

AMERICAN LIBRARY ASSOCIATION
Executive Board Meeting Minutes
2019 Annual Conference
June 21-25, 2019
Washington, D.C.

The ALA Executive Board met in the Silver Linden Room at the Marriott Marquis Hotel in Washington, D.C. from June 21-25, 2019.

Session I

The Board convened at 8:30 am on Friday, June 21, 2019 with President Loida Garcia-Febo presiding.

PRESENT:

- Loida Garcia-Febo, President
- Wanda Brown, President-elect
- James G. Neal, Immediate Past President
- Susan Hildreth, Treasurer
- Mary W. Ghikas, Executive Director
- Tamika Barnes, Executive Board Member
- Trevor Dawes, Executive Board Member
- Karen Downing, Executive Board Member
- Ed Garcia, Executive Board Member
- Maria Taesil Hudson McCauley, Executive Board Member
- Andrew K. Pace, Executive Board Member
- Lessa Kanani'opua Pelayo-Lozada, Executive Board Member
- Patricia "Patty" M. Wong, Executive Board Member
- Sheryl Reyes, Director of the Office of ALA Governance

Agenda Approval

By consent, the Executive Board approved the agenda for the 2019 ALA Midwinter Executive Board Meeting (*EBD #9.3.3*).

Procedural/Consent Items

Ms. Garcia-Febo requested the removal of the President's Report (*EBD #7.6*), as she has only to briefly report at this time that EDI statement provided to the U.S. library Associations was reviewed at a meeting yesterday, and they were very positive about the statement and will use it to build on current EDI efforts.

By consent, the Board accepted the remaining reports: President-elect's Report (*EBD #7.7*), Executive Director Report (*EBD #12.35*), International Relations Office Report (*EBD #12.44*), Equity, Diversity, and Inclusion Report (*EBD #12.45*), Spring Board Meeting Minutes (*EBD #2.3*), Vote Tally from Spring Board Meeting (*EBD #1.9*).

Executive Committee Report

President Loida Garcia-Febo briefly reported that the Executive Committee met on Thursday, June 20, 2019 and discussed the following:

- Upcoming Resolutions at the Council Meeting
- Financial Talking Points
- U.S. Library Associations Meeting

The Executive Board adjourned to a closed meeting.

Development Office Report – EBD #6.5, CBD #34 & 35

Sheila O'Donnell, Director of the Development Office, reported the following:

- Much of the work of the Development Office has focused on the investment budget, outlined in the Investment Budget Plan provided:
 - Increased staff from 3.5 employees to 6. Hiring was completed on February 25, and the office is now working with a full staff.
 - Increased fundraising materials and communications opportunities:
 - Legacy Society Informational Brochure to 5,000 prospects
 - Issue-focused materials for Annual Fund, such as advocacy, equity, diversity, etc.
 - Developed Salesforce Pilot
 - Demo presentation will be Tuesday afternoon.
- Cash Flow Report
 - Giving is down this year, especially in corporate and foundation contributions. This was expected due to the last payout from the Gates grant last year, which will be spent over the next eight or nine years.
 - GivingUSA reported that overall giving is down about 1.7% nationwide
 - Transition within units also has an impact on contributions because many units raise funds for their own projects.
 - Unrestricted giving, which ALA wants to grow, continues to tick upward. Currently, 95% of contributions are restricted so it is important to continue to work to grow unrestricted giving.
 - The Public Advisory Group meets for the first time today. F&A appointed 12 members between the Spring Board Meeting and Annual Conference.

ALA Task Force on Sustainability

Co-Chairs of the ALA Task Force on Sustainability, Rebekah Smith Aldrich and Renee Tanner, presented updates on the taskforce's activities:

- Focusing on the idea of institutionalizing an orientation on sustainability as a core value.
- Working with ALA Publishing to determine what sustainability looks like in the field
- Seeking a national certification program, potentially based on the New York Library Association's certification program. Later this year, you will see the school and academic libraries version of the certification program. A national online platform will raise the visibility of actionable items for our membership.
- New York is partnering with FEMA to create a new emergency preparedness program for libraries that focuses on sustainability, and the task force has created a list of outside agencies and organizations influential in sustainability to potentially collaborate with and get the word out about this work.
- Thanked Ms. Garcia-Febo for bringing ALA's work on this to the attention of the UN when she spoke on a panel a few weeks ago. Ms. Garcia-Febo noted that the UN is interested in continuing some kind of collaboration.
- Emphasized the need for the Board's help and commitment to this issue.

Membership Report - EBD #12.38

Lorelle Swader, Associate Executive Director Offices & Member Relations provided a Membership Report:

- Dues are down about \$113,000 from projections. Part of this is due to processing and the third-party vendor. The Membership Department is working with IT to correct some of the issues, as well as looking at getting reimbursed. Also, some student memberships and complimentary membership will be transferred at the fiscal year-end.
- There is a two percent decrease in membership stats since last year. One cause is likely that there has been only one divisional conference; multiple divisional conferences increases membership.
- Personal memberships have also decreased slightly, likely due to some of the more difficult conversations happening at ALA this year resulting in some members have chosen not to renew. The Customer Service Center has received some communications about this.
- Group memberships are up about 10%, and student memberships continue to grow due to the AASL program.
- Ms. Swader referred the Board to EBD #12.38, which provides trend histories.
- 14 Round Tables continue to grow.
- Melissa Walling has been hired as the new Director of Membership Development and Customer Service. Ms. Swader thanked the Selection Committee: Dan Hoppe, Kimberly Redd, Sylvia K. Norton, Grisela Rodriguez, and Holly Camino for their work.
- The Virtual Membership Meeting on May 9 had 853 registrants. Social Media was used for many announcements, which likely increased participation.

- Membership continues important collaborations on projects: with Community Engagement Manager, David Sheffieck, for ALA Connect to update Code of Conduct and community guidelines for cyberspace; with Divisions and Roundtables to develop an equal playing field for membership communications; and with IT to improve eCommerce and autorenewals.
- Membership will also look at new ideas about membership models in light of the SCOE report.

Publishing Report - EBD #12.36

Mary MacKay, Associate Executive Director of Publishing, provided the following updates:

- George Kendall, the new Booklist Editor and Publisher, is bringing great new skills and ideas to Publishing, especially in the area of Digital Publishing.
- The second half of FY19 is better than the first half.
- Many exciting projects are in the pipeline for FY20. Some of those were expected as part of FY19, which is partly why the past year was not as strong as expected. In particular, the 3R Project, an update of the RDA, was due to come out in FY19.
- Publishing has six different business units with varied potential to deliver net revenue and continues to look at the best ways to optimize revenue for each.
- Publishing will conduct strategic planning this Fall. Part of that will be assessing workflow, especially given the move to the new space.
- Advertising continues to hold its own, though with a continual shift away from print advertising. Sanhita SinhaRoy and her team, as well as George Kendall, are doing a good job at exploring how Publishing can shift to digital to keep vendors happy.
- Another critical benefit is forming relationships that lead to bulk sale, and any help with contacts and/or relationship building is appreciated.
- Six books will be released in FY20 building on AASL standards, so an uptick is expected due to this.
- There have been additional staffing changes:
 - New Managing Editor in American Libraries
 - Publishing now collaborates with Divisions to fund 75% of the individual who handles digital seal licensing
 - 50% of Dan Freeman's time next year will be devoted to a pilot project of coordination/standardization of eLearning.
- The new editor/publisher of Booklist will be looking at how the Booklist Advisory Board can help with the workflow that Booklist fits into – why people subscribe, what we deliver, how it can become essential, etc.

The Board adjourned.

Session II

The Board convened at 1:00 pm on Monday, June 24, 2019 with President Loida Garcia-Febo presiding.

PRESENT:

- Loida Garcia-Febo, President
- Wanda Brown, President-elect
- James G. Neal, Immediate Past President
- Susan Hildreth, Treasurer
- Mary W. Ghikas, Executive Director
- Tamika Barnes, Executive Board Member
- Trevor Dawes, Executive Board Member
- Karen Downing, Executive Board Member
- Ed Garcia, Executive Board Member
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- Andrew K. Pace, Executive Board Member
- Lessa Kanani'opua Pelayo-Lozada, Executive Board Member
- Patricia "Patty" M. Wong, Executive Board Member
- Sheryl Reyes, Director of the Office of ALA Governance

Equity, Diversity, and Inclusion Working Group Report - EBD #12.47

Martin Garnar and Melissa Cardenas-Dow, Co-Chairs of the EDI Working Group, presented the Final Report of the taskforce to the Board:

- This final report represents five years of work. The Task Force originally identified a list of goals but knows there is still work to be done moving forward. The Task Force felt strongly that for these goals to be meaningful, ALA needs to see a change in culture, which is why the report is structured around the Task Force's reflections.
- Ms. Cardenas-Dow emphasized that this work is a continuation of themes and work stretching back many years, even before the Task Force.
- Jody Gray, Director of ODLOS, also emphasized the need for ALA to approach this work in a unified way and this report will go a long way toward that.

IT Strategy and Investment Report - EBD #12.39

Jim Gibson, Chief Information Officer, provided the following updates on the Delcor IT assessment recommendations that were reported at Midwinter in the area of infrastructure, data management, digital presence, and technology management:

- Infrastructure
 - Delcor recommended migration to the cloud. It's not feasible to complete this before the move, but IT is looking at combining servers and terminating some due to security issues. The migration will be built out in the budget plan.
 - Laptops will be rolled out to all staff by end of FY19.
 - Cyber security training was implemented for all staff and completed by the end of July.
- Data Management
 - Salesforce Pilot will be presented tomorrow.
 - Placed a data analyst internally to increase data gathering and reporting.
- Digital Presence
 - Completed a digital audit resulting in several recommendations.
 - Putting a plan together to reduce digital footprint and create content guidelines.
- Technology Management
 - CIO position will be permanent, full-time position as of FY20.
 - Changed name from ITTS to IT.
 - Additional Project Manager added in January.

Mr. Gibson also reviewed the IT organizational structure, noting there will be two streams of reporting to the CIO, Applications and Infrastructure, and a project roadmap for the next five years.

The Board adjourned to a closed session.

Endowment Trustees Report - EBD #13.3 & #13.4

Susan Hildreth, ALA Treasurer, directed the Board's attention to EBD #13.3 and #13.4 and moved for approval of EBD #13.4. This Investment Policy Statement includes revisions at the recommendation of F&A in April.

VOTED to approve revised investment policy statement, the version that was approved by the Trustees on May 14, 2019.

Eight Month Financials EBD #3.18; FY2020 Proposed Budget EBD #3.17; Budget Schedules EBD #3.22; FY2020 Annual Estimate of Income EBD #3.23

Mark Leon, Chief Financial Officer, directed the Board to EBD #3.18:

- ALA is slightly behind budget. From a revenue perspective, we are slightly ahead, with 29.2 million generated versus 28.6 million projected but expenses we are slightly above budget, about 3%, primarily due to higher-than-expected expenses from Midwinter.
- The general fund generated 7.5 million in total contribution versus 8.8 million budgeted, all primarily due to lower results in publishing, increased expenses at Midwinter, and lower interest income.

Mr. Leon, directed the Board to EBD #3.17:

- The Proposed FY2020 budget includes increased net expenses, due to increased conference expenses, staffing, and HR.

Ms. Hildreth directed the Board to EBD #3.23, which outlines the annual estimates of income, a combination of our proposed revenue for FY20 and the net assets of the organizations. For FY20, budgeted revenues are \$28.1 million and net assets at \$36.3 million.

Ms. Hildreth moved that ALA Executive Board approve FY 2020 preliminary budget and the FY 2020 annual estimates of income that was referred by the ALA Budget Analysis and Review Committee and Finance and Audit Committee for discussion today.

VOTED to approve the preliminary FY 2020 Proposed Budget and to recommend to Council approval of the 2020 Annual Estimates of Income.

5-Year Plan Update EBD #4.13

Mr. Leon reviewed document EBD #4.13, noting the following:

- Lowered outlook for Publishing.
- The new lease projections include two years without rent, but third year will include rent, which is reflected in the plan.
- Timing of IT projects extends further out – five years versus three years previously.
- The plan does not include a change in membership model, SCOE implementations, or cost benefits from IT or advocacy.

The Board adjourned to convene the ALA-APA Board of Directors Meeting.

Session III

The Board convened at 2:00 pm on Tuesday, June 25, 2019 with President Loida Garcia-Febo presiding.

PRESENT:

- Loida Garcia-Febo, President
- Wanda Brown, President-elect
- James G. Neal, Immediate Past President
- Susan Hildreth, Treasurer
- Mary W. Ghikas, Executive Director
- Tamika Barnes, Executive Board Member
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- Patricia "Patty" M. Wong, Executive Board Member
- Sheryl Reyes, Director of the Office of ALA Governance

Conference Services Report EBD #12.37

Conference Services Director, Earla Jones provided an update on the 2019 Annual Conference:

- The unaudited registration numbers reflect 14,633 attendees, 6,827 exhibitors, for a total of 21,460. These numbers exceed what was budgeted by about 9%, or \$256,000.
- Only one incident was reported regarding photography with a selfie stick, and there was only one security incident with the CIA protest on the exhibit floor. Mr. Garcia raised member concerns about the actions taken by Conference Services staff during the CIA protest. ALA Conference Services will review the policies in place as it relates to protest.
- The exhibits floor was very busy. There were three new areas: Diversity in Publishing Pavilion, Sound Garden, and Author Autographing Area.

Ms. Wong emphasized that publishers should be asked and encouraged to provide diverse moderators for author interviews.

The Board discussed the Conference Service report on the future of Midwinter Meeting:

- Little has been publicized because after April meeting it was discussed internally and determined there was not enough information to publicize.
- The purpose of Midwinter will be for education, networking, exhibits, and awards.

- Groups can meet at Midwinter but within the educational content stream.
- Roundtable, Division, and Governance Executive Boards can meet.

**Public Policy and Advocacy EBD #12.40; Public Policy & Advocacy Dashboard and Scorecard
CBD #32**

Kathi Kromer, Associate Executive Director of ALA Washington Office, introduced Emily Wagner from the Public Policy and Advocacy team, Brian Willard from IT, and Sheila O’Donnell from Development to provide a Salesforce Demo:

- Salesforce will allow advocacy and development to better track membership – location, donations, engagement, etc.
- Individual engagement and connections can be tracked.
- Access will be segmented – not all staff can access all information.
- There is a prospecting and probability feature.

Ms. Kromer provided the following updates in advocacy:

- Over 3,000 advocates engaged with the Phone2Action advocacy campaign via text, and almost 5,200 emails and tweets were forwarded to the Senate. 75% of people in the room during Ms. Garcia-Febo’s session took action.
- The “I am ALA” videos are rolling out.
- A “Slide into Learning” event was held earlier this month to promote libraries’ role in literacy efforts.
- National Library Legislative Day will be May 4 & 5, 2020 at Georgetown Conference Center. ALA is partnering with the University of Maryland School for a post-legislative day event.
- The Supreme Court decision on the census citizenship question is still awaited, and the advocacy team has worked to have a communications plan in place.

Public Library Association EBD #12.46

Barbara Macikas, Executive Director of the Public Library Association, directed the Board to EBD #12.46, which outlines a request for PLA to meet in in 2024 in Columbus, OH. The proposal was approved by the PLA Board.

Voted, to approve Columbus, OH as the site for the 2024 PLA conference.

Steering Committee on Organizational Effectiveness (SCOE) Update

Lessa Pelayo-Lozada, Chair of SCOE, provided a status report on the committee’s activities:

- Five open sessions were at held at Annual, in addition to several meetings with various committees and divisions. A virtual meeting is also scheduled for July 8, and there have been requests for more. These sessions reached over 200 members.
- The preliminary fiscal working group is being solidified and will be chaired by Susan Hildreth. Much of the initial work will be done with Mary Ghikas and Mark Leon. After September, the group will be expanded.

- An implementation team will likely be in place prior to Midwinter.
- There will also be an additional session with the Executive Board to do a deep dive into SCOE to be scheduled later this summer.

Board Effectiveness

Mr. Neal reported that the Board Effectiveness committee met and asked his fellow committee members to report on discussions.

Ms. Wong noted the following:

- Board should be more mindful of discussion of confidential items when not in closed session.
- Board should remain aware that additional short breaks may be called for beyond the scheduled break time on the agenda.
- Commended Ms. Gardia-Febo and Ms. Brown on the leadership transition.

Mr. Pace noted the following:

- Leadership should refrain from using the term “Big ALA” and use simply “ALA”
- The document methodology should be shared across groups and units to maintain consistency and effectiveness.
- Issues that arise on the listserv should be tracked by governance staff and used to build agendas at upcoming meeting.

Ms. Hildreth noted that the board should discuss sending Board members to Council Forums, and Ms. Ghikas noted it will be added to the next monthly call.

Ms. Garcia-Febo recognized outgoing Board Members Karen Downing, Jim Neal, and Andrew Pace for their hard work and dedication.

The Board adjourned.