**Minutes for Tuesday, February 16, 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 19-Jan-2021 *EBD #2.8* and Board Meeting Agenda 16-Feb-2021 *EBD #9.12* were both approved.

**Pivot Strategy & ALA Brand,** *Julius C. Jefferson, Jr. ALA President*

Discussion about the ALA Brand:

* ALA must work on rebranding itself to ensure that it fully articulates the value of the Association. People should want to become members of ALA whether they work in or are a supporter of libraries. This dovetails nicely with the pivot strategy as it relates to membership - how to rebrand ALA in a new era.
* Executive Director Hall shared that this is evolving and there are three audiences (past or lapsed members, non-members, and the public) that we’ve been thinking about for greater visibility and seamless messaging.
* CMO has an opportunity to reach members and anyone that has had a relationship with ALA. We need to think about preemptive messaging and general visibility. We need to have a conversation at the Board level.
* This is the third part of President Jefferson’s presidential focus. Believes that CMO & Membership need to come together, and this is something that we aren’t going to solve in President Jefferson’s presidential year. This is a long-term initiative and goes directly with the pivot strategy.
* Action: Stephanie and Melissa will facilitate a conversation with the Board about the brand to help give them guidance of a direction.

**Annual Conference,** *Julius C. Jefferson, Jr. ALA President*

Build off the success of Midwinter realizing that we did not meet budget. We should aim to meet budget. We want to ensure the Board fulfills its responsibility to approve a schedule for this conference. The goal is 9,119 paid registrants for Annual.

Discussion:

* Academic libraries are still contending with frozen budgets and the inability to travel. Potentially struggle with meeting the registrant goal. Many attendees will be paying out of pocket. Questioned if this is the right price point.
* Program offerings, speakers and schedule are important and will help raise the registration numbers.
* Would like to understand from Conference Services/Committee the rationale on programming being front loaded on Thursday, Friday, and Saturday when traditional we had it on Sunday.
* For the virtual skeleton schedule approval, would like to add governance meetings in the schedule.
* President Jefferson would like to see Opening on Friday, President’s Program on Sunday, and Closing Program and Inaugural on Tuesday. Board member Schneider asked for the rationale on why President’s Program was planned for Saturday. There could be very good points made.
* The governance meeting schedule worked well from the last two virtual events. Though we might need to add another hour to Council III. Board member Schneider mentioned why do we need so much governance scheduled into a very short conference period rather than spread out through the year.
* Add a message or a one-liner to help members understand why there is a cost to the registration.
* Interested to see how the ACRL conference will go as they are charging a full amount and requiring presenters to pay for registration. The program that they’re using to run their conference is going to provide a lot of robust opportunities for interaction and engagement that might be something that could serve as a model as we move forward into the ALA Virtual Annual Conference.
* Action: Would like to see the registration numbers from ACRL
* Tracie and Earla are learning more about the platform ACRL is using.
* Annual Conference will be a standing agenda item every month until we close out the conference in late June.

**LibLearnX,** *Julius C. Jefferson, Jr. ALA President*

* Governance Director Reyes shared a preliminary analysis of ALA governing documents. LibLearnX does not eliminate the ALA Bylaws requirements of a second Council meeting every year. Technically, a virtual meeting would qualify as a second Council meeting.
* Executive Director Hall and Governance Director Reyes will connect with Eli to discuss the requirements.
* Currently, LibLearnX does not have governance events included.
* The Board would like to engage the Constitution & Bylaws Committee as well as the Policy Monitoring Committee review the ALA Constitution & Bylaws and ALA Policies respectively to see where Governance fits *if at all* in this event.
* The Board needs to determine if the Governance meetings will be conducted in conjunction with LibLearnX or if we can do this virtual. If the latter, we need to approve the dates.
  + Board member Rivera would like to go virtual, but at a separate time. It helps manage commitments.
  + President-elect Wong reminded the Board that we promised that the next meeting that happens at Texas that we will have an educational component about our core values to diversity and ensure the event is a safe place for everyone.
* Action: The Board needs to continue this discussion and decide how the governance meetings will be conducted in lieu of a Midwinter Event.

**ALA Finances Update,** *Maggie Farrell ALA Treasurer*

1. Search process for permanent CFO has begun.
2. The ALA previous headquarters office (50 Huron Building) sold for 4 million dollars, but does not meet the contingency requirement, which does not look good for the contingency payment.
3. Operating Agreement Working Group leadership discussion will continue in closed session.

**Spring/April Executive Board Meeting and Schedule,** *Julius C. Jefferson, Jr. ALA President*

* Open discussion around the possibility of an in person Executive Board Meeting in April. Board members shared their interest to travel/or not to travel.
* A decision was not made, but a decision should be made by the end of this month, early. March.

**Emerging Issues,** *Board Members*

* Executive Director Hall shared that she is working on a template for the ED monthly updates. The update will come at the beginning of the month that would precede the monthly EB meetings. The template will be sent to the Bord for their feedback.
* Board member Rivera would like an update on ASCGLA and how the transition is going. Executive Board Hall will include this in the March ED report.
* Executive Board McCauley would like an update on the Operating Agreement Workgroup. People are interested in what is happening in that group and would like to report out in the liaison meetings.

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