

**EBD #2.0  
2017-2018**

**MINUTES  
ALA Executive Board Meeting  
2017 Annual Conference**

**June 23 – 27, 2017  
Chicago, IL  
American Library Association**

**Volume 32**

AMERICAN LIBRARY ASSOCIATION  
Executive Board Meeting MINUTES  
2017 Annual Meeting  
Chicago, IL

The ALA Executive Board met in the Hyde Park/CC 11ab of the Hyatt Regency McCormick in Chicago, Illinois from June 23-27, 2017.

PRESENT: President Julie Todaro; President-elect James G. Neal; Treasurer Susan Hildreth; Immediate Past President Sari Feldman; Executive Director Keith Michael Fiels; Associate Executive Director Mary Ghikas; Director of Governance JoAnne Kempf; Executive Board Secretariat LaTasha Bryant; Executive Board members: John DeSantis, Karen Downing, Peter Hepburn, Julius C. Jefferson Jr., Mike L. Marlin, Andrew K. Pace and Gina Persichini.

The agenda (2016-2017 EBD #9.4) is attached Exhibit 1.

The Board met in executive session on Friday, June 23, 2017 from 8:00 am – 8:45 am, with President Julie Todaro presiding.

Session One

The Board convened in open session at 8:45 am on the same day with President Julie Todaro presiding.

**Agenda Approval**

**By consent**, the Executive Board approved the agenda for the 2017 ALA Annual Executive Board Meeting (2016-2017 EBD #9.4, Exhibit 1). *Consent agenda*

**Procedural/Consent Items**

The Executive Board approved the following items:

**By consent**, accepted the following reports: President's Report (2016-2017 EBD #7.7, Exhibit 2); President-elect's Report (2016-2017 EBD #7.8, Exhibit 3); Executive Director's Report (2016-2017 EBD #12.40, Exhibit 4); Center for the Future of Libraries Update (2016-2017 EBD #12.41, Exhibit 5).

**By consent**, approved the 2017 Spring Meeting Minutes and Vote Tally (2016-2017 EBD #2.4 and EBD #1.11, Exhibits 6 and 7).

**By consent**, approved the Confirmation of Conference Call Vote, June 13, 2017 (2016-2017 EBD #1.13, Exhibit 8).

AMERICAN LIBRARY ASSOCIATION  
Executive Board Meeting MINUTES  
2017 Annual Meeting  
Chicago, IL

**Report out of Executive Session**

In Julie Todaro's absence, President-elect Jim Neal reported on the June 23, 2017 executive session. Three topics were covered; the President-elect's plans for next year as it relates to refugee, immigrants and other underserved communities, the situation at the Evanston Public Library and the job announcement for the Executive Director position.

**Sustainability Task Force EBD #5.11**

Board member, Peter Hepburn reported that Mary Ghikas and selected members of the Board are in the process of appointing members to the Task Force which is charged to develop a white paper that describes areas of focus and recommendations for the ALA Executive Board to increase the adoption and implementation of sustainable practices by the Association, the profession, libraries, and the communities they serve. The Division Executive Directors as well as other key people have been contacted. A meeting with the Task Force members that were available was setup for 3:00 Saturday, June 24<sup>th</sup> in the Council chambers. The deadline for the Task Force to complete its work is estimated to be one year from now with an interim report to be given to the Executive Board at the Midwinter meeting in Denver or Annual meeting in New Orleans.

**Development Office Report – EBD #6.4**

Sheila O'Donnell, Director of the ALA Development Office, reported that several Divisions are having successful fund-raising campaigns related to their anniversary year, specifically ALSC, LITA, AASL, and ACRL. ACRL received \$65,500 for different scholarships from conference. PPO received over half a million dollars of funding from IMLS for a project to help understand outcomes from programming public libraries. YALSA in partnership with COSLA received a grant for almost \$100,000 to support training for public library staff and teen services. Office for Diversity, Literacy and Outreach Services received the sixth round of funding from Dollar General Literacy Foundation, a grant of \$330,000 to support a literacy initiative at libraries across the country. The Spectrum 20<sup>th</sup> anniversary fundraising event received \$68,000 in corporate-support in FY16 and \$36,000 in FY17. She also reported that donations to ALA from FY16 to FY17 have increased by 78% thanks to the Annual Fund and online donations. Sheila O'Donnell thanked the IT department for improving the donations website which made a positive impact on fund-raising. She suggested that the online donation website be modified to have an automated monthly payment option. She discussed the Development Office's plan to develop a culture of philanthropy throughout the organization and stated that she has been discussing this initiative with Executive Board members and has received helpful feedback. She announced that the development office has retained Alexander Haas, a consulting firm based in Atlanta; they will be conducting staff and member interviews in July and August. Lastly, the Development office is creating a new mini-campaign for libraries to help them to increase their support to \$10,000 by getting 10,000 members or libraries engaged in the Libraries Transform campaign and a fundraising initiative to assist Spectrum Scholars to attend the Annual conference.

AMERICAN LIBRARY ASSOCIATION  
Executive Board Meeting MINUTES  
2017 Annual Meeting  
Chicago, IL

**Washington Office Report – EBD #12.36**

Kathi Kromer, Associate Executive Director, Washington Office a brief discussion regarding current legislative and budgetary issues. She then introduced Alan Inouye, Director of Public Policy and Adam Eisgrau, Managing Director of Office of Government Relations for a more detailed review.

Mr. Inouye began by discussing the Libraries Ready to Code Initiative which is a grant of half million dollars from Google to ALA to provide grants to libraries to help them develop coding programs. The programs will be administered by YALSA and a selection committee will determine which libraries get the grants. He also briefly discussed the new Google lounge in the exhibit hall and the National Public Policy Advocates program initiative with Jim Neal. The National Public Policy Advocates Program will offer training to a select 30-50 individuals who have the in-depth knowledge, experience and savvy to work in the political environment. The “working group” is hoping to have a program designed by end of summer.

Adam Eisgrau discussed the Fight for Libraries! Campaign. He stated that the campaign is permanent until Congress informs us that library funding will be a permanent part in all budgets. He also reported that only 88 members of the House supported the Appropriations bill in FY16, and 144 supported it this fiscal year which is a 65% increase. There has been a 20% increase in signatures for Innovative Approaches to Literacy (IAL). Senate signers went up from 34 to 45 and there was a one-third increase for Library Services and Technology Act (LSTA). There are 100 companies on the Corporate Committee for Library Investments and 21 were signed up at the Annual Conference. He also stated that there is a new brochure available which discusses advocacy and funding.

**Chapter Relations Communications Task Force – EBD #5.14**

Susan Schmidt, Chair, Chapter Relations Committee gave the report on the Chapter Relations Committee activities. The following are some highlights of her report:

- Established a new Chapter Leader Orientation
- Developed a webinar for Chapter leaders
- Creating a webinar for Councilors
- Established New chapter information packets
- Joint Committee on Libraries Transform initiative to involve Chapters
- Chapter representatives have been placed on the Legislative assembly

Jim Neal stated that he will be attending chapter conferences around the country, meeting with all the chairs and staff liaisons of the committees and hosting a chapter’s reception. He thanked Susan for her extraordinary leadership, commitment and accomplishment in successfully creating the report.

AMERICAN LIBRARY ASSOCIATION  
Executive Board Meeting MINUTES  
2017 Annual Meeting  
Chicago, IL

**Board Liaison Visits and Talking Points**

Keith Michael Fiels and the Board reviewed the talking points to be used during the Board members' liaison visits during this conference.

**Session Two**

The ALA Executive Board met in the Hyde Park/CC 11ab of the Hyatt Regency McCormick in Chicago, Illinois on Monday, June 26, 1:00 pm – 4:15 pm.

PRESENT: President Julie Todaro; President-elect James G. Neal; Treasurer Susan Hildreth; Immediate Past President Sari Feldman; Executive Director Keith Michael Fiels; Associate Executive Director Mary Ghikas; Director of Governance JoAnne Kempf; Executive Board Secretariat LaTasha Bryant; Executive Board members: John DeSantis, Peter Hepburn, Julius C. Jefferson Jr., Mike L. Marlin, Andrew K. Pace and Gina Persichini.

The agenda (2016-2017 EBD #9.4) is attached Exhibit 1.

**Endowment Trustees Report – EBD #13.4**

Rodney Hersberger, Senior Endowment Trustee, gave a report of the most recent position of ALA's Endowment. He stated that the Endowment has grown to \$42 million-plus which has given us an opportunity to diversify more and get into real estate investment. The Endowment has acquired ownership of real estate with Jones Lang LaSalle. He spoke briefly about the Endowment Trustees meeting with Merrill Lynch which takes place in New York annually and he mentioned plans to meet in Washington, DC in September.

**Budget Analysis & Review Committee (BARC) Report – EBD #3.5**

Ann Martin, Chair, Budget Analysis and Review Committee reported that the BARC and Finance & Audit Committee met jointly and it was a very efficient and productive meeting. The FY17 Budget updates are as follows:

- Total ALA revenues were \$28.6 million compared to a budget of \$30.6 million
- Revenues were lower due to projected revenues from the general fund which were \$14.7 million compared to a budget of \$16.2 million, primarily in Publishing.
- Also contributing to lower revenues were divisions with a 4% negative variance and grants with a negative 1%
- Expenses were \$31.6 million which was a favorable variance of 3.3%
- The divisions and roundtables reported overall positive results for the year.

Martin also reported on the activities of the Planning and Budget Assembly. President-elect, Jim Neal presided over the meeting and they reviewed the FY17 and FY18 budget and assumptions and the five-year plan. Jim Neal reported on his presidential initiative.

AMERICAN LIBRARY ASSOCIATION  
Executive Board Meeting MINUTES  
2017 Annual Meeting  
Chicago, IL

During the Division Leader meeting, there was an update on the evaluation process of the Conference and changes for the 2018 Annual conference. There was also a group discussion on the alignment of ALA priorities, governance structure and resources. Division leaders expressed a desire for leadership to consider strategies that will increase Association sustainability.

**Finance & Audit Committee (F&A) Report – EBD #4.21**

Susan Hildreth, Treasurer, stated that the F&A committee review would focus on the FY18 budget. She highlighted the following:

- There was a \$150,000 increase in the general fund due to the addition of gift funds to support the strategic initiatives.
- There was a revenue decrease in the divisions.
- These changes slightly lowered the budget ceiling to \$66,674,990 which will be presented to Council for approval.

Susan Hildreth briefly covered the Controllers report with input from Mark Leon, Chief Financial Officer. She highlighted the following:

- Total assets in April were \$1.1 million less than in April 2016; due to less cash, less grants receivable and less prepaid expense.
- Liabilities are \$48 million due to an increase in deferred revenue.
- The net asset balance is \$28.3, which is \$1.88 million less than in April 2016.
- Working capital is \$1.35 million below the budget line
- The liquidity ratio is 6.5 to 1 which is a very solid financial position

Finally, she reported on the overhead cost ratio. She noted that the overhead cost calculations are to be utilized in FY19 and are based on FY16 fiscal data.

**Information Technology & Telecommunication Services (ITTS) – EBD #12.38**

Ron Block, Chair of the Information Technology Advisory Committee formerly known as the Website Advisory Committee, explained the reason for the name change and how the group will be expanding its scope to go beyond website and technologies and streamline services across the organization. He introduced Sherri Vanyek, Director ITTS, and she provided updates on current projects. She noted the following:

- The new ALA Connect is in the final testing phase and it is scheduled to launch in August.
- The Redesign of the ALA website and all the division sites is anticipated to go live at the end of the fiscal year.

AMERICAN LIBRARY ASSOCIATION  
Executive Board Meeting MINUTES  
2017 Annual Meeting  
Chicago, IL

- ALA Store will launch in three phases; the first phase will be current store products and eLearning, the second phase will be eLearning across the organization, and the third phase will be small face-to-face events and webinars.
- She also stated there would be a feature added to the site called I Am ALA which will focus on members.

She then provided an overview of the next five-year plan for ALA technology which included:

- Phase 2 of the dues and donations eCommerce system.
- Upgrading the iMIS membership system to include staff web portal.
- Updating the financial system.
- Adding a new phone system with integrated messaging and voice response.
- Phase 2 of ALA Connect called Volunteer Central and a new mentoring module.

Sherri Vanyek, spoke briefly about the new positions added to the IT department based on review recommendations. The following positions were added: Senior Business Intelligence Analyst and e-store Project Manager. They are still considering adding a Web developer and Content Administrator.

**Libraries Transform Campaign – EBD #12.39**

Jodie Borgerding, Chair of the Public Awareness Committee and Jeff Julian, Director of the Public Awareness Office, recommended that the Board extend its commitment to the Libraries Transform campaign for an additional three years beginning September 1, 2017 – August 31, 2020. Jeff Julian expounded on the success of the campaign by highlighting the following:

- More than 7100 libraries and library advocates have joined the campaign.
- More than 75% of survey respondents agreed that the campaign is useful in their public awareness and advocacy efforts.
- More than 80% of the survey respondents agree that the campaign tools provide value.
- More than 80% of the survey respondents agreed that they would recommend the campaign to other libraries.

Plans for the campaign include adding new items to the ALA store; in addition to t-shirts, products will include a bookmark pack, banners and clings. They also plan to conduct more marketing campaigns, host more webinars and hold more sessions in Networking Uncommons during conference in Facebook Live and Twitter chats.

On the recommendation of the Public Awareness Committee, the Executive Board

AMERICAN LIBRARY ASSOCIATION  
Executive Board Meeting MINUTES  
2017 Annual Meeting  
Chicago, IL

**Voted to** approve that the American Library Association extend its commitment to the Libraries Transform campaign for an additional three years (September 1, 2017 – August 31, 2020). EBD #12.39

**Committee on Library Advocacy – EBD #12.37**

Marci Merola, Director, Office for Library Advocacy; Gina Millsap, Chair, and Susan DiMattia, Incoming Chair, Committee on Library Advocacy. Marci Merola updated the Executive Board on the recent developments with the Committee on Library Advocacy. She stated the following:

- The Office for Library Advocacy and the Public Library Association are partnering with OCLC to reup the 2008 report, “From Awareness to Funding: A Study of Library Support in America.
- There will be a national survey distributed online.
- The report is scheduled to be released at the 2018 Midwinter Meeting.
- The Office for Library Advocacy, Chapter Relations and AASL were invited to a panel discussion called Partnerships to Strengthen School Libraries.
- There is a plan to improve networking between state chapters and school affiliates through ESSA training.
- Instituted a new initiative called the Chapter Advocacy Exchange which is currently operating as a monthly webinar highlighting any kind of crisis issues.
- OLA has assisted individuals or chapters with 64 inquiries from 32 different states this year which is a 14% increase over this time last year.

Marci Merola, Susan DiMattia and Gina Millsap spoke extensively about the Advocacy Boot Camp and how we should rethink advocacy and speak with a unified voice.

**Briefing on the Internet Archive/MacArthur Project – EBD #5.13**

Brewster Kahle, Digital Librarian, Founder, and Wendy Hanamura, Director of Partnerships of the Internet Archive, stated that the project’s goal was to make all libraries digital by empowering libraries to digitize their collections. The biggest challenge will be integrating with the various library systems, technical issues making books as highly accessible as NLS, and legal issues with authors and publishers while trying to acquire eBooks. They need ALA’s support of the project by stating in a letter to the MacArthur Foundation that the funding will go to library systems and not the organization. ALA could also provide assistance by creating forums for communication between authors, libraries and publishers. They also discussed various ways to bring the plan to digitize all publications to fruition with or without the \$100 million MacArthur grant.

**Report of the Task Force on Conference Accessibility – EBD #5.15**

Mike Marlin and Chris Corrigan, Co-Chairs of the Task Force on Conference Accessibility, stated that there were several recommendations made in the previously submitted report that the



AMERICAN LIBRARY ASSOCIATION  
Executive Board Meeting MINUTES  
2017 Annual Meeting  
Chicago, IL

ALA Conference Committee will have to look at and determine its feasibility given the existing resources. Mary Ghikas suggested that the Accessibility Assembly be involved in the process. The discussion regarding progress and next steps will take place at the 2018 Midwinter meeting and possibly the Fall 2017 meeting.

Session Three

The ALA Executive Board met in the Hyde Park/CC 11ab of the Hyatt Regency McCormick in Chicago, Illinois on Tuesday, June 27, 2:00 pm – 4:00 pm.

PRESENT: President Julie Todaro; President-elect James G. Neal; Treasurer Susan Hildreth; Immediate Past President Sari Feldman; Executive Director Keith Michael Fiels; Associate Executive Director Mary Ghikas; Director of Governance JoAnne Kempf; Executive Board Secretariat LaTasha Bryant; Executive Board members: John DeSantis, Peter Hepburn, Julius C. Jefferson Jr., Mike L. Marlin, Andrew K. Pace and Gina Persichini.

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The Board met in Executive Session to hear a legal update from attorney Paula Goedert, to select an individual to fill a vacancy on the Endowment Trustees, and to receive an update on the Executive Director search from Dan Hoppe, Director of Human Resources and Courtney Young, Chair of the Search Committee.

The Board then recognized the Board members whose terms were expiring:

- John DeSantis
- Peter Hepburn
- Gina Persichini
- Sari Feldman
- Loida Garcia-Febo

It is noted that Gina Persichini will remain on the Board until a Councilor can be elected at the 2018 Midwinter Meeting to complete the unexpired term of Loida Garcia-Febo who was elected ALA President-elect in the 2017 ALA election.

Executive Director, Keith Michael Fiels was also recognized for his retirement in July 2017. Fiels had served as Executive Director for 15 years.

**Conference Update – EBD #10.7**

Paul Graller, Director of Conference Services, stated that the conference attendance numbers were very good as most conferences in Chicago perform well. The registration numbers were higher than the previous five years. He also noted the following:

AMERICAN LIBRARY ASSOCIATION  
Executive Board Meeting MINUTES  
2017 Annual Meeting  
Chicago, IL

- There is a continuous shift from full conference registration to exhibit only registration.
- We were up 89 new exhibitors which is about a 12 – 13% increase.
- The new areas in the exhibit hall were the Park and the Playground.
- There was a new stage which increased the number of stages to five.

He spoke briefly about the success of the various sessions which he stated were very well attended.

Clara Boehrer, Chair of the Conference Committee, reported on of the 2018 Annual Conference in New Orleans which will be the first time ALA implements the new conference model. She mentioned the following:

- There will be 45% fewer meeting rooms.
- The submission site for programs has been live since mid-May and received 100 proposals online.
- The programs submitted will be juried by 12 juries; 11 divisions and an ALA jury.
- Programs that are not juried will be open for submission in July.
- The Conference Committee will meet in October to look for conflicts in scheduling or topics.

She also discussed the program evaluation process which will be both internal and external. Externally, conference participants will be able to provide feedback on content after they attend a session and at the end of the conference a survey will be sent to obtain feedback regarding the overall satisfaction with the revised conference layout. Internally, the juries will provide an evaluation on the jury process and the units will provide an evaluation on the submission process.

**Executive Board Liaison Reports**

The Board members briefly discussed issues raised during their liaison visits throughout the conference.