



ANNUAL REPORT

WASHINGTON LIBRARY ASSOCIATION

2008 - 2009
PRESENTED AT
ANNUAL BUSINESS MEETING
WLA CONFERENCE 2009
SPOKANE, WASHINGTON

WLA is a vibrant and effective advocate for libraries, library professionals, and library allies, and a community of practice where its members learn, grow professionally, develop strong relationships, and have fun

WLA VOTING BOARD MEMBERS:

PRESIDENT Martha Parsons

Transition processes have predominated the President's role this past year. Now, almost a year after Gail Willis' retirement as Association Coordinator, our transition to management by an association management firm (Melby, Cameron, and Anderson (MCA)), with executive and assistant directors (Kristin Crowe and Judy Cookson) has happened and we are well on our way to moving forward. I know it has been a huge adjustment and learning curve on both sides and I truly appreciate all the time, effort, and patience from everyone involved. It has helped make the transition as smooth as possible.

MCA staff recently conducted a survey of WLA leaders that addressed how the transition was progressing and also asked for perceptions of Board effectiveness. The results showed us that there are areas that are working well and areas that we need to work on, such as understanding and clarifying expectations of the type of Board we should have (roll-up-your-sleeves and work vs. delegating, or somewhere in between), and continuing clarification and communication about staff roles and duties. Tim Mallory, as incoming President, is already beginning to work on these and other issues.

Between several personal emergencies and working our way through the transition, my term as President has felt a bit like a whirlwind two years. I feel that I have not accomplished nearly as much as I had wished, but it is always a pleasure to work with such amazing and dedicated people. To everyone actively involved in WLA, THANK YOU!

VICE-PRESIDENT/PRESIDENT- ELECT Tim Mallory

At the joint OLA/WLA conference in Vancouver, I continued working with the Transition Task Force to allay concerns and garner answers about our new executive team and its operations. The result was the "Things to Worry About" document that was reviewed by Martha, Kristin, and the Transition Task Force. The responses were submitted to the board as a report at the spring planning retreat at Dumas Bay.

We had to forego a farewell to Gail Willis at the retreat, as she had to attend to family problems. Many well-wishers and long-time friends came to the evening event, collecting memories, stories and pictures to send to Gail.

The planning retreat included a lengthy session on transition information, intended to inform everyone in leadership positions how the relationship between WLA and MCA would work. After breakfast the following morning, we reviewed Board training, roles and responsibilities to go with the previous discussions of the Strategic Plan and the transition to MCA management.

The transition proceeded pretty much according to the steps outlined. Over the next few months, though, it became clear that not all conference planning team members (for the WALE and WLA conferences) had the same understanding of the level of assistance to come from the office. In some instances expected assistance was not forthcoming. In others tasks the committee wanted to go it alone, and objected to the assumption of tasks by staff. While the Transition Task Force felt the delineation of tasks was clear, other members of the association in responsible roles had different interpretations. Throughout the year, we continued to discover that we need to forge a more unified understanding of the agreement between MCA and WLA. This will be a continuing challenge to the association as we move into the 2009-11 strategic plan.

In the fall Martha had a number of personal emergencies, and Tara resigned at the WLA office. Around the time of the WALE conference, several tasks were left unattended that we will need to bring up in the coming year. The WALE conference was a success, with the attendance of the President of ALA as the highlight. The Member services committee met but no suggestions were carried through at the board level. Nomination committee tasks were completed, and the budget committee began to worry about the financial situation for the next year.

One of my goals for the year was to establish communication with other associations of library staff in Washington. To that end, I attended the Special Libraries Association national conference in Seattle and met with the officers of the Pacific Northwest chapter. I met with ALA officials at the Midwinter ALA meeting in Denver as well as at WALE. I have begun communications with WLMA to see if we can have a closer relationship. I will be attending PNLA in Missoula this summer, carrying our greetings and forging working relationships for our joint conference in Vancouver (BC) in 2010.

The early winter was a stormy mess, limiting meetings and accomplishments, and the legislative season starting in January was consumed with the financial downturn. Lacking any meaningful agenda for libraries, WLA tracked legislation but laid low on issues outside our purview. The final blow came as the legislators all took the day to go to their home districts on the date we had planned for legislative day.

As we entered the new year, I worked with Donna Cameron on assessing the progress of the relationship between WLA and MCA. Continuing to develop and fine-tune this relationship will be a major task for the association in the coming year.

SECRETARY Karen Highum

The Secretary's primary responsibility is to create and publish timely minutes of the board meetings and annual business meeting. The following minutes have been published on WLA's website: annual business meeting April 16, 2008, board meetings on April 17, 2008, June 5, 2008, September 12, 2008, and December 5, 2008. The previous Secretary, Nancy Slote, was responsible for the April meetings minutes. The current secretary was responsible for the others. Draft board minutes are reviewed by the President, Vice-President, and Executive Director before posting, and draft annual business meeting minutes are reviewed by a committee appointed by the President at the annual business meeting. At the next years annual business meeting, the President entertains a motion to accept the recommendation of the committee to approve the previous years annual business meeting minutes. All draft minutes are posted within thirty days of the meetings. The minutes report all motions and discussions and link to complete board reports for further reference.

TREASURER Priscilla Ice

The transition to our new management company began in earnest for me on August 1, 2008 when they began to do our bookkeeping. During the intervening months, I have:

- Monitored the monthly financial reports produced by bookkeeper Sheri Douglas, learning more each month about how to interpret them correctly. They have steadily improved in response to comments.
- Reviewed a packet of payments cleared through the bank and made steadily decreasing corrections to the coding as Kristin and Judy became more familiar with our activities.
- Closed out the old payroll system at the end of February after the last payroll taxes were paid.
- Closed out all Bank of America and Wells Fargo accounts and transferred all funds to our new accounts at Pacific Continental.
- Answered questions for the accountant who is doing our 990 (IRS) filing and audit review.

Revenue is up about 7% over last year as of the end of February. Expenses are up about 78%. Some of this discrepancy is due to special circumstances including the joint conference last year with OLA which inflated our books temporarily. Our total assets are down 14.64%--about \$88,000. The following factors are responsible:

- Our investment account has lost about \$24,362.95 (as of February 28)
- Conference revenue is down about \$31,500
- Expenses are up about \$46,500

Increases in expenses were expected this year as we moved to Melby, Cameron and Anderson to manage our association. The flip side—increasing revenue to compensate has not been fully addressed yet. The amount of revenue coming in is not sufficient to support our basic programs. Membership dues are not fully supporting the legislative action or the general fund.

The balance sheet shows that we still have time to find a long term solution. Good options may be hard to come by in the current recession, but serious discussions will need to take place in the coming year to find viable solutions.

COORDINATOR OF COMMUNICATIONS - Jennifer Wiseman

This year was a year of changes for WLA in terms of the way it communicates. WLA made strides towards improving its online presence, by developing infrastructure that enables WLA to create more collaborative venues for communication and information sharing, ensure that the Association is relevant and accessible to its members and the library community into the future.

NEW LOOK FOR WLA ONLINE

WLA Online was overhauled in 2008, including the installation of Word Press – a Content Management System that gives WLA members permissions to create, load and update their own content on WLA.org without requiring technical knowledge of HTML. It also gives WLA the capability to blog, among other things. The move to Word Press included a new design, which the Board approved in April 2008.

At the WLA Board Retreat in June 2008, the Interest Groups (IGs) were given an overview of how Word Press works and how the IG officers and their members will interface with the site. Usernames and passwords were created for each IG and a number of their officers so the IGs could begin updating and adding content as soon as the site went live in July 2008.

The site was then tested and systematically checked for broken links before it was launched on Tuesday, July 8, 2008. Communications regarding the changes to WLA Online were sent out via the listserv and through a blog post.

Overall, Word Press has already begun to increase WLA's self-sufficiency for web maintenance, enhance WLA's online offerings in a more timely fashion and increase the sense of ownership for the content on wla.org by WLA's members.

COMMUNICATIONS

With help from WLA staff, new content has been being created for WLA.org and use of the WLA listserv began to be revived. Aside from the usual forms of communication, the redesign of WLA Online was a catalyst for an array of new communication activities, including:

Social Networking

In 2008, WLA's social networking portal was launched. "*Get Connected*" centralizes access to WLA groups on four popular social networking sites. The groups are "open," which means that no approval or membership check is required for joining them. The purpose is to aid WLA members in locating and linking to one another on these popular sites, thus enlarging and enhancing online networking opportunities for WLA members. The page also encourages folks to suggest other similar places that WLA might consider adding a presence. Thanks to Will Stuiwenga for leading this effort!

General Awareness

The visibility of some common WLA activities was increased in 2008 as follows:

- Scholarships: Creating of a "Donate Now" feature on WLA.org
- WLA Board Meetings: Posting and promotion of upcoming meeting dates on WLA.org

Collaboration

Since the launch of the new web site, the WLA Board members and IGs have slowly begun to develop content for each of their pages, as well as to begin posting to their blog. As anticipated, it will take some time for the new format and processes to set in.

Increased Consistency

To help ensure that folks visiting WLA Online have a great experience and find what they're looking for, WLA began to standardize the format for information presented online. In particular, each of the Interest Groups now uses the same

navigation on their pages, which helps them organize their information in a similar manner from group to group. This approach will also be taken for WLA conference pages going forward.

ONLINE REGISTRATION SYSTEM

In July 2008, I worked with a group of WLA representatives to select a replacement for WLA's online registration service. Event Register – the system selected – is very functional. In addition to the fact that the online registration process was branded to resemble WLA's web site, the system has additional functionality that enables WLA to utilize it for member services and other types of activities.

To date, we have received some feedback from members who dislike the requirement to create a username and password, but otherwise, the system seems to be working well. Going forward, WLA staff and I will continue working with the vendor for Event Register to leverage all of its capabilities for the Association.

2009 LIBRARY LEGISLATIVE DAY

After much planning and anticipation, a scheduling change in Olympia forced WLA to cancel Library Legislative Day on Friday, March 13, 2009.

The Legislature had announced that there would be no floor meetings that Friday, precipitated by the fact that both the House and Senate leadership had been encouraging their members to go home and hold Town Hall meetings on March 14. With Friday's activities scaled back so the legislators could leave Olympia early, it was agreed that there wouldn't be enough legislators in town Friday to warrant the event. Unfortunately, there was very little advance notice given for this scheduling change.

SUPPORT OF OFFICE TRANSITION

With introduction new WLA staff from of Melby, Cameron & Anderson (MCA), much of the year was spent collaborating and transitioning communication tasks. In particular, new email addresses were created and updates were made to the WLA mailing address and contact information on various web pages and documents, etc. In addition:

- Management of the WLA listservs (updating the lists and moderating messages) was transitioned to Tara Johnson and later Judy Cookson.
- WLA staff members were familiarized with the new WLA web site as they will play a significant role in developing and updating content for the main WLA pages.
- WLA membership brochures and other display materials were also redesigned during 2008.

COORDINATOR OF CONTINUING EDUCATION Mary Ross

During the past year that I have been CE Coordinator, I have assisted interest groups with their conference programs and stand-alone workshops, arranged four pre-conference programs for the 2009 WLA Conference in Spokane, promoted and recommended the awarding of travel grants to WLA members, promoted WLA's status as an Approved Education Provider for the Western Council of State Libraries certificate for library practitioners, worked with ALA on WLA's sponsorship of an Emerging Leader, served on the advisory group for NW Central, and chaired the Task Force on CE Funding, convened in July, 2008.

Pre-conference programs

For the 2009 WLA Conference in Spokane, I worked on four pre-conference programs, including contracts with all presenters, promotion of the programs, room setups and equipment needs, and descriptions for the Web site.

The four planned pre-conference workshops were:

- WA State Library: Two-day CPLA workshop on *Serving Diverse Populations* (Yolanda Cuesta), co-sponsored by PLA and WALT

- CATS: *Evaluating Your Library's Collection* (Sharon Ufer-Lavell, Alexandra Eccles, Glenda Lammers, and Julie Miller)
- WALT: *From Chaos to Calm* (Kate Laughlin)
- SAM: *Effective Communication for Supervisors* (Lisa Sutton)

Despite the excellence of these pre-conference proposals, and their direct response to the CE needs of WLA members, only one, *Evaluating Your Library's Collection*, gained the minimum registration to go forward.

Western Council Certification

WLA is an approved provider of continuing education for the Western Council of State Libraries certificate for library practitioners. WLA's status as a CE provider is at no charge, and with no obligation to continue, for 2008-2010. The Western Council Web site lists WLA as a provider and we have included that status in pre-conference marketing. In 2010 we will need to evaluate whether to continue this status.

NW Central

As CE coordinator I am the WLA representative to the advisory group for NW CENTRAL (the Northwest Continuing Education Network of Training Resources for All Libraries), www.nwcentral.org. Both OLA and WLA are using NW CENTRAL as the repository for conference handouts and presentation materials. Because NW CENTRAL's Web site had a major re-design over the last year, its coordinator Roberta Richards and I wrote an article for *Aiki* on the new interface.

Sponsorship of ALA Emerging Leader

The WLA Board approved a \$1000 sponsorship of an ALA Emerging Leader who is "a member of WLA and has shown evidence of involvement in WLA." Ahniwa Ferrari, Online Resources Consultant for the Washington State Library, was selected as the recipient of this sponsorship.

WLA Task Force on CE Funding

I chaired this Task Force, whose members are: Lynne King, Highline Community College (representing WALE); Jennifer Bisson, Seattle Public Library (Chair of the WLA Scholarship Committee); Elizabeth Laukea, Pierce County Library (IG coordinator); Rand Simmons, WA State Library; Jennifer Fenton, WA State Library (WALT chair) and Joan Airoidi, Whatcom County Library (public library directors).

Beginning in July, 2008, the task force initially explored the changes to LSTA priorities for the CE matching grants administered by the WA State Library, with the realization that these changes would impact library staff's participation in WLA conferences and other WLA continuing education events. But it soon became clear that other library budgetary constraints would have equal if not greater impacts. Cutbacks in staffing and in training and travel budgets in libraries of all sizes, all over the state of Washington, are having significant impacts on continuing education for library employees, trustees and others.

Activities of the task force included:

Telephone meetings

Online survey of library directors in December, 2008

Questions sent to ALA's Continuing Library Education Network and Round Table (CLENERT) list and to CE Coordinators Forum

Comparison of registration statistics for 2008 WALE and 2009 WLA Conferences with previous conferences

Presentation at public library directors meeting on January 30, 2009

Online focus group with WALT members on March 10 and questions sent to WALT list on March 11

The final report and recommendations of the Task Force on CE Funding are presented to the WLA Board at the April 15 meeting.

COORDINATOR OF STRATEGIC PLANNING Phil Heikkinen

The WLA Board approved an update to its current strategic plan on September 12, 2008, incorporating changes made at the June 2008 Board Retreat, where attendees suggested a variety of new tasks and timelines, as well as updating the Administration goal area to reflect Kristin Crowe of MCA being in place as WLA's executive director. Otherwise, the plan follows the structure and content of the major new revision created at the June 2007 Board Retreat.

The strategic plan is available via the WLA website.

The plan's major challenges (as with most planning documents) continue to be to list the appropriate short-term tasks that most directly support the major strategic areas; monitoring progress; and measuring success.

At the Board Retreat in June 2009, with a new Planning Coordinator taking office, we can assess how well this format is working for WLA, and if necessary make changes that make us more responsive and effective as an organization during these very trying economic times.

My own recommendation continues to be to pursue a plan that is as simple as possible. For example, we might list one or two objectives in each area that we consider our normal operations, such as sponsoring of workshops by interest groups at conferences, and one objective that is new or ambitious in each strategic area.

I think that the underlying Vision and Core Values statements are good reflections of WLA.

COORDINATOR OF CONFERENCE 2010 Phil Heikkinen

This will be a joint conference of the Washington and Pacific Northwest library associations, scheduled for August 11-13 at the Victoria Conference Centre in Victoria, BC (on Vancouver Island).

Because the PLA Conference is scheduled to take place in Portland, Oregon, in March 2010, the WLA Board approved the change from Lynnwood in April, similar to 2004 when the PLA Conference took place in Seattle and WLA held a joint conference with PNLA in Wenatchee in August.

As of April 2009, Kristin Crowe and I are working with WLA/PNLA Conference 2010 Co-Coordinator Michael Burriss on a Letter of Understanding between WLA and PNLA, as well as on details of which organization will be responsible for which parts of the conference. For example, we have the understanding currently that PNLA will handle local arrangements and special events, while WLA will handle most of the conference administration and communication.

Because we have a new WLA administrative structure, we are learning from our experience with WLA 2009 how to apportion conference responsibilities between the WLA office and conference volunteers. We do not yet have an assigned conference committee, although about a dozen WLA members have offered their participation.

One of our priorities this spring and summer will be to finalize the committee, assign tasks, and organize the content of the conference. Another will be to begin making adjustments as necessary to the format of the conference, perhaps even expanding our support of alternative forms of participation, in recognition of library budget cuts.

I wrote a short article about the conference for the March *Alki*; and we will make reminder cards available at WLA 2009 in Spokane and PNLA 2009 in Missoula.

ALA CHAPTER COUNCILOR Jonathan Betz-Zall

The American Library Association (ALA) is our national professional organization. The Washington Library Association (WLA) is independent of ALA but maintains cordial relations as a chapter. We generally defer to ALA on issues of

national policy. WLA is represented on ALA's governing Council by a "Chapter Councilor". In that role, my main activity has been to participate in the ALA Council meetings at the Midwinter Meeting and Annual Conference, monitor and participate in various listserves, including the one for Councilors, and to redistribute items via the WLA listserv that I thought would interest WLA members. I also bring to the ALA Council's attention issues that arise here in our state; for this I depend on input from you, the members of WLA.

Library Closures

The disturbing trend of library cutbacks and closures continues around the nation. ALA continues to support struggling community libraries with informational resources, like this wiki page on the Value of Libraries http://wikis.ala.org/professionaltips/index.php/Value_of_Libraries. ALA also monitors the scene in general and publicizes egregious situations, and organizes training for library advocates at every major conference. Here is ALA's main advocacy webpage: <http://www.ala.org/ala/issuesadvocacy/advocacy/index.cfm>

Library Funding

You may have heard about President Obama's stimulus funding for various public institutions; ALA's Washington Office pushed hard for libraries to be specifically included in the law. We certainly succeeded in gaining attention and advocates expect some relief from financial pressures as a result. More information may be found on ALA's Federal Funding page: <http://www.ala.org/ala/issuesadvocacy/libfunding/fed/index.cfm> and our Federal Relations Coordinator will also report on this.

Intellectual Freedom

As usual, ALA has stood at the forefront of the defenders of intellectual freedom at the national level, and has provided considerable support for regional, state and local efforts as well. For background and updates, see the Office of Intellectual Freedom's Issues page: ALA's main web page for intellectual freedom issues, <http://www.ala.org/ala/issuesadvocacy/intfreedom/index.cfm>, looks bare bones but the sub-pages do contain considerable information, for example the one on the USA PATRIOT Act:

<http://www.ala.org/ala/issuesadvocacy/intfreedom/privacyconfidentiality/patriotact/index.cfm>

Meanwhile the Freedom to Read Foundation continues its work in litigation, and is publicizing a national conversation on privacy called "Privacy Revolution" with door hangers and a website: <http://www.privacyrevolution.org/>
Electronic Participation

ALA Council has been thinking about how to enhance electronic member participation. This is not only about involving more people in ALA governance, but also making ALA more resource-efficient—virtual meetings would allow us to use less fuel for travel and less money for hotel accommodations. We set up a Task Force on Electronic Participation, which studied the issue (with plenty of outside comment) for 18 months. As you'd expect of a committee of librarians, these folks were thoroughgoing and recognized the breadth and complexity of their task. At Midwinter the Task Force presented sixteen recommendations to Council. Although chaired and composed by some of the most respected councilors, the Task Force encountered some stiff challenges in its presentations as councilors complained of insufficient time to examine the proposals and the accompanying background information. Almost everyone supports the principle of allowing electronic participation in association business because it promises to save a lot of time and energy now wasted in personal travel, but major concerns were raised about serious problems of implementation including costs of technology and training. This does seem to be a "wave of the future" but a newly-formed caucus of younger councilors expressed frustration at the seemingly slow pace of change in ALA. As more younger members join the Council I expect many of the task force's recommendations to be implemented during the next few years. The Task Force report is available online:

<http://www.ala.org/ala/aboutala/governance/council/councilcommittees/tfoemp.cfm>

ALA-APA activity

The American Library Association Allied Professional Association (ALA-APA) develops support for library workers' status and salaries, with specific foci of "certification of individuals in specializations beyond the initial professional degree and direct support of comparable worth and pay equity initiatives". ALA-APA sponsors the annual National Library Workers Day, this year on April 17. They have compiled a Library Salary Database, a toolkit for advocating for increased salaries, a wiki for library union people, several programs at ALA conferences, as well as a video, "For Love or Money", advocating for living salaries and a newsletter on Library Worklife. They also award prizes for improving

salaries. This year they approved two new courses in the Public Library Administrators' Certification program, and more are being developed. Details are available at: <http://www.ala-apa.org/>.

Library Education

After ten years of work, at Midwinter 2009 the Library Education Task Force won Council's approval for a set of "Core Competencies for Librarianship", specifying a set of outcomes that "A person graduating from an ALA-Accredited masters program in library and information science should know and, where appropriate, be able to employ: Foundations of the Profession, Information Resources, Organization of Recorded Knowledge and Information, Technological Knowledge and Skills, Reference and User Services, Research, Continuing Education and Lifelong Learning, and Administration & Management." For more information, please see this website: <http://www.ala.org/ala/educationcareers/careers/corecomp/index.cfm>

Upcoming Issues:

If you hear of or know of anything happening in Washington State that anyone in ALA should know about, or if you'd like to comment or take action on anything that you hear is happening in ALA, please contact me at jbetzall@yahoo.com.

PNLA REPRESENTATIVE Katie Cargill

Two retreats for PNLA were held this past year - one in Oct. of 2008 and one in Feb. of 2009. There will also be a board meeting at the annual conference in August of 2009.

This past year, PNLA has done some strategic planning and are discussing ways that they may be more effective, more visible and more involved with the state organizations. Discussion has also taken place about increasing their membership.

This year PNLA is celebrating their "100 year anniversary" at their PNLA Conference in Missoula, Montana on August 5th-8th, 2009. Dr. Thomas Lipinski will be one of the keynote speakers.

The conference for 2010 will be held at the Empress Hotel in Victoria, BC on August 11-13, 2010.

The conference for 2011 will be held at the DoubleTree Hotel in Spokane, Washington, on August 2-7, 2011.

WLFFTA REPRESENTATIVE Carol Schuyler

The biennial Friends and Foundation Forum was held on October 18th at the King County Library System Service Center. Many thanks go to Jeanne Thorsen and the KCLS Foundation for hosting the event. Carrie Jenott of Once Sold Tales did an outstanding presentation on the art and science of selling books online. Many Friends and Foundations are now doing a combination of site book sales and selling those more special items online. Lisa Layera Brunkan, one of the "Three Moms" of fundourfuturewashington.org, talked about their grassroots legislative experience that achieved monetary support for school libraries through the Legislature. She spoke about the success of grassroots lobbying. In addition to the programs, the Forum allowed the opportunity for Friends and Foundation members from throughout the area to get together to share experiences, successes, and opportunities for growth.

W.L.F.F.T.A. is sponsoring two programs at this year's conference. "Advocacy by All" describes how successful staff driven library advocacy supports an education initiative for the library mission, collection, programs, and services. It is advocacy at all levels by all staff, the ultimate library synergy. The W.L.F.F.T.A. Breakfast will feature Carrie Jenott and "Friendraising 2.0, raising funds as well and raising friends. Not only can online sales supplement fundraising efforts, they can also create a social network for library advocacy and raised awareness of what libraries have to offer.

Marilyn Mitchell, as the W.L.F.F.T.A. representative, will be attending National Library Legislative Day in Washington, D.C. As Chair of W.L.F.F.T.A., I participated in the Legislative Planning Committee.

Thank you to Will Stuiwenga for his outstanding job as editor of the "Advocate".

INTEREST GROUP REPRESENTATIVE Elizabeth Laukea
(Individual Interest Group Reports submitted appear in the last section of this report.)

Most of the Interest Groups submitted quarterly reports throughout the year of their activities—and many will also submit annual reports. In this report I will focus specifically on my progress as IG Coordinator and refer you to individual IG reports for details about their activities.

2008 Annual Conference: I facilitated the IG's (WA and OR) participation in the Meet and Greet, with tables set-up for IG's to display materials, and baskets donated by the IGs for raffle. The Meet and Greet was held in conjunction with the All-Conference Opening Reception. The Coordinator of Communications and I were able to meet with representatives from most IGs during the conference to discuss the progress of the website redesign and migration to the new ISP and WordPress content management system.

Annual Retreat: Our June Retreat was once again an opportunity for new IG Chairs to be introduced to their responsibilities. We discussed the process for submitting conference presentation proposals, IG financial information, communication with IGs, standalone workshops, and communication between IG Chairs and the rest of the Association. Lots of great ideas were generated for the 2009 conference and connections were made between IGs to co-sponsor programs. Thanks to the State Library's loan of their laptop lab, and the Board's go-ahead to purchase headsets with microphones for WLA Board members, we also had the opportunity for everyone (IG Chairs and Board members) to participate in a hands-on demonstration of the newly purchased Wimba online meeting software. As a result of the discussion about communication, following the retreat the Coordinator of Communications confirmed at all the IG's listservs were working and updated with new membership lists, and set-up a listserv for the IG Chairs - resulting in much easier communication from other groups within WLA to the IG Chairs.

Online Meetings (Wimba): In addition to coordinating and facilitating the demonstration of the Wimba software at the Retreat, I acted in a support role for the WALT IG and the Conference Committee to use the new software for online meetings. WALT regularly uses this tool in place of conference calls and to supplement in-person meetings - finding it particularly conducive for conference program planning to 'check-in' about progress, and hosts a bi-monthly book discussion group. The 2009 Conference Committee used Wimba for several meetings, working out a few glitches but seemed to find value in not having to travel to meetings. I hope to encourage more IGs to use Wimba in 2009, which I hope will increase communication and idea sharing within the IGs without stressing travel budgets or paying for costly conference calls.

WLA Conference Committee: My primary function on the conference committee is to act as a go-between for the IG Chairs and the committee. We worked hard to gather conference proposals in the Spring and then met during the Summer to choose a well-rounded program line-up with representation from all 12 IGs. Since then, I have attended, either via Wimba or phone, monthly meetings of the conference committee, helping plan the Meet and Greet, fit IG business meetings into a very busy conference schedule, and helping find volunteers to act as program monitors at the conference.

REPORTING TO THE EXECUTIVE BOARD:

LEGISLATIVE PLANNING COMMITTEE Mike Wirt & Martha Parsons, co-chairs

The Legislative Planning Committee (LPC) met once in person since the committee's last annual report and also held weekly conference call meetings through the end of March, the 11th week of the 2009 legislative session

At the annual pre-session meeting in November 2008 legislative priority recommendations were developed. They were subsequently approved by the WLA Board and served as the guidelines for this year's efforts in Olympia. The committee had planned a March 12 meeting immediately prior to Library Legislative Day but it was cancelled when that activity was cancelled. The conference calls provided updates, opportunities for committee member input on strategies, and a time for task assignments for specific pieces of legislation.

Association legislative liaison Steve Duncan, with his assistant Kathie Thompson, tracked bills working their way through committees, sending those having a potential impact on Washington's libraries to a small task force of

committee members for action level ratings.

The first three months or so of the 105-day 2009 legislative session was consumed with policy matters—bills, not budgets. Over 544 were introduced on the first day and by the halfway point that number had ballooned to over 2,500. However, the super-serious budget shortfall loomed in the background until the week of March 30 when the Senate and House versions were unveiled. Although state budget cuts will directly affect K-12 schools, community and technical colleges, and four-year colleges and universities—as well as the State Library—there’s nothing WLA can do to influence outcomes in times such as these. This is a year it’s fortunate that there’s no state funding for public libraries because might easily disappear.

In policy matters, there were three bills specific to public libraries being tracked and supported by WLA, all of which made it out of their chambers of origin and policy committees in the opposite house. Because they’re non-controversial and don’t involve money, they’ll likely land on the Governor’s desk for approval. The first increases the population cap for a city to annex to a library district from 100,000 to 300,000, legislation requested by the City of Renton and supported by King County Library System. The second one would increase the number of trustees for a library district in a county having a population of 1.5 million or more (King County) to seven from five. The third is a bill that allows a statement of the initial property tax levy rate in ballot titles for elections to form a library district.

The session ends on April 26, over three weeks after this report is being written. There’ll be a report posted in late May on www.wla.org that summarizes the final outcome of measures affecting the library community.

Julie Miller
Editor
Eastern Washington University

Matthew Berube
Walla Walla County Rural Library District
3/11

Lynne King
Highline Community College Library
9/10

Erin Krake
Roslyn Public Library
12/10
Deanna Sukkar
9/09

Sue Anderson,
Committee Chair
Eastern Washington University
JFK Library
10/09
Mike Cook
Pacific Northwest National Laboratory -
Hanford Technical Library
11/10
Bo Kinney
MLIS/MPA Candidate
University of Washington
Coordinating Library Associate
Seattle Public Library Mobile Services
3/11
Rayette Sterling
Spokane Public Library
12/10
Ex officio board members:

Alki Intern
TBA

Coordinator of Communications:
Jennifer Wiseman
King County Library System

ALKI EDITOR REPORT FOR ALKI EDITORIAL COMMITTEE Sue Anderson, Mary Wise & Julie Miller

Progress/Successes Since Last Meeting:

Themed issues (3 per year) are continuing to be published under the editorship of Julie Miller.

Sue Anderson (Eastern Washington University - JFK Library) is now the new chair of the *Alki* Editorial Committee.

In 2008 the Alki Editorial Committee and the *Alki* editor made the transition from working with Gail Willis to working with Melby, Cameron & Anderson (and directly with Kristin Crowe, WLA’s executive director). The layout, production and mailing of *Alki* are now done out of WLA’s office at Melby, Cameron & Anderson.

The theme for the July issue is "Impact and Influence," using the theme from the WLA annual conference. The deadline for submission is May 15.

The 2009 WLA conference photographer will be Rose Ferri, who previously photographed several WLA conferences.

Bo Kinney was last year's Maryan E. Reynolds scholarship winner, and served as the *Alki* intern during the past year. He has made significant contributions to *Alki* during the year, and has been appointed to be a regular member this year.

Editor's Report (from Julie Miller):

I have had terrific support from the Alki Editorial Committee for my first two issues of Alki. They have written articles themselves and solicited articles from WLA members, as well as provided guidance and feedback. I especially want to thank the outgoing chair Mary Wise for her encouragement and support. Outgoing member Brian Soneda has contributed wonderful articles, and I hope he will continue to contribute even though he will not be on the committee.

Some changes are in the works for the Alki website. Jennifer Wiseman is developing a blog-based template for the page so that it can be updated more easily by the members of the Editorial Committee. Editorial Committee member Deanna Sukkar continues to develop podcasts for the Alki Café as a "value-added" service to the WLA membership.

The Alki editor's computer has been transferred to the MCA office for storage. Since the editor is not involved in hands-on layout of the journal at this time, I don't currently need the desktop computer and InDesign software.

I will be bringing some issues before the Editorial Committee in the coming year that may also require action by the WLA Board. These issues include:

- Resolution of the indexing project
- A new schedule of fees for advertising in *Alki* and guidance in the proportion of *Alki* to be devoted to advertising
- Copyright permissions for the *Alki* backfile
- Transfer of copyrights for *Alki* contributors

FEDERAL RELATIONS COORDINATOR: Rand Simmons & Kristie Kirkpatrick, co-coordinators

Throughout the year, Kristie and Rand advised members of the Washington Library Association on federal legislation important to Washington libraries asking member to consider taking action.

National Library Legislative Day (NLLD) in Washington, D.C.

The Washington Library Association was well represented at National Library Legislative Day (NLLD) on May 14, 2008 with a briefing for participants on May 13. The purpose of NLLD is to inform Washington State's senators and representatives about federal legislation that is important to Washington libraries. WLA delegates included Rand Simmons, Kristie Kirkpatrick, Mike Wirt, Jan Walsh, Mary Jo Torgeson and Marilyn Mitchell (WLFETA representative).

We were able to attend Senator Patty Murray's constituent coffee and meet directly with Senator Maria Cantwell. Visits were made to all congressional offices. Working in two teams, delegates visited senators and representatives or their congressional staffs. On Thursday, May 14, Kristie, Rand, and Mary Jo attended Representative Adam Smith's 9th District Days.

Among the topics discussed were the importance of LSTA - The Library Services and Technology Act; adequate funding for the National Library Services for the Blind transition to digital flash memory cartridges;

reauthorization of the No Child Left Behind Act (Strengthening Kids' Interest in Learning and Libraries Act - SKILLS); and a simplified e-rate process. Senator Cantwell promised to support the simplified e-rate process with a letter to the FCC Commissioner. The letter was reprinted in the December 2008 ALKI, "Senator Cantwell Supports Simplified E-rate Process."

The 2009 delegates for the May 11 and 12 National Library Legislative Day are: Rand Simmons, Mike Wirt, Jan Walsh, Mary Jo Torgeson and Marilyn Mitchell (representing WLFFTA). Among the topics for discussion will be the re-authorization of the Library Services and Technology Act.

Federal Library Legislative & Advocacy Network (FLLAN)

Washington and a few other states do not have a strong listserv or network for political issues. In the July 2008 ALKI, Kristie Kirkpatrick issued a call for WLA members to help create a Washington chapter of the Federal Library Legislative & Advocacy Network (FLLAN) - a team of library representatives from across the state willing to contact their senators and representatives to keep them informed about important federal legislation affecting Washington libraries. The response was minimal - okay, it was close to nil.

We may need to add a third person to Federal Relations who can recruit for and administer the WA FLLAN. We aren't giving up on the idea, so if you are interested in joining the cause, contact either Kristie Kirkpatrick, kirkpatr@colfax.com or Rand Simmons, rand_simmons@hotmail.com.

Report from the State Library Jan Walsh

In the midst of the legislative session, we are waiting to discover the impact on Washington State Library (WSL) of the state budgets; because of the shortfall in revenue, we anticipate cuts that could many of the services and initiatives we currently provide. As with many others, we wait to see what our future holds. It also appears that federal funding may stay the same or less than the current allocation.

We also realize that local libraries, including school, academic and public libraries are being impacted by the hard economic times. Washington State Library surveyed public libraries to determine what we could do to assist. To that end, we have established a hard times website on WebJunction Washington to provide information to support libraries in helping their patrons. Feedback and ideas are welcome.

WSL released a report, based on data from public libraries, showing the significant increase in library use from last year to this one. The survey results paper has been picked up by a number of newspapers which have then provided information about their local libraries. Thanks to all who assisted in this effort to show how libraries are used more in tough economic times.

The Digital Archives and WSL were ranked second in the nation for their digital efforts in genealogy and the digital newspapers.

We have three winners, one in each grade category, for Washington's Letters About Literature. The ceremony with the three winners will take place in the state reception room and the ceremony for all the semi-finalists will again be in the Legislative Building rotunda on April 3.

WLA STANDING COMMITTEES AND TASK FORCES

ARCHIVES AND BYLAWS COMMITTEE Kristy Coomes

Bylaws Committee: The WLA bylaws will need a detailed review and revision during this next year. Changes were not made this year because the Association needed to gather experience with the new administrative structure. Office and committee position descriptions will also need to be reviewed in light of the new administrative structure. A number of Interest Groups were given advice concerning Bylaws changes that will be voted upon and become effective after the April Annual Business meetings.

Archives Committee: The entire WLA archives have now been rough sorted and seemingly tons of duplicates and extraneous materials were recycled. No small achievement. The next step for the Archives Committee is to contact the University of Washington Libraries, Archives and Manuscripts Section to determine whether the

university's tentative offer to include the WLA archives can now go forward and older WLA records can be transferred to their care.

AWARDS COMMITTEE Jan Walsh

The Awards Committee met and reached agreement on Awards to be presented at the 2009 Conference. Their decision was then approved by the Board. The WLA Awards will be awarded as follows:

Merit Award: Outstanding Performance

- Clancy Pool, St. John Library Branch Manager, nominated by Kristy Kirkpatrick

Trustee Award #2

- Jerry Franklin King, Fort Vancouver Regional Library, nominated by Bruce Ziegman

Friends/Foundation Award #1

- Coupeville Library Board & Vote Yes Twice Coupeville Library, nominated by Leslie Franzen

Friends/Foundation Award #2

- Friends of the Battle Ground Library, nominated by Bruce Ziegman

WALE Outstanding Employee of the Year Award

- Lisa Adams, Richland Public Library, nominated by Sally O'Neal

ELECTIONS COMMITTEE Robin Rousu

The Elections Committee met at the WLA office on 27 March to count and validate the election of WLA officers for 2009-2011. The committee also reviewed and approved the proposed online voting system.

FINANCE AND OPERATIONS COMMITTEE Kim Hixson

The Finance and Operations Committee has not met this year. Please refer to Treasurer Reports for most recent fiscal information.

INTELLECTUAL FREEDOM COMMITTEE Mike Wessells

Our committee recorded no activity this year. With budget crises all over the place, the hue and cry over censorship has been muted under the hue and cry of survival.

MEMBER SERVICES COMMITTEE Will Stuiivenga

WLA Member Services Committee members:

Will Stuiivenga, Chair
Martha Parsons, WLA President
Tim Mallory, WLA Vice President/President Elect
Jennifer Wiseman, Coordinator of Communications
Elizabeth Iaukea, IG Coordinator
Carol Schuyler, WLFETA Representative
Amy Ravenholt, Member at Large
Kristin Crowe, WLA Executive Director, ex officio
Meetings and Activities

The WLA Member Services Committee met twice, on August 18, 2008, and again on October 1, 2008.

The 2009 membership renewal campaign was planned and organized.

A new member "welcome wagon" packet of materials to be mailed to new members by the WLA Office was agreed upon as follows:

- Welcome letter
- Membership card
- WLA fact sheet
- An issue of Alki
- Conference promotional material(s)
- WLA mousepad
- Peachy folder for putting all this in and/or fancy envelope for mailing it

It was also recommended that the WLA Office staff run a report of new members for each IG monthly, and send the report to the IG chairs, and that IG chairs be encouraged to contact and welcome new members directly.

A members only section of the WLA web site is under development, and will allow for benefits such as an online membership directory and discussion boards or other opportunity for direct membership interaction.

A "Get Connected" Membership page was created on the WLA web site, listing WLA presence on several popular social networking sites, including Facebook, LinkedIn, MySpace, and WebJunction. The WLA groups on those sites were created by Member Services chair, Will Stuiwenga, except for the WLA Facebook group, previously created by WLA President, Martha Parsons.

The Strategic Plan tasks the Member Services Committee with conducting a membership needs assessment. A similar CE needs assessment is also mandated. It was decided, in consultation with WLA CE Coordinator, Mary Ross, to recommend combining the two into a single broad WLA needs assessment, conducted biennially. The needs assessment will need to be outsourced; Jennifer Wiseman has drafted an RFP and will bring a outsourcing proposal to a future board meeting.

A recommendation that the membership term of anyone who applies for new WLA membership during the 2008 WALE Conference continue through the end of 2009 was brought to the September 12, 2008 Board meeting, and was approved.

A recommendation that a discount on first year membership fees be offered, and/or that discount coupons for conference or workshop registrations be included in "welcome wagon" packets was presented to the December 5, 2008 Board meeting, but was tabled.

After brainstorming a number of ideas for a membership recruitment campaign, the committee ultimately recommended that WLA strongly consider implementing a mentoring/leadership development program. The problem is finding someone to organize it.

NOMINATIONS COMMITTEE Diane Cowles

The Nominating Committee presented a slate of candidates for the following offices: Vice President/President Elect, Treasurer, Coordinator of Strategic Planning, PNLA Representative, and ALA Representative. The election was held in February 2009 and ballots were counted on March 27, 2009.

A new Nominating Committee Chairperson will be appointed by incoming president, Tim Mallory, after Annual Conference. To assist the new chairperson, the committee will again distribute a Nominating Committee Newsletter at the Awards Banquet at Conference, which will list the offices sought in 2010: Secretary, Coordinator of Continuing Education, Coordinator of Communications, and Conference Coordinator for 2012 Annual Conference. We felt that early knowledge of open offices helped the process along when potential candidates were approached to run later in the year.

WLA members, who were approached to run for office, felt restricted by the looming budget cuts and staffing shortages. They wanted to, in many cases were honored to be nominated, but declined due to high workloads at

current jobs. I believe that we need to keep up the practice of the WLA president carrying the message to public library directors at their Annual Retreat--that encouraging their staff to run for elected office and giving them time to participate fully in WLA builds unprecedented leadership skills in them. Advertising the open positions early through the WLA website via blogs or posts and at Annual Conference have been effective means to attracting good candidates. A broadcast email to all members in the fall of the year, inviting members to nominate themselves for open offices was effective. However, I worry that ability of members to participate in committees or in an elected office may diminish because of the amount of scheduled Board meetings/Retreat. Time away from work was one of the biggest reasons given for not being able to run for office.

SCHOLARSHIP COMMITTEE Jennifer Bisson, chair

This year we awarded a \$6,000 scholarship to Susan Ann James from the Lower Columbia College library. She is currently in school at emporia State University. Like all our past winners, she is a remarkable candidate who is already benefiting the profession by helping create an archive for her library. She wrote the grants, the proposal and is overseeing the project. We also gave away all 6 of our conference grants to librarians and library employees from around the state.

We were a little disappointed with our turn out hits year compared to last year. We felt that we did just as much advertising but had less applicants. To boost both our visibility for donations and applications we have worked with WLA to add a donate now button to the website. We are also having a feature in Alki and on the web with information from past winners.

WLA INTEREST GROUPS

CAYAS (*Children's & Young Adult Services*) Lisa Oldoski, Chair

Progress/Successes Since Last Meeting:

Spring Program - Mary Ann Kohl Enhancing Literacy Through Art and Discover the Great Masters- 33 in attendance, Saturday, February 7th Saturday, Redmond Public Library. Second workshop will be held May 16th in Ellensburg.

<http://cayas.wla.org/2009/02/16/spring-workshop-photos/>

Cayas cosponsored the IYouth program at the I-school What's Up: New Trends in Youth Librarianship. Over 100 people attended, there were sessions for both children and teen focused library employees. Those attending included school and public librarians, and I-school students. CAYAS had an information table encouraging CAYAS/WLA membership and workshop registration.

<http://students.washington.edu/iyouthuw/iYouthJan09Conference.html>

Conference - CAYAS is hosting 10 programs at conference this year including a partnered program with the state library and the author breakfast with YA author Ellen Wittlinger.

There is nothing concrete as to whether WLA or CAYAS or a combination of the two pay for the CAYAS author breakfast. The amount and who pays it varies from year to year with no consistency. This was discussed at a board meeting and the decision was that this would be worked out and finalized prior to next year's conference.

"Lisa Oldoski asked about the CAYAS breakfast: who pays for the author: the conference or CAYAS? It has varied each year. Tim Mallory suggested that Martha Parsons form a task force to investigate how to make it (conference questions) consistent within the Conference manual. Tim thinks this involves revising the conference manual, and possibly making it a live online document. Since it has been mentioned at several different gatherings (committees, boards, task forces?), we need to make sure that we tie all these ends together and get something under way." 9/12/08 board meeting minutes

The recession will be a huge influence on our organization in terms of membership and attendance. CAYAS is debating whether or not to host two workshops per year due to lower attendance than in past years. When asked libraries have cited budgetary restraints and lack of desk coverage as to why they sent fewer or no staff to workshops.

I think there is an opportunity to partner. I am involved in a state library program that is seeing school librarians, teachers and members of other service organizations attending, due to the reasonable price and proximity to their work site of continuing education opportunities.

OLE (*Outreach and Literacy for Everyone*)

Bonnie Gerken, Chair

At the 2008 Joint WLA/OLA Conference in Vancouver, OLE sponsored or co-sponsored four programs - "Book Group CPR: Breathe New Life into your Discussion Group", "He Reads, She Reads", "Collaboration: More than the Sum of its Partners", and "Reach Out & Touch Someone: Public and School Libraries Collaborate for Student Success". OLE also participated in the Meet & Greet and held their annual business/membership meeting.

For the 2009 WLA Conference in Spokane, OLE submitted five program proposals of which one was selected for the conference. Theresa Gemmer and Bonnie Gerken will present Squeak Clean, Part II: booktalks of well-written books with no graphic violence, explicit sex, and profanity. OLE will participate in the Meet & Greet and hold their annual business/membership meeting.

SRRT (*Social Responsibilities Round Table*)

Barbara Menne, Chair

Planning for our Conference program *Green Libraries: Top to Bottom, Inside Out* is almost completed.

I have been Chair for 2 years, but will not continue. So a new chair is needed. There is no one lined up to take the position. This is a small group and many people have other active affiliations that take their attention. So a challenge is how to generate enough connection and participation so that all the work does not fall on 1-2 people and that there are enough people willing to lead the group.

WALE (*Washington Association of Library Employees*)

Heidi Chittim, Chair

WALE is sponsoring or co-sponsoring 7 programs for the WLA Conference in April.

1. Library Support Staff Certification
2. Hi-Fi-Sci-Fi-Library: A Long View of the Future of Reference and Content Access
(co-sponsored with WLA Conference)
3. Hot! Naked! Social Marketing
4. Computer and Library Ergonomics
5. Performance Evaluation Management 101
(co-sponsored with SAM)
6. Advanced Performance Evaluation: Tips & Tools
(co-sponsored with SAM)
7. Yoga in the Workplace

We are also participating in the Meet & Greet with an information table and a give away basket.

WALT (*Washington Association of Library Trainers*)

Jennifer Fenton

WALT members continue to provide valuable support to library trainers throughout the Washington Library Association and beyond. Members participate in WLA Conference and preconference sessions, attend meetings and events, and share training resources with colleagues.

WLA 2008:

- A. Officers for 2008 were selected as follows:
- o Jennifer Fenton, Washington State Library, Chair
 - o Laurel Steiner, King County Library, Vice-Chair
 - o Nancy Schutz, Timberland Regional Library System, Secretary/Treasurer
 - o Jeanne Fondrie and Kate Laughlin, Whatcom County Library System, Consultant, Program Co-Chairs
 - o Darlene Pearsall, King County Library System, Webmaster

B. At the OLA/WLA 2008 conference, WALT sponsored and presented the following:

Pre-conferences:

- **Fundraising: A Certified Public Library Administrator (CPLA) Course** with June Garcia
- **Hire Right the First Time** with Andrew Sanderbeck (Co-sponsor SAM)

Sessions:

- **How to Sell Your Ideas** (Co-sponsor SAM)
- **The New PowerPoint: How to hit your target without bullets**
- **Learning on Their Schedule-Best Practices for Creating Self-Paced Online Library Tutorials**

Showcase:

- **SHOWCASE: Library Staff Training and Development**

C. At the WLA 2009 conference, WALT is sponsoring and presenting the following:

Sessions:

- **Staff Development Forum**
- **Safety in Small Libraries**
- **Where Did It Go! New Look and Feel of Office 2007**

(Unfortunately, due to lack of attendance two pre-conferences coordinated by WALT were canceled.)

To continue its commitment to learning technologies and have more frequent meetings, WALT conducted several virtual meetings in addition to quarterly in-person meetings.

In order to maximize the potential of Wimba for meetings and trainings, WALT members were invited to view the WebJunction webinar, "Creating a Learning Culture at your Library" and then join in a Wimba discussion of the webinar on August 18. The Wimba discussion was archived and caught the attention of WebJunction who asked to place it on the website as an example of the power of e-learning.

WALT members started a virtual book discussion group that meets via Wimba to discuss books related to training and staff development. Books discussed so far include *We Don't Make Widgets: Overcoming the Myths that Keep Government from Radically Improving* by Ken Miller and *Made to Stick: Why Some Ideas Survive and Others Die* by Chip and Dan Heath.

WALT members, Elizabeth Iaukea and Jennifer Fenton, served on the WLA CE Task Force lead by Mary Ross, WLA CE Coordinator.

WALT member, Kate Laughlin, was appointed to the Washington State Library WebJunction Washington Advisory Team as the WALT representative.

Several WALT members including Kate Laughlin, Mary Ross and Jennifer Fenton have been involved in the re-launching of NWCentral's training portal: <http://www.nwcentral.org/>.

WALT now has a social networking group page on WebJunction Washington that is open to everyone: <http://www.webjunction.org/764>.