

OREGON LIBRARY ASSOCIATION (OLA)
EXECUTIVE BOARD MEETING

September 19, 2003
10:00 a.m. to 3:00 p.m.
Portland State University
Millar Library, Room 160
Portland, OR

Voting Members Present: Sarah Beasley (Academic Division/ACRL-Oregon), Colleen Bell (Secretary), Connie Bennett (Past President), Debra Bogart (Children's Services Division), Faye Chadwell (President), Cindy Gibbon (Public Library Division), Melanie Lightbody (Vice-President/President-Elect), Sonja Patzer (Support Staff Division), Carol Reich (PNLA Representative and OYAN), Wyma Rogers (ALA Representative), Suzanne Sager (Treasurer), Dale Vidmar (Member-at-Large)

Other OLA Units, Members, and Guests Present: Remy Agudelo (International Relations Round Table), Lorraine Borchers (Resource Sharing Committee), Dana Campbell (Children's Services Division), Gina Cole (Nan Heim/Associates), Deidre Conkling (Legislative Network Coordinator and Social Responsibilities Round Table), Eric Friedenwald-Fishman (Metropolitan Group), Paula Hamilton (Resource Sharing Committee), Cara List (Intellectual Freedom Committee), Bryan Markovitz (Metropolitan Group), Loretta Rielly (Conference Committee), Torie Scott (Library Instruction Round Table), Wes Stevens (Resource Sharing Committee Consultant)

Meeting convened at 10:15 a.m.

1. HOUSEKEEPING

It was established that a quorum was present.

Sarah Beasley provided local details. Suzanne Sager discussed the lunch arrangements.

Introductions were made, and the agenda was reviewed.

Dale Vidmar moved and Cindy Gibbon seconded that the minutes of the August 22, 2003 Board meeting be approved. Passed by unanimous vote.

2. OFFICER REPORTS

- a. State Librarian (Jim Scheppke) – no report
- b. Treasurer (Suzanne Sager)
 - i. Suzanne reported that, as we have requested, the McCulleys will start sending revised financial reports to the appropriate OLA unit head and the Treasurer when a correction is made.

ii. Divisions and committees would like to be able use an association credit card for certain expenses that individuals have traditionally had to pay for and then request reimbursement; examples of these expenses include travel arrangements for conference speakers and postage costs for large mailings. OLA Policy requires two signatures on expenses over \$200. John McCulley suggested that the association open an account with a travel agency to deal with the travel expenses. The Board felt that this might work if we followed current procedures for authorizing reimbursements; Suzanne will follow up on questions regarding authorization and procedures.

c. President (Faye Chadwell)

i. Faye distributed the schedule for 2003/04 Board meetings:

- November 21, 2003: Corvallis-Benton County Public Library
- January 30, 2004: Room 103, Oregon State Library Salem, OR
- March 12, 2004: Singer Room (2nd Floor), Eugene Public Library Eugene, OR
- April 14, 2004: Eugene Hilton Eugene, OR
- June 11, 2004: Deschutes Public Library Bend, OR
- August 20, 2004: Jefferson County Library District Madras, OR

All meetings, except for the April meeting, are from 10 a.m. to 3 p.m. Exact locations, where not provided, will be announced at a later date. Colleen Bell agreed to make sure the meetings were added to the OLA Calendar.

ii. Faye is still waiting to hear from several committee chairs about gaps on their committees. She announced that Cindy Gibbons will chair the 2005 Conference Committee. Faye expects to have committee appointments available at the next Board meeting for approval. The web site has been updated to reflect current committee appointments.

iii. Faye did not have a draft budget available for review, but promised to present one at the next Board meeting.

iv. Faye has appointed Elaine Hirsch, Lewis & Clark College, to serve as the association's representative to the Lewis & Clark Bicentennial; the Board approved a donation of \$100 to the Bicentennial project.

v. Faye noted that OLA's Interlibrary Loan Code is located on the Oregon State Library's web site, rather than the OLA web site; she will direct Rachel Mendez to link to the document from OLA's web site.

vi. Faye is still working on the minutes from the OLA Retreat in August, 2003; she will distribute the minutes once they're finalized, complete with charges to committees arising from the minutes.

d. Past President (Connie Bennett)

i. Connie reported that she completed all of the requirements from the Ford Family Foundation to

receive a \$25,000 grant for the Summer Reading Program; part of the grant will be used to pay for past expenses, and the rest for the 2004 Summer Reading Program. The cheque from the Ford Family Foundation arrived the day before the Board meeting. The revised grant application required extensive revisions to the original application that the Metropolitan Group prepared.

- e. Vice President/President-Elect (Melanie Lightbody) – no report
- f. Secretary (Colleen Bell)
 - i. Colleen will prepare motion forms to help streamline the decision and reporting process for future Board meetings.
- g. ALA Representative (Wyma Rogers)
 - i. Wyma commented on the *New York Times* article entitled, “Ashcroft Mocks Librarians,” and noted that ALA President Carla Hayden has been doing a good job responding to the issues on behalf of ALA.
 - ii. ALA has released a new public service announcement for the Save America’s Libraries campaign; libraries may order it from the ALA web site for \$40. The tag line is “The future is @your library, so make sure your library has a future.”
 - iii. ALA has now formed a partnership with IFLA to take the @Your Library campaign to the international stage; it is being translated into other languages, and libraries and organizations in at least twenty countries have adopted it.
 - iv. The Library Services and Technology Act (LSTA) has been authorized for \$232 million through 2009.
 - v. Two librarians from the Multnomah County Library, Ruth Metz and Cindy Gibbon, will be attending the Lawyers for Libraries conference in San Francisco, along with the assistant county attorney and a former county attorney for Multnomah County. ACRL-OR is planning to send Malla Pollack, a visiting professor at the University of Oregon.
 - vi. Mitch Freedman is chairing the selection committee for the Director of the new ALA Allied Professional Association. Plans are to interview candidates in October.
 - vii. New on the ALA web site: Customer & Member Service Center (name change) and a briefer site map. Coming soon: shorter URLs and an online event manager.
 - viii. *American Libraries* has published summary results of the 2003 survey of librarian salaries; the lowest salary is \$18,500, the highest \$276,500; the mean salary is \$51,000 and median salary is \$47,000; the full survey results are available for purchase from ALA’s Order Fulfillment office.

ix. ALA has established an eRate Task Force; they have issued an RFI (request for information) on filter functionality, in response to CIPA's requirements for Internet filtering in public libraries. ALA is looking for filtering software that is "fully functional"; facts about filtering are available on the ALA web site.

h. Parliamentarian (Faye Chadwell for Ed House)

i. Ed proposed that the OLA Board refer the following bylaws amendment to the membership:

"3.0622 A chair of a division of OLA may appoint a proxy to represent the division at an Executive Board meeting. The appointment would be only for the meeting where the chair could not attend. The proxy must be a member of the division's board. The OLA President must be notified of the proxy appointment in advance of the meeting."

In discussions among the Board concerning the use of proxies, the following questions and concerns were raised: Do we endorse the use of proxies by making it possible to do so within our bylaws? Some discussions take place over several meetings, but a vote will take place in only one meeting; are we serving the members of the divisions well by allowing someone who has not participated in the entire discussion to vote on behalf of the division? What is driving this bylaws change? Is it concern for the quorum? If so, when was the last time we didn't have a quorum? If the OLA Board declines to put the amendment before the membership, or the membership declines to change the bylaws, can divisions still amend their own bylaws to accommodate proxies? Are there other solutions, such as a conference call, that can be used instead of a proxy? By the end of the discussion, there was little support among the Board to put this amendment forward to the membership.

ii. The OLA Procedures currently lack a procedure for the disbandment and elimination of divisions. Ed suggests using the same procedures that are used to address round tables that are inactive, and the same criteria for determining inactivity. This issue arises because the Trustee and Friends Division has been inactive for several years; the Board will need to make a motion to refer the disbandment of the Trustee and Friends Division to the membership.

Ed proposed that the Board refer the following bylaws amendments to the OLA membership:

"3.0253 If no annual report is filed for two consecutive years, the OLA Executive Board will review the division's mission and activities. If warranted, the Executive Board may suspend the division for one year.

"3.02531 If a petition requesting reinstatement and containing a minimum of 25 signatures from OLA members is submitted to the Executive Board within one year of the division's suspension, the division will be reinstated.

"3.02532 If no activity is reported within the year's suspension, the OLA

Executive Board may delete the division.”

The Board will discuss these at its next meeting.

i. PNLA Representative (Carol Reich)

i. PNLA has received 4 proposals to run its leadership institute, from: Elizabeth Curry Consulting Services; Maureen Sullivan Associates; Schreiber Shannon Associates; and the Information School at the University of Washington.

j. Member-at-Large (Dale Vidmar) – no report

3. DIVISION REPORTS

a. Academic/ACRL-OR (Sarah Beasley)

i. The division has a new logo, designed by Kerry McQuaid; it's now in use on the division's web site.

ii. The division has proposed several programs for the 2004 conference. In addition, they will be co-sponsoring a workshop by Barbara Pfister at Linfield College, and are preparing for the joint ACRL-OR/WA conference at Pack Forest.

iii. Portland State University's Division of Continuing Education is sponsoring an October 23 visit to the campus by Michael Moore. They have offered Oregon librarians 10-14 front row seats. Faye and Sarah will work on a way to distribute the tickets.

b. Children's Services Division (CSD) (Debra Bogart)

i. MaryKay Dahlgreen has completed her evaluation of Oregon's Ready to Read program and will be presenting it to the State Library Board.

ii. There have been an additional \$2,300 in contributions to the Summer Reading Program.

c. Oregon Young Adult Network (OYAN) (Carol Reich)

i. OYAN is working on proposals for three conference programs: booktalks; programs by YA authors Susanna Vance and Nancy Osa; and a joint program with the Public Library Division on young adult books for adults, and adult books for young adults.

d. Public Library Division (PLD) (Cindy Gibbon, proxy for Teresa Landers)

i. In addition to the security workshops they are presenting around the state, the division has submitted seven conference proposals, and plans to co-sponsor, with the Intellectual Freedom

Committee and CSD, a pre-conference workshop on the Children's Internet Protection Act (CIPA).

- ii. Wearing her hat as program chair for the 2004 conference, Cindy noted that few of the programs that have been proposed incorporate the diversity theme, and encourages OLA units to think creatively about ways to bring diversity into the programs; for example, can the joint program between OYAN and PLD that Carol Reich described select and discuss resources that focus on diversity issues?
- e. Support Staff Division (SSD) (Sonja Patzer)
 - i. The new division Board took office earlier in the week; the new Chair-Elect is Bill Kelm.
 - ii. The division is currently planning programs for the 2004 conference.
- f. Trustee and Friends Division (Rosemary McGreer) – no report

4. COMMITTEE REPORTS

- a. 2004 Conference (Loretta Rielly)
 - i. Loretta presented the proposed conference budget. She explained that there were several assumptions the committee made in developing the budget: there would be no increase in the number of attendees; there would be no increase in the registration fees for members; there would be a slight increase in registration fees for exhibitors; and that basic audio-visual equipment (including an LCD projector, but not computers) would be provided for every program. The biggest unknown right now is the cost of online registration. Last year, the OSU Conference Center quoted a fee of \$8/person. The committee will continue investigating options for online registration.
 - ii. The committee plans to host the Internet Café once again.
 - iii. Keynote speaker will be Diana Abu Jaber, a novelist who used to live in Portland. She will also participate on a keynote panel. The committee is still working on getting additional speakers.
 - iv. The chair of the 2005 Conference Committee will be Cindy Gibbon.
- b. Resource Sharing (Paula Hamilton)
 - i. Paula introduced Wes Stevens, the consultant hired to carry out the committee's LSTA-funded study, "Statewide Interlibrary Delivery of Materials Research and Planning Project."
 - ii. Wes reported his findings and conclusions concerning a statewide courier service. The current courier service, administered by the Orbis Cascade Alliance, is too expensive for many libraries in the state; each Orbis dropsite needs to handle about 3,000 items a year to pay for itself. There are about fifteen states with comprehensive courier systems; the cost to run these systems varies

widely, depending on the model. There are a variety of courier systems in use by libraries throughout the state, including in-house services, private couriers such as Senvoy, education service districts (ESDs), garbage hauling services, bus companies, and volunteers.

In other states, where the total cost for the service is much higher, the costs for individual dropsites are about half the cost of ours, because there are more of them. suggesting that establishing more dropsites could decrease the costs for everyone, and make it possible for more libraries to participate. Oregon currently has 34 dropsites, with an unlimited volume and delivery 5 days/week. With more dropsites, the courier covers the same amount of territory, but has a greater volume of business. The Pioneer Library System in eastern Oregon is currently using Senvoy, which provides its services for free because it is already stopping in most of the communities. Senvoy has expressed interest in serving the entire state, as well as Washington and Idaho.

iii. Some libraries in Oregon are not participating in interlibrary loan at all, but so far the committee has not investigated the exact reasons behind it, although Wes speculated that the cost of sending materials, as well as the time required to process requests and materials likely play a role.

iv. The initial proposal from the grant is to expand the existing statewide courier systems to include more dropsites. The recommendations will also include maintaining subsidies to libraries, so that libraries don't lose existing services. Wes will be preparing a formal report for the committee to consider. Once the committee has had time to review the report, they will present it to the State Library and the LSTA Board. The suggestion was also made to present the report to the Oregon Public Library Directors group. Once the report has been presented and accepted, it will be made available on the OLA web site.

v. The committee urges the OLA Board to decide how the association will endorse, support, and/or promote new or expanded resource sharing initiatives, and to create more building blocks toward a true statewide courier service and a statewide library card.

vi. Several questions and concerns were raised by the Board. Will we be able to find a way to subsidize libraries who, even under a lower-cost model, still can't afford the service? Are we hoping to collaborate with libraries Washington? How will this tie into our Vision 2010 goal of having a statewide library card?

5. ROUNDTABLE REPORTS

No round table reports.

6. OTHER BUSINESS

a. OLA's Political Action Committee (Gina Cole, Nan Heim/Associates)

i. As we move into the next election campaign cycle, we need to start thinking about raising funds for OLA's Political Action Committee (PAC). There is currently a balance of \$475 in the

PAC account, and the committee is starting to receive fundraising letters. In the last campaign cycle they had \$4,200 to distribute, and in the one before that they had \$5,900.

ii. The PAC recommends adding an option to contribute to the OLA membership form. The message this sends is that contributions to your PAC is as important to the organization as your membership dues. Gina reported that they had done this with another organization, and followed up with a letter to the membership explaining how the PAC works and what it does; this resulted in a 63% increase in contributions to the PAC over a two-year cycle.

iii. Several questions and concerns were raised by the Board. We need to make sure that the membership understands what happens to the money; for example, how is it spent? What does it accomplish? How did it influence legislation? What is the relationship between the OLA Board and the PAC? Should a letter to the membership come from the OLA Board or from the PAC? Would adding this to the membership form affect our tax status? Would it complicate our accounting procedures? The money collected by the PAC cannot be reflected in OLA's financial records; the Board would need to discuss procedures and investigate the implications. When asked if, assuming we could do this legally and without undue complications to our current procedures, if this is something the Board would be interested in pursuing, there was general agreement.

iv. The Board also asked who from the last session the PAC would like to be able to support; there were four members of the General Government committee that advocated on behalf of Oregon's libraries in the last session, including Kelley Wirth and Floyd Prozanski.

b. Task Force on OLA Summer Reading Program (Sara Charlton)

i. The task force consisted of Sara Charlton (chair), Bonnie Allen, Mary Ginnane, Heather McNeil. It was charged with developing a plan for the ongoing support of the Summer Reading Program.

ii. Sara distributed the recommendations of the task force, briefly:

- Sponsor a gala event at Annual Conference to raise funds for the program.
- Use LSTA funds to provide the Summer Reading Program manuals to libraries.
- Promote the purchase of Summer Reading Program marketing materials (e.g., bookmarks, posters) by libraries using local funds, including Ready to Read grants and fundraising.
- Children's Services Division should develop web-based materials to assist libraries in advertising the program locally.
- Apply for grants from programs such as Starbucks' Literacy grants to provide free books for Summer Reading Program participants.

iii. One Board member asked how much anger over the recent financial difficulties concerning the program was "out there"? Sara responded that the amount of anger caught her by surprise, but that 47 of the 75 libraries that contributed funds to help pay the program debt contributed the entire amount requested. She also reported that fewer than 10 of the program evaluations that they received were negative, and that overall, librarians seem to be happy about the new collaborative.

iv. The task force wants us to remember that in spite of the financial difficulties, there were many positive accomplishments to celebrate, and that we should use our experience to avoid similar problems in the future.

c. Summer Reading Program Presentation (Bryan Markovitz and Eric Friedenwald-Fishman , Metropolitan Group)

i. Metropolitan Group submitted a final report concerning the Summer Reading Program to the OLA Board, including a statistical summary, a list of program highlights, and revenue and expense reports for the years 1998 through 2003.

ii. Following the presentation, the Board asked several questions, including questions about collecting on the one outstanding fundraising pledge. Metropolitan Group has a file of the correspondence concerning the pledge, and is waiting for a return phone call.

iii. The Board discussion following Brian and Eric's departure was lengthy and heated; the Board decided on the following immediate actions: Faye Chadwell will follow up with Metropolitan Group concerning the status of the outstanding pledge; and Faye Chadwell and Debra Bogart will develop a payment plan for the outstanding invoices from Metropolitan Group. In addition, the OLA Board directed the OLA President and an appointed subcommittee to "review all pertinent legal and financial documents relating to the Summer Reading Program and decided whether it is necessary to consult a lawyer, and to bring a recommendation to the Board at the November meeting."

The meeting adjourned at 2:50 p.m.