

OLA Board meeting

Location:

Virtual Meeting, 10am, 02/03/2017

In Attendance:

Karen Muller (PLD Chair), Shirley Roberts (Association Manager), Bobby Hernandez (OYAN co-chair), Buzzy Nielsen (V.P./President Elect), Damon Campbell (Secretary), Danielle Jones (ALA Chapter Councilor), Elsa Loftis (President), Jenkins Lumpkin (Membership Committee), Jenny Pedersen (Member-at-large), Jennifer Cox (International Relations Round Table (IRRT)), Rebecca Mayer (CSD Chair), Patrick Wohlmuth (Library Instruction Round Table (LIRT)), Robin Rolf (Oregon Association of School Libraries (OASL)), Stephanie Lind (Treasurer), Stephanie Debner (ACRL President), Sue Ludington (Legal reference Roundtable), Jane Corry (Past President/Nominations), Michele Burke (Conference Committee), Marykay Dahlgreen (State Librarian), Ross Betzer (Intellectual Freedom Committee co-chair)

- I. Welcome, Housekeeping (Loftis, Harmon-Myers)
- II. Changes to the Agenda (Loftis)
 - a. Addition: aligns with the conference committee report. Additional compensation for Shirley.
 - i. Does she need to invoice us for some extra work? Conference committee report will cover this
 - b. Karen – request from PLD to discuss a fundraising question (separate from conference).
 - i. Added after treasurer’s report
- III. Introductions (All)
- IV. Approval of August minutes (Campbell)
 - a. Suggestions for edits to the 12/2/16 minutes sent to Damon
- V. Treasurer’s report website (Lind)
 - a. Total expenses and net income have been added under “profits and losses”
 - i. You can now see checking and total assets.
 - ii. Dues income have decreased a bit, but we are okay.
 - iii. Total income has gone down as compared to last year – registration for conference exhibitors came up later than usual – nothing to be concerned about
 - iv. Expenses – down from last year
 - v. Net income – down from last year
 - b. Investments are doing well
- VI. Association Report (Roberts)
 - a. Sponsorship dinner at OLA idea was floated, but dropped
 - b. If PLD asked for a direct corporate sponsor for specific projects, what parameters do they need to keep in mind?
 - i. Conference income is insufficient to cover these costs
 - ii. Jane – we need to have a big fundraising discussion. Last meeting, MaryKay was talking about the Horner exchange. Other units need more money than they are getting. We need time to figure out the big picture of fundraising

- c. There was a sponsorship in 2009 from Penny Hummel – but we do not know how we would “tie our wagon” to the organization. We could say “Sponsored by” on the training program, but we should avoid “PLD, brought to you by XXX”
 - d. Buzzy - [Salesforce](#) has great fundraising information for non-profits.
 - e. Shirley doesn’t see an immediate need, but there will be a need by next fall
 - i. Elsa is considering forming a working group for this
 - 1. See action items list – motion for formation of a fundraising discussion task force was passed.
 - f. CSD and OYAN are also looking to raise money. Jane suggests having the units in search of donors have representatives on the task force
 - i. People interested in being involved:
 - 1. Danielle Jones
 - 2. Shirley Roberts
 - 3. Jennifer Cox - wants to know the commitment – may need to assign vice chair to this, as Jennifer has other commitments RE ALA coming up.
 - 4. Karen Muller
 - 5. Robin Rolf
 - 6. Bobby Hernandez
 - ii. OASL would likely want to be involved
 - g. Elsa – what would the approach look like?
 - i. Shirley - Kate Lasky has contacts that might have contacts that might be willing to help
 - ii. Potentially useful resources:
 - 1. Regional training for project outcomes
 - 2. How to build your board
 - iii. We may be able to generate a list of potential donors
 - 1. Know who we’ve approached, who has said “yes” and “no”
 - a. Avoid donor fatigue, competition
 - b. We need a coordinated effort on fundraising
 - c. Elsa is unaware of any precedent for direct sponsorship for a unit in OLA
 - i. If a corporation sponsors you, do they need to advertise them?
- VII. Association Report and Memberclicks Training (Shirley)
- a. General operations have been moving along just fine.
 - b. Financial status reports and claim for payments for OASL grants, OBOB, OSLIS and Grade Level Indicators, for period ending 12/31/16, have been submitted to Oregon State Library.
 - a. Biggest part of her time in December and Jan – working with Memberclicks to bring up the new platform
 - i. Came up on time
 - ii. We all got renewal invoices regardless of any we renewed for 2017 – snafu
 - iii. 30 days prior to actual renewal date, going forward, you’ll be notified for renewal

- b. Added a couple of trainings for folks that need to get into that side of Memberclicks
 - iv. Late registrations for OBOB
 - v. Just opened conference registration
- c. Jenkins did a lot of the design and formatting, Arlene Weible tested and helped, Michele and Shirley did back up and testing.
- d. Benefits include - Payment and invoice submission have indeed been enhanced
- e. Detriments include - Forms don't have folders, some system slowness
- f. RFP for 2019 joint conference (OLA/WLA) still needs to be put together
 - vi. This will be Shirley's major effort in February
- g. Memberclicks
 - vii. colours are the same, but the layout is different
 - viii. slideshows are there
 - ix. Widgets in place to keep members up-to-date with OLA Blog, Quarterly
 - x. Enhancements to upcoming events. Now upfront, rather than in a tab
 - 1. We cannot add events – we “submit” events, which go to Shirley, who approves them
 - xi. Admin back end – same URL as before (olamemberclicks.net/administrator)
 - 1. Used to broadcast emails, edit forms, edit web articles – you MUST use this back end
 - 2. Looks the same as the old back end
 - xii. **Membership dashboard** shows membership rosters, how many new members we've added, and other membership stats
 - xiii. **Event dashboard** shows past attendance and upcoming events
 - xiv. **Financial dashboard** shows financial data
 - xv. We can use listservs to send email blasts – we do not have to use Memberclicks if we have a listserv.
 - 1. If you don't have a list, you can go in and build a list based on section membership
 - 2. Members we add to the section are not automatically added to the list. They must opt in. This means that we may not reach all of our members.
 - a. Click “profile list”, which will provide a list of members and prospects. 1500 names across 64 pages.
 - b. We can do an advanced search and SAVE searches! To find members in specific sections and add them to lists
 - c. Affiliation values must be added to the master list, under “committee”
 - d. (Stephanie Debner) Is there an attribute for connecting people in a specific library type? – it's a selection set, it's there, but it's not required
 - e. Do bulk emails get caught in spam filters?
 - xvi. Shirley does not mind processing the emails, but thinks others learning to navigate and use the system would be great.

- xvii. Enhancement request has been entered – when you scroll, headers don't last – it makes it difficult to keep track of columns further down pages
 - VIII. Compensation for Shirley Roberts (Loftis)
 - a. She's been doing a lot of extra work
 - i. Elsa wants to look into additional compensation
 - 1. Not amending contract – just allowing her to invoice us for extra time spent
 - 2. We'll bring this to approval at the next meeting
- IX. Michele Burke (conference committee)
 - a. Registration is live
 - b. Program is up now
 - i. Michele encourages us to use [sched](#) to show which sessions we're hoping to attend
 - 1. Helps the room reservation process, as we can project how many attendees per session
 - ii. Keynote – Chloe Eudaly, Portland city commissioner. We had invited the governor to speak, but it's hard to get an advance commitment, and with the way the year has gone, we anticipate a lot of scheduling changes for her
 - iii. Invited the governor to attend a reception and work the room, as she enjoys socializing
 - c. Saturday – Heather McNeil, Public Services manager at Deschutes Public Library is doing a Thunder talk on story-telling tips. She will open the day by telling us a story.
 - d. Kicking around the idea of a conference book – “Busy”, by Tony Crabbe
 - i. Last year – “The Terrorists Son” not a lot of formal conversation, but it was nice to have a common piece of reading
 - e. Checking which groups, committees, etc. are planning to meet during the conference, whether or not they're at the convention center
 - f. Checking on whether some groups want to have a table in the conference hall – not discouraging it, but we get limited free tables, so there may be a cost attached to a table.
 - g. Next steps – planning the business lunch and awards lunch
- X. Open forum (Loftis)
 - a. NA
- XI. State Librarian report (MaryKay Dahlgreen)
 - a. Caren Agata, Government Information & Library Services Program Manager at the Oregon State Library, started 1/3/17. She's doing well!
 - i. We'll likely meet her at OLA
 - b. Legislature came into session Wednesday
 - i. MaryKay has been visiting with members of the budget subcommittee
 - 1. Our public hearing has a tentative date of 2/22/17
 - a. Good timing...legislative day is 2/21/17
 - c. State library board meeting was canceled in January
 - i. They'll meet 2/23 and 2/24
 - d. Public library directors are meeting on 2/22

- e. Has gotten many calls from citizens, public officials, etc. in Douglas County. Spoken with others from elsewhere in OR and outside of it
 - i. County commissioners passed a resolution to create a library futures taskforce
 - f. The letter Buzzy wrote to the commissioners has been productive
 - g. Exhibit on the Horner Exchange will be up at OLA – done by Dave Hegeman
 - h. OLA will be an in-service opportunity for people from the state library
 - i. State library is doing some rebranding – will unveil the new brand (hopefully) at OLA
- XII. Douglas County Library closure (Loftis/Nielsen)
- a. The legislative committee is working out OLA's role in supporting the library community there
 - i. We can't fund Douglas County
 - ii. Buzzy has reached out to the commissioners encouraging them to maintain the assets of the libraries when they close
 - b. This is the 4th time a county library in Oregon will have closed, and we responded, but tried not to interfere (Jackson, Josephine, Hood River)
 - i. Apparently, one of the commissioners wanted to sell off the Roseburg branch – the only branch the county owns
 - ii. Buzzy made the case for the other closures retaining their assets and then later reopening
 - iii. Asked for commissioner support, as that was key in Hood River when they reopened)
 - iv. Two commissioners responded and are interested in helping on a task force. This is being finalized
 - c. Several cities would like to reopen their libraries
 - i. Working toward using the libraries as volunteer reading rooms until they're reopened as a system
 - d. Shared the letter with
 - i. Ford Family Foundation – not interested in working with the county government, but do support reopening the libraries
 - ii. Oregon Community Foundation
 - e. Commissioners feel it's important that efforts to reopen the libraries come from within Douglas County, as was the case with the other locations
 - f. MaryKay and Elsa spoke with folks at the ALA – let them know it is a local issue. ALA is ready if we need any advocacy. We are trying to maintain a positive message and not push too hard, as this is a budget issue, not a valuing libraries issue.
 - g. EveryLibrary has been watching this, but holding back on offering support at our request
- XIII. Leadership academy planning committee (Corry)
- a. They've had two meetings thus far
 - i. Calling it a Leadership Institute
 - ii. Planning to hold it in Pendleton (MaryKay suggested Eastern OR)
 - 1. Mid May, 2018, 2-3 days, with long-range project to keep people connected after the institute ends
 - 2. They've just prepared a survey to potential attendees to get a sense of what people wish to learn

- 3. Scheduling has been difficult – the committee is full of busy, important people
 - iii. Timing – spring break, or after June 15 – we might consider our dates so that we can incorporate school librarians
 - 1. We may also adjust the hours – rather than 10-3, 1-6 might create some flexibility
 - iv. Look into major conferences to make sure we're not in conflict with other organizations
 - 1. AASL runs an every other year conference – we could aim for an off-year
 - v. If school librarians could get funding for substitutes, would that influence their ability to attend?
 - 1. Robin believes this is possible
- XIV. Strategic Plan priorities check-in
- a. Memberclicks update – going well, but a bit behind
 - i. They thought by now, they would be into RFP's for a web designer, but we are in a good spot. Timeline needs updating.
 - b. Legislative agenda with e-board – DONE
 - c. Advocacy pre-conference – hasn't been looked at yet
 - d. Eastern/Rural Library outreach and support – ongoing conversation, somewhat squishy....no real timeline set yet
 - i. Buzzy wants to find out what these constituents want in terms of our support
 - a. Jenny – coast/Southern OR
 - b. Buzzy – Eastern OR/gorge
 - ii. Do we bolster support for organizations that support these constituents?
 - 1. Libraries of Eastern Oregon
 - 2. Southern Oregon Library Federation
 - 3. SAGE
 - e. Develop/implement targeted member outreach program – we may need to make this an agenda item and workshop it in April or June
 - i. We've got no timeline for this either, so far
 - f. Institutional knowledge
 - i. Deprioritized while the website was being completed
 - g. Establish qualitative feedback for greater insight – follow up with focus group from strategic planning sessions
 - h. Assess and design a compelling annual professional development program
 - i. We're having Saturday conference programming, some aspects of this need to be deprioritized
- XV. ESSA (Robin Rolf)
- a. OASL, OLA, and ACRL sent a letter to the department of education giving ways that school libraries support the goals of the draft they're writing
 - i. We got a cursory response
 - ii. Draft legislation was rolled out, community forums were hosted

- b. OASL, OLA, ACRL responded to the draft, noted the omission of libraries, reminded them of how we can help
 - c. Dr. Salam Noor, Deputy Superintendent, feels that libraries need to talk to state legislation, as that's a larger pot of money
 - i. Requested we send him language on how school libraries help with equity
 - 1. Students in OR don't have equitable access to library programs
 - 2. Access to diverse books
- XVI. Government suppression of information
- a. A member of OLA has suggested OLA make a statement about EPA and national websites having information removed by the new administration's mandate.
 - b. Statement was drafted, then a larger discussion came up
 - i. Must we make a public statement every time something happens in the administration that we do not like?
 - ii. Do we need parameters so that we know when and when not to get involved?
 - 1. Damon suggests we avoid partisanship and focus on policies and decisions that run counter to the values of our organization
 - 2. Elsa acknowledges that information may be temporarily withdrawn
 - c. There are two drafts – the second recommends not mentioning the ALA – let them make their own statements
 - i. Some folks are dissatisfied with ALA's handling of some issues. Others think they can be a strong voice for advocacy for the values of libraries nationally.
 - d. (Jenkins) There can sometimes be an expectation of libraries as neutral – but access to information, information freedom, etc. are not neutral concepts. Libraries, for many people, are political institutions.
 - e. (Buzzy) We also want to be careful that we do not condemn the current administration for things we said nothing about with prior administrations. (Ross) On the other hand, just because we did not call out a problem in the past does not mean we should not call it out now.
 - f. Legislative Day is coming up - Janet suggests OLA making a brief statement about our values and point of view – less of a hardline stance
 - i. Jane and Janet will work on statement that targets the issues but not the administration
 - ii. We can address the issue of access to information without calling out the administration.
 - g. Elsa will work on the second draft of the public policy statement, send it to the board, then inform the membership and send it to our government representatives.
 - i. Jane suggests sending this to the White House as well.
 - h. Is there a difference between guiding principles and core values?
 - i. Core values feels like it makes a stronger statement
 - i. Jenkins would like the Public Statement Policy to remain on the table and be discussed more
 - i. Realistically, we probably can't get this done by the conference, but we can try
 - ii. Elsa asked Buzzy - the former parliamentarian – would this make a good bylaw? Would getting membership approval at conference be overzealous?

1. Janet and Buzzy feel this is a **procedure**, not a bylaw
 - a. No need for membership approval to add core values to the bylaws, as membership does NOT need to approve a procedure.
 - b. The group seems to feel that an update to the bylaws by conference wouldn't be overzealous
- XVII. OLA officer elections
- a. We usually go live quickly after conference is over
 - i. If we can get candidate information in soon to Shirley, it would be ideal.
 - b. Brooke Robertshaw and Jessica Campbell from the Rural Organizing Project organized a volunteer organization to deal with grassroots social justice issues, esp. in Douglas County
 - i. Lots of angst...people were so occupied with the November elections that there wasn't a lot of space for other issues
 - ii. Long-term issues – stable funding
 - c. Hoping directors will testify at Legislative day
 - d. Looking for a photographer for Legislative day
- XVIII. Unit Reports
- a. Nominations Committee (Corry)
 - i. Last year, end of March was the deadline for candidates. Jane has changed it to 3/15.
 - ii. If anyone has ideas on who would be a good president, see Jane
 1. Looking for a president from the public library sector
 2. Chair of the nominating committee should be from the same type of library
 - iii. One candidate for treasurer this far
 - b. PLD (Muller)
 - i. Public library director's meeting, 2/22
 1. Chose this day so directors would hopefully attend Legislative Day
 - ii. Reconvening state standards committee
 1. 3-4 years since the standards were re-written
 2. Adding qualitative and quantitative measures
 - c. ACRL (Debner)
 - i. PSU/OSU/ACRL Scholarly Communications Roadshow Workshop Program grant proposal was accepted.
 1. Will be at PSU on 7/17/17
 - ii. PSU was the principal for the grant
 - iii. Information going out in March
 - iv. Next board meeting on 2/10
 1. Solidifying this year's plans, which will dovetail with the strategic plan
 - d. OASL (Robin)
 - i. OASL applied to AASL for a leadership grant
 - ii. Copycatting on OLA's creation of leadership within organizations.
 - iii. Applied on 2/1, hopping to hear back by mid-March
 - iv. Addressing the issue of rural libraries that have trouble connecting

- e. OYAN (Bobbye)
 - i. Not much going on. Violetta will be at legislative day representing OYAN
 - ii. Getting OLA sessions ready
- f. CSD (Mayer)
 - i. Programming manuals were far less expensive to produce and ship this year. SAGE rep came to pick up boxes of materials. \$280 spent, versus the \$900 from last year and the \$1000 we anticipated this year
 - ii. CSD will work to keep costs down and continue their partnership with SAGE in the future
 - iii. DVDs will no longer be offered as an option for summer reading manuals.
- g. Spring workshop at Tigard Public Library on March 18th from 9am-4pm.
- h. ALA (Jones)
 - i. Notes on libsorg on what was discussed at the town-hall meeting
 - ii. Worked on a statement on access to information
 - iii. Conversation on the ALA Executive Director and whether or not an MLIS was needed. It still is.
 - iv. Passed documents on:
 - 1. Family caregivers as a protected status
 - 2. Gun violence (resolution)
 - a. Statement panning gun violence and move to prohibit guns in or near libraries and educational institutions
 - 3. Access to accurate information, rather than censorship
- i. IRRT (Cox)
 - i. Horner Exchange meeting, late Feb/early March
 - 1. Date and location TBD
 - a. Looking at the 2016 exchange
 - b. Looking forward, fundraising
 - ii. Promoting the program
 - 1. Richard is prepping Poster proposal at IFLA in Poland next year and working on an article
 - 2. Make noise and get the information out there
 - iii. Web presence updates – new platform means work on improving the web presence can begin
- j. IFC (Betzer)
 - i. Preparing for OLA conference
 - ii. Sponsoring and co-sponsoring programming
 - iii. Working on cleaning up the website
 - iv. ALA revised report gathering form for intellectual freedom challenges
 - 1. Huge change. Broadened scope beyond requests to remove titles from shelves, updated questions
 - 2. Looking at how the changes affect the state
- k. Legal Reference Roundtable (Ludington)
 - i. Oregon State Bar presented for the Judiciary Committee
 - 1. “The future of Legal Services”

- a. Bar created a task force to look at how legal assistance is made available to the public, and what shortcomings involved.
 - ii. Presenting on what resources county law libraries provide to the public
 - iii. Based on the success of past years' OLA conference programs focused on legal reference services, LRRT received many comments in support of a half-day pre-conference. Now that the conference program slate is 'live,' the unit's gotten even more positive feedback from OLA members
 - 1. 4 hour, 8:30-12:30 pre-conference program was approved
 - 2. The speakers lined up for the LRRT pre-conference are: the Oregon State Bar's manager of Referral and Information Services; the executive director of Legal Aid Services of Oregon; the Judicial Forms Manager of the Oregon Judicial Department; and law librarians from the State of Oregon Law Library and Washington County Law Library.
- I. Vision Task Force (Nielsen)
 - i. At what point do we start a new vision task force? 2020 is coming up. When do they start working?
 - 1. Elsa will look into this, historically, 12/28 was when the last committee met.