyes on the association's work and priorities. If something comprehensive desired, expect to spend a minimum of \$10-15K. The State Library hired a non-library consultant to help them and were pretty happy about it; we could ask MaryKay about who they used. Also, possible consultant: Mary Byers (who wrote *Race for Relevance: 5 Radical Changes for Associations*).
- Sara Thompson put together examples of different strategic plans from state library associations. Half used consultants, half did it themselves as a board. One of examples she found had a task force with two sub-committees to tackle different topics.
- Buzzy suggested a special committee, rather than a task force, to look into options. He said that task forces tend to have a broad focus, and special committees are more focused. A special committee could be tasked with figuring out the strategic planning process – hire a consultant? Do it ourselves? (If we did it ourselves, then a task force could be created to do that work.)
- Interested parties for special committee: Elsa Loftis, Sara Thompson, Barratt Miller, Jenkins Lumpkin; maybe Penny Hummel, Uta Hussong-Christian. Steve suggested that an OASL member be invited to be a part of this; Jane will talk to OASL president about suggestions.

Unit Reporting (follow-up discussion): Everyone

- What should be the deadline for submitting unit reports? It was suggested that the unit reports be submitted such that they be compiled a week ahead of time, so board

members have a chance to review prior to the meeting. Jane will follow up with Shirley about best timeline for submitting unit reports.

- Hannah mentioned that she didn't receive any of the meeting prep messages or link to the unit report form. Discussion about hit-or-miss nature of communications sent out via Memberclicks. Follow-up: Jane will send a test message to the board; everyone will reply to confirm that they received the message. Shirley will help follow up on possible issues with Memberclicks.
- Sue mentioned that the Library Development and Legislative Committee had a phone meeting a few days ago. They're looking at a web tool available from ALA that would facilitate advocacy.
- Hannah announced that they awarded their Award for Excellence to John Schoppert for his OER work at Columbia Gorge. The award will be presented at the ACRL-OR/WA fall conference. Incoming board is great; they recently had their board transition meeting. Looking at their scholarships to fund different kinds/levels of professional development. The ACRL blog is fantastic and content is regularly updated: <http://acrloregon.org>
- OASL looking for other income opportunities, besides their conference.

Quick Announcements

Penny announced that The Public Library Needs Assessment report will be available soon. Look for announcements about it soon.

- Stephanie Lind asked for a show of hands for people interested in a tour of the Hillsboro Public Library after the next board meeting. She will coordinate this.

Official Passing of the OLA Gavel: Candice Watkins/Jane Corry

- There are cards with the gavel and its box that explain their provenance.
- Candice presented the gavel to Jane.
- Jane reciprocated with gifts for Candice as outgoing president.

Meeting adjourned at 1:55 p.m.