

## **OLA executive Board Retreat**

### **Location:**

Menucha Retreat and Conference Center, 8/14/17 – 8/15/17

### **In attendance:**

Elsa Loftis (incoming past president), Stephanie Debner (ACRL President), Ross Betzer (Intellectual Freedom Committee chair), Steve Silver (incoming ACRL-OR president), Damon Campbell (outgoing secretary), Lori Wamsley (incoming OLA Treasurer), Kori Buerkle (incoming secretary), Karen Muller (outgoing PLD chair), Stephanie Lind (outgoing Treasurer), Sue Ludington (ongoing LRRT chair) Esther Moberg (incoming vice-chair elect), Jane Corry (outgoing past president), Violeta Garza (outgoing OYAN co-chair), Buzzy Nielsen (incoming President/Outgoing Vice President), Rebecca Meyer (outgoing CSD Chair), Elizabeth Lopez (incoming Reforma President), Julie Jeanmard (incoming OYAN chair), Melissa Little (incoming Leadership Committee chair), Sara Thompson (Communications committee, website taskforce, May 2018 retreat), Danielle Jones (ALA Chapter Councilor), Paige Battle (OASL President), Jean Peick (outgoing TSRT chair), Mark Peterson (incoming LIRT chair), Shirley Roberts (Association Manager), Emily David (conference chair 2018), Elaine Hirsch (outgoing Leadership Committee chair), Natasha Forster-Campbell (incoming CSD chair), Lauren Simon (outgoing Outreach Roundtable chair), Jenny Pedersen (outgoing OLA member-at-large), Lacey Legel (incoming Member Committee chair), Rebecca Sherman (incoming LRRT co-chair), Arlene Weible (outgoing DIGOR chair), Kate Schwab (incoming Outreach Roundtable chair), Anne-Marie Anderson (Oregon Authors co-chair) MaryKay Dahlgreen (State Librarian), Michele Burke (outgoing Conference chair), Kirsten Brodbeck-Kenney (Incoming Vice President/President Elect), Kathy Street (incoming Member at Large), Jenkins Lumpkin (outgoing Membership Committee chair)

### **Monday, 8/14/17**

- I. Welcome/housekeeping/kick-off (Buzzy)
  - a. Esther will be passing out keys
  - b. Housing locations
  - c. attendee introductions
- II. [OLA Core Values Statement](#) (Elsa/Buzzy)
  - a. We recently created a core values statement
    - i. Used the legislative agenda, mission statement and the ALA values statement as jumping-off points to build the statement and incorporates the mission statement
    - ii. Created as a response to pressure for the president to make political statements/responses that fall outside of their scope
    - iii. We would like to formally adopt this statement at the next meeting. Thoughts?
      1. Arlene – feedback from colleagues indicates that the format is confusing.
        - a. The web version lacks formatting, but the word processing version is formatted with tables.
        - b. Natasha – happy to see “social responsibility” represented
      2. Attendees seem willing to approve this at the next meeting, though formatting will need to be adjusted

3. Ross – How do the actions fit into the framework?
  - a. The actions are things that we as an organization do or will do (Buzzy)
  - b. The intent is not that this list of actions be all-inclusive
    - i. An explanation could be added to the introductory statement
4. Stephanie D – reformatting the actions and values columns might clarify them)
5. Lauren – Link actions to ongoing projects and initiatives
  - a. Great idea, but the housekeeping on that will be challenging (Elsa)

**iv. Email the officers with any additional thoughts on the statement**

- b. This statement has not been officially implemented yet
- III. President’s Report (Elsa)
  - a. This year was pretty political
  - b. It’s been a busy, tremendously interesting year
  - c. First unanimous vote was to implement the strategic plan
    - i. It’s been our guiding light, and it set our course
    - ii. Top 5 initiatives identified last year
      1. Website
      2. Communication
      3. Leadership and advocacy
      4. Outreach to rural and eastern OR communities
      5. Enriching the membership experience
  - d. There have been Intellectual freedom challenges
  - e. PCC offered us Grant dollars for professional development, which was used to create the leadership institute
  - f. Due to rising prices at Silver Falls, the retreat was moved to Menucha
  - g. ESSA (replaced No Child Left Behind) taskforce pushed hard to get school libraries mentioned in the plan
  - h. Levy to help Douglas County Public Libraries was not passed. DPL system closed.
  - i. Oregon Author’s website moved from the State Library website to PSU.
    - i. Now on a Wordpress platform
  - j. Kate Lasky proposed a successful levy measure in Josephine County.
  - k. Dear Appropriator letters were signed by our state representatives
  - l. We mobilized to build support for net neutrality
  - m. We opted not to rejoin PNLA
  - a. Libros for Oregon – Deborah Gitlitz; Bilingual Outreach Librarian at Wilsonville Library - *Guadalajara book fair/Feria Internacional del Libro de Guadalajara/FIL grant*
    - i. Cooperative collection development for folks interested in acquiring titles from the Guadalajara book fair
- IV. Conference Center Orientation (Menucha Staff)
- V. Break/Room key distribution (Esther Moberg)
- VI. State Librarian Report (MaryKay Dahlgreen)
  - a. 17/18 budget for the state library passed

- i. Ready to read grant program was preserved
    - 1. Flat-funding
- b. State Library staff are working with the OLA on library standards
  - i. Looking at minimum establishment requirements for public libraries in Oregon, as currently, all you need is an ordinance
  - ii. State library will propose rewriting the statutes so that minimum standards can be enacted
- c. State Library Board met briefly on Friday 8/11
  - i. Approved funding for project to create a grade-level reading curriculum
- d. Libraries of Oregon are doing some upgrades
  - i. Working with OSU
  - ii. Portal that allows anyone in OR to use databases
- e. There was extra money in the 2016 budget. Additional funds given to:
  - i. Oregon Digital Library Consortium
  - ii. Libraries to go
  - iii. Oregon Battle of the Books
- f. State Library's new Brand was implemented at OLA 2017
  - i. State Library of Oregon (to cut down on confusion between the Oregon State Library and Oregon State University)
- g. Douglas County is moving forward with forming a library district
  - i. Working with Ruth Metz, consultant
  - ii. The library is open minimally as long as the county is working toward a district
    - 1. Need to have a community study and figure out what sort of district they want to be
  - iii. 10 of the libraries are open or will be open by August's end (Drain and Roseburg will not be opening at that time, but both are working on plans)
  - iv. The Douglas Community Libraries Foundation are trying to create a service hub (ILL, ILS, library2go, courier) in Douglas county and hopefully have the community libraries sign on
- h. Library Support and Development Staff have developed a pilot, the details of which will be available in October 2017.
  - i. The grants will go to OLA divisions who have existing scholarship programs.
  - ii. Encourage OR library staff participation in professional development, but cannot fund individual activities
  - iii. Distribute LSTA money to OLA units to support existing scholarship programs
  - iv. Pilot will run 7/1/17- 6/30/2018
    - 1. Units with established programs for development support can submit one application to the state library for funding during the pilot
    - 2. Report on intentions for the money and outcomes due in August
    - 3. Application period will run October-December 2017
    - 4. Each unit may request up to \$1000
    - 5. must be spent by 6/30/18
  - v. Funds are first come, first serve
    - 1. Jane suggests that the money could be used to support someone attending the OLA Leadership institute

- VII. 2017 Conference Report (Michele Burke)
  - a. Purpose
    - i. Stewardship of association funds
    - ii. Provide a rich professional development experience
  - b. Balance
    - i. This is the annual membership meeting (feedback that lunchtime speakers aren't entertaining)
    - ii. The conference should be fun, but we need to make money
  - c. We turned a \$51,044 profit
  - d. 603 registrants
  - e. 229 registrants for Saturday
    - i. 65 only came for Saturday
  - f. Salem convention center got great reviews
  - g. Changes
    - i. After 2016 (Bend), programs no longer needed sponsorships
    - ii. Added a Saturday event and a Friday night event
      - 1. Made money, Michele enjoyed it
    - iii. Memberclicks migrated to a new platform in December
      - 1. This impacted OLA registration
    - iv. We've used sched.org for 2 conferences now
    - v. There has been a shift to google drive for document storage
- VIII. 2018 Conference Report (Emily David)
  - a. Lorie Vik (Eugene Public Library) will be co-chairing for the conference, as Emily is very busy
  - b. Google drive will be used to manage documents
  - c. Conference emails will be the same as last year
  - d. Eugene Hilton is undergoing a remodel (mainly a facelift)
    - i. New chef and menu, as there were food complaints last time
    - ii. Ingredient lists will be available per meal
  - e. Conference will run Wednesday – Saturday
    - i. There will be a Friday night event, though we don't know who will be sponsoring it yet
  - f. All the conference committee spots have been filled
  - g. This year, we want to promote Sched more, have people sign up ahead, and move programs to more suitable spaces depending on attendance
  - h. Developed and used a proposal rubric for the first time last year
    - i. This year, it will be improved
    - ii. Proposals will be tied to the strategic plan – no established due date, but will likely be like last year
      - 1. Proposals taken from August to September
  - i. Conference theme: **“Many points of light, one bright future”**
    - i. Also the slogan for libraries in Eastern Oregon
  - j. Call for proposals will go out at the end of August
  - k. There were requests for more programming geared toward people in rural libraries

- i. This is in progress, but funding may be used to offer scholarships to OLA to people in rural areas
  - IX. Unit Sponsorship for conference programs (Emily David)
    - a. Roundtables and visions can contribute lists of topics that they think would fit the conference
    - b. There needs to be a way for divisions and roundtables to see what has been proposed, as the sponsorship aspect allowed them to track this in the past
    - c. 5 years ago, the only way to propose a program was to be sponsored by a unit
      - i. This was a barrier for new librarians, or people new to Oregon, OLA
      - ii. Removing that requirement made the proposal process competitive
        - 1. Units can still sponsor programs, though this raises questions regarding how much weight sponsored programs have
          - a. Are sponsored programs higher priority than un-sponsored?
        - 2. Units assume responsibility for evaluations and surveys for the programs they sponsor, and this led them to limit the number of programs sponsored. Without that responsibility, affiliated units can support more programs
    - d. We could have people select tracks based on subject vs having people obtain unit affiliations
    - e. Commercial Vendors and their presentations should be considered
    - f. Feedback
      - i. Sponsorship in the past helped members figure out, based on unit, which programs would be relevant
        - 1. Robust tagging is more useful in this regard than sponsorship was (Stephanie D)
      - ii. Conference forms could be used to encourage people to add tags to make it apparent to whom programs would be relevant
      - iii. Presenters can express a need/desire for support from units
- X. Break
- XI. Strategic Plan – How are we doing? (all)
  - a. We went through a RFP for consulting groups in order to generate a Strategic Plan
    - i. We chose the Carragio Group
      - 1. Conducted focus groups across the state
      - 2. Created a task force to work with Carragio
      - 3. Selected areas of focus
        - a. Professional Development
        - b. Communication
        - c. Engagement
        - d. Advocacy
  - b. Small Groups:
    - i. Professional Development (Elsa Loftis)
      - 1. Saturday Programming
        - a. Scheduling worked well, got double the attendees we anticipated
        - b. Logistics were somewhat difficult

- c. Conference fatigue was an issue
  - 2. Leadership Institute
  - 3. Participants should work on a project over the year after the institute
    - a. Should we require interviews? Letters of recommendation?
    - b. Will the mentors require any special training?
- ii. Communication (Shirley Roberts)
  - 1. Website redesigned to better convey information
  - 2. Upgraded Memberclicks
  - 3. Calendar is on the homepage, meeting requests are easy to send to Shirley
  - 4. Homepage is device responsive
  - 5. Leadership orientation videos are better arranged and more accessible
- iii. Engagement (Buzzy Nielsen)
  - 1. Gather information from small libraries
  - 2. Changed mentorship program to include people outside OLA
  - 3. NMRT was started
  - 4. Members more involved with advocacy efforts this year
  - 5. Concerted effort to hold meetings around the state to encourage attendance
  - 6. Giving opportunities to membership
  - 7. Conference buddy program
    - a. Not enough buddies last conference. Previous year, there were too many
  - 8. Resume review service at conference
  - 9. Speed networking
  - 10. Hoping to make contact with library schools outside of Oregon, make space on the website for scholarship opportunities unrelated to leadership
- iv. Advocacy (Jane Corry)
  - 1. State Legislative day
  - 2. National Legislative day
  - 3. Postcards from OLA conference to Oregon legislative leadership
  - 4. Created the Core Values Statement
  - 5. Formed the leadership institute special committee
  - 6. Scholarships
    - a. Divisions can send people to Legislative Day. ACRL, CSD, and OASL have all done this. The Legislative Committee also has money to send one person to Legislative Day
  - 7. Invited legislators to OLA events

XII. Dinner

XIII. Hiking relaxing, socializing

**Tuesday, 8/15/17**

**New Attendees:** Emily Smith, Amanda Dalton (OLA Lobbyist), Abigail Elder (co-chair of Legislative Committee)

- I. Breakfast
- II. New Leader Orientation
  - a. Finances (Stephanie Lind, Shirley Roberts)
  - b. Parliamentary practices (Buzzy Nielsen)
  - c. Memberclicks (Shirley Roberts)
  - d. GoToMeeting (Shirley Roberts)
- III. Breakroom/key collection
- IV. Overview of OLA's legislative efforts (Amanda Dalton, Abigail Elder)
  - a. Things you may not know:
    - i. We have a paid lobbyist
    - ii. We do political work
    - iii. We are a committee
  - b. We present political issues to the Legislative Committee, the committee leverages their membership and experience to bring about changes
  - c. The committee has relationships with legislators, League of Oregon Cities, special districts, Confederation of School Administrators, Association of OR counties, Department of Education, etc.
  - d. The committee uses the [legislative agenda](#) to inform their work and support libraries making the best policies for themselves and their communities
  - e. Biggest current issues:
    - i. Revenue
      1. Protecting the funding that we have (Ready to Read Grants, State Library)
      2. Defeated HB 3191 (summer learning), and SB 75 (extending ready to read programs, thus stretching limited funds even thinner)
    - ii. Housing
    - iii. Transportation
  - f. Community outreach
    - i. Write a letter to the Editor or opinion piece
    - ii. Meet with editorial board of a local newspaper to discuss your library's use of the Ready to Read grant
    - iii. Educate parents
  - g. Relationships
    - i. Invite legislator to your library for reading session with children
      1. Great opportunity for legislators to learn about the program, for you to thank them for support
      2. Arrange a photo op, send them a thank you note for the grant
      3. The Legislative Committee can help make connections between us and legislators
    - ii. Meet with legislators
      1. OLA Legislative day
      2. OLA Legislative reception

3. Testify at a legislative committee hearing
  4. Meet with your representative or senator
  - iii. OLA has a Political Action Committee to which we can contribute
    1. \$50 per individual to get a dollar-for-dollar tax credit
  - iv. 2018 – looking ahead
  - v. Next meeting in September – items to consider?
    1. Vision screenings
      - a. SB 187 passed this Session, directs ODE to reimburse schools for vision screening expenses
        - i. Are libraries interested in collaborating with other groups to provide vision screenings?
      - b. SOS and DOJ ethics rules
    2. Net neutrality
    3. Change some library statutes that deal with the establishment of public libraries (set minimum standards)
    4. Coordinating efforts with Early Learning Partners
    5. Pre-k – college pathways
    6. Workforce Development Boards
    7. ESSA
    8. Free speech issues/meeting forums
    9. Local campaigns
    10. County law libraries
    11. CTE/BM 98 funding
    12. Memo for public buildings protecting undocumented immigrants from ICE
    13. IMLS Funding
- V. Financial Report (Stephanie Lind)
  - a. We are very fiscally healthy
    - i. Last conference drew a \$51k profit
    - ii. Investments are doing well for us as compared to our old investment practices
  - b. Lori Wamsley will become our Treasurer this year
    - i. See Lori, Shirley, and Stephanie for questions
- VI. Strategic Plan – What’s next (group discussions) (all)
  - a. Development
    - i. Improve/assess delivery systems for professional development
  - b. Communication
    - i. Institutional knowledge
    - ii. Reimagine the Hotline
    - iii. Branding marketing
  - c. Engagement
    - i. Build broader access for support staff
    - ii. “Quick strike” projects for members
  - d. Advocacy
    - i. Build and improve regional network
- VII. Lunch



VIII. Strategic plan (what's next (report out) (all)

a. Areas of focus

i. Professional Development

1. Grant funding LSTA or professional Development money through OLA (year 1)
  - a. Outcomes reporting to create qualitative feedback
    - i. How much is unit driven vs board driven
    - ii. Get information from the units and compiled by board for reporting to the state library
2. Write best practices for scholarships, feedback, and professional development opportunities
  - a. Northwest Central – include a portal to house best practices, policies, and procedures, conference materials, timelines for OLA development, etc.
    - i. Timelines could drive traffic to workshops, events, conferences, etc.
    - ii. Right now, NWC is on Wordpress and is used for conference material – this would require a shift to an actively curated website
      1. This shift could be a project for graduates of the Leadership Institute
    - iii. People that post here would use a Creative Commons license
    - iv. NWC could become a committee
3. Mini-conferences in regional areas or focused on one area
  - a. Utilize GoToMeeting where appropriate
- 4.

ii. Communication

1. Last year, the website was evaluated
  - a. Half of that work was completed
    - i. Mods to front page, home page, Memberclicks upgrade
      1. Evaluations were not completed
2. Upcoming
  - a. Finish website evaluation
  - b. Have president approach the assessment RT to do usability studies:
    - i. One for general membership
    - ii. One for executive board
  - c. Redesign website if necessary (year 3)
    - i. A survey may be helpful, but the usability study should happen first. If another survey is done, it will likely happen in year 4
  - d. What does membership want to see?
    - i. We have lots of text, not lots of visuals

1. How can we get ourselves out there in different ways?
  - e. Engagement group could help to find non-members and figure out why they are not members
3. Branding and Marketing
  - a. This could also involve the engagement group or be passed to them
    - i. Market to potential members, better engage with existing members, engage with new librarians and get them professionally involved
    - ii. "Professional of the year" award could be implemented to honor folks without an MLS
- iii. Engagement
  1. Build broader access for support staff
  2. Quickstrike projects
    - a. Past unit chairs reaching out to new members of roundtables, divisions, etc.
    - b. Get new members added to lists automatically (opt out, rather than opt-in)
  3. Survey members who dropped membership, affiliation
  4. More regional meetups
    - a. Focus on units
      - i. OASL model – they've hosted regional conferences
      - ii. GoToMeeting mass meeting – allows 100 people, might make large webinars easier
      - iii. "Clickbaity" link that sorts new members into their proper "house" (unit)
  5. Ease people into professional development
    - a. It seems like people are pushed from becoming members right to chairing them
      - i. Implement a tiered approach to involvement
  6. Memberclicks – when you sign up for an event, you are not notified whether or not you are a member – can we make Memberclicks notify people whether or not they are a member of the group hosting the event?
- iv. Advocacy
  1. Build and improve regional networks
  2. City of Portland offers Advocacy 10 program every couple of years
    - a. Covers how to talk to legislators
    - b. We could host a conference on advocacy
      - i. Emphasis on rural locations, hosting events there, inviting people specifically to those meetings
  3. Advocacy work can take a long time
    - a. Jane referenced an LGBT policy that took twenty years to implement

- i. We cannot give up!
- IX. Action items (Buzzy Nielsen)
  - a. Action items
    - i. Core values statement
    - ii. State library grants
    - iii. legislation RE public libraries
    - iv. Unit sponsorship
  - b. Strategic plan
    - i. Website visuals
    - ii. Member survey
    - iii. Regional opportunities
    - iv. Personal, specific contacts
    - v. Full use of MemberClicks
    - vi. Reimagine NWC
    - vii. Reimagine awards
    - viii. Advocacy preconference
    - ix. Reach out to rural areas
    - x. Keep trying!
    - xi. Promotional campaign
    - xii. Leadership institute sustainability
    - xiii. Best practices for grant criteria, program creation
  - c. What REALLY happens next?
    - i. Some items have specific people/units attached
    - ii. People that offered specific ideas will be asked to help implement them
      - 1. This can be an opportunity to engage our membership
      - 2. OLA Board members can volunteer as well
- X. Set meeting locations for 2017/18 (Buzzy Nielsen)
  - a. Usually even months, first Friday (though we meet at conference), 10am-3pm
  - b. Hoping to make the locations more geographically diverse
  - c. Some people may need information on accommodations depending on their travel situations
    - i. 08/25/17 – Crook County, Prineville 10am
    - ii. 10/06/17 – Coos Bay/North Bend?
      - 1. Board is in favor, though Coos Bay might be having an in-service day
    - iii. 12/01/17, 10a – (Washington County)
      - 1. could become a virtual meeting if the weather is icy
    - iv. 02/02/18, 10a (virtual)
    - v. 04/18/18, Conference, Eugene Hilton
    - vi. 06/01/18, (LaGrande)
    - vii. Retreat 8/13-14/18 (Menucha)
    - viii. 08/24/18, 10a (Seaside PL)
- XI. Farewell!