

**WLA Board of Directors Meeting  
November 16, 2016  
GotoWebinar Online Meeting**

**MINUTES**

**Present Board Members:** Brianna Hoffman, Craig Seasholes, Irene Wickstrom, Darcy Brixey, Heidi Chittim, Josephine Camarillo, Anne Bingham, Emily Keller, Richard Council, Jessica Martinez, Christine Peck

**Present Committee and Section Chairs:** Ahniwa Ferrari, Leah Griffin Jeanne Fondrie, Sheri Boggs, Frank Brasile, Diane Huckabay, Kristin Piepho, Christine Perkins, Priscilla Ice, Samantha Hines

**Present Staff:** Kate Laughlin, Emily Jones, Carolyn Logue

President Hoffman called to order at 9:06am with a quorum present.

**Minutes of August 16, 2016:** Motion made and seconded to approve the minutes from the April 27 meeting with the exception of one edit. Motion carried.

**Meeting Agenda:** Motion made and seconded to approve Agenda for November 16, 2016 meeting, with the exception that a misspelling be corrected. Motion carried.

**President's Report:** Brianna informed the group that she had invited Jenny Grenfell, the President of the Pacific Northwest Library Association (PNLA), who will speak when she arrives. She welcomed two members in leadership position: Christine Perkins, Chair of the Member Services Committee, and Samantha Hines, Chair of the Continuing Education Committee. Welcome! She also congratulated the WLMA and WALE Conference Committees on their successful events.

**Executive Director's Report:** The WLA Office is nearing the end of the audit with Peterson Sullivan LLP. Kate mentioned that it was a very thorough and exhaustive process, and thanked WLA CPA Armilito Pangilinan for his assistance in the preparation, and Emily Jones for her help during the three-day onsite visit. The auditors will present their final report to the Executive Board in a special session in December or January. She emphasized that it was an in-depth process and that there will be adjustments to numbers that we can then use to base the budget on moving forward.

Jenny Grenfell joined the meeting to discuss the PNLA Leadership Institute, LEADS, which is held biannually. She also mentioned that the next PNLA Conference will be held in Post Falls, ID, in August 2017. While the initial grant for LEADS has ended, PNLA is actively seeking new funding for the next one in Ft. Worden, WA, in October 2017. She encourages members from all libraries and backgrounds to apply, as it builds a stronger leadership pool for everyone at all levels, and there are benefits to networking outside your own state. PNLA is the oldest regional library association in the US and the only bi-national association (Alberta and British Columbia are also members). The PNLA LEADS planning committee will be establishing a new structure and timelines for the 2017 conference, and Heidi Chittim, the WLA PNLA Representative, provided tuition information from 2015: (the cost included accommodation and all the meals for a week) \$500 - PNLA member plus member of local assn; \$525 - PNLA member or member of local assn. supporting at \$1000; \$550 - member of local assn. supporting at \$500; and \$575 - member of local assn. not fiscally supporting. Brianna attended LEADS and highly recommends it; both she and Heidi are available for any questions after the meeting. Jessica Martinez, the iSchool Representative, asked for information to send out to students and Jenny said she would

provide a document. Jenny also mentioned they are looking for leaders to help with the planning and to be mentors for the next Institute; please contact her if you are interested.

**Executive Director's Report, continued:** The budgets from the 2016 HackWLMA and WALE Conferences were briefly shared; both made a profit and were well attended. Kate presented the old 2016-2017 Draft Budget to compare it with the new template created by the WLA CPA to use once the audit is complete and there are reliable numbers to base the budget on moving forward. The new budget will be discussed and approved virtually before the next Board meeting in January. Irene Wickstrom, the WLA Secretary Treasurer, brought the President's Travel Budget to the attention of the Board, stating that it needs to be revisited. The current President has already used \$2300, and that does not include any of the money she spent out of pocket. The stipend has not increased since 2011, and to attract and retain future Presidents, the position should not create financial hardship. Irene made a motion to increase the annual travel stipend to \$3800/year for the WLA President. The motion was seconded, and the Executive Board voted in favor with a majority of seven votes. Motion carried.

**General Reports:** Ahniwa spoke on behalf of the Academic Library Division and that he had recently met with the Integration Task Force to discuss future steps. He introduced WLA's new Division at the Library Leadership Council, where there was some concern about the need for another group, as many academic librarians are already members of ACRL and CLAMS. Ahniwa thinks it will be an uphill battle to recruit community college staff to join WLA, and Brianna agreed that it will be a challenge, and Kate mentioned that WLA is already in discussion with ACRL. Ahniwa will also be requesting action from the Board to create a task force in tandem with the Marketing & Communications Committee to develop targeted marketing strategies.

Craig reported on behalf of the School Library Division and thanked the WLA Office and the HackWLMA Conference committee for their support with the conference. There are many legislative issues for school libraries in 2017, including the Every Student Succeeds Act (ESSA). He attended OSPI meetings this week and reports that there is still much advocacy work to be done. He is putting together a steering committee for the School Libraries Division, and their next meeting is December 3, 4-6pm. He also mentioned that the Division's work will be aligning with Library Legislative Day. Brianna thanked Craig for all the work he and the Division have been doing regarding ESSA, working with WLA lobbyist Carolyn Logue. Craig also mentioned that John Chrastka from everylibrary.org has also been providing pro bono help with legislative efforts. Craig will also be presenting a request to the Board for a follow up survey for school libraries, similar to one in 2014, to influence legislation.

Richard reported on behalf of the Finance Committee and said that he is pleased with the progress the association is making towards financial transparency, and how that is reflected in member's benefits. The Committee will be able to provide an accurate report of the association's finances and accomplishments once the audit is complete. Kate mentioned that the Office will also help with the transparency of finances via tools like the WLA Wednesday email, to get the word out to all members. Kate mentioned that Irene had encouraged her to let the Board know that while Primary Source will have exceeded the hours in the scope of its contract with WLA, the Office recognizes that it is a long-term investment with WLA. Darcy thanked the WLA Office for their vote of confidence in WLA and for undertaking problems that need to be fixed.

Heidi, the PNLA Representative, said she will have more to report after her annual retreat. PNLA Quarterly is looking for new editors (a stipend position), and encourages everyone to spread the word. She will have more information from Jenny regarding PNLA LEADS in the new year, as well.

Sheri reported on behalf of the Alki Committee and encouraged everyone to check out the new Fall issue, "The Future of Collections," which is forty pages long, compared to previous issues at 32 pages. The theme for the Spring issue is "Mistakes Were Made," and the call for articles will come next month. Alki also has a new graphic designer. Brianna commented that the new issue looks great and is very robust. Kate suggested that everyone read Darcy's satirical piece, too.

Priscilla reported on behalf of the Scholarship Committee for the Graduate Study Scholarship. They received three applicants and have a meeting this afternoon to discuss the winners. They plan to award \$6000. She also mentioned that her committee has been charged to unify the practice for all WLA scholarships. They will be clarifying the awards and the processes involved. When asked if three applicants was a low number, Leah, who has the Chair last year, said they had the same number. The committee will be making recommendations for all Sections and Divisions to have consistent parameters for offering and awarding scholarships, and to also make them more visible.

Leah reported on behalf of the Marketing & Communications Committee, which will have the Social Media Use Policy and Best Practices for WLA Communications ready to present at the next meeting. She will also speak with the Chairs of the Academic and Special Library Divisions to get them set up with social media accounts.

Darcy reported on behalf of the Awards Committee, which consists of Joe Olayvar, representing Special Libraries, Emily Keller for Academic, Leah Griffin for Schools, and Darcy for Public. Their task is to put all WLA merit awards under one tent with a consistent protocol and process. None of the merit awards are being discontinued, rather the committee is a way to encourage all Divisions share their members' accomplishments across the association. The committee's work will begin in January. Darcy is also encouraging members to run for WLA positions in 2017.

Christine reported as ALA Councilor, and began by thanking the WLA Office for preparing and submitting the ALA State of the Chapter Report. She also thanked them for their work on the WLA Wednesday communications. Considering natural disasters and other events that have been happening around the country, she asked whether WLA should also consider creating a protocol for libraries in crises. Christine asked about funding for sending WLA leaders to Library Legislative Day, stating that there is value in having Washington represented on a national level. She also mentioned a new resource for conference planning developed by other ALA Chapters. She shared that John Sheller recently stepped down as the Legislative Liaison and has recommended the new state librarian, Cindy Aiden, as his replacement. Brianna followed up that she will take all recommendations under consideration when she appoints the new liaison, and that yes, there will be funding to attend Library Legislative Day in 2017.

All submitted Board reports are included at the end of the Minutes.

**Old Business:** The Social Media Policy will be available at the next meeting in January. Due to how busy WLA has been with two conferences and the audit since the last meeting, Brianna does not have much recent progress to report, but the restructure is still on the Board's radar and will be seeing real movement at the beginning of the year. She confirmed that the Finance Committee will be looking at the membership dues structure and will have recommendations for the Board at the next meeting. Kate added that the Finance Committee has met and set priorities for tasks.

**New Business:** Craig suggested that WLA might want to coordinate statewide efforts with the state library for Library Snapshot Day in 2017. While it is an ALA-supported nationwide event, Brianna agreed that it is worth investigating. Brianna mentioned that there have been recent censorship issues in

Washington state and pointed out that WLA's Intellectual Freedom Section does not have a Chair. Without leadership, it is challenging for that Section to act. She is looking for someone to take on that roll. Washington State's Library Legislative Day is March 16, 2017, and everyone was asked to add it to their calendars and to spread the word with colleagues. Darcy attended with her daughter last year and had a great time. Once details are finalized, registration will be available on WLA's website. There is no cost to participate, registration is to help report numbers. Craig mentioned that school libraries are definitely on the forefront in 2017 in legislation and encouraged participation by all.

With limited time remaining, Kate briefly reported on the progress of Learn Local! Because April is typically the month when WLA holds its annual conference, in lieu of not offering anything next spring, Kate created an ad hoc committee consisting of the president, previous conference chairs, section coordinators, and a representative from the state library to determine an alternative. The answer was to create three one-day conferences across the state to emphasize regional access, focus and flavor. The events will happen in Seattle, Spokane, and Yakima, and the Seattle Public Library, Spokane Public Library, and Yakima Valley College are sponsors of the events, by donating their facilities at no cost to the association, which is a huge savings for all. Kate is assembling planning committees in each region. The planning process will also need to consider whether/how to include any ceremonies for the change in leadership (which historically occurs in April) at one of these events, or to hold a ceremony at the annual conference in November.

Looking ahead to 2018 and beyond, the Office recommends moving to one annual conference per year. There has been discussion about the best time of year, and while the conference has traditionally been held in April, there is competition with other conferences. The decision effects attendees and vendors and a decision needs to be made soon. The last Continuing Education Needs Assessment asked about timing, location, and duration, and the preference is leaning toward the winter or fall, as well as for one day events. The Office suggests moving toward a model of one annual conference, where all Divisions and Sections are represented, not unlike the Texas Library Association, with smaller one-day learning opportunities at other times of the year. The Office needs to move forward with facilities proposals, as many are booked several years out.

**Closing Questions & Comments:** Brianna added that everyone is welcome to email her or the Office with any questions and that there will be lots of changes in 2017 for the association. She appreciates everyone's patience with the process and is excited for what 2017 will bring.

There being no further business to come before the Board, the motion was made and seconded to adjourn the meeting at 11:04am.



**November 16, 2016**  
**9:00am-11:00am**  
**Online Meeting Via GoToWebinar**  
**BOARD MEETING AGENDA**

**Minutes:** Emily Jones

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**Please Read:** August 16, 2016 Board Meeting Minutes, Submitted Board Report Forms

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**Vision Statement:** WLA is a vibrant and effective advocate for libraries and the people that make them great. We are a community of practice where its members learn, grow professionally, develop strong relationships, and have fun

**Core Values:** Community, Integrity, Professionalism, Responsiveness, Inclusivity, Education, Leadership, and Intellectual Freedom

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**AGENDA ITEM TOPICS**

1. Call to Order – 9:00am
  - a. Approval of Agenda
2. Approve Agenda
  - a. Minutes of August 16, 2016 Meeting
3. Introduction of Guest(s)
  - a. Jenny Grenfell, President, PNLA

**PRESENTER**

Brianna Hoffman

All

**ADMINISTRATION**

4. President's Report
  - a. Introduction of new Committee Chairs
5. Executive Director's Report
  - a. Budget Report/Conference Outcomes
  - b. Status of Financial Audit
6. General Reports

Brianna Hoffman

Kate Laughlin

**OLD BUSINESS**

7. Social Media Policy Rewrite
8. Restructuring and Rebranding
  - a. Mission and Vision Statement
9. Membership Dues

Marketing and  
Communications Committee

**NEW BUSINESS**

10. Library Snapshot Day
11. Washington Librarian Censorship Report
  - a. National Coalition Against Censorship
12. Library Legislative Day
13. Learn Local! April, 2017 events
14. Future Conference Recommendations

Craig Seasholes

Brianna Hoffman

Brianna Hoffman

Kate Laughlin

Kate Laughlin

## WLA Financial Overview – November 2016

### Membership:

<i>Vital Element</i>	<i>Current 11/16</i>	<i>12/15</i>	<i>12/14</i>
Total Members	1,309	1,584	780
Institutional	49	50	50
WLA Individuals, Retired, Emeritus & Trustees	1,260	1,534	730

### Conferences:

	<b>Attendance</b>	<b>Expenses as of 11/14/16</b>	<b>Income as of 11/14/16</b>	<b>Net Profit as of 11/14/16</b>
2016 HackWLMA Conference	237	\$24,867.14	\$64,195.00	\$39,327.86
2016 WALE Conference	129	\$20,361.36	\$20,541.00	\$179.64

### Financial:

<i>Vital Element</i>	<i>11/16</i>	<i>11/15 YTD Actual</i>	<i>11/14 YTD Actual</i>
Revenue		\$153,972	\$80,617
Expenses		\$122,254	\$96,584
Cash on Hand		\$92,561	\$-14,085
Investments	\$183,286.30	\$179,274	\$183,114
Membership Revenue		\$58,076	\$53,010

## 2017 Conferences: Update

- Spring: Learn Local!
  - 3 one-day conferences with emphasis on regional access, focus & flavor.
  - Determined via ad hoc meeting of former & current conference chairs.
  - CENA results indicate preference for one-day conferences.
  - Seattle Public Library on 4/7
  - Yakima Valley College on 4/28
  - Spokane Public Library on 4/29
  - Assembling planning committee this month; program RFP ASAP
  - Handling elections/passing of gavel in 2017?
- Fall: WLA Conference
  - Nov 1-4 @ Murano Hotel, Tacoma (Wed-Sat)
  - Chairs are Emily Keller & Cathy Grant
  - Planning committee will assemble by end of year.
  - Program RFP in early 2017

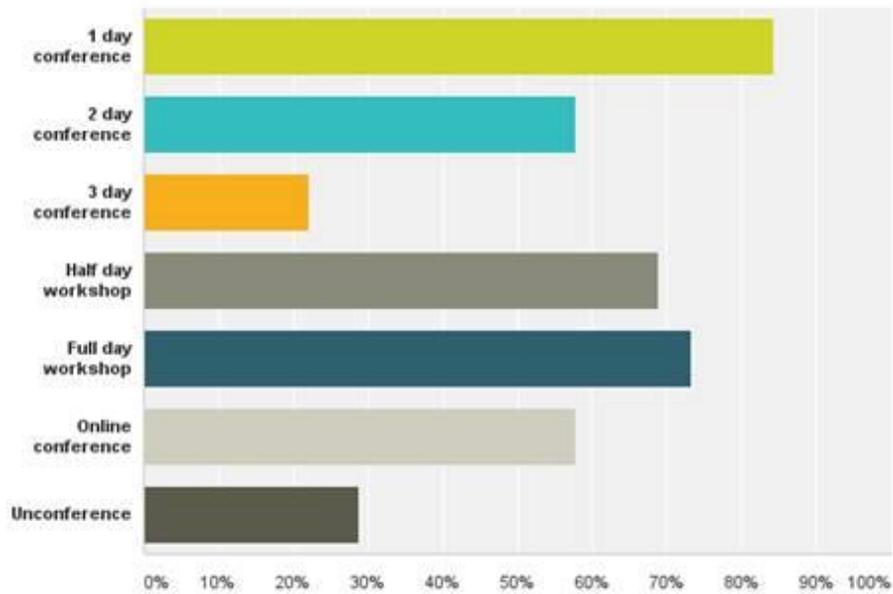
## 2018 and Beyond: Recommendations

- One annual WLA Conference & Division/Section sponsored workshops as desired/needed.
- Hold annual conference in Spring or Fall?
  - WLA annual has traditionally been in spring. WALE & WLMA annuals have traditionally been in fall.
  - More competition for conference attendance, vendors, etc in spring.
  - CENA results indicate preference for winter or fall timing.
  - Based on prior years' locations, we are leaning toward Yakima for 2016 (*2015: Tulalip; 2016 Spokane; 2017 Tacoma*)
  - Office needs to solicit conference facility proposals for 2018+ ASAP.

## 2016 WLA/WSL Continuing Education Needs Assessment:

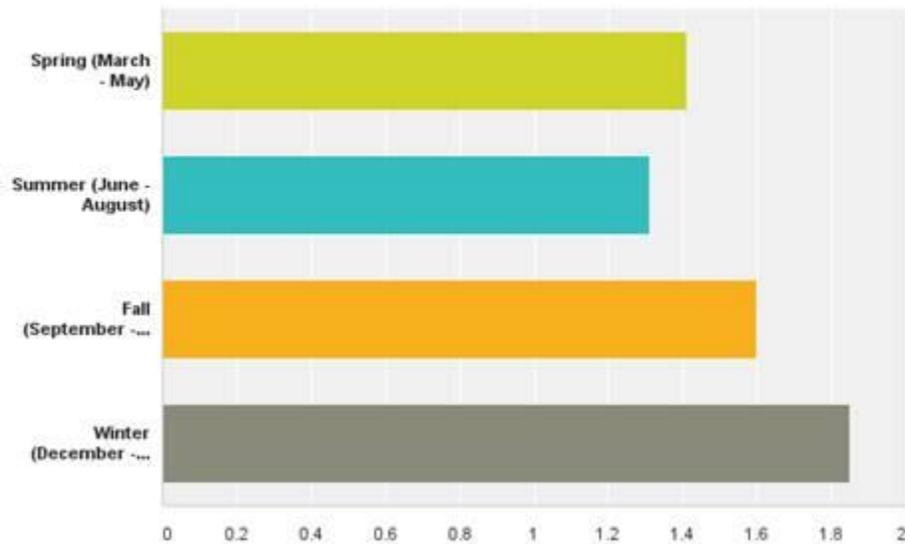
**Q19 In which of these conference formats would you participate? (Check all that apply.)**

Answered: 45 Skipped: 9



**Q27 What time of year are you most likely to attend a major conference?**

Answered: 45 Skipped: 9



## Officer/Chair/Committee/Task Force: Academic Division

Date: 11/14/2016

Reported By: Ahniwa Ferrari

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- A. Progress/Successes Since Last Meeting:** Met with integration task force to begin planning role of divisions in WLA.
- B. Relationship to WLA Strategic Plan** (*what part of the WLA Strategic Plan does this fulfill or relate to*):
- C. New Issues:** Discussed the new academic division of WLA at a Library Leadership Council meeting (comprised mainly of community college library directors). There is concern that between ACRL (and ACRL-NW) and CLAMS (the current association for community college librarians) that there will be little interest or time among community college staff to invest in WLA, despite the new division.
- We need to heavily consider what the incentives are and how we market WLA to groups that currently (and historically) have had very little participation.
- D. Board Action Requested:** Dedicate a new committee or assign to an existing committee the task of devising language and marketing materials to help promote WLA membership to groups that have not historically participated: particularly academic and special library staff, who now have divisions but will have very little activity unless we get more people involved.
- E. Narrative:**
- F. Items that need to be done by next meeting and persons responsible:**
- G. Trends & Changes:** What key trends are influencing our organization? What do they mean for our short-term and long-term organizational health and viability? What do we need to change? What are the opportunities? What are some of the barriers to changing?

## Officer/Chair/Committee/Task Force: School Library Division

Date: 11/12/16

Reported By: Craig Seasholes

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### A. Progress/Successes Since Last Meeting:

- Oct 14-15 Fall conference success in format, content, attendance and financial balance despite “major weather event” warnings.
- Organizing and advocacy for OSPI ESSA Implementation plan continues with public comment forums 11/14-16.
- Anne Bingham is on the WLA Integration Task Force Meeting, working on Charters for each Division.

### B. Relationship to WLA Strategic Plan (*what part of the WLA Strategic Plan does this fulfill or relate to*): <http://www.wla.org/assets/AboutUs/wla-strategic-plan-2011-update1.pdf> The above activities support all articles of the WLA Strategic Plan.

### C. New Issues:

- Support for regional PD events like those upcoming in Mukilteo (Dec 1<sup>st</sup> evening B&B), Edmonds Unconference (Nov 18) and Spokane areas (date TBD)
- Steering committee planning and engagement with membership for election of division steering committee
- Division Steering Committee roles: District library directors (Trish Henry @ Meade Schools) Independent School Liaison (John Goddard @ Hamlin Robinson) – job descriptions to steering committee membership. Division Secretary position will be filled by nomination.
- Steering Committee meeting Dec 3<sup>rd</sup> 3-6PM, location TBD. Agenda after meeting location set. CS to Call KCLS to get a room (first choice Shoreline branch)

### D. Board Action Requested:

- WLA ByLaws for divisional roles needs coordination and setting up. EG Independent School liaison role. Anne Bingham convene for school libraries.
- Authorize pro-rated stipends for former webmaster and list moderators for ¾ year service from previous school library division budget.

### E. Narrative:

Following a successfully redesigned conference, all eyes are on advocacy for both federal ESSA and WA State Education Funding Task Force/McCleary funding. Our advocacy committee engaged with AASL

**F. Items that need to be done by next meeting and persons responsible:**

Division leadership nominations and election process- Sharyn Merrigan

Full 2016 conference report-WLA Office

Advocacy Reports-Carolyn Logue and Craig Seasholes

District Library Leaders online meeting- Trish Henry

**G. Trends & Changes: What key trends are influencing our organization? What do they mean for our short-term and long-term organizational health and viability? What do we need to change? What are the opportunities? What are some of the barriers to changing?**

## Campaign Update from Carolyn Logue

Despite what is happening nationally, Washington state is pretty much staying the course following the elections.:

- **STATEWIDE:** Incumbents won pretty handily and Democratic candidates prevailed in all but two races (and one of the two was a battle between two Rs).
  - Jay Inslee (D) the incumbent defeated Bill Bryant (R) for Governor
  - Cyrus Habib (D) defeated Marty McClendon (R) for Lt. Governor in this open seat
  - Kim Wyman (R), the incumbent beat back a challenge from Tina Podlowdoski (D)
  - Duane Davidson (R) defeated Michael Waite (R ) in the open race for Treasurer which was between same party candidates
  - Pat McCarthy (D) prevailed over Mark Miloscia (R ) in the open Auditor's race
  - Hilary Franz (D) defeated Steve McLaughlin (R) in the open Lands Commissioner race
  - Incumbent Insurance Commissioner Mike Kreidler (D) and Incumbent Attorney General Bob Ferguson (D) easily beat their opponents.
  - The race for the non-partisan, open Superintendent of Public Instruction seat is the closest and should be watched as late ballots are counted. Currently Chris Reykdahl is ahead of Erin Jones 51% - 49%.
- **INITIATIVES:** No real surprises in the initiative races. Polls seemed to be pretty accurate.
  - Minimum Wage (Initiative 1433): This initiative raises Washington's minimum wage to \$13.50 with a four year phase in. It also mandates paid sick leave at 1 hour of paid sick leave for every 40 hours worked. It is passing with nearly 60% of the vote.
  - Campaign Reforms (Initiative 1464): The measure to limit spending by lobbyists, keep lawmakers from becoming lawmakers right away, and providing public campaign funding was defeated 53% to 47%.
  - Carbon Tax (I-732): This proposal to institute a tax on carbon emissions and reduce the state sales tax lost 59% to 41%.
  - Voters passed -- I-1491 which restricts gun sales to mentally ill or other identified individuals; I-1501 which would keep the identity of caregivers for elderly or vulnerable adults from being publicly disclosed; and, I-735 which sends the message to Congress to repeal the Citizen's United law.
- **LEGISLATURE:** Control of the Washington State Legislature will remain split with Republicans holding a narrow majority in the Senate and Democrats remaining in control in the House.
  - IN THE HOUSE: Democrats have gained at least two seats with the victories of Mike Pelicciotti (D) over incumbent Linda Kochmar (R) and Kristin Reeves (D) over incumbent Teri Hickel (R) in the 30<sup>th</sup> legislative district.
  - Republicans have gained a House seat with the victory of Phil Fortunato (R) over Lane Walthers (D) in the open seat vacated by State Representative Chris Hurst (D) in the 31<sup>st</sup> district.
  - Races that could go either way as late returns come in:
    - 5<sup>th</sup> District – both seats. Challenger Jason Ritchie (D) is now losing to incumbent Jay Rodne (R). In the open seat, Paul Graves (R) is narrowly defeating Darcy Burner (D).

- 17<sup>th</sup> District, position 1 – Vicky Kraft (R) is narrowly defeating Sam Kim (D) in the open seat.
- 28<sup>th</sup> District – Although Muri looks like he will be okay he is currently ahead of his opponent Mari Leavitt 51% to 49%.
- IN THE SENATE: Republicans who currently have the majority held on to all their challenged seats except for one –
  - Incumbent Steve Litzow (R) was defeated by challenger Lisa Wellman (D) in the 41<sup>st</sup> District. Steve Litzow was the Senate K-12 Education and Early Learning Chair.
  - Lynda Wilson (R) has claimed the open seat vacated by Senator Don Benton (R) with her defeat of Tim Probst (D).
  - Incumbents Steve O’Ban (R) and Barbara Bailey (R) held on to their seats.
  - Incumbent Mark Mullet (D) appears to have defeated the challenge from State Rep. Chad Magendanz (R) in the 5<sup>th</sup> district race – however, late ballots are trending in Magendanz’s favor with currently less than 1000 votes between them. This is one that needs to be watched in late ballot counts.

Just a short update for the advocacy board report. Above is an updated report on the elections. We are still awaiting the final results for some races — including Superintendent of Public Instruction. Over 300,000 ballots in the state are still to be counted but we should start seeing those final results this evening and tomorrow.

I’ve highlighted the races that are still in the air. Majorities in both the House and Senate should remain narrow with the Ds keeping the House and the Rs keeping the Senate. If there is a change in one or two of the House races a tie is still mathematically possible but not probable. Jay Inslee remains the Governor.

For WLA’s School Library legislative agenda this means we will most likely face the same challenges as previous year — disagreements on how to spend the money and solve McCleary. We do need to build some new school library champions in the Senate with the resignation of Senator McAuliffe (although her successor, Guy Palumbo is a good friend of mine and a school library supporter) and with the election loss of Steve Litzow (Senate Education Chair), although his successor, Lisa Wellman, is an education advocate).

**All eyes turning to the elections has meant some delays in other areas. We were able to see some of the initial ESSA recommendations and have been reviewing them but the final draft is not expected out until later on the 14<sup>th</sup>. We will still have 30 days to respond. We have people attending the four forums this week which will most likely be for learning and general response. Many school library advocates will be signing onto the Nov 28<sup>th</sup> webinar – by then we will have response talking points and a formal WLA written response.**

The EDTF has not had much action this past month. Next meeting is the 22<sup>nd</sup> of November. We should be seeing the data coming back from the contractor both on how much money is spent currently on basic education (including teacher-librarians) and recommendations regarding salary comparisons. We can then respond accordingly. We did submit comments originally on both of these subjects which legislators submitted to the contractors for their consideration.

The Digital Citizenship Advisory Committee held its last meeting. WLA representatives were very participatory in the recommendations and meetings. In addition, we successfully included a recommendation promoting the use of school library information technology programs as a best practice for digital citizenship and media literacy instruction.

**Officer/Chair/Committee/Task Force:** Board Director, Finance Committee  
Member, Board Liaison to Marketing and Communications Committee

**Date:** 11/10/16

**Reported By:** Richard Council

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**A. Progress/Successes Since Last Meeting:**

Missed Board Meeting at Strategic Planning Retreat on 7/7.

Read proposals and submitted questions for interviewing competing management association companies SBI, Primary Source, and Associations Solutions Inc. Made recommendation.

Read proposals submitted by competing financial auditors Jones & Associates and Peterson Sullivan. Made recommendation.

Joined Finance Committee.

Attended Finance Committee meeting on 10/28, part of it with selected auditor firm Peterson Sullivan. Also at meeting helped define key projects relevant to WLA financial strength, ranked them by priority, and determined board proposals for meeting on 11/16.

**B. Relationship to WLA Strategic Plan**

Aiding the choice of a qualified management association and an auditor firm ensures WLA has high quality professional support for Strategic Plan fulfillment. Joining, setting priorities, and soon to be working on projects from the Finance Committee will give WLA better financial foundation and allow all teams to be better informed, empowered, and motivated to restart work on WLA initiatives/restructuring.

**C. New Issues:**

**D. Board Action Requested:**

**E. Narrative:**

**F. Items that need to be done by next meeting and persons responsible:**

**G. Trends & Changes: What key trends are influencing our organization? What do they mean for our short-term and long-term organizational health and viability? What do we need to change? What are the opportunities? What are some of the barriers to changing?**

Progress on WLA projects was slow in 2016, understandably so, and may be demoralizing to members hoping to see the organization move forward. Members need to know our successes and challenges as a Board and as an organization. Both discretion *and* transparency are more important than ever. There may be a strategic time (sooner or later) for a short piece in WLA Wednesday about current financial work, successes, and reminder explanations for the slowness of change this year, etc.



Washington Library Association



### **PNLA BOARD REPORTS**

**OFFICER TITLE/COMMITTEE CHAIR : \_\_PNLA/WLA Rep\_\_\_\_\_**

**Reported By \_\_Heidi Chittim\_\_\_\_\_**

**Date: \_\_November 7, 2016\_\_\_\_\_**

#### **Progress/Successes Since Last Meeting:**

WLA's restructuring is a work in progress. The new organizational structure has been voted on and approved by the membership. WLA has now 4 divisions which are Academic, Public, School, and these sections: CATS (Collection Development & Technical Services), CAYAS (Children's and Young Adult Services), IFS (Intellectual Freedom Section), [LIFE](#) (Leadership is For Everyone), LIS (Library & Information Student Section), SAIL (Serving Adults in Libraries), SRRT (Social Responsibilities), WALE (WA Library Employees), WALT (WA Library Trainers), WLFFTA (WA Library Friends, Foundations, Trustees, and Advocates) are divided into the 4 sections. MemberClicks is the integrated software that connects the membership database, website, email, and payment processing for WLA, the process has become very complex so the WLA office has been working with MemberClicks to update all of the systems to reflect the restructuring. Management for WLA has changed and it is now provided by Primary Source. WLA is also working on a draft of the Social Media Use Policy as well as Best Practices for WLA Communications and rebranding efforts after the development of the new Vision and Mission Statement.

WLA is looking at creating a new Due Structure and has taken a look at PNLA's structure. I also represented WLA at the PNLA conference last August in Calgary, Alberta.

PNLA board will be meeting on November 12<sup>th</sup>. The agenda will include:

PNLA LEADS – when and where will it be

Upgrading Memberclicks and enhancing the PNLA website

PNLA Quarterly will be looking for new editors – a Draft of Call for PNLA Quarterly Editor(s) will be discussed

#### **Conferences:**

WLA has had the HackWILMA (school division) on Oct. 14 – 15, I was the Program Chair for the WALE conference on October 24 – 26.

PNLA Conference- **August 2 - 4, 2017, in Post Falls, Idaho.**

#### **PNLA Activity:**

#### **Board Action Requested:**

#### **Other Comments:**

## **Officer/Chair/Committee/Task Force: Legislative Committee**

**Date: November 12, 2016**

**Reported By: Steve Duncan Legislative Consultant**

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**A. Progress/Successes Since Last Meeting:**

Obtained, reviewed, and disseminated relevant documents and communiques from non-governmental as well as legislative and executive branch sources pertaining to core library issues including but not limited to tax policy; governance; intellectual freedom; and operations.

**B. Relationship to WLA Strategic Plan (*what part of the WLA Strategic Plan does this fulfill or relate to*):**

**C. New Issues:**

Election results and subsequent legislative reorganization. Re-election of all incumbent members of the Supreme court (plus the state's revenue forecast) and its relationship to the fiscal challenges facing state budget. Advocacy and legislative interest in addressing the issue of frivolous public records requesters. Enhancing relationship with Department of Early Learning key personnel.

**D. Board Action Requested:**

**E. Narrative:**

**F. Items that need to be done by next meeting and persons responsible:**

**G. Trends & Changes: What key trends are influencing our organization? What do they mean for our short-term and long-term organizational health and viability? What do we need to change? What are the opportunities? What are some of the barriers to changing?**

## Officer/Chair/Committee/Task Force: Alki Editorial Committee

Date: Nov. 14, 2016

Reported By: Sheri Boggs

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**A. Progress/Successes Since Last Meeting:**

We filled our second committee spot with Chanteal Craft, an Adult Services Librarian with KCLS. The latest issue of Alki, "The Future of Library Collections" came out late last week, at a whopping 40 pages (it's usually 32). Three editorial committee members contributed, including myself, Chanteal, and Tami Robinson.

**B. Relationship to WLA Strategic Plan (*what part of the WLA Strategic Plan does this fulfill or relate to*):**

Marketing & Communication: to enhance WLA's presence, influence, image and credibility

**C. New Issues:**

The theme for the spring issue of Alki is "Mistakes Were Made." This is a great chance to talk about all those things we'd rather not talk about: programs that bombed, services nobody wanted, information interviews gone horribly (or hilariously) awry... with the understanding that goof ups can be instructive teachers.

**D. Board Action Requested:**

**E. Narrative:**

**F. Items that need to be done by next meeting and persons responsible:**

**G. Trends & Changes: What key trends are influencing our organization? What do they mean for our short-term and long-term organizational health and viability? What do we need to change? What are the opportunities? What are some of the barriers to changing?**

## Officer/Chair/Committee/Task Force: *Scholarship Committee*

Date: *November 10, 2016*

Reported By: *Priscilla Ice*

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**A. Progress/Successes Since Last Meeting:** *The Scholarship Committee was formed as follows: Priscilla Ice, Chair; Kelly Evans, Marci Howells, Erin Krake, Valerie McBeth and Carolynne Myall members.*

*The application deadline was extended to October 7. Three complete applications were received. The committee is reviewing the applications and will interview candidates through the month of November.*

*This timing is in line with the timing used several years ago, but is late compared with the last couple of years. Activity increased just as the office was fully occupied with two conferences. That conflict may not be as great in coming years, but wasn't ideal this year.*

**B. Relationship to WLA Strategic Plan (what part of the WLA Strategic Plan does this fulfill or relate to):**

***Relates directly to the mission statement:***

*WLA is a vibrant and effective advocate for libraries and the people who make them great. We are a community of practice where its members learn, grow professionally, develop strong relationships, and have fun.*

***Relates Directly to Values 2 (Community) and 7 (Education)***

***Relates Directly to Goals D and F***

*Goal D Community, especially #3 Recruit a student member for mentored leadership role on the board.*

*Goal F Leadership: especially the main goal "To develop leaders..."*

*Scholarships continue to be important expressions of the mission statement and an important tool in developing new leadership for the association. Many former scholarship winners are active WLA members throughout their careers.*

**C. New Issues:** *The committee has been charged with developing a unified approach to scholarship awards within WLA which reflects the new structure and broadened membership base. With that in mind, the committee includes a teacher-librarian, special librarian, two academic librarians, one public librarian and one retired public librarian.*

**D. Board Action Requested:** *None at this time.*

**E. Narrative:** *The committee is meeting online to discuss the process and to make the awards. Interviews will also be held online. Three members carry over from previous years. Continuity is helpful, especially this year with so much organizational change.*

**F. Items that need to be done by next meeting and persons responsible:** *Develop the plan described in part C. To be accomplished by the spring board meeting to be submitted for board approval.*

**G. Trends & Changes: What key trends are influencing our organization? What do they mean for our short-term and long-term organizational health and viability? What do we need to change? What are the opportunities? What are some of the barriers to changing?**

*Scholarship award practices need to be consistent across the organization and to reflect the interests and needs of the entire organization.*

## **Officer/Chair/Committee/Task Force: Social Media and Marketing Committee**

**Date: 11/14/16**

**Reported By: Leah Griffin**

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- A. Progress/Successes Since Last Meeting: The committee has continued to work on the Social Media Policy. We hope to have a completed document at the next meeting. We continue to promote WLA members and member libraries through social media.**
  
- B. Relationship to WLA Strategic Plan (*what part of the WLA Strategic Plan does this fulfill or relate to*):**
  
  
  
  
  
  
  
  
  
  
- C. New Issues: none**
  
  
  
  
  
  
  
  
  
  
- D. Board Action Requested: none**
  
  
  
  
  
  
  
  
  
  
- E. Narrative: -**
  
  
  
  
  
  
  
  
  
  
- F. Items that need to be done by next meeting and persons responsible: Complete Social Media Policy**
  
  
  
  
  
  
  
  
  
  
- G. Trends & Changes: What key trends are influencing our organization? What do they mean for our short-term and long-term organizational health and viability? What do we need to change? What are the opportunities? What are some of the barriers to changing?**

## **Officer/Chair/Committee/Task Force:**

**Date: 11/14/16**

**Reported By: Darcy Brixey, Past President**

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### **A. Progress/Successes Since Last Meeting:**

- **In touch with other leadership about future open positions on board.**
- **Assembled awards committee to include representation from all four divisions to create equity.**

### **B. Relationship to WLA Strategic Plan (*what part of the WLA Strategic Plan does this fulfill or relate to*):**

**Continuing to support the changes in WLA by making sure all divisions are equally represented. Will continue to look for neutral leadership interested in maintaining equitable representation according to the bylaws.**

### **C. New Issues:**

### **D. Board Action Requested:**

**No board actions requested at this time.**

### **E. Narrative:**

### **F. Items that need to be done by next meeting and persons responsible:**

**After the first of the year I will begin approaching individuals to consider running for board positions. This will begin in plenty of time for spring elections.**

### **G. Trends & Changes: What key trends are influencing our organization? What do they mean for our short-term and long-term organizational health and viability? What do we need to change? What are the opportunities? What are some of the barriers to changing?**

## **Officer/Chair/Committee/Task Force: SAIL**

**Date: 11/14/2016**

**Reported By: Ahniwa Ferrari**

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**A. Progress/Successes Since Last Meeting:**

SAIL has no activity to report.

**B. Relationship to WLA Strategic Plan (*what part of the WLA Strategic Plan does this fulfill or relate to*):**

**C. New Issues:**

**D. Board Action Requested:**

**E. Narrative:**

**F. Items that need to be done by next meeting and persons responsible:**

**G. Trends & Changes: What key trends are influencing our organization? What do they mean for our short-term and long-term organizational health and viability? What do we need to change? What are the opportunities? What are some of the barriers to changing?**

## Officer/Chair/Committee/Task Force: ALA Chapter Councilor

**Date:** November 16, 2016

**Reported By:** Christine Peck

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### **A. Progress/Successes Since Last Meeting:**

Attended Chapter related meetings at ALA Annual in Orlando including the Chapter Leader's Forum, Chapter Relations Committee (CRC), and Chapter Councilor's Forum. Much discussion was had at all meetings concerning the need to revitalize the communication between ALA and Chapters. A line asking about membership in Chapters (State Associations) will again appear on the ALA Volunteer Form. This had been inadvertently dropped. An emphasis will be put on selecting members for CRC are members of and active in their Chapter so that the committee can better address and serve Chapter needs.

The ALA State of the Chapter Report was completed by Emily Jones and Kate Laughlin. WLA's report and reports from other states can be found on the Chapter Relations Office site of ALA.

Responded to a request from LibraryDirectors.org for a Director's Manual in Washington State. Forwarded the WSL wiki (<https://wiki.sos.wa.gov/trustees/>) aimed at library trustees in Washington. It contains much of the state law, attorney general opinions and Municipal Research and Services Center references to links and/or information that a director would need to operate a library in Washington.

Responded to the request made by the ALA Washington Office to John Sheller to contact Senator Murray about LSTA funding by emailing and calling the office staff contact made at National Library Legislative Day.

### **B. Relationship to WLA Strategic Plan** (*what part of the WLA Strategic Plan does this fulfill or relate to*):

**C. New Issues:** ALA has adopted a protocol to respond to library crises at the state and local level. The goal of ALA's involvement is to advance the advocacy efforts of the library or other library organization. ALA will only become involved when its efforts are welcomed by and coordinated with the library or library organization.

**Question: Should WLA also develop a "protocol to respond to library crises" in Washington State?**

### **D. Board Action Requested:**

**E. Narrative: New Conference Planning resource!** After a program at the Chapter Leader's Forum at ALA Annual in Orlando, Don Wood of the ALA Chapter Relations Office has created an ALA Connect Community called [Chapter Conferences](#) and begun the discussion [Chapter Conference Program Brochures](#). This is a resource for both looking at other conference programs from other states and also a place where WLA can share our own programs.

### **F. Items that need to be done by next meeting and persons responsible:**

**G. Trends & Changes: What key trends are influencing our organization? What do they mean for our short-term and long-term organizational health and viability? What do we need to change? What are the opportunities? What are some of the barriers to changing?**

## **Officer/Chair/Committee/Task Force: Section Co-Coordiators**

**Date:** 11/10/16

**Reported By:** Jeanne Fondrie, Kristin Piepho

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**A. Progress/Successes Since Last Meeting:**

We are in the process of scheduling and hosting training(s) for Sections on using GoToMeeting to encourage members to meet online, get to know each other, and develop continuing education for their members.

**B. Relationship to WLA Strategic Plan (*what part of the WLA Strategic Plan does this fulfill or relate to*):**

Professional Development, Community (from Strategic Plan 2012-16, latest one on WLA web site)

**C. New Issues:**

**D. Board Action Requested:**

**E. Narrative:**

**F. Items that need to be done by next meeting and persons responsible:**

Determine which Sections listed on WLA site are still active, and encourage them to update info on their WLA page. Work with them to develop process for next election cycle.

**G. Trends & Changes: What key trends are influencing our organization? What do they mean for our short-term and long-term organizational health and viability? What do we need to change? What are the opportunities? What are some of the barriers to changing?**

## Officer/Chair/Committee/Task Force: WALE - Washington Library Employees

Date: 11/16/2016

Reported By: Brian Hulse

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### A. Progress/Successes Since Last Meeting:

25<sup>th</sup> Anniversary and final independent WALE Conference, Letting Our Light Shine for 25 years, was a success. We had more people attend than anticipated (129) and as of 11/14/16 finished in the black.

### B. Relationship to WLA Strategic Plan (what part of the WLA Strategic Plan does this fulfill or relate to):

**Professional Development:** To provide essential, relevant, formal and informal opportunities for continuing education.

**Community:** To connect members with similar and diverse interests and establish relationships with organizations having shared values and goals.

**Leadership:** To develop leaders and conduct the business of the association in a context of innovation, openness, and transparency.

### C. New Issues:

Change the WALE bylaws to align with WLA now that there is no independent conference and elections should align with WLA election cycle.

### D. Board Action Requested:

### E. Narrative:

### F. Items that need to be done by next meeting and persons responsible:

Section leadership nominations and election process - Brian Hulse

Full 2016 conference report - WLA Office

### G. Trends & Changes: What key trends are influencing our organization? What do they mean for our short-term and long-term organizational health and viability? What do we need to change? What are the opportunities? What are some of the barriers to changing?