

MPLA Executive Board Meeting Minutes

July 21, 2007, DoubleTree Hotel Denver North, Westminster, CO

The meeting was called to order at 9:00 am MDT by President Wayne Hanway.

Members Present:

Eilleen Wright, Colleen Smith, Richard Landreth, Sandy Barstow, Valerie Nye, JaNae Kinikin, Janet Mastalir, Susan Moyer, Sharon Osenga, Wayne Hanway, Judy Zelenski, Annie Epperson, Julie Beno, Barbara Ray, Rob Banks, Emily Schultz, Betty Dance, Beth Avery, Michele Seikel, David Oberhelman

Members Absent:

Sally Dockter, Patti Butcher, Dan Chaney

President Hanway asked board members to introduce themselves and recommend one book to the group. Emily Shultz compiled the list of recommended books (separate document).

Minutes of the May 9, 2007 Board Meeting were corrected so that the Past-President's Report concerning the budget for the Leadership Institute reads as follows:

Leadership institute budget drafted by Mary Bushing estimated \$36,000 (increase due to Ghost Ranch remodeling and subsequent cost increase). \$5000 was already included in the budget so \$31,000 needs to be added. The anticipated EBSCO contribution and registration fees amount to \$24,000. \$7000 will need to be pulled from cash reserves to make up the difference.

Additional grammatical corrections will be made if they are sent to the recording secretary. A motion was made to approve the minutes as corrected (Osenga, Moyer). The motion carried.

President's Report

President Hanway expressed thanks to Beth Avery for getting the proposed new logo developed (separate file). Following discussion of the new design, a motion was made (Epperson, Oberhelman) to adopt the new logo. The motion carried. The Board further agreed on the desire to publicly recognize the designer in some manner.

Vice-President's Report

Vice-President Banks updated the Board on the 2008 Joint Conference preparations. The conference dates are April 29-May 2, 2008. The Conference Logo has been developed and the conference theme will be "Where Paths Meet: Connecting Libraries and Communities." The call for programs should be coming out soon. Suggestions for MPLA sponsored programs should go to Rob Banks.

A Committee has been appointed to organize the MPLA 60th birthday celebration event, but the committee has not been able to meet yet. The committee is operating on the presidential directive that the celebration must be fun. The plan is to have the celebration on the roof of the Salt Lake City Public Library. Ideas generated to date and in the Administrative Committee meeting

include inviting all past presidents (and gathering their baby pictures to guess which president is who), putting together a media presentation of the history of MPLA (seeking volunteers), and having a dj playing music from the 1940s.

Vice-President Banks reviewed and updated the Long Range Plan with the Board.

Goal 1 Objective A Goal 1 . . . conduct an annual online survey of all members about their continuing education needs.

An informal survey is in progress and there will hopefully be a report ready for the October Board meeting. Beth Avery will send the Professional Development Committee the data just released from a similar ALA survey.

It was noted that the Manual of Procedures do not deal with continuing education although two committees were combined into professional development committee with reorganization. The intent of the Professional Development Committee to consider continuing education should be in the documentation from the task force on restructuring, and was in fact voted on with the vote on restructuring. Betty Dance will investigate the implications to the Manual of Procedures and will report on any necessary changes for the October board meeting. If there is a need to move more quickly President Hanway may set up an ad hoc committee to address the need. The Committee should look at any needs for continuing education of the membership that are not currently being met, including continuing education programs for the Annual Conference, pre-conferences, etc.

Goal 1 Objective C . . . Professional Development Grants and State Association Pre-conference Grants.

The dates for grant application deadlines have been announced in the MPLA newsletters. President Hanway reminded the state representatives of the opportunity to apply for the Pre-conference Grants as it has often been the case that all the available grants are not used. The next grant deadline is August 1.

Goal I Objective D . . . explore partnerships with other organizations for conference program planning and other educational opportunities.

Vice-President Banks has been in discussion with ALA persons regarding a possible partnership with the Day of Dialog program for the 2008 annual conference. Other possible partnerships that need to be considered for future conferences include the Western Council of State Libraries, American Indian Library Association, and the media specialists association in Utah.

Activity 2, related to Electronic Community moderators, should be deleted given that the communities have been abolished.

Goal II Objective B . . . actively recruit new members.

Activity 4 . . . develop specific strategies for recruiting non-MLS members.

The chair asked the state representatives for their assistance in identifying contacts for parprofessional associations at the state level. The Membership Committee has discussed the idea of contacting these organizations and offering either some free memberships or discounted

memberships. Also, MPLA might develop traveling continuing education that could be taken to paraprofessionals as many paraprofessionals are not able to attend the annual conference. It was suggested that we may want to reconsider the minimum price of membership given the low salaries of non-MLS members.

Activity 7 . . . will host an event for new members at every conference.

The new members' breakfast at the previous conference was successful so there is a plan to host another breakfast at the 2008 Annual Conference. A walking tour of the Salt Lake City downtown area is also being planned.

Activity 8 . . . review the information sent to new members

The Membership Committee has been working to make sure that new members are contacted more than once and on finding ways to bring new members into the activities of the association. We may want to review the Web site to see if there is anything that can be done to change the perspective of the Web site from that of the organization to that of the members to facilitate locating information for those people that are less familiar with the organization.

Activity 9 . . . a drawing at their state conferences to select 10 people to receive a free one-year membership. . . .

The date for reporting was changed to January 2008. The Membership Committee will re-evaluate the practice and make recommendations.

Activity 10 . . . will coordinate a new buddy program at conference.

Rather than a formal buddy program the Membership Committee is planning a tour and dinner of downtown Salt Lake City at the 2008 conference.

Objective C activity 2

This objective has been competed, but there is a need for ongoing contacts.

Goal III MPLA will take a leadership role in the MPLA region.

Objective A . . . support state committees and libraries facing intellectual freedom challenges.

As the Intellectual freedom community no longer exists, this objective is on hold until the reorganization of the electronic communities is finalized.

Objective C . . . will promote librarianship and libraries as a component of life-long learning or quality of life issues.

Activity 2 . . . will create an external marketing plan

Various activities are underway. The deadline for a comprehensive marketing plan was revised to July 2008.

Objective D . . . will continue to develop the Leadership Institute

There continues to be a need for the Leadership Institute to reconsider the MLS or masters degree requirement given staffing in public libraries and number of years service. The goals should be rewritten to reflect that the Professional Development Committee will look at a leadership development program for paraprofessionals with a deadline of July 2008 for reporting back to the Board. MPLA may want to consider assisting those states who don't have their own Leadership programs with hosting one.

Goal IV MPLA will be administered efficiently and effectively with a structure that facilitates meeting its goals.

Objective E . . . review and update the Conference Program Manual every three years.

Vice-President Banks hopes to have a report ready for the October meeting.

Objective F . . . MPLA committees and electronic communities will have clear, understandable tasks that further the mission of the organization.

The committees are believed to be in good shape, but the discontinuance of the electronic communities will necessitate further consideration of this objective.

Objective G

Electronic voting has already been implemented so this objective can be deleted from the plan.

Goal V MPLA will increase its visibility to membership and potential members at the state, regional and national levels.

Objective B MPLA will increase its national and regional visibility

The idea of having a gathering of the MPLA region ALA councilors at mid-winter meeting was discussed. Vice-President Banks will try to make this happen.

Activity 2

Has been completed.

Activity 5 and Activity 6

Should be changed to state that the Professional Development Committee will work with the president on meeting state's continuing education needs.

Objective C Activity 6 and Activity 7 can be deleted as they refer to electronic communities.

Objective D . . . develop Electronic communities

Can be deleted from plan.

Past-President's Report– Sharon Osenga

The 2006 financial review was completed by Louise Treff-Gangler and Annie Epperson. The administrative committee recommended approval of the document. It was so moved (Banks, Avery). The motion carried. President Hanway recognized Treff-Gangler and Epperson for their work in preparing the document.

Executive Secretary's Report- Judy Zelenski

Executive Secretary Zelenski reported that the association is behind in revenue in comparison to the original projections. This state of affairs was largely related to the conference revenue being less than anticipated due to unexpected expenses and other conference overruns. This deficit will be somewhat mitigated because memberships are still coming in and fewer grants have been awarded. That said, the association may need to draw on the cash reserves again this year. The

Board generally agreed that there is a need to look carefully at our financial status so that the cash reserve that was built up over an extended period is not rapidly depleted.

The executive secretary reported that the membership of committees as listed on the Web site should be accurate, but they have not been modified yet in MemberClicks as the executive secretary is waiting to see what develops with respect to the electronic communities.

The executive secretary asks that photos sent to her for the newsletter be sent in a separate file and not imbedded in a text file.

Awards Committee Report – Beth Avery

A motion was made (Osenga, Mastalir) to change the wording for the Carl Gaumer Library Champion Award to read: “To be given to the individual, organization or company who has exhibited support for the Mountain Plains Library Association”. The motion carried.

A motion was made (Avery, Seikel) to retain the Carl Gaumer Library Champion Award, the MPLA Distinguished Service Award, MPLA Literary Contribution Award, and the MPLA Beginning Professional Award and to discontinue the remaining four awards; the MPLA Legislative Leadership Award, the MPLA News Media Support Award, the MPLA Youth Services Excellence Award, and the MPLA Intellectual Freedom Award. The motion carried. Discussion related to this discussion revolved around the discontinued awards being duplicative of those given at the state level while also being difficult to demonstrate at the regional level.

There was further discussion concerning the MPLA Literary Contribution Award concerning the nature of “published” writings in a digital age. Chair Avery will take the discussion back to the Awards Committee to consider the exact wording and possibly a title change for the award.

There was discussion on the Board Choice Awards concerning the number of awards given. The original question was whether or not too many awards are being given out. Discussion included the possibility of somehow limiting the number of awards (to only administrative committee members or limiting to one per state maximum) and on ways to recognize award winners more to help make being an award winner a more significant experience for the recipients such as having the nominator serve as a mentor for the first year. One specific suggestion was to ask recipients advice on association matters to gain their fresh perspective on the association. The Awards Committee will further consider the issue and bring it back to the Board for the October meeting.

By-Laws and Procedures - Betty Dance

The committee moved that an electronic vote be held on the proposed change to clarify the voting members on the MPLA Executive Board. The motion carried.

The proposed change is:

Article VI. Executive Board.

6.1 The Executive Board shall consist of the elected officers of the Association, one representative from each member state library association, and the chair of each standing committee. All members of the Executive Board shall be individual members in good standing of

the Association. Should Executive Board members fail to pay dues following written reminder by the Executive Secretary, they shall be removed from the Executive Board and a successor for the office shall be appointed by the President with the exception of state representatives who shall be replaced in office by the appropriate state association as provided in their procedures or bylaws.

Communications Committee Report– David Oberhelman

Following discussion on the wording of the proposed new MPLA slogan the issue was referred back to the Communications Committee for further consideration prior to the October Board meeting. Wordings discussed included; Big Horizons, Connected Communities, One community, Great community, Warm Community, and Tight Community.

The Communications Committee made the following motion concerning the Newsletter: MPLA members advertising their products or services can place free classified advertisements in the MPLA Newsletter. Members or the vendors/publishers selling members' products will receive a 50% discount on space for display ads.

The motion carried.

A question concerning what authority the newsletter editor has over deciding on the content to publish in the newsletter, online newsletter, or online stories was referred back to Communications Committee and By-laws subcommittee so that they can consider a policy that addresses this question.

Electronic Communities Task Force update

There was discussion on the replacement of electronic communities with a community portal located off of the MPLA Web site from which many communication resources (including RSS feeds) will be made available to facilitate member interaction and the sharing of resources. A motion was made (Avery, Epperson) that the electronic communities be eliminated and that the President establish an implementation group to set up the portals. The motion carried.

The elimination of the electronic communities will necessitate a different way of soliciting program proposals for the annual conference. A motion was made (Osenga, Banks) that the President establish and appoint a program council to work with the Vice-President/President-Elect on the upcoming joint conference with the make-up of the committee to be inclusive of the various interest areas within the association and with membership on the council staggered over two year terms. The motion carried.

President Hanway expressed the Board's thanks to the Communication Committee for their work on this.

The Board decided that the Electronic Communities should be removed from the Website and membership forms right away. President Hanway appointed David Oberhelman to chair the implementation committee.

- Professional Development – Sandra Barstow
- Membership – Michele Seikel

Recommendations will be presented to the Web master and others before bringing to the board at a later date.

State Representatives Reports

President Hanway expressed the Board's appreciation for the comprehensive list of duties prepared by Susan Moyer, Kansas Representative.

Calendar or monthly email to remind what activities were coming up. Quick start guide for state reps. State representative handbook, added to appendix in the manual. Look at ways to break things down. Mentors within state reps. Have discussion among state reps and report back by October meeting.

State Conference – invite MPLA conference months in advance. Strike out 4 weeks before state conference phrase. On nominating committee.

Motion carried.

Announcements

If anyone wants more information on media training they may contact Rob Banks.

President Hanway expressed the Board's appreciation for the service of outgoing members Coleen Smith (South Dakota) and Richard Landreth (Wyoming).

The next Board meeting, to be held via conference call, is tentatively scheduled for Wed. Oct. 10, 2:00 central time (1:00 mountain, noon pacific).

The meeting was adjourned at 3:30 pm.

Respectfully submitted by David Alexander.