**Minutes for Tuesday, September 15**

1:00-2:00pm Pacific / 2:00-3:00pm Mountain / 3:00-4:00pm Central / 4:00-5:00pm Eastern

**Consent Agenda**

**Executive Director Update – Tracie D. Hall, Executive Director**

* Pivot Strategy
  + This is not a change in our mission or core values, but an opportunity to think about how we will reach them.
  + There will be work on organizational alignment and elimination in redundancy.
  + ALA Treasurer, Maggie Farrell reminded the board that the pivot strategy will be discussed at the Virtual Council Meeting scheduled for Friday, September 18. In preparation for this meeting, Board members to contact Ms. Hall of any questions or concerns...
  + ALA President, Julius C. Jefferson Jr. noted that Ms. Hall will be giving a high-level presentation during the September Virtual Council Meeting. Much more detail will come at the Fall Board Meeting and at Midwinter.
  + Board Member, Ed Garcia asks how does ALA-APA fit into the Pivot Strategy. Ms. Hall said ALA-APA may have a central role in LibLearnX. Conversation to be revisited on how ALA can better leverage APA.
* Center for Futures of Libraries
  + The Center will be a repository for data, research and design, a revenue stream that ALA hopes to grow.
  + Hall met with the advisory board, saying there is synergy in thinking. The hope is to continue to have the Center’s Symposium as a centerpiece at Midwinter and the new event, LibLearnX.
* ASGCLA
  + This division has dissolved, ODLOS has absorbed most of the division’s work. A former staff member of ASGCLA is partially deployed to ODLOS to assist with the work.
  + There will be intermittent updates with the key stakeholders.
  + ASGCLA Director, Jeannette Smithee will be retiring on September 30.
* USPS/Library Ballot Site Update
  + National Voter Registration Day is on September 22
  + ALA is in conversations with voter.org for a partnership. A page will be built out on the ALA website, toolkits are being created.
  + Ms. Hall to share further information with the board.
* ALA Stabilization Campaign with Philanthropic Advisory Group
  + The Development team and PAG are looking at benchmarking for the association. They are looking at other nonprofits who are drawing funds to their general operations.
  + This will be a multimillion-dollar campaign for three years. More detail to come.
  + The hard launch would be at or after Annual Conference 2021.
  + Mr. Garcia said the PAG had a positive retreat and is looking forward to the launch.
  + ALA President Elect Patty Wong said this news may be encouraging to the members who are concerned with ALA’s revenue.

**Conference Services – Earla Jones, Conference Services Director & Tracie Hall, Executive Director**

* Midwinter 2021
  + The Midwinter website is live, e-blast and social media launch happened today.
  + Three speaker slots that are confirmed, four to be announced.
    - Ibram X. Kendi and Keisha N. Blain
    - Joy Harjo
    - Emmanuel Acho
  + Business meetings and content plans are on schedule. Internal scheduling will launch later this month.
  + Symposium session plans are underway.
  + Any virtual events not taking place during the official Midwinter dates, will be gathered onto an additional virtual offerings page.
  + A registration worksheet was sent to the board which breaks down the fees structure with the goal of having a simplified fee structure.
  + Bundling strategies are being put in place; for member groups if 5 individuals are registered the group gets 1 free. The registration system has been improved to allow for group registration.
  + Exhibitors have the opportunity to pay for 3 or 5 client members as an incentive.
  + Student members are being offered complimentary registration. Furlough options from the virtual event are carried over too.
  + The target participation number is 5,000 understanding that this includes students, furloughed members. The goal is 3,400 paid members.
  + Ms. Farrell asked about corporate sponsors. Ms. Jones said exhibitors are paying a reduced rate than they would for face to face meeting. They are also receiving 4 registrations. Exhibitors can choose to sponsor a stage or pay an upgrade for more visibility (i.e. banner ads).
  + Ms. Hall noted the difficulty of retaining students and first year members. Ms. Hall credited Earla for pivoting into bundles and how we may use conference mentors.
  + Ms. Farrell also asked about contributed content in relation to Divisions and Round Tables. At the end of the month, units and division will submit their meetings. There will be 9 time slots for those meetings to take place during Midwinter.
* LibLearnX
  + The first event will be in San Antonio. The goal is to keep LibLearnX in warm weather climates with the possible exception of 2026 where it may take place in Washington D.C. for ALA’s 150th Anniversary.
  + Opportunity to focus on an educational, hands on networking event.
  + The event is centered on the streams of librarianship, education, and experiential experimental? design with the lens on innovation and future trends which ties in with the Center for the Future of Libraries.
  + Continuing Education is still part of the plan.
  + Marketing will begin in January with a promotional video running throughout the last Midwinter.

**Forward Together Update**

* Mr. Jefferson and Ms. Wong have been working with the Forward Together Working Group co-chairs for the upcoming meeting.
* Mr. Jefferson reminded the board that they are also on ALA Council as members.
* Ms. Wong said the chairs are doing an incredible job. The working group is involved and invested. They are all committed to ensure council has plenty of opportunity to weigh in.
* Ms. Wong recommended board members to attend the Friday Forward Together meetings to help monitor conversations in the chat.
* Board member and liaison to the working group Eboni Henry said the working group is organized and working smoothly.
* Board Member Karen Schneider said the Fiscal Analysis Working Group will be meeting soon.
* Ms. Hall said there will be upcoming discussion regarding the Constitutional Convention.

Additional Agenda Item – October Board Meeting

* Mr. Garcia made the following recommendations to the agenda:
  + Pull the IT report from the consent agenda in order to have a report out from ALA’s IT Director and an opportunity for the board to ask questions.
  + Provide an update on the stabilization campaign and PAG.
  + Increase the time allocated for the financial update.
  + Invite the FTWG Co Chairs to provide an update.
* Ms. Schneider asked to have the ALA code of conduct as a conversation item on the agenda. Estimate 15 minutes.
* Board has no objections; Director of Governance Sheryl Reyes to update the agenda.
* Board member Larry Neal asked about the expectations of the board liaison updates. Jefferson said these are generally verbal updates. Board Member Tamika Barnes said there might be times when board members might not be able to connect with the groups they liaison with to provide a report.
* Board Member Alexandria Rivera asked about the talking points and how soon we get them. Jefferson said the Executive Director provides the high-level talking points. Typically, there are talking points before each major conference.
* Mr. Neal asked about the meeting with ALA President and Division presidents. Jefferson said it is on the schedule.

Board adjourned into closed session.

Board Members Present:

1. Julius C. Jefferson, Jr., President
2. Patty Wong, President-Elect
3. Wanda Brown, Immediate Past-President
4. Maggie Farrell, Treasurer
5. Tamika Barnes, Executive Board Member
6. Latrice Booker, Executive Board Member
7. Ed Garcia, Executive Board Member
8. Eboni Henry, Executive Board Member
9. Maria McCauley, Executive Board Member
10. Larry Neal, Executive Board Member
11. Alexandra Rivera, Executive Board Member
12. Karen Schneider, Executive Board Member
13. Tracie D. Hall, ALA Executive Director ex-officio