

OLA Board Retreat
August 3-4, 2015
Silver Falls Conference Center

Monday, August 3

President's Report: Candice Watkins

- Foci for this past year: communication; leadership – cultivating leadership in our profession and association; scholarship task force work
- Some highlights of the past year:
 - The work of OASL in getting the school library standards approved by the Board of Education
 - Mentorship program and its expansion
 - Reinvigoration of SRRT and new round tables (NMRT, Northwest Central RT)
 - There was a great legislative day this year, and the Legislative Committee did amazing work all year
 - New OLA Finance and Investment Committee

State Librarian's Report: MaryKay Dahlgreen

- OLA and the Legislative Committee made a huge difference when it came to legislation that had an impact on the State Library.
- Answerland: they have a new position at the State Library for this (currently, Kelly Most is temporarily in this position); working on getting a permanent staff member; working on the RFP for the service provider
- Statewide databases: new two-year contract approved with Learning Express; Job and Career Accelerator to be added in October or November
- Oregon Center for the Book: MaryKay is going to make a proposal at the next State Library Board meeting to keep the designation at the State Library; some parts of the program have been moved elsewhere
- Reading for Success did not come out of committee in this legislative session, so no changes will be made to the Ready to Read program for the time being. MaryKay exploring options for moving this forward: bringing it to the short session next year? waiting until 2017?
- State Library is working on writing a lot of administrative rules to reflect changes made with approval of recent legislation re: the reorganization of the State Library.
- Next State Library Board meeting: August 21 at downtown Deschutes Public Library in Bend
- There is an opening on the Board; a staff member from the State Library will fill this position after January 1, due to new composition of board specified in legislation. Come January, OLA will have a role for input about public members of the Board.
- There are/will be some new staff at the State Library. There is a new web services librarian, and they will be hiring a few new positions in various areas of the library.
- Note: Deschutes PL featured in a recent article in *The Atlantic*!

Update on Scholarship Committee: Candice Watkins

- Candice handed out a summary of the OLA Leads program and the timeline for the OLA Leads Scholarship Cycle, and the task force's planning document for OLA Leads
- OLA has secured \$5,000 in seed money from OCF, should the Board approve the program
- Candice would like to start creating video pieces at the retreat to be able to use for a crowdfunding effort, should the Board approve the program
- Because this is a complex program, the plan is to add an OLA Leads coordinator position to the Executive Board to help keep track of all of the pieces
- First year: the seed money can fund two recipients for \$2500 each; subsequent years of the program will depend on annual fundraising
- Shirley's idea: generally, OLA makes an annual net profit; the board could decide to allocate a percentage of the net profit to the scholarship program
- Janet Webster said that the documents read more like an internship program; if it is framed that way, there might be an opportunity for corporate funding/partnerships or other funding sources
- MaryKay suggested reframing this slightly as growing leaders at different levels, and possibly creating different streams of leadership programming for the different levels. Therefore, OLA Leads would be under the aegis of the leadership committee. She also thought that the program name might be confusing.
- Janet Webster: (1) what about creating more engaged membership, rather than focusing on more leaders? (2) what about round tables or committees being able to apply to get an intern/scholarship recipient to help them with big projects/work? (3) concern about adding another board member position, so the board doesn't become unwieldy.
- Candice will tweak the documents and bring to the board at the next meeting.

Communication Issues: Sara Q. Thompson

- Sara provided an overview of the work that the Communications committee has been doing, and how this has changed since 2012. Clear issue of doing more with very few people, and this is not unusual among OLA committees. So – the question is: how to engage members more?
- Thus, the membership survey was sent out. Sara discussed some of the findings from the survey.
- Note: Nevada Library Association not divided by library type, but region of the state.
- Sara discussed the recommendations presented to the board in June.
 - Recommendation 1: moving the OLA Hotline to MailChimp. This is going forward, as of the August 15 or September 1 Hotline. Challenge: getting content.
 - Recommendation 2: to address internal communications and succession planning, create accounts in Google Apps for Nonprofits. Question: who would manage the accounts?
 - Recommendation 3: get some sort of cloud storage for collaboration (for conference committees, round tables, committees, etc.). Which platform?
 - No recommendation made to the board, but a big issue is the website. The communications committee looked at websites from several other state library

associations. For the association's website, this is too big of a project for the communications committee; it needs a task force. Shirley confirmed that the last time the website was updated, a task force did tackle the project.

- Penny added an idea for the board's consideration: to think about the association's paid staff. Has the organization gotten complex enough that we would be better off with (more) paid staff who can maintain things over time, or paid staff in different roles (e.g., executive director, program manager)?
- Sara put up some questions for consideration around representation, outreach, and audience & message. (Note: recommendations and questions to consider are captured in a document that Sara handed out.)
- Five topics for small-group discussion: website; representation; structure; audience; Google apps/cloud services.

Report out from Communications small group discussions

- Website group
 - What is the mission/vision of the site/audience?
 - How do we structure the site to incorporate different units?
 - How do we keep it sustainable?
 - Action: Create unit to make it sustainable.
 - Action: Determine how site is used and future needs.
 - Action: Create mission.
 - Stakeholders: all unit chairs, exec board, Shirley; communications committee; LibTech RT
- Apps/Cloud
 - Action: Develop a strategic plan that would include purpose of using these things.
 - Action: Inventory of documents to see what we're talking about and develop a standardization protocol.
 - Action: Training.
 - Who manages this?
 - What is the file plan?
 - Stakeholders: Shirley; unit members
- Representation
 - What do people need – or what will they actually use?
 - What if we changed the messaging around membership and engaging, from what members get out of the organization, to what members can do for the organization?
 - Action: More targeted, personalized needs assessment
 - Action: More ways to support participation (financially, etc.)
 - Action: More targeted communications to OLA members (based on library type, interests, regional location) as occasional communication
 - Stakeholders: People who do not participate in any way, including non-members and non-engaged members
- Structure
 - Does OLA need an executive director?

- Action: Investigate other library associations for what they need to know about an ED and what it would take to get there.
- Could OLA be streamlined?
- Action: Investigate other state associations for structural ideas. Can some areas we have be combined?
- Where is the greatest potential in order to build revenue?
- Action: What is our goal in increasing membership? Identify targets for membership growth.
- Audience
 - Who are the potential audiences?
 - What is the primary audience? (prioritization)
 - How do we balance audience needs?
 - Action: Revisit the mission statement and see how it addresses audience.
 - Action: Identify what we can do for members who support us.
 - Action: Explore which tool can support which audience for communication.
 - Stakeholders: State Library; users of LIBS-OR; current members; boards/trustees

Conference 2015: Steve Silver

- Many thanks to the conference committee members!
- Overall, the conference worked really well. We more than doubled our projected income.
- Please do whatever you can to support the conference committee members in the coming year.
- We tried some new things this year, e.g. creativity space, pilot project for online conference attendees.
- Question: is there any archive of past conference programs?

Conference 2016: Liisa Sjoblom

- Liisa handed out Conference Planning 101 document, which also exists on the OLA website under Financials. Please refer to this document for more details.
- Notes: A hotel company has purchased The Riverhouse. They've replaced all AV; all guest rooms will be remodeled; remodeling of bar, restaurant; registration desk will be moved to current restaurant/bar area.
- Michele Burke will be the Program Chair. When they are ready to look at the program, they will need representation from each division to help assess program proposals.
- There will be one fewer breakout area this year, which will impact programming.
- The conference will be April 20-22; the theme is: Tell Your Story. The conference website is now live.
- Upcoming deadline: the call for pre-conference/program proposals will be near the end of September.
- Special events: there is space at the venue, so please contact Liisa if you have needs in this area.

- They will do a contract with someone to do a shuttle service between The Riverhouse and downtown Bend for dinner options.

Tuesday, August 4

OLA Financial Report: Valery King

- Profit and loss report shows that membership income is a little lower than projected.
- We have not needed to dip into reserves at all for the year.
- The new investment strategy is working well.
- We're better than we expected to be for the year, by about 3%.
- We are a very healthy organization financially, with just over \$700,000 in assets.

Responses to "What does OLA need to be working on?"

- Diversity: how to make sure that all groups were respected and equally represented
- Member engagement
- PLD would like to see some discussion about the annual conference this year. (Mo and Liisa have already had some discussion about this.)
- Loss of leadership and institutional memory; succession planning
- Communication with members, especially new ones, about how to get and stay engaged in OLA
- New website as a better platform

Topics for small group discussion: Diversity; Professional Development; Conference Ideas; Institutional Memory; Online Communication/Resource Sharing

Report outs from small group discussions

- Professional Development
 - Targeted professional development communication
 - Needs assessment for professional development needs
 - PD its own designated area on the OLA website, including all funding opportunities
 - Clearinghouse for assessments and trainings
 - SWAT team – focus on professional development, assess PD needs, either deliver training or point to where training is available
 - Continuing education – some sort of certificate from OLA/State Library for X number of hours
- Online Communication/Resource Sharing
 - Notes: how fragmented we are in online presence/communications, confusing for new members; Need feedback from all units and also non-users (general membership, potential members)
 - When a new person joins, have some communication to them (spearheaded by NMRT?)
 - Quiz about different round tables to help people get connected with ones that meet their interests

- Shared drive/document space essential
- Needs assessment of stakeholders – what they need from OLA’s website as a platform (for this year); following year, implementation and training
- Action item: Develop some sort of standardized file structure and guidelines (task force)
- Action item: Style guide for the website (task force)
- Institutional Memory
 - Develop a records retention schedule (We already have it? Where is it? How pass down information to unit chair/leader?). Hannah found that there already is one on the OLA website. (Does this need to be updated?)
 - It would be helpful to have another staff position to help shepherd this sort of thing along, to help it be more consistent.
 - Suggestion: that there be a session at the conference for unit chair training or unit chair handoff information. It was suggested that this session occur either at the OLA Board retreat, or the August transition meeting for each unit, rather than the conference.
 - Suggestion: setting up email addresses for unit positions, rather than using personal emails; Robin (OASL) spoke to the benefits of doing this, including making the transitions between people holding the positions much easier and also creating a common record of relevant communications and documents.
- Member engagement
 - What does engagement look like?
 - Action item: Talk with lapsed members about why they have disengaged.
 - Action item: Talk with new members, new leaders, or those who are engaged about how/why they got engaged.
 - Action item: Give examples of what engagement looks like (at different levels).
 - Action item: Conference orientation as a means to engage members.
 - From OLA or state library (?), engage with library directors to encourage support.
- Conference ideas
 - For first call for proposals, OLA unit sponsorship is currently required. What if we did an open call for proposals? Sponsorship could come after a proposal accepted, especially if there is no cost required for the program. Do all sessions need a sponsor? What if we listed audiences instead of units?
 - How to involve school librarians? Merging two conferences for the 2020 conference year? Expand conference dates to add a Saturday specifically to help school librarians to attend? OASL is also currently grappling with issues around their fall conference, so the time is right to have a conversation with OLA.
 - Workshop on how to present in Ignite or TED Talks style
 - Do we really need business meetings?
 - Questions related to banquets – e.g., why are some awards given at separate banquets? With the awards, do they need to be at a lunch? What about a reception? So much programming with meals that people are missing out on networking time. Instead of president’s banquet, what about an un-banquet? E.g., smaller dinners around town.

- People want to know right away who won the awards, even those who couldn't attend the conference. What if we streamed the awards ceremonies? Or, what if this was recorded and posted afterwards?
- Is there a way to figure out possible attendance for sessions to better assign rooms? Room assignments need to be done by March 1, which is before the printed program. Possibility: Look at getting Sched.org or moving schedule into WordPress, which has options that might help with this.
- Diversity
 - Geography and drawing members from outside the Valley and Portland metro area
 - How to support workers in various types of libraries in providing service to diverse patrons
 - OLA facilitate a conversation about the importance of diversity in our profession (at the conference?)
 - Encouraging diverse staff around the state to get involved in OLA
 - Suggestion: to expand the definition of the profession to include support staff; focus more on the job function, and less on the job description, to bring more people into OLA and connect them with programming that is relevant to them
 - Suggestion: is it possible to have a member of Reforma as a non-voting member of the board, to have that voice at the table? (Does this need to be a permanent board member, or invited guest?)

Meetings for 2015-2016

Schedule/locations:

- August 21, 2015: Multnomah County Administrative Office, 19th & Irving, Portland
- October 2, 2015: Hillsboro Public Library (Stephanie Lind to confirm)
- December 4, 2015: Oregon State University, Corvallis
- February 5, 2016: Virtual meeting
- April 2016: OLA Conference, Bend
- June 3, 2016: Hood River Public Library, Hood River (Buzzy Nielsen to confirm)
- July 25-26, 2016: Board retreat, Silver Falls Conference Center
- August 2016: Portland, TBA

Other notes:

- Jane would like the board to go back to having lunch provided as an option. Action item: who will coordinate this?
- Position hand-off: will this happen for all incoming division chairs for the August meeting? Jane suggested that this be more formalized for the retreat next year; Liisa suggested that time be set aside to facilitate this. Jane also mentioned that it can be useful for both outgoing and incoming chairs to attend the August transition meeting (even if the board meeting isn't the official hand-off occasion). Or, should we set up a procedure for the hand off, and then chairs can do it when it works for them? What if

there is some time set aside at the retreat as a reminder of what needs to be done for the hand off?

- Shirley noted that all outgoing chairs and board members will officially still be on the board until November 1, to help the new chairs/board members transition.

Additional topics for discussion: Jane Corry

- Common email
 - Give Shirley a chance to explore and gather information (suggestion: start with setting up emails for each board chair and executive board members), then present to board as an agenda item
- Conference session ideas
 - Are there ideas about ways to solicit topic ideas from members? What about an open Google doc that anyone can add to?
 - What about un-conference sessions that are organized by the participants (rather than having assigned speakers for every single time slot)? Limit to 50-100 people, either as a pre-conference or as a separate track.
 - Hackathon to get to solutions on knotty issues, e.g. creating the next strategic plan
 - Jane highlighted need for a variety of programming, e.g. session she attended where there were 5 different presenters/talks about completely different topics
 - How long should sessions be? Does it matter what kind of session it is for the length?
- What's next
 - Is there going to be a task force for the issues raised in the communications session? This needs to come from the OLA President and executive board. The President needs more information to give the task force their direction.
 - Do we need to start with a (new) strategic plan? That would also involve a needs assessment and examining what units we need, then the communications work can come out of the strategic planning work. Yes, this should be the first step.
 - What do we need to get this done? Shirley suggested that the board talk to Penny Hummel for ideas on how we should start this.
- Paid executive staff/director
 - Exploring this option is part of the strategic plan.
 - Jane can ask others on the Council Leaders listserv about a similar position. Ask if they have an org chart and/or a strategic plan that they can share.