

Oregon Library Association
Executive Board Meeting
August 25, 2006
Geiser Grand Hotel, Baker City, Oregon

ATTENDANCE

Leah Griffith, Aletha Bonebrake, Mo Cole, Julia Longbrake, Terri Washburn, MaryKay Dahlgreen, Jim Scheppke, Janeanne Rockwell-Kincanon, Jane Ahern, April Witteveen, Linda Lybecker, Rea Andrew, Patrick Duke, Allen Kopf, Sarah Beasley, Janet Webster, Kate Gronemyer, Bob Kingston, Camila Gabaldon, Connie Bennett.

1. HOUSEKEEPING

Quorum achieved

Local details-*Breakfast at the Geiser Grand Hotel*

Approval of minutes from June 9, 2006 meeting at the Eugene Public Library. Jim Scheppke moved to *approve minutes with one correction*; Pat Duke seconded. Motion carried, none opposed.

All in attendance gave introductions.

2. OFFICER REPORTS

a. President—Leah Griffith

Statewide “Everybody Reads” for Oregon’s Sesquicentennial in 2009

Leah met with Barbara Allen, Executive Director of Oregon 150. Ms. Allen is pleased that libraries are coming forward to support *Oregon Reads* since libraries weren’t involved with the Lewis & Clark sponsored events. *Oregon Reads* will become a sanctioned event. Being a sanctioned event would mean that Oregon 150 would find a major sponsor that could pay for publicity, programs and even books. The primary focus should be on a single *Oregon Reads* book that is published in Oregon by an Oregon publisher. They will be holding *listening sessions* in September around the state to get ideas of what to have during the sesquicentennial. Barbara wants a proposal by November from OLA.

Janet Webster stated OLA would want to be sure Oregon 150 has the ability to bring in the sponsorships. She suggested a task force to consider one fiction and one nonfiction book.

Jim Scheppke said the board for Oregon 150 has not been appointed yet. All the program money will have to be raised. They have a \$400,000 biennial budget for administration. This event will sell a lot of books and if the book is out of print, it will enable someone like OSU press to put it back into print. Jim suggests a

children's, YA, and adult author book be selected. It will also be a good way to promote early literacy.

Mo Cole asked how many libraries around the state are doing a single book read. If a live author is selected, how many places will they go around the state? If OLA is a sponsor, we have to do the work to make this happen as Oregon 150 comes up with the money and the co-sponsors develop program.

Leah Griffith said that almost everything was positive in the comments. Multnomah County Library, Eugene Public, Jackson County, Coos County, have all said *yes* to the idea. She hasn't talked to Deschutes County yet. Jim, Molly Raphael, Aletha, and Leah met to discuss the project at OLA Conference in April. Multnomah County Library is very supportive. They will have staff on the committee. If you have too many books to choose from, you run into marketing problems. By November, OLA Board needs to decide on what books to suggest to Oregon 150. This will be the perfect time for a new Oregon Authors website to be put up to promote this.

MaryKay said we need to be sure people understand that this is the big *Everybody Reads* for the year.

Motion—*OLA sponsors Oregon Reads 2009 in partnership with other library organizations* moved by Jim Schepcke, seconded by Mo Cole. Motion carried, none opposed.

Oregon Literacy Conference: Future participation by OLA

The OEMA/OLA joint conference programs were very good and provided a good networking opportunity. Participants included school librarians, public librarians and members of the Oregon Reading Association, which is largely composed of teachers. The question is: Do we want the Literacy Conference to be an annual event? They want at least two volunteers from each of the organizations to help put it together. This is a beginning discussion and a not commitment.

Janet Webster feels it is too early to discuss. OLA needs to see a report first. We need to know what the real purpose of the Literacy Conference is.

OEMA has had summer institutes and there is energy for the first one and then it fades. OEMA may say they are interested in doing so every other year as it is a lot of work for a small organization to put on an annual conference and then this literacy conference also. This idea for a Literacy Conference came out of the OEMA/OLA committee. There was discussion as to how many conferences can you get people to attend. Having it every other year would likely help with

attendance. Problems with this year's conference included getting information/publicity out to potential participants since school was out for the summer. The conference needs to be advertised to the schoolteachers prior to school being out. Timing of the conference is critical. This year PNLA was held the next week and the Leadership Summer Institute was the same week. Getting specific people to commit to attending was as crucial as OLA contributing money.

There is concern about sustainability. We need a better way to get a sponsor from one of the Schools of Education like Western, U of O, etc. They could make it a CE program. It was suggested to piggyback the Literacy Conference on to another conference. Having the Literacy program as an OEMA pre-conference is a suggestion or as a post-conference so teachers could attend on Saturday when classes are out. We want to invite school librarians and literacy teachers to OLA. We need to be cautious about whether the conference is sustainable with so many conferences going on. And, we need to have a good look at what the goal of the conference is and can we provide the same information in a more efficient manner.

Support of OEMA LSTA Grant for Battle of the Books

Better World Books

This organization allows libraries to market their materials (discards) around the world. The concept is good but there have been some mixed results. It needs to be developed more. It was decided to bring the idea to the Conference Committee.

Oregon Heritage Caucus – Legislative?

This is a caucus of heritage groups at the legislative level. There has been no further word on it. Jim Schepke will investigate.

MemberClicks effect on the OLA

The use of MemberClicks and the expansion of services provided will be a decision of the incoming President, Aletha Bonebrake.

Priddy Charitable Trust: Rural Library Initiatives

Jim Schepke said that about a year ago Kim Stafford introduced him to Betsy Priddy who has a family foundation in Wichita Falls, TX. Betsy's father is the head of family trust but she has lived in Portland since the '70s. Her interest is to help rural libraries. They held a couple of meetings last year. Betsy took information back to the family foundation. Six weeks ago he heard from her again wanting a meeting in Portland to explore the Priddy Trust undertaking a project to benefit rural libraries. Jim, Leah and several directors of small rural libraries attended this meeting. Representatives from the Libri Foundation and

the Oregon Community Foundation came to the meetings over two days. The Priddy Trust has invited a grant from OLA with a deadline at the end of the month. They are not looking to fund bricks and mortar or daily operating expenses. It has been suggested they could assist rural libraries in establishing a web presence via the Plinkit website and providing additional, licensed databases beyond the statewide EBSCO contract. By making this a statewide effort, it could be a marketing benefit for the small libraries in countering the misperception that all information is on the web via a Google search. OLA needs to provide a formal endorsement to the Priddy Trust to participate in the program. The Priddy Trust would be picking up a three-year license. This will have an impact on the current statewide database licensing. The State Library will likely want to continue supporting these additional databases. Jim thinks OLA needs to hire a project manager for the grant award and that it cannot be a volunteer task force as there isn't sufficient time. Evaluation is an important component so OLA needs to hire a person to do this, as well. Early literacy was proposed to the Priddy Trust but they liked the solidness of the electronic databases. It was suggested to work with the current statewide database committee in selecting appropriate databases and prices.

MaryKay said the bottom line is a lot of these rural libraries have no Internet presence at all. We have 11 libraries that are using Plinkit but there are others not on the web yet. There needs to be access points for all rural libraries. She suggested that Leah convey to the Priddy Trust that we need to plan this project first before we can implement it.

Janet said the desired outcome is to have all libraries in the state with a web site. Sara Charlton at Tillamook may have suggestions for databases. This may be part of OLA's capacity building in order to increase our efficiency by writing this into the grant project so we are hiring someone who does the research on the grant and who also works on building OLA's ability to manage/administer things such as this grant. What is the requirement for matching? We don't have cash but we can do in-kind. The State Library can provide a web presence. Another match we can provide is the subsidy for EBSCO for rural libraries that is already being paid for by the State Library

Leah suggested hiring a consultant to help OLA work through the process. We have to do some planning. Implementation entails training in conjunction with the State Library.

Motion—*The Oregon Library Association pursues the invitation to submit a grant proposal to the Robert & Ruby Priddy Charitable Trust.* Moved by Mo Cole. Seconded by Rea Andrew. Motion carried, none opposed.

A suggestion was made to contact John Helmer to get pricing and BCR as to what they negotiate for database costs.

Jim said we are looking at starting this project in July 2007. It would be nice to have a number of premium databases to offer the rural libraries at low cost and at reduced cost for the large libraries. *Library2go* downloadable audio books are also a good idea for databases for Priddy to support.

Connie Bennett suggested treating the website as a branch library. Trying to market databases can't be done as a group. It needs to be targeted to those who have a need for the specific database. We should develop in-kind partnerships with vendors who develop the marketing materials for us.

Janet said it also builds capacity for OLA. The trust will want to see what the outcomes will be after three years of money so we need to focus on the outcomes.

Doug Henrichs was introduced. He encouraged attendees to return to Eastern Oregon again and welcomed the group.

- b. Past President—Mo Cole
NW Central Update
NW Central is the online continuing education beta site that grew out of a PORTALS desire to have a sense of place for librarians. www.Nwcentral.org Any one can join or add items to it. Mo is on their advisory board. They are discussing how NW Central will intersect with MemberClicks as they do not want to duplicate work. It was asked if there is a sustainability plan. PORTALS is only committed for a year. OLA may have to pick it up otherwise. Mo will do some further research.
- c. Vice President—Aletha Bonebrake
Libraries are operating in a changing technology environment. Membership Chair, Camila Gabaldon, has done a lot of work on MemberClicks. Camila has had to do a lot of work outside the Membership Chair's normal responsibilities. It is an effective tool with the potential for hosting the OLA website. It is a very large job and we need to have a conversation on web management. Will we have a web presence on MemberClicks; do we want someone to do all the online administration; do we want to substitute an OLA listserv for the hotline; develop a blog for in depth conversations of OLA issues. OLA needs to take a look at how we are going to change the mix of our communication patterns. OLA has been thinking of blending web management and technology administration into one position. That person would also be responsible for managing an OLA listserv to replace the Hotline, the website would have calendars posted. Initially we would take the money spent on the salary for the Hotline position and \$6,500 for both

positions (web and Hotline). The individual hired could do both plus MemberClicks and interacting with the McCullys. MemberClicks is taking over a lot of the duties the McCulleys used to do. An RFP/job description needs to be developed to match our mission and goals. The individual hired could be paid \$8,000 the first year to develop a website, protocols, etc. and after that paid \$6,000/year. This is a big paradigm shift. What do the divisions and round tables want? Are they interested in a central resource? Each division could go on the website and make the changes itself. OLA needs to set up a task force by the next board meeting, as there is urgency. The Hotline would function similarly to Libs-OR so that it is contemporary. For a listserv to be effective as a communication tool we need to have personal addresses rather than work email as the list will deal with political issues. Libs-OR cannot be used for anything political. Therefore we need an OLA listserv. It was decided to notify the McCulley's prior to September 1 informing them that OLA does not plan to roll over their contract but will want to renegotiate it. An ad hoc task force of Leah, Camila, Mo, Aletha, and Sara (Beasley) was set up to work on this. The goal is to have all these duties come together in the role of an Executive Director. OLA has 1,010 members right now. Leah will research how other associations come up with the money to pay for Executive Directors and lobbyists. The task force will give a report at the September meeting.

Ken Watson is our new Member at Large. The next meeting will be held in Newberg and the following in Estacada.

- d. Secretary—Terri Washburn - no report
- e. Treasurer—Julia Longbrake
Copies of balance sheet were given out. Julia asked that everyone check to be sure the numbers are correct when receiving your monthly sheets. OLA is in good financial condition presently. She noted that there is still one month of expenses to go for July that is not showing up yet on the balance sheet.
- f.. Parliamentarian—Steve Skidmore – *absent*
- g. State Librarian—Jim Scheppke
Jim asked MaryKay to speak about the State Library. Funds from the state *Staying Connected* grant are being used to bring in consultant Joe Ford to focus on future technologies for libraries. These meetings are held around the state in September. Priority is being given to public libraries to attend. It is not a hands-on workshop. Participants can register through Darci Hanning at the State Library. Public library trustees can attend as well. The Gates Foundation pays for lunch.

The LSTA 5 Year Plan evaluation is underway. Consultants have been hired. The largest part is getting feedback from the library community. Focus groups will be held the first week of October around the state in seven or eight locations. These are open to anyone. The State Library wants everyone to attend not just those who have received grants. There will be targeted phone interviews conducted as well.

h. OEMA representative—Alan Kopf

Alan thanked everyone who attended the OEMA auction at the retreat in Silver Falls. He also appreciated the Intellectual Freedom workshop that Candy Morgan and Curtis Keifer did. OEMA had a successful meeting and set goals for the year. OEMA will be changing its name to *OASL—Oregon Association of School Libraries*. A vote on this name change will take place at their annual conference in January. They are proceeding with the Oregon Department of Education to work on an OAR revision taking the word *media* out of the OAR. They have met with Randy Hamish of the Oregon Department of Education with a sample revision. OEMA will ask for OLA to testify for them during the hearing before the State Board of Education. Their annual conference is Oct 13 & 14, 2006 in Salem. The 2007 conference is in Seaside, and 2008 is a joint conference with Washington. They are planning for the joint conference now. It will be held at the Portland convention center. Alan gave his thanks for being invited to OLA's meetings and for working together. OLA is supporting OEMA's *Battle of the Books*.

i ALA Councilor—Carolyn Rawles-Heiser – *absent*

j. PNLA Representative—MaryKay Dahlgreen

PNLA had a very successful conference in Eugene two weeks ago. There were 250 registered attendees plus a number of on-site registrations. MaryKay received a lot of positive responses on the conference. The preconference, coordinated by Pat Duke, was very successful with a huge attendance of 70 people. There was also another preconference on children and art. Oregon libraries were well represented both for attendance and presentations. The highlight was the tour of the Eugene Public Library. MaryKay received many positive comments about how staff gave detailed tours of the library. Performer Mason Williams said it was the first time he'd performed in public for four years and he really enjoyed it. She has really enjoyed being the PNLA representative. Steven Engelfried is taking over as representative next year. PNLA is in very good financial shape right now. PNLA will be focusing their leadership institute on rural libraries. She feels OLA has gotten its money's worth with its association with the PNLA Leadership Institute. Edmonton, Alberta is the conference location next year.

k. Member at large—Pat Duke

The preconference at PNLA was very successful, earning more than \$2,000. The preconference was about libraries being able to create spaces in their libraries, which

are comfortable to be in, how staff is trained, and using some ACRL marketing tools. Pat is the task force Chair for Advocacy and Marketing on the statewide and local level. He would like to see materials created by OLA for individual libraries which will take very little work at the local level to use effectively, e.g., public service announcements, TV and radio spots. His idea is to be able to hand something to librarians who don't have time to create it themselves. Pat would like the task force to explore this idea and to come out next year with a plan or idea of what we might create for libraries. He is looking for task force members. It was suggested that OLA take a look at *Washington Initiative*, a school library-marketing package. Alan Kopf can supply the contact information. Janet suggests toolkits pulled together in one location so that the information is easy to locate among our various groups. The State Library of Iowa also has a toolkit online of promotional tours. *Library Smart* is another State Library of Washington initiative from 2001. It was suggested Pat talk to Penny Hummel from Multnomah County Library for ideas and suggested she be on the task force.

3. DIVISION REPORTS

a. Academic/ACRL/OR—Barbara Valentine – *absent*

Jeanne Rockwell-Kincanon, incoming chair

ACRL is preparing for its fall conference at Menucha on October 26 & 27. An overview of the conference was given. The focus is on the social technologies that teenagers are using and how that might affect academic librarians and academic culture. They are doing a quiet launch of MemberClicks for registration. ACRL is also providing a couple of scholarships for librarians who have not attended Menucha before.

b. Children's Services Division (CSD)—Jane Ahern

Jane spoke about the problem of some of the Summer Reading Program incentives having a high lead content. This required a recall by Highsmith who will be refunding money. Rebecca Cohen is working on *Stories by the Sea*.

c. Oregon Young Adult Network (OYAN)—Susan Ludington – *absent*

April Witteveen, incoming chair

April said that most of them working with teens are gearing down from Summer Reading Program. The number of teen attendees in SRP is going up statewide. They have created an *OYAN OYEA!* Award to honor an action that has made a positive contribution for teens in libraries. This is a new award proposed to be given out at OLA conference. A discussion commenced on the stipend language in the award, as it may be a problem for the state law limit on gifts public employees may receive. It was suggested the committee call the State Standards and Practices Commission for clarification. The Board approved the concept of OYAN giving an award. It was suggested to change the word *stipend* to *scholarship* and to check with the state commission.

Motion—*We approve the creation of an OYAN OYEA! Award and approve the procedures as amended.* Moved by MaryKay Dahlgreen, seconded by Mo Cole
Motion carried, none opposed.

d. Public Library Division (PLD)—Linda Malone— *absent*

Linda Lybecker, incoming chair

Their next meeting will be held in West Linn. Steve Skidmore and Robin Beerbower are the new PLD representatives.

Support Staff Division (SSD)—Rea Andrew

The preconferences at OLA are occupying their time presently.

4. COMMITTEE REPORTS

a. 2007 Conference—Lynne Mildenstein - *absent*

Single logo for all OLA conferences?

Julia Longbrake says this seems to be the general consensus of all the divisions that they want to have individual logos. It was suggested to recycle some of the older logos. It was decided to let the conference committee for that year decide what they want to do.

b. Continuing Education—open

c. Honors, Awards, Scholarships—Gary Sharp— *absent*

Connie Bennett, incoming chair Scholarship committee

Connie is co-chairing this committee with Gary Sharp. Gary would handle scholarships and Connie the honors and awards. The committee wants a face-to-face meeting of representatives from each group that gives awards or scholarships, as there has been a lot of confusion among the individual awards and HAS. They are looking to get it all coordinated so there is a process to hand down from year-to-year.

c. Intellectual Freedom Committee—Curtis Kiefer, – *absent*

Bob Kingston, incoming chair

Their first meeting was held last Friday. Meetings for the next year have been scheduled. Jere White is new member from Multnomah County Library. Candy, Curtis, and Bob did a PNLA session the last day of the conference. They received positive feedback. Curtis did a *Youth in America* presentation. Carrie Gardner of Catholic University allowed the IF Committee to use this presentation. It will be on the IF website. They will be doing a preconference at OLA and at least two program sessions. One of the sessions will be devoted to locating and tracking legislative information on the web; the content of the other sessions has yet to be determined. Banned Books Week is at the end of September. They have had a good response from libraries around the state in participating with the event,

which marks the 25th anniversary of Banned Books Week and the 50th anniversary of the ACLU in Oregon.

e. Library Development and Legislation Committee—Janet Webster

Voter's Pamphlet statement

The committee will probably be co-sponsoring some programs with the IF committee. Legislative Day is not scheduled yet. It will probably be either early in the session or around State Library budget time. The committee also wants to do a virtual Legislative Day. The committee has ongoing work on the Ready To Read grant looking for misunderstandings or objections to new RTR emphasis on early literacy. A handout was provided with OLA's voter pamphlets statement on Ballot Measure 48: Ballot Measure 48 would limit Oregonians' access to libraries, has unintended consequences and its formula is flawed. Janet will likely shorten the sample somewhat.

e. Membership—Camila Gabaldon

MemberClicks

The intention is to have future issues of the Hotline just come out through MemberClicks. At the retreat, discussion was held on web hosting costs. OEMA membership sharing through MemberClicks is in discussion. The original email sent out about MemberClicks stated that you would need to login with your OLA membership number to access certain information

g. Nominations Committee—No Chair

h. OLA/OEMA—Jackie Partch - *absent*

i. Oregon Authors—Sue Kopp - *absent*

Leah talked about setting up a wiki for the Oregon Authors Committee. Wyoming is doing this and it is more vibrant than ours. A wiki might get the committee out of the loop of needing the cost of the print publication to support the clipping service. The cost is about \$1,000/year for the clipping service. Wyoming tells authors/publishers to put their information on the wiki. It was suggested by Mo to look at the idea of a wiki while looking at MemberClicks and other electronic changes

j. Publications Committee—Alex Rolfe, Loretta Rielly - *absent*
Outsourcing and blogs were suggested ideas.

k. Resource Sharing—Mary Jane Fisher, Wes Stevens - *absent*

5. ROUNDTABLE REPORTS

BIGOR—Scott Herron - *absent*

DIGOR—Laura Ayling - *absent*

IRRT—Carolee Hirsch-Horner Exchange - *absent*

The Chinese exchange librarians come to Oregon in June of 2007.

LIBRARY DISTRICTS—Diedre Conkling - *absent*

LIRT—Rachel Bridgewater - *absent*

OUTREACH—Carolynn Avery - *absent*

PAST PRESIDENTS—Mo Cole

Leah will become the new chair. They will be having ongoing event each year to support a scholarship. This year is a karaoke event organized by Faye Chadwell.

REFERENCE—Carrie Ottow - *absent*

SOCIAL RESPONSIBILITIES—Deidre Conkling - *absent*

TECHNICAL SERVICES—Jian Wang - *absent*

Mo Cole asked for a standing ovation to thank Leah for the great job she did this past year. Leah encouraged the group to say *yes* if ever asked to be President of OLA and said it has been a great year. She then handed the gavel over to Aletha along with OLA business cards.

Aletha adjourned the meeting at 12:21 PM.