

OLA Board Meeting

August 26, 2016

10:00 a.m.

Hillsboro Public Library, Hillsboro, OR

Attendees: Jane Corry; Elsa Loftis; Candice Watkins; Stephanie Lind; Fawn McGee; Violeta Garza, Stephanie Debner, Sara Bystrom, Damon Campbell, Ian Duncanson; Jennifer Cox; Sue Ludington; Stephanie Lind; Karen Muller; Jenkins Lumpkin; Rebecca Mayer; Danielle Jones; Suzanne Sager; Dan White; Michele Burke; Jenny Pederson; Margaret Harmon-Meyers; Adrienne Doman Calkins

Via GoToMeeting: Buzzy Nielsen; Shirley Roberts; Sara Q. Thompson

Welcome & Housekeeping: Jane Corry and Stephanie Lind

- Logistics and housekeeping.

Changes to Agenda: Jane Corry

- Buzzy requested to add to the agenda the topic of an annual review procedure with Shirley.

Introductions: Everyone

- Introductions shared: new members shared a question or concern, and the outgoing members shared a piece of wisdom.

Approval of June Minutes: Fawn McGee

- Elsa Loftis moves to approve the minutes as presented to the Board.
- Damon Campbell seconds.
- Motion passes.

Treasurer's Report: Stephanie Lind

- Stephanie reported that we're in good financial shape.
- The treasurer's report is available on the website, along with all the financial documents, including the Finance and Investment page, which requires your Memberclicks login.
- Healthy in balance and assets, as well as dues income. We're ahead of where we expected to be, and where we were last year. Conference income was up.
- Investments update: we've earned quite a bit with Connected Wealth and LLP Financial. The Investment Committee meets every September to review the investments. The committee consists of 6 or 7 people.
- Jane asked about membership money - Stephanie L. said that the work of the Membership Committee helped and Shirley said that a lot can be attributed to Oregon Association of School Libraries' registration (OASL).

OLA 2016-17 Budget: Shirley Roberts

- Shirley shared the first read through which was prepared based on data used in 15-16 and what we've spent to date. This is a proposal and the conversation is now opened, and will continue for the next few weeks. Unit heads can ask for increases/decreases in budget lines during this time.
- Shirley walked through each of the line items and provided comment.
- During this process the discussion of Amazon Smile and Fred Meyer Rewards came up, and whether or not to promote the Amazon Smile account and to pursue Fred Meyer Rewards.
- Shirley will prepare a report to look at retreat options, due to the recent price increase. Buzzy will look to make sure that we have already booked Silver Falls, just in case it's our best option.
- A note should be added to the meeting best practices document saying that hosting libraries should have their own digital polycom for GoToMeeting.
- Discussion of website redesign and how much to spend. The budget is a working document. We will need to explore designers/costs.
- Discussion of Honors, Awards, Scholarship (HAS) Committee MLIS Scholarship, question of whether we should maintain it, whether to keep it as a line item.
- Jane will talk to Elaine about increasing the Leadership Committee budget line.
- Oregon Authors is talking with Portland State University for hosting the Oregon Authors Site.
- Buzzy proposed that Shirley receive a cost of living adjustment. The Board voted to approve a cost of living adjustment. Stephanie L. and Karen will research COLA costs and get the figure to Shirley before the next budget reading.

Association Report: Shirley Roberts

- Routine duties, answered emails.
- Working with OBOB getting ready for registration.
- Attended conference committee.
- Paying out checks and deposits.

Leadership Scholarships: Jane Corry

- Jane provided a report on the Leadership Scholarship.
- The plan is to go public with the scholarship in September.
- Candice asked about the application for the scholarship, in regards to the ideas for service to OLA following the leadership development opportunity. Newer members might need some examples of this. Stephanie D. pointed out that some examples are in the introductory paragraph.
- Send comments and feedback directly to Elaine, but quickly so that this can be presented in September.
- Margaret mentioned that it needs some more proofreading.

Strategic Plan: Jane Corry

- Report on what's been done so far.
- History of the strategic plan: at the 2015 retreat we decided to embark on strategic planning. First a committee was formed to figure out what the process would look like and it was then decided to hire out. Coraggio Group was chosen and have been great to work with. A new committee was formed to work with Coraggio to come up with the plan. Conducted focus groups throughout the state and a survey for feedback. Worked on over several months and presented it at the retreat. Received feedback and hammered out details with Coraggio Group. Would like to have a formal adoption from the Board to move forward with the strategic plan.
- Stephanie L. gave praise and thanks to the committee for all their hard work.
- Jane is concerned that the initiatives are daunting and perhaps overambitious. Candice said that it's not overambitious, but that the time frame might be. It's a 1-3 year plan. Elsa really liked Coraggio's process and feels confident that we can carry this through, even beyond 2019.
- Jane shared the Planning Cascades for the Strategic Areas of Focus which outline all the work that will need to be accomplished.
- Revised Strategic Direction 2017-2019 - Buzzy mentioned that we need to expand and enhance professional development opportunities beyond the annual conference.
- Ongoing Management Guidance – the goal will be to have a sponsor/ambassador for each recommendation who provides a progress report at Board meetings.
- Stephanie Lind moves to accept the strategic plan as a living document.
- Suzanne Sage seconded.
- Motion passes.

Lunch

Open Forum: Jane Corry

- None.

Strategic Planning: Elsa Loftis

- What's next? There are 4 strategic initiatives, and there are action steps for each.
- Top priorities were identified: website, outreach and support for eastern and rural libraries, institutional knowledge, and member outreach.
- We need to figure out some method of ownership for these projects. The planning committee would like to identify champions for each initiative, and are looking to the Board for this.
- Website evaluation - a task force has already been formed to identify the process and then an implementation task force will be formed. Elsa is happy to be the report ambassador for the website. Stephanie D. would like to make sure that there's a connection between the website evaluation and institutional knowledge initiatives.
- Jane will be the champion for Advocacy. Sue offered to help with this as well. Jane mentioned that adding someone from OASL would also be good. Margaret would like to champion Build Broader OLA Access Opportunities for Library Support. ALA has an advocacy platform called Engage and is made available to each state library association. Sue, Nate Pederson and Janet Webster got training by the ALA Engage people.

Discussion about the Legislative Agenda. It's always librarians who attend State Legislative Day and we should try to get the public there - Friends, foundation people, patrons, etc. Michele suggested having agendas for other things, like an academic agenda. Jenkins mentioned creating a general document outlining some guidelines would be good. Discussion of being proactive versus reactive. Discussion of Oregon Shakespeare Festival situation. Elsa and Jane will share the letter that they sent to OSF with the Board. Jenkins suggested that Board members contact library directors across the state to introduce themselves and offer support. Adrienne mentioned that the State Library sends introductions and support materials to new directors. Perhaps we can beef up what OLA information gets dispersed. Make targeted calls to people who are new and ask about concerns, priorities, needs, etc. The State library conducts a presentation for new library directors, but it's open to all. Stephanie L. asked to have a regular standing agenda item for advocacy. Further discussion about advocacy and the Legislative Committee.

- Eastern/Rural Library Outreach/Support - Jenny and Buzzy were identified as the champions. There is an impression among rural libraries that their opinions aren't respected within the OLA community. Discussion of strategies - have networking events that are not just the annual conference, throughout the state. We have groups that might be able to help with that, such as the Southern Oregon Library Federation. Another idea would be to create a roundtable, but that would need to be started by people who would want it. One of the barriers is geography and it's much more challenging to have rural/eastern staff shifts covered. We have money for subs and personnel for OASL and we can think about expanding that to include rural libraries. Shirley mentioned that communication is important because often what we do isn't known about. Maybe a Board meeting could be held in Pendleton. Buzzy mentioned that SAGE makes it easier to reach out to the eastern libraries, but that the coastal libraries are even harder to reach because they are much more fractured. It was suggested that there be an entire Oregon Quarterly dedicated to small, rural and school libraries. Also suggested was a pre-conference or session at annual.
- Develop/Implement Targeted Member Outreach Program - things are in motion around this topic already, but we can continue the work. Jenkins outlined everything that the Membership Committee is working on: mentoring program, brochure, the conference bingo, the resume review, the buddy program for the conference. Next there will be an online webinar series through GoToMeeting, possibly seeking the session proposals that don't get picked for annual, spiffing up the volunteer page of the website, member highlights and interviews, shadowing opportunities within the membership, welcome email to new members from the Membership Committee and include a Google form where they could put their interests in and do some matching, or put together a personality quiz to see what committee you should be on. Elsa will work with Jenkins on contacting the State Library. Jenkins asked what kind of role can the Membership Committee have to support eastern/rural/coastal libraries.
- Institutional Knowledge - there will need to come a time to discuss what we need to keep, best practices. We should target corporate, special librarians, knowledge management staff. Damon offered to share some insight from his past experiences. Sue

will be attending a document summit at the State Library and will be put on the next Board agenda to report back.

Support Staff Division: Margaret Harmon-Meyers

- Margaret read a letter on behalf of Orange County Library in Florida thanking SSD for their kindness and support.

Adding Procedure to Check in with Shirley: Buzzy Nielsen

- Buzzy would like to see an annual Review for Shirley.
- Shirley is a contractor and would welcome this.
- This could be a check in before the retreat. We can add it to procedures and put it on the President's Gmail account calendar.
- The Incoming VP and Association Manager will write something up to add to the policy section of the bylaws that we can review at the next meeting.

Unit Reports: All

- Discussion of conducting oral reports versus written reports.

Jane - finishing up year of being President. It was an amazing year for her and she learned a lot. Strategic planning has taken up a lot of the year.

Elsa - it was a very busy year!

Jenny – recently stepped off the state wide database licensing committee. The State Library recently purchased Skillssoft for library staff.

Conference Committee - call for proposals getting posted right now, there will be an announcement on Libs-OR and a link on the OLA website. If you haven't put forward a representative for the program selection committee, please send them to Emily David. We are not asking for sponsors for the session, but do need sponsors for the preconference.

CSD – doing their bi-annual performers showcase, and lowering the price this year to \$5. There will be a fall workshop in October at MCL. 'Build a Better World' will be the summer reading theme for 2017. Second half of the fall workshop will be about diversity in children's literature, and they are working with REFORMA on this.

PLD – handling many big projects and distributing them amongst their board. Statewide SWAT team: librarians with specific expertise goes to a library that needs help in that area and. The first job at their meeting will be about prioritizing all the ideas that have been generated so far.

Legal Reference Round Table - now has 15 members, two goals for this year: pre-conference day on reference and legal reference and would like to hear from reference staff

that this is a good idea and would love feedback on what would be useful. Oregon Legal Research blog - Laura Orr still maintains it even though she's retired, idea that Legal Reference Round Table could take over.

International Round Table – membership is small, working on strategic plan to expand to membership. Thinking of fundraising, looking at ways to replace funds for the Horner Exchange. Making a list of sister libraries to create connections, travel, international book fairs.

OYAN - fall workshop on Friday, October 21st in Wilsonville, working with REORMA to bring diversity into libraries, possibly sending someone with CSD to Legislative Day in Washington. Submitting proposals for conference. Working on Book Rave and Graphic Rave. Violeta requested suggestions for activities for a foster boy she's mentoring within an hour of Portland.

ACRL - recently awarded a professional development scholarship. Best practices on copyright. Currently have funding available for academic and school library collaborations. Fall conference is coming up at the end of October. Pleased this year to be highlighting local talent for keynote speakers. Keynote speakers donated honoraria to conference scholarships, so they can offer a lot to folks interested.

Passing of the Gavel: Jane Corry/Elsa Loftis

- A big deal is made of the passing of the gavel – Jane shared the history of the gavel/box and bag.
- Jane presented the gavel to Elsa.

Meeting adjourned at 3:06 p.m.

Submitted by Fawn McGee, Secretary