**Minutes for Tuesday, November 17**

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

**Consent agenda**

The Board Agenda 17-Nov-2020 *EBD #9.6* and Board Meeting Minutes 15-Sept-20 *EBD #2.3* were both approved.

**Conference Services – Earla Jones, Conference Services Director & Tracie Hall, Executive Director *EBD #12.16***

* Virtual Midwinter updates
  + The registration snapshot was shared, and a comparison was made from previous years such as the Midwinter event in Philly. Note this should not be a one to one comparison as this is the first event being held virtually whereas previous Midwinter events were face to face.
  + The overall goal for sponsorship and advertising is $225,000 and current sales indicate we are progressing nicely.
  + The featured speakers information represented the different gender, topics, genres, and ethnicity from 11 publishers.
  + The breakdown of the program is categorized by symposium sessions, News You Can Use, discussion groups, exhibitor sessions, featured speakers and committee meetings.
  + Rough statistic in a virtual setting is offering a quarter or a third of programs you would have in a face to face setting. For example, you wouldn’t want to offer 600 sessions virtually like we would in a face to face environment.
  + Lessons learned from previous virtual event is a direct log-in through Cadmium, session track/search, and enhanced ribbon profile.
  + The Library Marketplace is the place ALA is featuring exhibit stages and resources. The most successful piece of exhibits from the virtual event was the Swag-a-palooza. Meet the Presidential Candidates will also be showcased in this marketplace.
  + Being true to our values of Equity, Diversity and Inclusion, but also having really a robust approach to diversity in the lineup.
  + Marketing strategies include weekly e-blasts, a social media plan, and working with Communication and Marketing Office in that initiative.
  + LibLearnX is a new event focused on continuing education, trend analysis, innovation and user experience, and bringing individuals and programs around ancillary functions.
  + Conference Services is working internally to offer this member benefit and opportunity with a focus to capitalize on the first timer. Not only to identify all the different areas unique to the library or library professional, but also the other areas related or within the field. There is an opportunity to grow and hold an event for individuals who are interested in the subject matter regardless of the association putting on the offering. We have a long way to go to saturate the market with our membership.
  + ALA is contractual obligated with the first two years (San Antonio and New Orleans). Concerns were shared as Texas is listed as a state in the travel ban list for California and other states. Institutions will not be able to fund members rather the individual would need to pay out of pocket and use vacation time.
  + President-elect Wong expressed that the concept of LibLearnX should not be overtaken by the location.
  + Board member Neal shared that this is an opportunity to inform and bring more light to EDI issues in that area or at least being mindful even within that state may be more amendable.
  + Future plans for committee and governance work which is typically done at Midwinter needs to be discussed and solution proposed per ALA bylaws and policy. LibLearnX currently does not include governance events.
  + LibLearnX will be a hybrid call for presentations, which the Conference Committee will review. Interested educators and academia programs are encouraged to submit and attend this event.
  + Recognized the value of ALA gives back section. There can be learning opportunities about our values at the conference and the gives back program is a perfect complement to this.
  + Target market segments were clarified. Annual Conference is public focus whereas the LibLearnX event would be more a library adjacent space. Ideally, we would like to turn the library non-member lovers into ALA members.

**MOTION: ALA Executive Board affirms adding LibLearnX, the Library Learning Experience to the Conference Services portfolio as an ALA member benefit as outline in the conceptual summary, as amended.**

**Virtual Meeting Rules *EBD #12.57.3***

* The Governance Office will look into accessibility software for the Zoom Q&A and chat and to ensure the document reflects that the text is read aloud in the absence of screen reading availability. This document can be approved electronically.

The ALA Executive 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