



Massachusetts Library Association Annual Meeting

May 18, 2016

Resort and Conference Center at Hyannis

Hyannis, MA

AGENDA

Call to Order

Call to order 12:55 p.m. – Eric Poulin

Approval of Minutes of 2015 Annual Meeting (ACTION)

Motion to approve – Ellen Rainville. Second - Diane Annuziato. Motion passed

President's Report – Eric Poulin

Eric stated that MLA builds tools for advocacy. 2016 saw one of the best attended Legislative Days in years. There were many Breakfasts held and they were very well attended. There were two meetings with the Library Caucus. The MLA Legislative Committee did outstanding work but that advocacy is something that needs to continue. MLA is about a holding an excellent conference and FY16 proved to be a wonderful conference. The conference was well organized and the programs were exceptional. MLA is an association that raises awareness about libraries and librarianship. The MLA PR committee has been active in posting on the association website and Facebook page. MLA participated in the Boston Book Festival and National Legislative Day in Washington DC. MLA submitted a letter to NEASC in support of stronger standards that clearly state the importance of library services to students. The watered down requirements were removed from the final accreditation standards adopted by NEASC. Website redesigned to make it more mobile friendly and phase two of the redesign will start later in the fall. Kristen Collins is great conference manager and Jennifer Zolkos is doing

well as association manager. Eric expressed his thanks to Maureen Ambrosino and Debby Conrad who are leaving the board.

Treasurer's Report and Presentation of FY 2017 Budget (ACTION)

Jennifer Pike – Treasurer. Presented annual report and FY17 budget. FY17 budget is conservative. During the year some money from investments were moved operating expenses to cover revenue shortfalls that typically take place before conference registrations and memberships come in during the spring. Ellen Rainville, Deb Abraham and Bernadette Rivard are on the investment committees. There are more than 700 members in MLA. The association uses Wild Apricot for membership management but MLA will have to look at other reporting systems for finances reporting. Income has been flat but steady and the FY17 budget reflects that. Personnel expenses have increased because of having 2 part time employees resulting in the reduction of a few line items.

Motion to accept Treasurer's Report – Krista McLeod. Send – Ellen Keane. Approved

Motion to approve budget – Diane Annuziato. Second – Krista McLeod. Approved.

Para librarian Report-- Gerry Deyermond

The Section maintains a presence on Facebook, Pinterest, Twitter, and WordPress. Videos from the May 17 Book cart Drill teams can be found on the blog and have been posted on the Facebook page and the MLA Fan Page.

Gael Nappa awarded the Para librarian Section Award to the Outstanding Library Support Staff to Matthew Costanza of the Medford Memorial Library. Nominees included: Jennifer Haugsjaahabink (Wildwood Elementary School Library in Amherst), Lori Salotto (Middleborough Public Library), Carla Morrissey (Lachance Library at the Mt. Wachusett Community College), Garrett Pinter (Jones Library in Amherst), Kathy Korona (Ames Free Library in Easton), and Kathy Mullin (Bigelow Free Library in Clinton)

The Para librarian Section Award for Library Support Staff Advocate was awarded to Karen Horn of the Sturgis Library in Barnstable. Nominees included Cynthia Dodd (Newburyport Library), and Robert Daglio (Truro Public Library).

The Para librarian Section has published two newsletter this year called Fast Forward: The Para librarian Newsletter. We plan to publish 3 to 4 issues per year and will be distributing it through the MBLC list serve, the blog and Facebook.

Last evening for the first time the book cart drill team competition consisted of 3 performances via video submission rather than live performances. Teams were able to create their own

videos which allowed more staff to participate and bring out the creativity of all staff members. Drill teams were from Sandwich, Arlington, and Andover.

The Section presented 13 Paraprofessional Recognition of Achievement awards. The certificates went to

Level 1 – Katherine Tolliver (Sturgis Library in Barnstable)

Level 2 – Brian Meneses (Bourne Library), Barbara Lorentzen (Bourne Library), Cathy Pastua (Sturgis Library), Magdalena Brancato (Sturgis Library), Lisa Hill Conway (Sturgis Library), Anna Marie McGrath (Newburyport & Rowley Libraries)

Level 3 – Terry Johnson (Bourne Library), Gael Nappa (Haverhill Public Library), Joyce Senior (Newburyport Public Library)

Level 4 – Karen Horn (Sturgis Library), Diane Oxtun (Newburyport Public Library), Allison Sloan (Reading Public Library)

State of the Commonwealth—Commissioner Cluggish speaking on behalf of Dianne Carty, Director, Massachusetts Board of Library Commissioners

The new round of construction grants have been approved. Letters of intent will be submitted in the fall and full applications will be due early 2017. The demand will be greater than the funds available so there will be a need to reauthorize the bond to fund projects on the waiting list.

The 2016 Summer Program broke all previous year levels for program participation.

Boston Bruins have been wonderful partners since 2009 and the MBLC and the Bruins be extending the summer reading partnership with the New Hampshire State library in 2016.

A study committee charged with reviewing state aid requirements developed 3 recommendations - more flexibility for hours so that libraries' busy months can be taken into account. Materials expenditures can now include certain types of technology. The Municipal appropriation will remove revolving funds from MAR calculation.

Hearings are being scheduled in June.

In the fall a task force will review municipal appropriation requirement and waivers.

MBLC celebrated its 125 anniversary and a celebration was held at the State House.

The 2015 Commissioner Award winners were:

Tom Blake (Digital Projects Manager for the Boston Public Library), Amy Ryan (Board Chair of the Digital Public Library of American and former president of the Boston Public Library), Ed Augustus (former state senator and current city manager of the city of Worcester), Ed Markey (United States Senator) , and Katherine Dibble (former MBLC Commissioner).

The MBLC has received more than \$3,000,000 in LSTA funds funding grants that improve service throughout the Commonwealth.

On the state level, the Governor submitted a level funded budget for MBLC line items, the House version included additional funds for state aid to public libraries and the Library of the Commonwealth. The Senate version just released has small increases for some line items and no funding for the Center for the Book. Level services are not possible with level funding. And real cuts are coming.

By-Laws Revisions—Ellen Rainville (ACTION)

Proposed changes ([see website for full version](#))

Simplified language so the By-Laws state that the association will have staff and will maintain staff sufficient to run the association.

Deleted references to publications no longer published

Intellection Freedom/Social Responsible Committee was formed in an attempt to disband Roundtables.

Motion to approve - Corrine Fisher. Second – Ellen Keane. Approved.

New Business—Update on MLA Strategic Plan and NELA Joint membership

The Executive Board has been working with the consultant Tracey Leger-Hornby to create a new plan. The current plan was extended until June 2017 to allow time to develop a new plan.

MLA/NELA joint membership – when you join MLA you can join NELA for \$20

Nominating Committee—Maureen Ambrosino (ACTION)

Nominations for Vice President/ President Elect – Alex Lent. Secretary – Nora Blake.

A vote was taken by email and approved by the membership. There being no nominations from the floor there was a call for a motion to approve the slate as presented.

Motion to approve – Diane Annuziato. Second. Krista McLeod. Approved.

Presidential Transition

Eric passed on the MLA Gavel and Block (since 1929) to the incoming president, Nanci Milone Hill

President-Elect Address

Nanci expressed thanks to Eric for navigating us through many changes, to Kristen Collins and Jen Zolkos for all their hard work, to the conference co-chairs and members of the committee for pulling together an amazing conference, to the library community for providing each other with outstanding support every year. Her focus this year is going to be on transforming MLA. The existing plan is 10 years old. Results of the survey conducted in the fall of 2015 startled the members of the Executive Board. In light of responses the board decided to put the new long range plan on hold until it is determined if MLA is going to be public library association or for all types. A new strategic planning committee has been formed which will be chaired by Eric Poulin and Alex Lent. It will include representatives from each region. Five planning sessions will be held throughout the state to develop a new mission/vision statement. There will be a strategic planning retreat on 9/13 at Tower Hill. This will be a year of reflection and planning.

Motion to adjourn (1:50 p.m.)

Krista McLeod. Second Esme Greene. Approved and the meeting was adjourned.

Respectfully submitted,

Debby Conrad, Secretary

Treasurer's Report to the Membership

Massachusetts Library Association

As of May 18, 2016

The budget for fiscal year 2016 was conservative as it had been with previous years. In November and December 2015 we moved \$3000 and \$5000 respectively from Fidelity cash reserves to our Citizen's Checking account. In December 2015, the Executive board looked at the historical finances for the winter months. It was concluded that the winter months are lean. In May 2016 we sold some mutual funds for \$21,000 and bought two CDs for \$10,000 each leaving the remaining monies in the Fidelity cash account.

The Investment Committee met in January 2016. The committee is comprised of the MLA president, MLA Treasurer, and three MLA members. We were down a member and Eric appointed Ellen Rainville to join Deb Abraham and Bernadette Rivard to complete the committee.

We continue to use Wild Apricot Member Management Software. This has continued to help tremendously with membership as well as conference registration; today we have 756 paid members. While it has been helpful we would like to examine the financial reporting to see if it can breakout some of the finer details.

Investment Account Summary

| | April 2010 | April 2011 | April 2012 | April 2013 | April 2014 | April 2015 | April 2016 |
|---------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Fidelity Cash Reserves | 22,519.96 | 12,529.82 | 12,533.47 | 13,237.40 | 13,238.84 | 8240.38 | 16,247.07 |
| MLA Investment Account | 90,785.63 | 92,277.83 | 98,873.18 | 111,778.70 | 125,300.04 | 134,945.55 | 114,436.20 |
| Total | 113,305.59 | 109,807.65 | 112,406.65 | 125,016.10 | 138,538.88 | 143,185.93 | 130,683.27 |

Fiscal year 2016 was my first year as Treasurer. I was also new to MLA. Bernadette Rivard taught me the duties of Treasurer and I want to thank her for that. Still there was a lot to learn and if at times I seemed overwhelmed, I probably was. Having been through a full year now I feel I have my bearings and can be even more present and helpful to the association.

In examining the budgets for the last three years and looking at the current conference income, there was no indication income would increase. So the income line remains \$154,350. Because we decided to go from one employee to two - Association Manager and Conference Manager (Two awesome employees Jennifer Zolkos and Kristen Collins) – our payroll went up. To keep us under budget we needed to trim some of the conference expenses for next year. This year our projected expenses are \$154,150. Again this year our fiscal budget is conservative.

This year we need to take a look at our vision and strategic plan to help shape our programing and increase our membership.

This is my first year presenting the budget as your treasurer, I would like to take this opportunity to thank the Massachusetts Library Association community for trusting me with this responsibility. I'd also like to thank the Executive Board and the Admin Board for being gentle with me as I learn this process.

Respectfully submitted,

Jennifer Pike

MLA Treasurer

| QB Acct # | Income | MLA FY17 Budget Draft | FY16 Comparison | Difference | |
|-----------|---|-----------------------|-----------------|-------------|--|
| 410 | Membership | 35,000 | 35,000 | 0 | |
| 420 | Programs | 1,100 | 1,100 | 0 | |
| 430 | Sponsorships/Donations | 1,250 | 1,250 | 0 | |
| 440 | Committee Fundraising | 0 | 0 | 0 | |
| | Conference | | | | |
| 400.10 | Attendee Registration | 52,500 | 52,500 | 0 | |
| 400.20 | Exhibitors | 40,000 | 40,000 | 0 | |
| 400.30 | Meals | 15,000 | 15,000 | 0 | |
| 400.40 | Basket Raffle | 4,000 | 4,000 | 0 | |
| 400.50 | Sponsors | 4,000 | 4,000 | 0 | |
| 400.60 | Other Income | 1,500 | 1,500 | 0 | |
| | Total Income | 154,350 | 154,350 | 0 | |
| | Expenses | | | | |
| 660 | Miscellaneous | 925 | 925 | 0 | Postage, Printing & Copying for Committees & Sections |
| 600 | Program Expenses | 1,000 | 1,000 | | |
| 610 | Scholarships | 2,000 | 2,000 | 0 | |
| 620 | Site Costs | 1,700 | 1,500 | 200 | \$900 Boston Book Festival \$800 State House Legislative Day |
| 630 | Travel | 2,800 | 2,800 | 0 | \$2000 Exec Board, \$800 Legislative Committee ALA Travel |
| 640 | Meals | 3,500 | 3,300 | 200 | State House Legislative Day |
| 650 | Dues & Subscriptions | 800 | 1,000 | -200 | \$600 Capwiz & Office Dues & Subscriptions |
| | Conference | | | | |
| 700.10 | Meals | 30,000 | 31,000 | -1,000 | |
| 700.20 | Site Costs | 15,000 | 15,000 | 0 | |
| 700.30 | Speaker Fees & Reimbursements | 8,500 | 9,000 | -500 | |
| 700.40 | Travel | 6,000 | 6,500 | -500 | |
| 700.50 | Hotel Expenses | 5,000 | 5,500 | -500 | |
| 700.60 | Printing & Copying | 6,500 | 7,000 | -500 | |
| 700.70 | Supplies | 4,000 | 4,500 | -500 | |
| 700.80 | Contract Services | 3,500 | 3,500 | 0 | |
| 700.90 | Credit Card Merchant Fees | 2,000 | 2,000 | 0 | |
| 700.30 | Postage | 800 | 800 | 0 | |
| 700.11 | AV Expenses | 500 | 500 | 0 | |
| 700.12 | Awards | 195 | 195 | 0 | |
| | Office Expenses | | | | |
| 750.10 | Association and Conference Management | 43,500 | 40,000 | 3,500 | |
| 750.20 | Professional Services (Accounting, etc) | 6,000 | 6,000 | 0 | |
| 750.30 | Credit Card Merchant Fees | 2,500 | 2,500 | 0 | |
| 750.40 | Website Hosting & Member Mgmt Software | 2,500 | 2,500 | 0 | |
| 750.50 | Insurance | 1,780 | 1,780 | 0 | |
| 750.60 | Telecommunications (Internet & Phone) | 1,800 | 1,800 | 0 | |
| 750.70 | Travel | 700 | 700 | 0 | |
| 750.80 | Printing & Copying | 200 | 200 | 0 | |
| 750.90 | Equipment & Software | 150 | 150 | 0 | |
| 750.12 | Taxes & Filing Fees | 200 | 200 | 0 | |
| 750.11 | Postage | 100 | 100 | 0 | |
| | Total Expenses | 154,150 | 153,950 | 200 | |
| | Net Profit/Loss | 200 | 400 | -200 | |

President's Speech – MLA 2016

Thank you. I am truly honored and humbled to be standing here before you. Thank you to Eric Poulin for navigating us through a year of changes. Under Eric's leadership we hired a new Conference Coordinator and Association Manager. Thank you to Kristen and Jen for all of your for your many hours of hard work this year. Thank you to our conference co-chairs, Ellen, Esme, Michelle and Danielle, and to the whole conference committee for pulling together this amazing conference. I think that you will agree with me that this has been three days chock-full of exciting programs, discussions, and networking opportunities. Most of all, I want to thank all of you for the exceptional support that you give each other, day in and day out, week after week, year after year. As a Librarian in Massachusetts, I have been a part of a network of librarians and support staff that are always there for each other, willing to share their experiences and lend their expertise. Just this year, my Trustees were working on updating their bylaws. I put out a call on the all regions list for sample bylaws and within an hour, received twenty-one bylaws from Massachusetts libraries. More recently, my library began working on our next long-range plan. I needed to put together a community survey but I wanted it to be different from all of the other surveys I had crafted and seen in the past. I wanted to garner answers to questions eliciting information that we hadn't touched on before. We know which day of the week is our busiest. We know what genre circulates the most. I want to learn what interests our patrons when they're *not* in the library. What can we do that we're not already doing, to transform our patrons lives and the way they view our library. Again --- I put out a call on the all regions list and was immediately inundated with sample surveys.

Last October, ALA President Sari Feldman announced her *Libraries Transform* campaign. The purpose of the campaign is to raise awareness about libraries and the ways that they transform the lives of those that use them. It's a great campaign. We've used it in my own library, blowing up those catchy posters into banners that hang on the front of and inside of, my library. I've used it as the topic of discussion in our monthly newsletter and as a sounding off prompt on our social media sites. The problem this tactic, of course, is that it only reaches the people that are already using the library. I was, once again, preaching to the choir. I am and have always been about expanding our outreach, getting out the word to those that aren't already using our services. A little over a year ago, I was asked to run for MLA President. I was asked to put together a bio that addressed what my priorities would be during my Presidential year. At that time, I said that I wanted us to get out there, past our own membership, past our staff and our patrons. I wanted to spend this year doing outreach to high school students and undergrads; to talk to them about libraries and library work. I thought then, and still do, that it is important to enthuse future generations about library work and the opportunities inherent in our profession. Without future librarians, there will be no future libraries. While I still think that is an important goal, my focus for the upcoming year has changed.

MLA's long-range plan is ten years old. This year the Administrative and Executive Boards took on the task of starting a new plan. We hired a consultant, met with her, and formed a survey that was sent out. The responses we received stopped us cold in our tracks.

Our existing Vision Statement reads, "The Massachusetts Library Association will be the recognized leader of the library profession in Massachusetts." Our existing Mission Statement further states, "The Massachusetts Library Association advocates for and empowers the Massachusetts Library community by providing leadership, legislative advocacy, professional development, networking opportunities, and by defending intellectual freedom." Wow!

We've set ourselves quite a task there, and we do some of it really well. But like the old adage says, we can't be everything to everybody and do it well. Overwhelmingly, we are perceived as the public library association (95% of respondents said that). We heard from respondents that given limited funds and time, there are other associations that better meet their needs. Of the organizations, other than MLA that respondents belong to, 80% listed ALA and 20% listed NELA. Only 2% felt that MLA was a strong advocate for their library type. Most people knew about our conferences and our legislative work, but very few knew about our other sections or committees, or the work that they have been doing. When asked if there are activities that MLA is involved in that you believe are beyond the scope of the association, one respondent wrote, *I don't think that we should be putting as much work into trying to be everything to everyone. The perception of MLA is the public library association - I think it should become that. By trying to service academics and school librarians, we take away from what we can do for public librarians. If there were no other organizations for those groups, I would agree that we should service them. However, I believe that MSLA, ACRL, and NELA do it better.*

Clearly, it is time that we take a look at our mission. We can't move forward with a new long-range plan until we can answer three basic questions:

Who are we?
Who do we serve?
How do we serve them?

In light of the survey responses, the Executive Board decided to put a new long-range plan on hold until we can answer those questions. If we are going to become the Public Library Association of Massachusetts, how do we get there? What will that look like? If we are going to try to continue to serve all types of libraries, what do we need to do so that we do a better job of it? What are our priorities as an organization? How can we better publicize what we do? What should our organizational structure look like? Are the existing offices enough? Do we need more? Do we need longer terms? Over the course of the coming year, we will attempt to answer these questions with the intention that those answers inform our next long-range plan. I have formed a Planning Committee made up of different types of libraries and library staff, representing each of the regions. That committee will be led by Past-President Eric Poulin and Vice-President/President Elect Alex Lent. The task of the committee will be two-fold. They will hold five focus groups across the state. With the information garnered from those focus groups and the information received from the survey we did this year, the committee will craft new Vision and Mission Statements which will then be recommended for adoption. Once that is done, we can begin the work creating a new five-year plan. Members of the Planning Committee and the Executive Board will go on retreat to launch the project. It will be held on Friday, September 23rd from 10:00 am to 3:00 pm, at the Tower Hill Botanical Garden. Our Consultant, Tracey Leger-Hornsby, will lead the retreat.

So, there won't be a great, big, splashy new program this year for the Massachusetts Library Association. Instead, it will be a year of reflection as we prepare to become a more focused and dynamic organization – one that meets its stated goals and objectives. This will be the year that MLA Transforms! I look forward to meeting and working with each of you during this exciting process of discovery and innovation.

