



**MLA Executive Board Meeting
Friday, August 8, 2014
10:00 am-12:00 pm
Millbury Public Library**

In attendance: Maureen Ambrosino (President), Elizabeth (Betsy) Marcus (Past President), Ryan Livergood (Treasurer), Debby Conrad (Secretary), Sarah Hagan (Association Manager), Jocelyn Tavares (PR Committee), Jackie Rafferty (MLA-IFC), Kathy Lowe (MSLA), Dinah O'Brien (Legislative), Danielle Savin (TSS), Dianne L. Carty (Massachusetts Board of Library Commissioners), Ruth Urell (Ala Chapter Councilor), Greg Pronevitz (Massachusetts Library System), Esme Green (Conference Co-Chair), Krista McLeod (Legislative and NELA Liaison), Sharon Shaloo (Massachusetts Center for the Book)

President Maureen Ambrosino called the meeting to order at 10:10. Members present introduced themselves.

2. [Consent agenda](#)

Motion to approve by Ruth Urell. Second by Dinah O'Brien. Consent Agenda Approved.

3. President's report – Maureen Ambrosino

Maureen did not submit a formal report. Attended the Chapter Meeting at ALA. Please refer to Ruth's report for further details.

Please submit reports before the meeting. All chapters and sections should submit report prior to the Executive Board Meetings. The Secretary will be responsible for reminding everyone 2 weeks prior to the meeting.

3. Past-president's report – Elizabeth (Betsy) Marcus

Looking forward to being past president. Last year was a year of growth for MLA. A year of fixing the association infrastructure. The association is in much better condition than it was in July 2013. Money had to be spent getting the underpinnings of the network fixed thanks to the efforts of Maureen, Sarah, Ryan, and Dinah. Things are clearer and the association has a better

idea of where things are going.

4. Treasurer's report – Ryan Livergood

The Treasurer's report and [Annual Report](#) were distributed. The Association's cash position has improved due to better management and good return on investments. Esme Green asked why MLA needs such a large cash reserve. Jackie responded that after studying other similar organizations, more money can result in more staff and better services.

5. Association manager's report -

Committee reports

Conference – Esme Green

July 25th was the first meeting of the 2015 MLA Conference Committee. The committee has a lot of new members and this first meeting provided them with an orientation. The conference will be held May 5 -7 – DCU Center in Worcester. The committee is looking for an academic liaison – Betsy Marcus commented she thought she knew someone. The committee is also looking for a sponsorship chair - Alison Sloan filled that position for a long time and it is an important position. Conference will be 3 full days. Themes were discussed by the committee and the theme will be voted upon at the next committee meeting. The theme will be more suitable for the vendors so that they can carry the theme in the exhibit hall. Sarah talked about moving deadlines up for proposals, etc. Call for proposals have been sent out. Ideas for programs are welcome as well as volunteers to do programs. Ruth mentioned that other state association conferences have activities to sponsor and/or welcome new members such as new members receptions, orientation etc.

Intellectual freedom – Jackie Rafferty

Jackie read the policy and the overview of the Clearinghouse which includes a form to submit information about challenges. Should this be changed to MLA/IFC instead of IFC Privacy policy (name change)? The current Clearinghouse is a much abbreviated version of what they did in Oregon – a web archive for collecting instances challenges to collections. The committee received permission to post Jones Library issues regarding challenge to materials. There followed discussion as to whether it

would make it sound stronger if MLA is included in the name. Jocelyn said MLA does have a privacy policy regarding not distributing membership information to 3rd party vendors but that relates to membership records. Executive Board did adopt a privacy policy in 2004 which Sarah distributed via email following the meeting. IFC is bringing this to MLA for decision about the name change. This will be voted upon at the next Executive Board meeting in October.

Legislative

Mass Center for the Book – Sharon Shaloo

Sharon would like to submit a report at the next meeting because things were in transition. Sharon did request that future Center for the Book reports be listed on agendas under “liaison” reports.

Membership – Maureen Ambrosino

Nora is the Membership Chair this year. There are 720 active members, 297 whose renewals are overdue. Maureen and Nora Blake will be checking into that. 138 with membership that lapsed after January 1 2014. Maureen met with Deb Hoadley, NELA president, regarding joint membership with MLA and NELA. NELA is testing that with New Hampshire Library Association. MLA may possibly be offering that in the spring. Maureen also wants to start institutional membership now and then NELA joint membership can start later. This will give Sarah time to work out administrative issues.

Personnel/Education – Krista McLeod

There is discussion with Personnel Committee about being involved with the 2015 NELLs. The committee wants to get state associations involved in NELLs with mentors and recommending attendees. Normally there is a financial commitment on the part of state to NELLs. In the past the MBLC was a major contributor and because of that there has been a heavy representation of Massachusetts attendees. MLA hasn't had to contribute as much. MLA should review this for 2016 budget. Will be working with Personnel selecting mentors and participants. There is an interest in running NELLs2 in 2016 - Similar to NELLs with approximately 25-30 people involved. Curriculum will be very different. Geared towards end of career – mentoring, new technologies, community outreach, how to stay involved after retirement. No funding model yet. Krista would like board to

make some attempt to reach out to recent NELLs graduates – invite to a meeting or some other venue – They are a good resource for potential MLA leaders. She can provide list of last few years. In the past several young librarians were invited to help with SRRT and IFC. Also at previous conferences NELLs attendees were asked to talk about NELLs – but Esme thought a reception would be a better idea to bring them in. Krista said she would work with conference committee to set something going for the 2015 conference. Intent is that the association should be “harvesting” these NELLs grads for leadership. NELLs would like to have school librarians involved. New England School Library Association has been struggling to find a role for themselves – might be a good collaboration with NELLs. NESLA – used to have a spring leadership conference but it has sort of faded. Krista said they would like more school librarians. Last 2 there haven’t been any school librarians apply. There was discussion about developing some kind of multimedia presentation about prior NELLs retreats.

Public relations – Jocelyn Tavares

Talk about doing some fun social event to get folks together. PR committee is going to work on that. Boston Celtics wanted to know if MLA wanted to do a MLA Night at the Celtics game. Jocelyn suggested to sending out a poll to see if there is any interest. Ryan said tickets to sporting events can be expensive. He suggested attending AAA team or music and dinner instead. Jocelyn said she will follow up with the rep from the Celtics rep who contacted Maureen. Events can be shared with MSLA and NELA. Kathy Lowe said she will follow up with MSLA. Jocelyn will find out if week day or week night is preferable. PR sponsored a Hunger Games night last year – during the week. Not well attended. Problem with week nights because people are working. In the past the Legislative Committee had sponsored attending The Capitol Steps on Thanksgiving weekend. Always popular – 20 to 25 people. Dinah suggested that it could be sold as a fun event – not work – a social event sponsored by MLA. Possibly open up to families. Make it a benefit for membership. Betsy mentioned other groups sponsor walks or geocaching.

Section reports

Paralibrarian - none

Technical services - none

Youth services

Liaison reports

ALA Councilor

MBLC – Dianne L. Carty

The bond bill has been signed and at the last MBLC Meeting construction grants were awarded.

MLS - **Greg Pronevitz**

MSLA – Kathy Lowe

The legislation to study the state of School Libraries and Media Centers was passed and the committee appointed. Will be looking for school librarian/MLA members to participate in the committee. The committee wants it work done by January 2015 but that isn't likely.

NELA - **Krista McLeod**

NELA conference is coming up and it will be in Boxborough. Discussion about the importance of providing a forum for leadership of New England State association to meet and exchange ideas. Jackie talked about how NELA worked with other state IFC to sponsor programs. NELA used to sponsor **Counterparts** in summer when all the state association leaders would get together. 2 day program. State associations would pay for anyone who wanted to go, Money became an issue and it was dropped. Tried to carry it through as roundtables in conference. Krista said Deb Hoadley and Steve Spohn should be asked that it be rejuvenated. Maureen will follow up with Deb. There will be something like that at the 2014 conference. NELA will be Oct. 19-21 in Boxborough. Rebecca McKinnon will be speaking about Intellectual Freedom Monday night.

Homework – reach out to counterpart in NELA or other state associations to find out what they are doing.

Old business

No additional old business

New business

Committee/Section Charge

Maureen distributed copies of the committee/section charges. These are also posted on the MLA website under each committee and section. [Committees/sections and descriptions](#)

Homework – review your committee charge and/or mission. Please bring your reviewed charge to the next meeting. Changes should be brought to the October meeting and will be posted.

Strategic plan – Maureen Ambrosino

The current plan is expiring this year. Maureen wants work to begin now so it can be ready for MLA conference. Maureen asked the board to review the existing plan and identify goals that have not yet been accomplished or are not finished. Jackie suggested a new goal that addresses growing the organization. Goal 3 doesn't adequately address it. Growth can lead to growth in participation – increased staffing. Goal 5 is closer to what she is talking about but should be strengthened and enhanced, MLA is an organization that delivers value to the library community.

Krista suggested that a lot of the goals haven't been addressed. Maureen said it would be a good opportunity for each group to review the Strategic Plan – i.e. lead is PR Committee – that should be reviewed at their next meeting, Admin board ditto.

Maureen asked if the group thought it wanted to bring in an outside consultant. Consensus was that there were resources available within MLA and a paid consultant wasn't necessary. Current plan needs more structure – more reality checks. Not implementable. Needs to include steps, deadlines, regular checking. The plan needed an assessment section

Last year there were so many internal issues that it couldn't be looked at.

Betsy – Goal 5 – almost everything was accomplished. Mirrors very well things that needed to be done.

June meeting should be the one where the old board orientates the incoming board. (Sharon)

Boston Book Festival

The application has been submitted by Maureen Ambrosino and Dianne Carty. Will be looking for help staffing the booth. Ideas for interactive activities that have been used in the past were discussed.

- Ruth mentioned picture yourself in the library with a map and pictures or symbols for libraries. People use stickers to mark where they live. People like to leave their mark.
- Making book marks
- Book giveaways
- Sharon did point out that it's an event that draws adults as well as children/families, so it's important to have books/giveaways for the adults too.
- Greg Pronevitz mentioned MLS has books that can be given away and he will give them to Maureen before the event
- What do you love about your library?
- Put a map with books done by MA authors and where they live.
- People attend from all over the state.

Logistics have been problematic because there is no place to store materials and schlep them.

Michael Colford (Boston Public Library) said he could help out. Arrive at 7:30 or 8 to get to your booth. The event is held October 23-25. Held in Copley Square and it is free. Our booth is reserved for October 25. Maureen will be sending out a request looking for help. Can get discounted parking voucher if working a booth. Maureen has invited MSLA to participate. Require 2 people at a time for 2 hours at a time. Will require set-up as well as take down. Ryan suggested incorporating a social aspect so there is something fun to do at the end of the festival. Sharon suggested **METERS AND LITERS**. Ruth suggested people could meet at the tent to help with the take down and then go to the event.

Attendance at Executive Board Meetings

Maureen reiterated that if a committee chair/section can't attend it is very important that the group be represented. A vice chair or other member should be in attendance because it is important that each group be represented.

Committee and Section Meetings

Maureen asked sections/committees to let her know when the meetings are being held – she would like to attend. She also said she would help recruit members if a committee needs it.

Nominating Committee – Elizabeth Marcus

Betsy is looking for 2 other people to work on nominations. Jackie volunteered. Only opening is Vice President/President elect.

Secretary for October meeting – Krista McLeod

Adjournment – motion to adjourn by Krista McLeod. Second by Elizabeth Marcus.

Meeting adjourned at 11:43 a.m.

Next meeting to be held in October at the Worcester Public Library – bring change for meters.

Respectfully Submitted

Deborah K. Conrad

Secretary