

OLA Board meeting

Location: Crook County Public Library, 10:13 called to order, 08/25/17

In attendance:

Elsa Loftis, Natasha Forster-Campbell, Melissa Little, Sue Ludington, Stephanie Debner, MaryKay Dahlgreen, Lori Wamsley, Jenny Pedersen, Kathy Street, Jane Schepcke, Stephanie Lind, Buzzy Nielsen, Damon Campbell, Danielle Jones

Online: Jane Corry, Karen Muller, Kirsten Brodbeck-Kenney, Shirley Roberts, Julie Jeanmard, Abigal Elder

- I. Changes to the Agenda
 - a. Fundraising Task Force has no report
 - b. Budget review added
- II. Unit Reports
 - a. Kirsten Brodbeck-Kenney (PLD)
 - i. Standards committee meeting was postponed to allow more time to go over the draft. New meeting will be in October.
 - b. Julie Jeanmard (OYAN)
 - i. 10/20 meeting
 - ii. Awareness prevention
 - c. Karen Muller
 - i. Project outcome training 21st
 - ii. Directors meeting 22nd
 - d. Elsa Loftis
 - i. Website committee met last week and will start working on website user experience
 1. Will assess the front end and determine whether or not a restructure is needed
 - e. Natasha Forster Campbell (CSD)
 - i. Trying to find another incoming chair
 - ii. Working to demystify the work of a chair and make it more inviting to people
 - f. Melissa Little (Leadership)
 - i. Meeting this week to finalize cost for the upcoming Leadership Institute
 - ii. Meeting with a consultant in September to finalize curriculum and plans
 - iii. Leadership Institute will run 5/16/18 – 5/19/18
 - g. Sue Ludington (co-chair LRRT)
 - i. Incoming co-chair, Rebecca Sherman
 - ii. Tamara Ottum is the incoming chair for the Reference Roundtable
 1. There hasn't been much action, but the plan is to change this
 - a. Bring back the Reference Summit, no longer virtual
 - i. Interested in input, ideas
 - ii. Shooting for early June
 - h. Stephanie Debner (ACRL)
 - i. Gearing up for conference season

- ii. Washington Conference registration opening soon
 - 1. Theme concerns showing off your failures
 - iii. Looking for nominations for the ACRL Award for Excellence
 - 1. This is about project recognition, not lifetime achievement
 - 2. Deadline 9/17
 - 3. Nominees no longer have to be academic librarians
 - 4. Steve Silver will be taking over and working to plan the fall conference in Menucha
 - i. Paige Battle (OASL President)
 - i. OBOB Title Selection Feedback forms will be posted on the [OBOB website](#) for anyone to submit up to three titles per Division (grades 3rd-5th, 6-8th, 9th-12th). The committee welcomes feedback from all ages.
 - ii. Libby Hamler-Dupras, the Beverly Cleary Children's Choice Award (BCCCA) Committee Chair, has requested that public librarians help her committee publicize the BCCCA contest to get more patrons and students to participate in voting.
 - 1. This program is open to *all* public and school libraries throughout the Pacific Northwest and beyond, and not just in Oregon. <http://www.olaweb.org/bccca-nominees>
- III. Retreat wrap-up (Buzzy Nielsen)
- a. Great retreat. We got many things done and generated more action items.
 - b. Buzzy and Shirley are generating notes and will send them to the board. Elsa already has a set of action plans that Buzzy will work on.
 - c. Lots of items related to the website from all areas of the strategic Plan
 - i. Professional Development
 - 1. Will create a portal on the website to cover unit activities
 - a. Streamline unit communication via the portal
 - 2. NW Central is discussing making it a clearinghouse for policies, best practices, AV resources, State Library resources, etc.
 - a. Possibly moving to Creative commons
 - b. NWC may become a committee
 - 3. Items of discussion included:
 - a. Mini conferences
 - b. Scholarships
 - i. Best practices for giving out scholarships
 - ii. Engagement
 - 1. Creating better relationships with more library schools
 - 2. Create more defined relationships with professional associations
 - 3. Create a list of best practices for reaching out to new unit members
 - a. Joining a unit does not automatically add you to their listserv. This likely will not change. Leaving a unit will automatically remove you from the listserv
 - b. Past chairs may be good ambassadors for new members
 - c. Can Memberclicks notify people when they are not members of a unit?

4. Use the OLA calendar to showcase professional development opportunities
5. Create relationships with rural and eastern libraries and library staff
 - a. Get people involved without immediately thrusting them into a chair position
6. Using the GotoMeeting webinar function more effectively
7. Getting people involved is easier in person and with a defined, specific ask
8. Clarify whether or not you need to be a member to access lists – currently, this may vary from unit to unit
 - a. Access to the listserv may be an incentive to joining the corresponding unit

iii. Advocacy

1. Talk of having a conference session modeled on Portland City 101
2. Having meetings in rural areas to promote participation
3. Gatherings of regional representatives to talk about library things
4. What can OLA do to promote the Library Brand overall?
 - a. Promotional materials?
5. Focus on local library issues

iv. Website Review

1. Focus from the previous year's retreat
2. Accomplished half of their goals
 - a. Migration to Memberclicks
 - b. Some redesign on the front page, added a calendar
 - c. Design work is ongoing
 - i. The recommendation will be to use the Library Assessment Roundtable to conduct surveys on the members and board members on how they utilize the website
 - ii. Brie video/tour of the website and where to find information for new users

IV. [2018 Retreat](#) (Shirley Roberts)

- a. Shirley found out that 8/14/18 has been contracted out to someone else. Nothing is available in July. There are alternative dates/locations:
 - i. 8/12, 2:30 check in – 8/13, 3:30 check out
 1. 8/12 is a Sunday
 - a. How would people feel about this?
 2. This would also be a later start than normal
 3. Not much interest in a Sunday
 - ii. 8/6, 1pm check in - 8/7, 3:30 check out
 1. These dates seem to be convenient for most people, and would be better for academic calendars
 2. Esther Moberg can make these dates

- iii. Should we go to another site? We'd have the option of a last week in July retreat if we change sites, and those dates are better for most than dates in August
 - 1. Central Oregon Community College – the board prefers COCC
 - 2. Lewis and Clark
 - b. Menucha would not let Shirley book for 2019 for this year, but they have allowed ACRL to book 2 years in advance.
 - i. The board recommends trying to lock in 2019 dates at Menucha, and are open to hosting at Menuca in 2020
 - 1. Silver Falls is FAR more expensive than Menucha
 - ii. First preference to other groups
 - iii. Possibly wanting to get 2018 settled before booking out
 - c. **BREAKING NEWS: 8/14 is now open at Menucha**
 - i. **If 8/6-8/7 isn't open, we'll take 8/13-8/14**
- V. 6/2/17 meeting Deborah Presented on *Libros for Oregon* and wants a board Liaison
 - a. **Kathy Street has volunteered**
- VI. Association Report (Shirley Roberts)
 - a. Concluded the LSTA grants for 2016-17 that OASL conducted.
 - b. Still working on OBAB – there is more money to be spent, but they are nearly there
 - c. Worked with PLD to create registration forms for the Project Outcomes Training and the PLD Director's Meeting.
 - d. Spent 1.5 hours with OBAB on Tuesday going over the registration form (available 9/1)
 - i. 600 schools registered last year
 - e. Next week, website updates for new unit heads will begin
 - f. Budget raft for 2017-18 is complete
- VII. [Treasurer's Report](#) (Stephanie Lind)
 - a. We're very financially healthy
 - i. Total assets right around \$822,000
 - b. Investments are doing well
 - i. Hey had slowed down, but have picked up again
 - c. We brought in more money and spent less than last year
- VIII. [Budget Draft](#) (Shirley Roberts)
 - a. Lori and the investment committee will be working on an annual investment review and making the necessary changes by October's meeting
 - i. Likely will not be done by the October meeting, but there will be a report
 - b. We have been conservative on conference income projections, so we have not had to dip into our equity line
 - c. Making a proposal for 2018
 - i. Legislative day contribution, ala membership, chapter councilor expenses
 - d. Final presentation will incorporate changes proposed by board, unit heads, etc.
 - e. This only covers general funds, not unit funds
 - f. Most of the number are based on last year's numbers, but will be updated
 - g. Income
 - i. None from advertising yet, \$1 entered to keep the line open
 - ii. Donations – same as advertising

- iii. Scholarships will be transferred into the fund at year's end
 - 1. 3 scholarships were awarded in 2016
 - h. Conference expenses – estimated \$69,000, based on the last Eugene conference
 - i. Our quarterly expense is down this year, but Shirley will leave the allocation at \$4100
 - j. MLIS scholarship fund line will likely be removed, as we'll be having a Leadership Institute (which is coming out of the Portals grant)
 - k. Oregon Authors – Shirley left \$1100 in the budget, though we've not spent as much as we thought we would – we've not been invoiced for more
 - i. The clipping service has gone out of business
- IX. OLA Lobbyist Transition (Elsa Loftis, Buzzy Nielsen, Abigail Elder)
 - a. The line should likely be increased, as Nan Heim (retiring) has been giving us a deal, as per Abigail Elder
 - i. Currently \$25,200
 - b. We have been referred on to Amanda Dalton
 - i. We are not sure how that happened. Did her firm purchase Nan's portfolio?
 - ii. We don't know her fees
 - c. Do we want to just accept Amanda? Consider an RFP?
 - d. Abigail suggests that Elsa, Buzzy, and Abigail sit with Nan and have a conversation about:
 - i. next steps
 - ii. best practices, and recommendations
 - iii. Nan's perspective on what we, as an organization, need from a lobbyist
 - e. This is an opportunity for us to consider what more, if anything we want from a lobbyist
 - i. As per Jane Corry, the SMART lobbyist is very good
 - ii. Nan's last day is 9/30. Our next board meeting is in October
 - 1. PLD will recognize her service, but the board should as well
 - a. We can offer an honorary Lifetime membership to OLA (Buzzy)
 - b. We can recognize her at the 2018 conference
 - i. We can send a card, flowers, etc. in the meantime
 - 2. Can we avoid a gap in service?
 - 3. If there is a gap, how long will it be?
 - 4. What services/important events will we miss in that time?
 - a. Can we have a yearlong interim contract with Amanda during the RFP process so that we are not without service?
 - 5. The Legislative Committee could draft a proposal
 - a. Elsa, Buzzy, and MaryKay will be a part of this meeting, where some options will be presented
 - f. We need more information before we can make a decision
- X. Community Forum
 - a. NA
- XI. Conference Committee Report (Emily David)
 - a. First committee meeting yesterday
 - i. Mainly housekeeping, introductions
 - ii. Discussion about the keynote
 - 1. Bill Sullivan (author)
 - 2. Jessica Campbell (??)

- iii. Proposal scoring rubric is worked
- iv. Proposal period 9/1 – 9/29
- b. This year's website has been started
 - i. Do we want to add creative commons licensing to the site and content?
Committee says yes, but wants to check with the executive board
 - ii. Would submissions be required to have a CC license?
 - iii. Often, the content is produced as a part of work, and CC licensing would cause a problem with their institutions (Buzzy)
 - 1. We could encourage people using NWC to use CC licensing, but we should not require it
 - 2. NWC and content CC licensing needs to be explored, but website content is fine to apply CC licensing to
 - a. Do we want to use CC for the rest of the website's content?
- c. Pre-conferences
 - i. Bylaws state we can have no more than 6 pre-conferences
 - 1. We interpreted this as six full day or twelve half day pre-conferences
 - 2. Does the board wish to change this policy?
 - a. Perhaps eight pre-conferences?
 - ii. The limit was imposed at least partly due to attendance concerns
 - iii. MaryKay would like the conference committee to have a level of flexibility regarding pre-conferences, and is hesitant to second guess the program/conference committee
 - 1. Limits were imposed due to concerns about attendance, revenue loss (as these cost money to put on)
 - 2. Elsa advocates building in flexibility to the policy
 - 3. MaryKay suggests selection guidelines for pre-conferences
 - a. Buzzy concurs and suggests adding language regarding impact on attendance, revenue. This would eliminate a hard cap and give the committee a flexibility
 - b. Buzzy will work with Emily, Michelle, and Dan on wording, then put forth a motion in October
 - iv. Friday night author event
 - 1. Who will be sponsoring? Last year, CSD was flush with money and sponsored most of it.
 - a. CSD has a bit of money set aside to sponsor again this year
 - b. \$3300 for the author, \$300 for expenses last time
 - i. Garth Stein, author of *Art of Racing in the Rain* has approached us with a rate that is lower than his usual (\$1850 vs \$15,000)
 - ii. He has done a lot of work with Oregon Libraries and is highly recommended
 - c. Danielle – is there a chance of getting a publisher Sponsor?
 - i. Simon and Schuster paid for Hilary Rodham Clinton at ALA
 - 2. Do we want a teen author? Adult?

- a. CSD would like a teen or youth author
- XII. State Librarian's Report (MaryKay Dahlgreen)
 - a. Had a delightful trip to Douglas County on 8/17
 - i. Community meeting. MaryKay offered some remarks
 - ii. Oregon Solutions was brought in to facilitate the community working together toward a goal or on a project
 - 1. In this case, creating a library system
 - iii. Library futures taskforce is working toward providing a service hub (ILL, ILS, courier)
 - iv. Attendance was about 100, talking about ongoing efforts in Douglas County Communities
 - 1. About eight libraries have reopened. These are almost exclusively volunteer-run
 - 2. Some communities don't want to work with the county/taskforce
 - b. Overall positive meeting (no yelling, crying, or fighting) but tense
 - c. Debate surrounds whether to unify, or open many separate libraries
 - d. The hub will have meetings alternating between day and evening, in a neutral location
 - i. Each community will be invited into the hub
- XIII. Core Values Statement Adoption
 - a. Elsa has presented three options
 - i. Can we embed the action words in the value statement?
 - ii. Can we hyperlink the values to relevant efforts/initiatives we've carried out or are in progress
 - iii. Replace "Defend" with "Empower", as this word appears in the statement. All the action words would then appear in the statement.
 - iv. Remove the Actions entirely?
 - v. MaryKay recommends taking a look at the core values of the State Library
 - 1. Also recommends making this short and to the point
 - b. This document will require more work and more discussion
- XIV. Approval of June Minutes (Damon Campbell)
 - a. Approved!
- XV. Pass The Gavel! (Elsa Loftis/Buzzy Nielsen)
- XVI. Celebration and adjournment