

## **OLA Board Meeting**

**Location:** Virtual Meeting

Called to order at 10:02 a.m. on 2/2/18, adjourned at 1:33 pm

**Online:** Elsa Loftis (Past President), Buzzy Neilsen (President), Melissa Little (Leadership committee), Danielle Jones (ALA Representative), Natasha Forrester Campbell (Children's Services), Esther Moberg (Vice President), MaryKay Dahlgreen (State Librarian), Korie Buerkle (Secretary), Jane Corry (Leadership committee), Shirley Roberts (OLA Association Manager), Steve Silver (ACRL Oregon), Lori Wamsley (Treasurer), Emily David (Conference Co-Chair), Kathy Street (Member-at-large), Paige Battle, Elaine Hirsch (OLA Member), Jean Jeanmard (OYAN), Lorie Vik (Conference Co-Chair)

### **I. Intro and reports**

- a. Buzzy Neilsen (President) Deschutes Public Library is great with having OLA conference in Bend in 2020, so we can follow up on that.
- b. Danielle Jones (ALA representative) ALA has hired a new director, with an MLS (that had been a point of contention, although an MLS was not required).
  - i. Main focus in the upcoming conference will be considering organizational structure of ALA. If you have thoughts, ideas, questions please email me. We will probably be working on this for the next couple of years.
- c. Elsa Loftis (Immediate Past Chair) As chair of nominations committee we are reaching out to people as potential candidates. Only openings this year are Secretary, and President-elect.
- d. Kathy Street (Member-at-large) Getting ready for the Libros meeting tomorrow.
- e. Melissa Little (Leadership committee) Meeting in February to talk about 1 day trainings.
- f. Natasha (Children's Services) Mock Coretta Scott King award, small but passionate attendance. Spring workshop coming up in March: Inclusion, Lampman
- g. Steve Silver (ACRL Oregon) Awarded one scholarship, joint conference coming up next October: Reimagining Advocacy

### **II. Minutes- Korie Buerkle**

- a. Korie: One change: name correction.
  - i. Motion to accept 12/1/17 minutes. Motion APPROVED.

### **III. Strategic Plan Check-in- Everyone**

- a. Website Usability Study- Elsa Loftis
  - i. At this time there is not a lot of interest from the people we've reached out to.

ii. Designing a usability study for our website is not something I can be an architect of, and haven't found someone who is willing to take that on.

iii. Elsa proposes to table this until the board retreat to have broader discussions with a larger group.

iv. Shirley- Agrees with Elsa, and is also not able to spearhead. It's possible there may be money in the budget to go to an outside firm.

v. Buzzy- We have other items on the strategic plan that include the website, but we can move forward without the usability study at this time.

vi. Shirley- After a phone call yesterday from someone trying to renew membership who experienced some frustration she requested a change to "current member login."

vii. If there are enhancements needed, please let me know. Some changes are easily made.

vii. Shirley- Videos to enhance usability will be shared later today. Hopefully this will help with member usability.

#### b. Fundraising Committee- Elsa Loftis

i. Karen Muller and I met with the Fundraising Committee to talk about creating OLA swag, and which company to use – Red Bubble, Café Press, or Janway

ii. We are talking about how to track money.

iii. Working on creating a form for committees who are doing fundraising

iv. Shirley- Another key part to establish is policies and procedures.

v. Working on a Fundraising committee webpage, password protected because of donors, but available for OLA members.

vi. Danielle- I'll reach out to other ALA members to see what they are doing in their states

vii. Shirley- Questions to ask- What kind of parameters will we put on fundraising, as in how connected is it to our branding?

viii. Natasha- Would CSD be able to jump into this if we wanted to have CSD swag? Would we sell it at a centralized site?

ix. Elsa- Yes, This wouldn't be to limit fundraising, just a way to track it. We want some level of accountability. We want to be able to tell people what their money is being used for as well, as another level of advocacy.

x. Buzzy- And make sure we aren't asking the same people over and over again.

xi. Elsa- Hopefully in the near future we can mock up forms to show the board.

xii. Buzzy- Last meeting we talked about whether we want to make this committee permanent.

xiii. Shirley- I think Karen will be talking to you about that, and about a charge for the committee.

xiv. Buzzy- If you have questions about bylaws you can email me.

#### c. Reviewing methods to improve member communications- Shirley

i. This is discussed in the prepared videos I'll be sharing later. New members can learn how to sign up for listservs.

ii. Buzzy- Memberclicks can't just allow members to sign up for listservs?

iii. Shirley- Correct. I will be speaking with Memberclicks to advocate for this.

d. Communications Evaluations

i. Shirley- Communications committees is working on other issues right now, I think this should be tabled right now. WLA is using Memberclicks for newsletters so this is an option.

e. Core Values committee

ii. Buzzy- This is on hold for a bit, will talk to Esther about this

f. Advocacy

i. We will be discussing this in Legislative committee

g. Eastern/Rural Library outreach/support

i. Buzzy- I appreciate that many divisions and roundtables are willing to move meetings around the state.

h. Improving member engagement.

i. Buzzy- Idea to meet with Shirley and one other person to talk about networking opportunities in OLA, informally.

ii. Shirley- We might create something on the website with networking opportunities

iii. Buzzy- Also the OLA Hotline might be a good way to connect

iv. Melissa Little- In California there was a Facebook page that was used for less formal opportunities like this

v. Buzzy- Good idea, we will involve Charles Wood who manages the Facebook page in the discussion

vi. Natasha- I'm interested in helping as well

i. Create more and better professional development opportunities-

i. Buzzy- We will need champion for this. Are there ideas?

ii. Elsa- I would like to figure out what's going on with the chapter of Special Library Association.

iii. Buzzy- Agreed. We have enough articles do an OLA quarterly focusing on special libraries.

iv. Please let me know if you know people who have an in with organizations we should reach out to.

j. New members

i. Does anyone feel they are particularly good at reaching out to new people?

ii. Kathy Street- I can do that, send me names and information

k. Institutional knowledge

i. This is for a longer discussion. We can plan for this at the June meeting and follow up during the retreat.

I. More and better professional development opportunities

- i. Buzzy- Is the Leadership committee interested in this?
- ii. Melissa- Yes, we are looking into opportunities online, as well as offering workshops in several locations.
- iii. Buzzy- Can we live stream a presentation?
- iv. Shirley- Yes, did a webinar with Answerland through Memberclicks.
- v. Steve Silver- We will be having discussion about providing local expertise webinars at ACRL- Oregon
- vi. Buzzy –The Leadership Institute is happening in May, we'll have a report from Jane later.
- vii. The NW Central committee is not up and running yet, if you have ideas on people who could be involved , please send them to Buzzy.
- viii. Scholarships- So far five units have taken advantage of the new scholarships
  - A. Natasha- CSD appreciates this. We decided to increase the number of scholarships we gave out, but lowered amounts to give a variety of scholarships.
  - B. Steve- ACRL Oregon gave larger scholarships, but did not increase amount.
  - C. Melissa- The Leadership committee was able to offer 2 more scholarships than were previously available: 5 scholarships of \$500 each.

IV. **Association Report- Shirley**

- a. Focus after December meeting was to look at lapsed members: 492 with no expiration
  - i. Sent out notification to people asking for consideration: 138 bounced/ 3 renewals / 6 exit surveys. Hoping to see more renewals. Most exit surveys were positive (moved/retired)
  - ii. 173 with 2016 expiration date- should I create exit survey and reach out to those?
- b. New videos showing members where information is located
  - i. New Member Welcome - YouTube page: <https://youtu.be/wHokxi-qZFw>
  - ii. Renewing Member Welcome - YouTube page: [https://youtu.be/iUvBNiqQ\\_To](https://youtu.be/iUvBNiqQ_To)
  - iii.. OLA My Profile Intro - YouTube page: <https://youtu.be/WISiMM2FFv0>
- c. Spending time getting conference registration up and going. There's been a revision of the form.
- d. Working with OBOB on getting registration forms in; working with people who missed initial registration.
- e. Ongoing responses to renewal requests. Interest in discounted price since OLA Conference registration is up.
- f. Filed responses to state library for 4 ongoing grants
- g. Writing checks, paying bills

- h. Buzzy – Is it possible to put link on login page for lapsed members?
- xi. Shirley- Good idea, I'll take a look

V. **Treasurer's Report-** Lori Wamsley

- a. [Financial Documents](#) (member login required)
- b. [Finance & Investment Web page](#) (member login required)
- c. \$90,505 checking account, \$892,769 total assets
- d. Total income is down 23% from last year since dues are down
- e. Expenses are up 8% due to Memberclicks
  - i. Shirley-Memberclicks is now annual fee, we had been paying monthly, so this should work itself out and overall should be less.
  - ii. Buzzy-How does the joint conference effect our funds?
  - iii. Shirley- We work in negative balance for longer. Generally we keep \$50,000 in our checking account and should be able to do that. We will look at how much money we need to pay up front. Possibly \$30,000 up front.
  - iv. Buzzy- Same amount of revenue with joint conference?
  - v. Shirley- Yes, generally it does not harm bottom line. What does is when national conferences come to Portland.
    - A. Buzzy- ACRL will be in Portland April 7-10, 2027
    - B. Shirley- ACRL did not seem to have as much of an impact as PLA did.
    - C. Melissa- PLA is in Portland March 22-26, 2022
    - D. Lori W.- ACRL in Seattle in 2021, ALA Midwinter in 2019 is in Seattle
- f. Investments doing well
  - i. Last meeting the board approved transfer of moneys, which did happen, and accounts were rebalanced by portfolio managers. Accounts are looking healthy.

VI. **State Librarian Report-** MaryKay Dahlgreen

- a. We welcomed Greta Bergquist as our new Youth Services Consultant, part of our Library Support and Development team.
- b. Working on recruitment:
  - i. MaryKay's assistant
  - ii. Communication specialist
  - iii. Two vacant positions in Talking Books and Braille
  - iv. IT coordinator
- c. Working on website.
  - i. Go live date set for 6/20/18
  - ii. Architecture set, next step is divisions to move information over from old website.

- iii. Looking forward to substantial improvement
- d. February 8th is the confirmation hearing for state librarian.
  - i. Grandmothered in before, but as of 2018 will go through senate confirmation.
- e. Working on National Library Legislative day on May 7-8, 2018.
  - i. Five or six people from Oregon will go to Washington DC
- f. Legislature begins short session on Monday.
  - i. Initially short session was for the budget, but will move beyond that in the 35 days.
- g. Move at state library: Slow but steady progress
  - i. Operations and government services will move into Reference room (25-30 people) while remodel is done on the first two floors.
- h. Poet laureate selection committee- MaryKay is participating on the committee to make the selection, which is then appointed by the governor
- i. State library board met on 1/19/18, and approved LSTA outstanding project award created to showcase a grant every year.
  - i. First recipient: OSU & The Oregon Historical Society for "Catching Birds with a Camera: Finley, Bohlman, and the Photographs that Launched Oregon's Conservation Movement"
    - A. Presenting award at opening of exhibit on February 23, 2018

VI. **Vision 2030 and Innovation-** Buzzy

- a. Every 10 years OLA does a visioning exercise (Library Innovation for Oregon)
  - b. OLA was approached by the Oregon Community foundation who would like to provide \$10,000 - \$15,000 to have discussions on ideas for the future of libraries.
    - i. MaryKay- For Vision 2020 LSTA money was involved
    - ii. Buzzy-What could we use the funds for? Ideas?
    - iii. Shir-Nice to have facilitator to organize, call meeting and help develop the vision. Maybe include travel.
- Danielle and Steve agree with idea of facilitator  
 buz- Agree with travel cost, help get people from all over  
 Shir- If they can't travel we could also use go to meeting  
 Esther- Would this tie in with libraries traveling around and offering insights (tool box)  
 Do smaller libraries have tools to...  
 MK interested in participating.  
 Buz- Vision 2030 is a great way to get people involved who might not have already been involved. (add link) Please give me names of people who might be involved...

- VII. **Leadership Institute-** Jane Corry & Melissa Little
- a. Leadership Committee's upcoming conference: 22 candidates, 8 mentors, training for mentors on the Saturday of the OLA conference.
  - b. Announced the application for scholarships on LibsOR listserv and OLA Hotline
  - c. Using some of the funds for the Saturday speaker
  - d. Candidates and mentors will have access to "Strengths Based Leadership," by Tom Rath, which goes along with a quiz. After candidates take the quiz we'll create cohorts with a balance of strengths
- VIII. **Conference Report-** Emily David & Lorie Vik
- a. Registrations is open
  - b. **Sue Ludington & Sarah, Liz have added information to the sched**
  - c. Keynote and the author are lined up
  - d. Programs and poster sessions have all been notified
    - i. Renamed President's party to President's Networking Social
    - ii. Buzzy: It will be fabulous, there will be a DJ and disco music
    - iii. No host bar so fee does not include alcohol
  - e. Meals page has a list of food and ingredients can be provided
  - f. Swag
    - i. Working with Janway to get prices for t-shirts, mugs, tumblers, tote bag
    - ii. May have a few of these for a fundraiser at the conference. Working with Charles Wood on this.
    - iii. Shirley- Have we identified how the money would be used?
    - iv. Lori- We haven't decided that. Does anyone have thoughts about that?
    - v. Jane- Using that for future leadership institutes would be great
  - g. No update on ribbons for nametags
    - i. PCnametags.com might be a site to purchase those
  - h. Challenges
    - i. Cost of Lampman breakfast was prohibitive, so that will be held at the CSD Spring Conference instead.
    - ii. Hilton: The signed addendum for Saturday did not add hotel rooms, so those are booked for Saturday already. Hopefully this won't dissuade people from signing up.
  - i. Printed programs are in the works

j. Will work on advertising for author Jordan Sonnenblick

k. The Hilton has been difficult to work with, as well as expensive.

i. Bend in 2020 a possibility

ii. Salem in 2021 a possibility

iii. Esther- Seaside convention center is remodeling, so that might be a possibility

iv. Shirley- Hillsboro is also building a convention center

IX. **CSD Bylaws Revision-** Natasha Campbell Forrester, Buzzy Neilsen

a. Natasha- CSD offers a Mock Workshop every year. OCurrent board, including the ORCA board member (who is rarely able to attend, but a voting member). Would take off ORCA and add Mock coordinator. Would be appointed position.

Buz- also made a change to a numbering system for bylaws. Thinking of keeping chapter numbers, but move to an outline format.

Is board okay with this?

Yes

Motion to approve revision to CSD bylaws- Danielle seconded, Nat moved

MOTION APPROVED

**Approved motions:**

(II.a.i.) Approve minutes of 12/1/17 meeting

**Upcoming Meetings:**

April 18, 2018 (Wednesday) - OLA Conference - Hilton Hotel - Eugene (time to be announced)

June 1, 2018 (Friday) - Eastern Oregon University - La Grande (10 am - 3 pm)

August 13-14, 2018 (Mon. – Tues.) - Menucha Conference Center

August 23, 2018 (Friday) - Seaside Public Library, Seaside (10 am - 3 pm) [Transition Meeting]