**Minutes for Tuesday, January 19, 2021**

1:00-2:30pm Pacific / 2:00-3:30pm Mountain / 3:00-4:30pm Central / 4:00-5:30pm Eastern

**Consent agenda**

*Board Meeting Minutes Board Meeting Minutes 15-Dec-2020 EBD #2.7 was approved. President Julius C. Jefferson Jr. added the topics, Board New Year Resolutions and Draft Midwinter Talking Points to the agenda for discussion, no objections. The Board Agenda 19-Jan-2021 EBD #9.10 was approved.*

**Board New Year Resolutions**

Board member Neal brought forward suggestions on how to improve board effectiveness for the new year. ALA Governance Director stated that the recommendations are being worked on and many have already been implemented. A new Executive Director report template is forthcoming.

**Pivot Strategy**

ALA Executive Director Hall presented the latest version of the Pivot Strategy. It’s three overarching pivot points include 1) increased alignment; 2) increased membership; and 3) increased revenue. The plan proposes organizational improvement across six impact streams by 2025: Conference and Events, Continuing Education, Contributed Revenue, Data and Research, Membership, and Publishing. Two major Association-wide goals are 1) increase revenue by 10% over expenses annually; and 2) Increase membership by 5%. These numbers were created through comprehensive planning documents. The Pivot Strategy should lead to tangible impact at the library and community levels.

Board member Garcia would like to bring accessibility to the forefront, and also noted when speaking about organizational efficiency, it is important to keep in mind of the continued support various units and divisions need. Board member McCauley asked about the internal staff feedback on the pivot strategy. Board member Neal reminded that we need to build on success. Consolidation and absorption are a concern. Division members are worried that their Divisions could lose successful programs. Executive Director Hall responded to each comment or question with updates on current or planned activity. The Board expressed agreement with the goals and plan outlined by the pivot strategy and its readiness to be shared with key stakeholders at the Midwinter meeting.

**ALA Finances Update**

ALA Treasurer Farrell reported on a Finance staffing update, which includes speeding up the process in hiring a permanent CFO. Treasurer Farrell encouraged not to focus efforts on monthly reports of FY20 so we can get ready for the audit. This does not impact membership reports and will continue on a monthly basis.

FY20 audit is scheduled to be ready for June, typically we review this in January. The audit finalizes the net asset balance for divisions and roundtables. A zero balance will be noted when Unit Leaders access the FY22 budget prep, this means it has not yet been audited. Treasurer Farrell encouraged quarterly reports focused on accuracy and timeliness. After Midwinter, staff will be asked to prepare budgets for FY22. A budget assumption document was created to help staff plan for the year. The Board will be asked to consider the Budget Objectives/Programmatic Priorities that come from the ALA Executive Director and Treasurer Farrell. If approved by the Board, it will be brought forward to Council.

BARC and F&A passed a motion to suspend net asset balance transfers into the Endowment in order to preserve cash on hand/liquidity for FY22. This action will come forward to the Board in the coming days.

**Midwinter Update**

ALA Executive Director Hall shared that registration is up to 5,800. Exceeding the planned 5,000 registration mark and highlighted a few Midwinter programs such as a reading by Amanda Gorman, and the conversations with Dr. Jill Biden and Senator Jack Reed.

**Forward Together Fiscal Analysis Working Group Update**

Board member Schneider and ALA President Jefferson met with the chair of the FT Fiscal Analysis WG, John Lehner.

A Midwinter report will be shared. Since the timeline of Forward Together has changed it impacts the work of the Fiscal Analysis WG. The charge and structure of the committee will be reexamined so that the work can be carried out through Summer of 2021. The work and flexibility of the WG was applauded.

**CD #43 Resolution on Protecting Privacy and Safety in Coronavirus Related Library Policy**

The ALA Executive Board has identified board members; Tamika Barnes and Maria McCauley to work on how best to issue further guidance to libraries in support of patron privacy as it relates to contact tracing and will be presented later to Council.

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