

OREGON LIBRARY ASSOCIATION BOARD MEETING

May 17, 2002

10:00-2:00

Douglas County Library, Roseburg

Tour of the Ford Family Foundation Office 2:15-3:00 (optional)

In attendance

Voting members: Carolynn Avery (PNLA Representative), Connie Bennett (Vice-President/President-elect), Diane Bolen (Support Staff Division), Rob Everett (Public Library Division), Barbara O'Neill (Secretary), Wyma Rogers (ALA Representative), Suzanne Sager (Treasurer), Jim Scheppke (State Librarian), Anne Van Sickle (Past President), Janet Webster (President), Heidi Weisel (Oregon Young Adult Network), Dan White (Children's Services Division)

Guests: Anne Billeter (Southern Oregon Library Federation), Beverly Smith (Outreach Round Table), Colleen Bell (Publications Committee), Faye Cadwell (Intellectual Freedom Committee), Diedre Conckling (Legislative Network and Social Responsibilities Round Table), Angela Reynolds (Children's Services Division), Sarah Reeve (Ford Family Foundation)

1. Housekeeping

- a. Introductions--White welcomed the board to Roseburg and explained lunch plans.
- b. Agenda Review
- c. Approval of Minutes - Van Sickle moved approval of the minutes as distributed; Weisel seconded the motion, which passed unanimously.

2. Officer Reports

- a. State Librarian's report - Scheppke

- i. Scheppke met yesterday with the Gates Foundation to review results of the Gates grant application process. Only one eligible Oregon library did not apply. One hundred sixty buildings were eligible for grants that would provide money to purchase from 1-6 pc computers, a printer, and software. The outcome is that one hundred seventy four buildings are going to get grants because 21 libraries who were not originally eligible appealed their eligibility or their population size, and all appeals, with one exception, were approved. In the grant applications there were 58 requests for content servers. Forty one small & rural libraries were eligible for only one computer based on their population size, but the Gates Foundation allowed those libraries to get a second computer with Spanish language operating system, software, etc. In July there will be a mandatory meeting for participants called Before Your Computer Arrives. The computers should be delivered beginning in mid-September. Seven libraries will receive training labs: Baker City, Medford, Roseburg, Eugene, Salem, Forest Grove, and Bend. Webster remarked that

Oregon's successes speak well for the good ground work Pam Horan did in preparing libraries for the grant process. The next step will be to figure out a way to sustain the project, as these computers will not be maintained or replaced by the Gates Foundation.

ii. Scheppke announced that the city of Salem is building a conference center and hotel that are scheduled to be completed in 2005. He invited OLA to have its conference in the new facility in 2006.

b. Treasurer's report - Sager

Sager distributed a balance sheet as of April 30, 2002 that showed assets of \$101,732.23. This year's budget shows collected dues totaling \$29,430, or 73.59% of the proposed budgeted amount. She noted that conference income and expenses aren't included in the April statement. Sager also distributed a historical chart of monthly income.

c. President's report - Webster

i. Contribution to CIPA fund -- OLA received a request from ALA for a \$2000 contribution to the ALA CIPA Legal Fund. Webster suggested sending \$200; Rogers thought \$500 would be more appropriate and so moved. Avery seconded. It was decided to take \$100 from the Public Library Division budget if their board approves, and \$400 from the Intellectual Freedom Committee. Motion passed unanimously.

ii. Annual report proposal -- Webster suggested writing a short, concise association annual report in order to keep the membership informed about what the board, divisions, committees, and round tables have done this year, especially in relation to Vision 2010. The report would be distributed in both electronic and print formats.

O'Neill reported that the association web master would like to provide a web form for committees, divisions, and round tables to use to submit their final reports. Members thought this would ease the process of reporting.

There was a question about the archives of the association and how the web site should be archived. Oregon State Library currently houses the OLA archives but it cannot provide staffing activity. Webster suggested an Archives task force to develop guidelines and a process for archiving and cataloging of what's in the archives. She and Bennett will develop a charge for the task force and appoint people to serve on it. Bell and O'Neill volunteered to be serve.

iii. Public Relations Committee update -- Webster asked David Pauli to lead a discussion with the committee about what they've done in the past, possible responsibilities, and whether or not to continue. The committee was asked to report by the August 23 Board meeting.

iv. State Library E-Reference Task Force -- Webster reported the State Library has formed a task force to look at how statewide reference should be shaped in the future. The Reference LINK LSTA grant is up for renewal, and the State Library wants to take a fresh look at how collaborative reference should be provided. OLA was asked to appoint two people to the task force. Webster appointed Diedre Conkling and Linda Lybecker. The task force's recommendations will be made to the State Library by October 1.

v. LSTA Draft 5-Year Plan. -- Webster noted her concerns about the benchmarks in the draft LSTA 5-year plan. She feels they don't very well address measurable outcomes for academic or school libraries. The final draft will be made available for more comments, and then it will go to the OSL Board for adoption at its June meeting.

vi. Senate Interim Task Force -- Heim reported the Senate Interim Task Force on Library Cooperation had its second meeting on Monday, May 13th. She distributed a transcription of notes taken at the meeting that tentatively ranked the priorities of the group. The top priority is statewide coordination for licensing of databases for Oregon libraries. The group is also concerned about school libraries. Two committees will continue to work on refining the solutions and drafting legislation. The economic situation looks gloomier than originally anticipated. The Legislature will probably meet in special session in June to consider funding options. Heim emphasized that the OLA Legislative Committee may want to put in its own bills for expanding on these ideas. The task force has been told by the Senate members that there will be no money appropriated for any proposals from this group. Webster commented that the only state money out there is \$600,000 allocated to PORTALS this biennium through the Portland State University budget for acquiring research level resources in the Portland metropolitan area. Some of the PORTALS money is currently being used for databases. If the task force can make a case for moving that money to support a statewide effort, it must show what PSU and the other PORTALS libraries would get out of it. Heim reiterated that OLA shouldn't be afraid to ask for what we need, and OLA doesn't have to do what the task force recommends.

d. Vice-President- Bennett

i. National Legislative Day -- Bennett reported 6 librarians represented Oregon libraries in Washington D.C. at the recent National Legislative Day: Jim Schepke, Jim Hayden (a school librarian and president of the OSL Board), Janet Webster, Connie Bennett, Kelly Kuntz (from OEMA), and Cindy Gibbon (from Multnomah County Library). Representatives were briefed on issues that they later discussed with representatives: reauthorization of LSTA, the authorization for ESEA with higher funding (literacy through school libraries), copyright/fair use issues, and e-rate. Each Oregon representative went to at least 3 or 4 meetings with legislative staff. Bennett thought the mix of school, academic, and public librarians was effective.

ii. Annual OLA retreat -- The OLA board is scheduled to have its annual retreat in August with in-coming and out-going board members. Bennett wonders if this is an activity we should do again this year. If so, she wonders about the advisability of combining part of the retreat with the OEMA executive board's retreat. One idea would be to have a Monday afternoon shared content program and dinner for both groups, and then on Tuesday separate into two groups. Bell commented she gets lots out of the retreat. As a committee, round table, or division chair she wants to hear what the concerns of the entire association are, what her role in the organization can be, and what her group can work on to play into the roles of the association. Other members echoed this thought and thought the board should continue the tradition of an annual retreat. Scheppke suggested an idea for a joint OLA/OEMA activity would be to meet with a candidate for state school superintendent that both groups could support. Another idea for a joint activity is a discussion of combining organizations as one.

Everett commented that an important purpose of the retreat would be to serve as a check-in point for the board to look back and see what the association has accomplished in the past year related to Vision 2010, to consider next steps, and to redefine activities for changing library service over the course of the decade. Rogers suggested we set our goals and then share those goals with OEMA, and pick one or more topics to work on together. Webster suggested the orientation for new board members could be done separate from a retreat. Others thought the value of a retreat is that everybody is there together, engages in conversation about the same issues, and socializes together. All this contributes to encouraging collaborative working relationships.

Webster noted that the weakest Vision 2010 call to action is serving every child. Perhaps that topic could be a focus of a meeting with OEMA. How could OLA be a change agent to change the relationships between schools, public libraries, and academic libraries?

e. Past President - Van Sickle

Van Sickle presented a proposed budget for her participation on behalf of OLA on a PNLA task force to establish a regional leadership training institute. She anticipates 2 face-to-face meetings this year. Scheppke moved she be authorized to attend the two meetings of the PNLA task force. Bennett seconded. Motion passed unanimously. Next fiscal year there will probably be one more meeting to attend and a request for each participating chapter to pay \$500 in start-up money for R&D. Van Sickle reported the task force will be looking at what segment of the profession to target.

f. ALA Representative - Rogers

i. Second draft of Library Bill of Rights on Privacy-- Rogers distributed a draft of the ALA Interpretation of the Library Bill of Rights on Privacy dated April 16, 2002. She also distributed pages from the ALA web site that explain how members can make comments. The new interpretation was written in response to the PATRIOT act. It reaffirms the

principles of privacy that librarians have always stood for. Rogers sees issues of privacy with the possible introduction of a statewide borrowing card. She urged members to make comments at a hearing at ALA, to leave comments at the OIF table at the convention center, or to email them to Oregon's ALA councilors, Diedre Conkling, Naomi Angier, MaryKay Dahlgreen, Ellen Fader, or Wyma Rogers.

ii. Chapter Association Relations booth at ALA -- Rogers reported that she needs to take giveaways to the ALA conference for the Chapter Association Relations booth. Members suggested summer reading bookmarks, extra issues of the *OLA Quarterly*, OLA membership brochures, summer reading posters, and a one page flyer that would call attention to Vision 2010 on the OLA web site.

g. PNLA Representative - Avery

Avery reported that PNLA donated \$500 to the ALA CIPA Legal Fund. The PNLA conference will be held in August in Missoula, MT at the same time as the Montana State Fair. There is an opening for editor of the *PNLA Quarterly*. Elections will be held soon, and there will be a new person representing PNLA at the next OLA board meeting.

h. Parliamentarian - No report.

3. Division reports

a. Academic -- No report.

b. Children's -- No report.

c. Support Staff -- No report.

d. Public Libraries -- Everett distributed a written summary of the results and conclusions of the division's regional forums on the statewide library card.

e. OYAN -- No report.

4. Committee reports

a. Conference 2002-- Wrap-up

Webster reported for Lightbody that the committee is meeting soon for a final wrap-up. The bill from the DoubleTree has still not been finalized, but it looks like the target profit will still be met.

b. Conference 2003 - Preliminary

Landers submitted a report to Board members via e-mail. Webster reported this committee has been pulled together and is beginning to create a program.

c. Publications - No report.

d. Resource Sharing Committee - LSTA grant request

Webster reported that the committee has submitted an LSTA grant request to review the state's courier program.

e. Membership - No report

f. Intellectual Freedom

Chadwell summarized recent past and forthcoming court decisions affecting intellectual freedom: Child Pornography Prevention Act (CPPA), Child Online Protection Act (COPA), and Children's Internet Protection Act (CIPA).

g. Honors and Awards - No report.

h. Legislation-- April 2002 Draft Legislative Agenda distributed in paper. No discussion.

5. Round Table reports --

Outreach Round Table-- Smith reported that the Outreach Round Table had a successful 2002 preconference and meeting. They held elections, and the new chair is Beverly Smith. Carolyn Avery is the new secretary. There was discussion about becoming a division of OLA.

6. New Business

a. Ford Family Foundation, libraries and rural communities discussion with Sarah Reeve

Reeve distributed brochures from the foundation and her business card and gave an overview of the foundation. She remarked that the Ford Family Foundation has invested several million dollars in libraries in Oregon in the last five years, all in rural Oregon. Most investments have been in capital projects, but they have also funded the Oregon Summer Reading Program and the Pioneer Library System in eastern Oregon. The Ford Family Foundation is committed to and believes in the importance of libraries in rural Oregon. The mission of the Foundation has two prongs: 1) to help individuals through organized learning opportunities to be contributing and successful citizens, and 2) to support non-profit activities, agencies and projects, with particular emphasis on mid-size and small communities (<30,000 in population if not in a metropolitan area) in the State of Oregon and Siskiyou County, California. They support several scholarship programs, The Ford Institute for Community Building, and grant programs in 3 areas: rural education, rural human services, and rural civic and community enhancement. See [The Ford Family Foundation](http://www.tfff.org) web site (<http://www.tfff.org>) for more details.

Reeve emphasized that it is very important to the foundation that projects have already secured a respectable level of local and constituent funding when an application is submitted. Seldom does the foundation come in as the first player; in most cases they want to see there's a lot of support for the project. They also look for a sustainability plan. Reeve summarized the application procedure. Webster asked if special initiatives were advertised only on the web site, or do they do mailings? Reeve said they like to do electronic mailings, and Webster offered to send Reeve information about posting to the OLA

Hotline and to libs-or.

Reeve mentioned that one of their board members is concerned about the shift in library materials buying away from books and asked if anyone would care to comment. Members responded that at the same time materials budgets are being reduced, patrons are asking for formats in addition to books, and libraries are adding collections in Spanish and other languages. They talked about the difficulties of sustaining library programs with funding that is not permanent. Webster commented that endowments are easier to work with than grants.

b. Statewide Summer Reading

i. Overview of project's successes and challenges -- White showed a glittered road map of Oregon to demonstrate where libraries are that have participated in the Statewide Summer Reading program. In 2001, 119 out of 125 public libraries and systems participated. In 2000 there were 80,930 children served; in 2001 there were 93,030, a 14% increase. A lot of the increases were in rural areas. Reynolds stressed that part of the reason for the increase in libraries' participation was that the materials were free. Free materials were even helpful in the larger libraries where time of staff was freed. Strengths of the program were identified as: 1) summer reading now has a statewide identity and recognition, 2) there is high participation: more libraries and more kids reading, 3) the program has caught the attention of local sponsors. Because of Summer Reading's visibility in newspapers, TV, and radio, local foundations and groups have become interested. Oregon is in the forefront in the country because the state library association is coordinating its summer reading program, not the State Library.

ii. Proposal for future development-- Reynolds explained the *Summer Reading Sustainability Strategies 2002-2003* document that was distributed prior to the meeting and asked for reactions from board members. The proposal outlined 5 strategies to ensure the long-term success of OLA's statewide Summer Reading Program: 1) cultivating additional corporate partners, 2) creating an Oregon summer Reading Council to provide strategic direction for the program, 3) funding and hiring a statewide Summer Reading coordinator, 4) creating an organizational partnership to house Summer Reading administrative activities, and 5) commissioning a statewide report on Summer Reading.

Weisel responded that she thought the proposal spoke directly to Vision 2010 and serving every child. Bell expressed concerns about the organizational aspects of accomplishing the proposal. Should OLA hire an executive director who would be responsible for administering the program and then ask Children's Services Division members to provide staff mentoring and workshops? Rogers asked what we are currently paying the Metropolitan Group and what their responsibilities are. The response was that we are paying them \$48,000 to look for sponsors, to coordinate media and in-kind advertising, and to coordinate, design, and print materials. Schepke remarked that he thinks the

proposal is an excellent plan and the board should go forward with it. He doesn't feel it's wise to mix up the Summer Reading proposal with an executive director position. He thought we could find a partner to work with who would house and supervise a position that OLA would pay for. He would like to see OLA commit to funding the position for 2 years, and after that sustain the program through corporate sponsors. Everett asked how the proposal fits in with the larger context of library services to children in this state all the time. Reynolds responded that Summer Reading has become a major focus of CSD and fund development is a year-round task. Bennett asked how this position relates to the State Library's Youth Services Consultant position. Scheppke remarked that the State Library position is currently a full time position and could not take on the extra duties of coordinating a statewide summer reading program. Scheppke thought OLA could get a grant to fund the position full time for two years and then within the 2 years we could figure out how much of a position we really need.

Webster asked the board to consider if this is the most important thing for the association to fund at this time. Should we be doing other things? Rogers responded that CSD is a group that's ready with a proposal right now. The board agreed in concept to the proposal, but asked the task force to submit a Summer Reading program mission statement that fits into the overall strategies of the Children's Services Division and serving every child, a position description, and a budget. Scheppke moved that the OLA Board accept the Summer Reading Sustainability Task Force report and move forward (after the mission statement, budget, and position description are submitted) to develop a funding request for a coordinator position and identify a non-profit partner. Sager second the motion. The board approved the motion unanimously.

c. 2004 Conference location

Webster reported that the 2004 conference will be April 14-16 at the Eugene Hilton.

d. Election Results (if available)--Not available.

7. Next Meetings

- a. August 5-6 - Retreat at Silver Falls
- b. August 23, 10-2 - Eugene, Eugene Public Library

8. Adjournment

The meeting adjourned at 2:20.

Respectfully submitted,

Barbara O'Neill
OLA Secretary