

OLA Board Meeting
April 20, 2016
2:00 p.m.
Riverhouse, Bend, OR

Attendees: Jane Corry; Elsa Loftis; Candice Watkins; Stephanie Lind; Fawn McGee; Uta Hussong-Christian; Margaret Harmon-Myers; Barratt Miller; Buzzy Nielsen; Elaine Hirsch; Sara Bystrom; Meredith Farkas; Jenkins Lumpkin; Shirley Roberts; Valery King; Ted Smith; Liisa Sjoblom; Sara Thompson; Deeana Kohn; Thea Evenstad; Emily David; Ian Duncanson; MaryKay Dahlgreen; Michele Burke

Welcome & Housekeeping

Changes to Agenda: Jane Corry

- Unit reports were added to the agenda.

Approval of February Minutes: Fawn McGee

- Candice Watkins moves to accept the minutes as corrected.
- Margaret Harmon-Myers seconds.
- Motion passes.

Treasurer's Report: Stephanie Lind

- Stephanie discussed what she will present during the OLA Business Meeting lunch, including meeting with the investment committee and recognition of investment committee members.
- We're over \$800,000 for total assets.
- The balance sheet is linked in the Thursday lunch agenda as well as the OLA Board Meeting page.

Association Report: Shirley Roberts

- Finalized contract with Connected Wealth for second round of investments.
- Investments are doing well; the market is up.
- A decision needs to be made regarding the \$25,000 for the scholarship fund.
- Shirley started 3 or 4 organizational position emails, and if anyone else wants one, please contact Shirley.
- Continued working with the balancing transaction.
- Assisted with OLA Conference registration.
- Responded to emails and phone calls.

Nominating Committee: Candice Watkins

- The committee has identified candidates for the 3 open positions.
Vice-President/President-Elect: Ted Smith and Buzzy Nielsen

Secretary: Damon Campbell and Kathy Street
ALA Counselor: Danielle Jones and Jenkins Lumpkin

- The nominations were announced on Libs-Or and the OLA Hotline.
- Online voting will open on April 26 and close on May 16.
- Tables have been reserved up front for anyone who might be speaking during the lunch tomorrow.
- Barratt asked about the Parliamentarian position. If Buzzy were to win the position then Elsa gets to choose the Parliamentarian, and some possible candidates have already been identified.

Honors, Awards, Scholarship Committee – 2016 Award Recipients: Jane Corry

- The Intellectual Freedom Award and the Lampman Award will be announced.
- Karen Clay is presenting the awards.

OLA Conference 2016: Liisa Sjoblom

- Liisa reported that there are 510 attendees so far. First time attendees are 147.
- Deschutes Public Library and Crook County Library closed for the conference so that staff could attend.
- The PLD dinner has 70 registered attendees. The President's Party is at 92 and they are allowing people to register up until 5pm the day of. There will be door prizes which will be displayed at the registration desk.
- The hotel is under renovation, and the restaurant and bar are not open.
- There is a shuttle running tonight and tomorrow night from the conference center to downtown Bend.
- Breakfast is served in exhibits hall for hotel guests.
- There are 36 exhibitors.
- The new Conference Buddy program is going well, with 7 people successfully paired.
- Used sched.org for the first time which allows attendees to create a personalized schedule. Sara Thompson reported that 260 people made schedules, and that the back end was fairly easy to work with.
- Made various changes overall to the conference this year.
- A press release went out to the local media and there was an article about the conference in the local paper.
- The band that is playing at the President's Party has a library connection.

OLA Conference 2017: Elsa Loftis

- Elsa reported that Michele Burke is the chair of the conference committee for the 2017 conference which will be April 19-21st in Salem.
- Elsa will be introducing the conference theme at the business lunch tomorrow and gave a sneak preview of it. Because we are adding a Saturday to the conference for the purpose of inviting OASL members, the theme will be 'Thriving Together.' This is in the spirit of the togetherness within and between organizations and committees.

- Barratt reported that CSD, OASL, and OYAN are bringing an author for the Friday night of the conference and is hoping to get the author to do a session on Saturday.
- The Saturday will be priced separately, similar to a pre-conference.
- Jane reported that OASL joined OLA about 5 years ago and that they are having difficulty integrating for various reasons. They have 5 board member meetings a year and that's difficult enough.
- A task force was appointed last June to work and figure out how to bring the two organizations together. This was the proposal that came out of that work.
- Jane said that one way to integrate is for OLA members to participate in OASL events, such as judging for OBOB.
- Barratt mentioned that OASL brings in great authors for their conferences, and encouraged OLA members to go to the OASL fall conference.

Unit Reports

- Legal Reference Round Table partnered with the Reference Round Table and the State Law Library and put on a 3 hour training about the FastCase and Nolo databases. It was really successful; both library staff and attorneys showed up, and demonstrated that people are interested in these type of trainings. The conference session tomorrow is an abbreviated version of that.
- Reference Round Table - often combines forces with Legal Reference, including sharing a table in the exhibit hall. The business meeting will be happening during the conference.
- Communications Committee – Currently a very small committee, with Sara Thompson, Berenice Creecy, Charles Wood, and Dante Buccieri. Things have been going great. The committee has been focusing on social media. Outreach is growing. Charles has been doing a great job; he increased the Facebook likes up to 800. Twitter is up to about 500 followers.
- ACRL - has a reception tonight; all are welcome to come. The fall conference speakers have been selected and the conference theme is around the idea of supporting innovation and creativity. Implemented a new professional development scholarship for ACRL-OR members. The scholarship will be awarded 3 times a year for the costs of professional development. The first recipient has been selected. Has done some advocacy work: sent a letter to Newberg School Board advocating for school librarians. Having a difficult time looking for a candidate for chair.
- SSD - there are 5 board members of SSD here at OLA. They have a historical exhibit with postcards and brochures advertising the July conference. Had elections but still do not have a Chair Elect. If you know anyone please encourage them, they could just volunteer at this point. The July conference registration is going up soon. If 4 people from the same library come, then the 4th registration is free. SSD offers scholarships.

SSD has an extremely active Facebook and Twitter pages. They have a blog called Supportability, which is also very active. Sponsoring 2 sessions at the conference, and having a dinner meeting on Thursday of the conference.

- CSD – Held a spring workshop in mid-March about hands-on programming; 40-50 people attended, with a lot of geographic diversity. The feedback has been great. Had a silent auction which raised \$375, and now uses Square to take payments. Working on the joint author event for 2017. The pre-conference was filled quickly, and offered 4 scholarships for the conference. Looking for a new CSD chair.
- Leadership Committee has been busy working on the charge from OLA Executive Board to come up with a proposal to fund leadership development opportunities for the membership. They will have a proposal for the Board at the June meeting. Thanked Uta and ACRL for the work that they've done creating their scholarships. Conference sessions this year.
- Membership Committee will be keeping the mentoring program. Created a fun icebreaker activity for the conference, similar to the bingo last year, but which requires more interaction. The committee is getting smaller, but Jenkins has joined the committee and will maybe be Meredith's successor
- New Member Round Table – Bethany Grabow is the new chair.
- DIGOR is a small group; the number of government documents librarians is dwindling in the state. They met in the fall and discussed whether to continue with the roundtable. The consensus was that it's still important and that the focus should be on education. There will be a session on putting the Fun in Government. Down to one meeting a year, having a dinner at the conference.

State Librarian Report: MarKay Dahlgreen

- MaryKay congratulated the nominations committee on finding the candidates.
- Currently has a full Library Board, and the meeting went really well. The next position that will be open is an academic librarian. The governor will make that appointment. OLA will need to decide how to submit nominations. Opens in June of this year, confirmation hearings in September. Elaine asked if ACRL will be involved and Uta said that she'll bring it up to the membership. Candice asked for a position description. MaryKay will send information to the OLA Board with a link to the page. Applications need to be started by the beginning of June. Appointment is 4 years and you can run again for one more term.
- The State Library just completed a brand audit, put out a survey early this year and learned some interesting information. Not surprisingly the library community is best informed, but the public is the least informed. Many people don't know what the State Library does.
- The HB 4050 Summer Learning Bill didn't make it out of committee, but Representative Smith Warner is gathering people to talk about it further, including MaryKay.
- MaryKay will be providing more details on the state of the State Library tomorrow.

- Jane reported that we signed on to the ALA Letter in support of the Librarian of Congress nomination. MaryKay reported that that the nominee received huge support in the library community.

Open Forum: Jane Corry

- None.

Resume and Cover Letter Review Program: Jenkins Lumpkin and Meredith Farkas

- Jenkins and Meredith came up with the program idea at the last retreat. Online reviewing was the first iteration, and live reviewing at the conference is the second iteration. 18 people were reviewed in the first iteration, and 6 are scheduled for the live. Once every 6 months seems to be the right amount of time to space it out.
- Selected results were shared from their winter program evaluation. The response was really positive.
- Meetup for the live reviewing is in the exhibits hall.
- Thanked the people who volunteered to be reviewers.

Break

Strategic Planning: Craig and Holly from Coraggio

- The Planning Committee includes Michele, Elsa, Hannah, Berenice, Robin, and Jane. Karen Clay and Kristy Davis have been closely involved.
- Holly and Craig introduced themselves and gave some background information.
- Holly and Craig walked through the strategic planning framework, timeline, and touchpoints.
- The Strategic Planning Framework and its components:
 - o Strategic Clarity: aspirational in nature. Includes Vision, Mission, Reputation, and Unique Role of Value. Forms the foundation for who you are and where you want to be in the world.
 - o Focus: priorities and how to measure them and what you're going to do. Components are Strategic Imperatives and Objectives. Develop 4 or 5 top things, such as advocacy, engagement, membership development, etc. Set up metrics and the actual measures which leads to action items.
 - o Action: transformative in nature; Initiatives.
- Holly and Craig shared the document of Strategic Direction that includes all of the components of the planning framework, laid out on a single page. The content will live on this document.
- Project Timeline: Step 1 in Project Planning has occurred, and we are currently in Step 2: Outreach Planning/Guide and Survey Development. Created a survey and sent to over 2,000 members. Currently received 400 responses and feel good about that level; it's enough of a representation. Next week there will be 4 focus groups: in southern Oregon, eastern Oregon, Salem, and Portland. Looking for themes and patterns to emerge to inform the planning. The initial planning session will be in June (Step 4). Holly

and Craig will check in at next OLA Board Meeting and will be coming to July 25th retreat for adoption of the plan (Step 5).

- Candice asked if they had access to information from past retreat, and Jane had sent them that information along with the survey that was done a couple of years ago for Vision 2020.
- Sue asked if they have sufficient information from us for Step 1. They are working closely with the planning committee to get as much information as needed, and it is up to the Board to decide if enough information was gathered to move forward.
- MaryKay shared strategic planning background from the State Library's recent experience with Coraggio.
- Jane reiterated that the work is on us and the more invested and engaged we are in the process, the better the outcome will be.
- Uta asked about the Board's involvement and how complete of a review will there be at the June Board meeting. The process is designed to get clarity via the Strategic Clarity section of the plan and there will be a presentation of Strategic Imperative on June 3 for the Board. With that input the Board will give direction and the blessing to go forward to develop Objectives and Initiatives.

Special Committee on Strategic Planning: Jane Corry and Elsa Loftis

- Elaine asked about the imperatives.
- Hannah asked about how we are going to maintain the outcomes with a constantly revolving volunteer-based organization. Shirley will create a webpage so that all of the strategic planning documents can be contained in one place.
- Jane thanked everyone who has been involved in this process: it's been a lot of work.
- Michele asked about whether the current mission statement was discussed but that will happen more when the survey and focus group information comes back.

Business Meeting Logistics: Jane Corry

- None.

Meeting adjourned at 4:30 p.m.