

OLA Board Meeting

June 3, 2016

10:00 a.m.

Hood River Library, Hood River, OR

Attendees: Jane Corry; Elsa Loftis; Stephanie Lind; Fawn McGee; Michele Burke; Buzzy Nielsen; Sara Bystrom; Stephanie Debner; Sara Thompson; Stephanie Thomas; MaryKay Dahlgreen; Holly Valkama and Craig Trames from Coraggio Group

Via GoToMeeting: Candice Watkins; Berenice Creecy; Suzanne Sager; Shirley Roberts; Liisa Sjoblom; Sue Ludington; Hannah Rempel; Barratt Miller

Welcome & Housekeeping:

- Buzzy shared logistics for the day.

Changes to Agenda: Jane Corry

- Stephanie L. requested to add the topic of Oregon Rising.

Introductions: Everyone

- Introductions shared.

Conference Report: Liisa Sjoblom

- 165 preconference attendees; 488 total attendees.
- Final invoice received from Riverhouse, which paid hotel rooms for displaced attendees due to construction.
- Received 220 conference evaluations which resulted in 44+ pages of comments. Most of the negative comments were due to construction issues, meeting room sizes in the Sisters rooms, and issues with special dietary needs. The positive comments: program selection, use of sched.org, and the President's Party. The number one reason people attend the conference is for networking.
- There was discussion of the new programming process in regards to sponsorship, and whether to do it again next year. The program selection committee took an active role in asking people to combine sessions and they are putting together a report on how that worked.
- Special dietary needs will always be a problem - we need to work more closely with the vendor in the future.
- Construction at the Riverhouse was supposed to be completed in March.
- Discussion of how to do things differently at the Riverhouse next time.
- We made a \$33,500 profit.
- It was a successful conference despite the problems.
- The exhibit chair was called out for doing a great job.

- Jane really liked the conference this year and felt that the committee did great and thanked Liisa for a job well done.
- Elsa, Liisa, and Shirley will be working on the 2020 conference.
- Candice said that it was one of the best conferences that she's attended.

Approval of April Minutes: Fawn McGee

- Stephanie Lind moves to approve the minutes as presented to the Board.
- Elsa Loftis seconds.
- Motion passes.

Strategic Planning: Coraggio Group

- Holly and Craig introduced the Coraggio Group and provided background. Driving change in organizations effectively starts with the strategic plan. Today's presentation will be about the elements and utility of that plan.
- Project Timeline: we're still currently very early in the process. April-May was dedicated to the survey that was conducted with the entire organization, along with the 4 focus groups (2 in Salem/Portland area, 1 eastern Oregon, 1 southern Oregon). In May Holly and Craig met with the planning committee and started work with the information gathered and began building out the elements of strategic plan, which is what is being shared today. The goal today is to listen to the statements and for the Board to provide discussion and feedback to help move this along. There will be 2 more meetings with the planning committee before coming back to the Board on the 25th of July for review and adoption.
- Strategic Clarity Framework: vision, mission, reputation, Unique Role, imperatives, objectives, initiatives.
- The Strategic Direction is the 'one pager' with the answers to each of the elements. The document should be populated by July Board retreat.
- Highlighted the themes of the survey. There were 419 respondents out of 2000 people. This is a strong response rate and fairly representative of the population. The shared document breaks data down by geographic region and age.
- Holly and Craig synthesized it into 3 themes. Theme 1: Expand Inclusivity, Increase Collaboration, and Hold On and Move On. The strengths of the organization: strong support for organization, sense of inclusion, and the work that has been done in recent past to bring more professionals (not just degreed librarians) on board. There is a desire to continue all of this work. Theme #2: Assisting Librarians in a Fast Changing Environment and Mentors Matters. Theme #3: Have the Right Tools and Know How to Use Them.
- Discussion and questions:
 - o Michele said that in her focus group there was a theme about communication and a lack of it coming from OLA.
 - o Discussion of advocacy: Candice asked about the mission statement and the discussion of advocacy which got high marks. The Board has discussed advocacy often and has been interested in addressing it but not sure how comprehensively. Jane agreed that it's something that we need to spend more energy on. Michele said that the eastern Oregon focus group discussed the

information literacy continuum in terms of advocacy and that it should be more transparent, and that this is in line with things that came up in Vision 2020. MaryKay said that we have talked advocacy to death but that it still hasn't been solved. There are firm beliefs about what advocacy is, and we need to figure out what advocacy for the OLA should be, as well as the State Library and local libraries. We can't do it all, and the strategic planning process can help us here, particularly when we address our Unique Role. We need Clarity of Role. MaryKay shared her experience with strategic planning with State Library and COSLA. Discussion of being aware of strategic plans of our partners. Important for an organization to ask, what is the lane(s) that we should be occupying? Elsa brought up the Legislative Agenda and that groups are happy with the lobbying and legislative piece that the committee is doing. Discussion of other kinds of advocacy, non-legislative type of advocacy. By acting on the strategic plan there will be boundaries. At the end of the process this will be clarified.

- The conversation can continue after this meeting. If things come up later, please share with Jane so that it can be included.
- The Golden Circle by Simon Sinek: thinking about 'the why' as the center of things, not 'the what' nor 'the how.' It's a challenge to say why, because it's a belief. Choices in elevation: how far and how big do we want to paint a picture for people as to why we exist? The Board participated in an exercise where everyone picked an image that represents the future of OLA and explained why they picked it.
- Vision of OLA: this is the ideal future state. Holly and Craig shared 3 draft vision recommendations. Discussion of different scale and scope. The utility is hopefully as a lead in, to get someone outside of the organization interested in what we do; supposed to be emotional hook. Discussion of Vision 2020. Vision 1 reflects work done so far, survey results, the association, and has strong words. We can continually tweak it throughout the process.
- Compared vision to mission and role. Our current mission statement is generally liked. There was a suggestion of slight change of collaborative opportunities from collaboration. After much discussion, it was agreed to leave the mission statement alone for now.

Lunch

Open Forum: Jane Corry

- None.

Strategic Planning: Coraggio Group

- Unique Role: what unique and sustainable value do we deliver, where do we deliver it, and for whom? This tends to be longer by design because it is internally focused. The statement needs to help us say 'no' to something; this should be narrowing and focusing for us. The planning committee conducted an environmental scan, including other organizations that we might partner and/or compete with. Discussed the recommendation from the planning committee. There was a suggestion of the addition of policy advocacy as a bullet point, and it was generally agreed that it should be added.

- There was general agreement for the first vision statement that was presented, though some refinements might be made. The Board can continue to discuss it for specific amount of time and then get back to the planning committee. Jane will create and share a Google doc in order to refine the vision statement.

Leadership Development Proposal: Elaine Hirsch

- Elaine shared the proposal with the Board that the Leadership Committee developed.
- The floor was opened to discussion and questions
 - o MaryKay noted that there will be opportunity for fundraising in the future.
 - o Buzzy said that if we might want to amend the bylaws in regards to Awards, Honors, and Scholarship Committee.
 - o Candice mentioned that the sustainability piece should be addressed, that there needs to be thought about how to sustain the pot of money. Jane asked about investments, Shirley mentioned the possibility of modeling after OCF in regards to investing, rather than spending on the principal. Stephanie L. mentioned that this is something that the Investment Committee could work on. Shirley said that the committee had been waiting to invest until the proposal was put forth. The Investment Committee needs permission from Board to proceed with investment. Investing is just one piece of the fundraising; there are more opportunities out there.
- Stephanie Lind moves to approve the proposal.
- Stephanie Debner seconds.
- Motion passes.
- Next steps: the appointment of a special committee from members of the Leadership Committee, Past Presidents Round Table, and Investment Committee to work on the sustainability of the proposal. Jane will work with the 3 units to form the special committee. Stephanie D. mentioned that there should be a timeline involved.
- Elaine will have an update for everyone at retreat.

Treasurer's Report: Stephanie Lind

- Stephanie reported on the balance sheet, checking, total assets. Dues income ahead of projections, and over 10% from last year. MaryKay said we should put it in the OLA Hotline that our membership is going up.
- Conference income was way up.
- Investments update - going to meet in September every year for review.

Association Report: Shirley Roberts

- Non-routine: technical support for the southern and eastern Oregon strategic plan focus groups. Recorded session and used audio transcripts for transcribing.
- Provided Memberclicks training for SSD Conference Registration committee members.
- Worked with new SSD treasurer, 50 attendees registered so far for conference.
- Reviewed outstanding dues.
- Helped with OLA Board elections.
- Created a listserv for LIRT and Outreach.

- Virtually attended Conference Committee wrap up and assisted with financials.
- Asked for a review of OLA's liability insurance premium – 22% increase this year. Insurance agent is looking at other providers.
- Regular activities - cut checks, statements, responded to emails and phone calls.
- This coming month working with OSLIS and OBOB grants.
- Exploring the possibility of changing credit card merchant account - the fees and charges are increasing. Shirley has been talking with Moolah and she may look into vendor change. Buzzy mentioned that Sage Library Consortium is experimenting with online payments and they are using Stripe as a vendor.

Nominating Committee: Candice Watkins

- Buzzy Nielsen has been elected Vice President/President-Elect. Damon Campbell has been elected Secretary, and Danielle Jones has been elected ALA Representative. All candidates have been notified. There were 316 votes, more than we've had since 2010.
- Past President assumes the role of chair of the Nominating Committee. It is helpful for the incoming Past President to have documents to help them along the way (timeline, guidelines job descriptions, etc.). These have been placed in a Google Drive folder that the Past President email account has access to.

State Librarian Report: MarKay Dahlgreen

- State Library Board meeting next Friday and major topic of conversation will be the adoption of administrative rules. They'll also be talking about 2017-2019 budget. Talking about making changes to Writing to Read program which would increase the ages up to 17 and also asking for more money.
- Just completed a brand audit for the State Library with Coraggio. Wanted to know what people knew about and thought about the State Library. A lot of people know and love the State Library, and many have no idea what they do. One of Coraggio's recommendations are that they create a unified brand for the State Library, rather than having 3 divisions. The concept of Oregon State Library possibly being rebranded as State Library of Oregon is being considered. None of what they learned was surprising but helped towards making progress.
- Attended National Library Legislative Day, went really well. Talked about it at the Legislative Committee meeting and how it's great that a mix of new and experienced librarians attend.
- Went to Southern Oregon Federation Meeting in April. They get together twice a year and they are not affiliated with OLA.
- 4 librarians from China visited as part of the Horner Exchange, which is a sister library relationship with Fujian Province (sister state of Oregon). MaryKay will be going to Fujian this year. There is no longer funding for this exchange, and the International Relations Round Table will be exploring ways to fund it. There was a farewell banquet. The exchange is an amazing opportunity. We are sending Richard Sapon-Whiteis from OSU, Veronica Vichit-Vadakan from Oregon College of Oriental Medicine, and Jian Wang from

PSU.

Unit Reports

- CSD: elected new chair: Natasha Forrester Campbell. Other candidate Jeana McClure will be the new webmaster. Libros for Oregon recommended for LSTA funding.
- ACRL: held board elections: new incoming board members are Steve Silver, Serenity Ibsen, and Molly Gunderson. The transitional board meeting will be in mid-August. Fall conference registration is open now to help members to get signed up before summer.
- OASL: they are seeing more membership as more school districts are continuing to hire. There was really great turnout for all of the spring conference throughout the state over the last couple of months. The executive board rotation is figured out for the next 2 years, Peggy is the new chair. Oregon school library standards: committee reforming to complete scope and sequence. The fall conference will be in Bend. OASL/OLA joint taskforce spring conference for 2017 in the stage of taking the feedback from OLA conference and applying it to the extended conference, OASL members are happy about the Saturday track. The committee will focus on joint presentations and partnerships. Jesuit is being remodeled and the OASL conference will be back in Portland for 2017. OSLIS videos for research process will be completed; the videos will be released in fall, and they will be promoted heavily.

Oregon Rising:

- Initiative by the Confederation of Oregon School Administrators, Oregon Education Association, and Oregon School Boards Association that seeks to get people to answer a survey about what they envision as being good components of Oregon schools. The checklist of components includes small class size, STEAM programming, but it does not include school libraries.
- Stephanie emailed Katie Anderson and Robin Rolfe and pulled others into the conversation.
- How can we collectively give feedback and get communities that support school libraries? We can give out writing points, send the survey out on Libs-OR, and spread the word in own communities.
- Survey open through June 25th.
- Citizens are being targeted for the survey, discussion of who our audience is for our advocacy. Reaching out to advocacy groups would be the best place to start. Stephanie L. will bring all key folks together and make sure the word gets out.

Meeting adjourned at 2:48 p.m.