



Executive Board Meeting

August 12, 2016

Worcester Public Library

10 a.m.

AGENDA

Call to order

Approval of minutes of June 10, 2016 meeting (action)

President's Report

Treasurer's Report (action)

Association Manager Report

New Business

Old Business

MLA Strategic Planning Retreat

New Business

Social Media Task Force

Committee reports

Conference

By-Laws

Intellectual Freedom/Social Responsibilities

Jordan Miller

Legislative
Massachusetts Center for the Book
Membership
Personnel/Education
Public Relations

Section reports

Paralibrarian
RUSS
Technical services
Youth Services

Liaison reports

ALA Councilor
MBLC
MLS
MSLA
NELA
MLTA

Announcements



REPORT to MLA E-Board
9 August 2016

National News

The Center for the Book in the Library of Congress is now organized in a new service area: National & International Outreach, specifically in the “national outreach” sector where it is aligned with Scholarly Programs and Educational Programs. The founding director, John Y. Cole, has been named Historian of the Library of Congress, and the Center for the Book welcomed a new director, Pamela Jackson, in June. Pam is focused on literacy, from basic skills through lifelong reading, as the driving vision of the CfB.

Local News

After four months of uncertainty, Mass Center for the Book learned on July 30th that it would have its funding restored to FY16 levels. We are now trying to play catch up on work from those many months of limbo.

We had small events with Rep Ellen Story in Amherst, Rep Stephen Kulik in Conway, and Rep Peter Kocot in Westhampton during May and June 2016. In each case, the legislators were there to celebrate Mass Book Award winners. These events have potential to grow in importance for outreach.

Currently ...

1. Fifteen librarians are now reading the long-listed books for this year’s Mass Book Awards. We will announce their decisions in early October at the latest.
2. Letters About Literature will launch again next week.
3. We will call for nominations for the second annual Library of Congress/Massachusetts Literacy Award in the coming week to ten days.
4. We have been testing the new Commonwealth Events Calendar this summer and will host an intro and training webinar on 30 August (which we will record) to bring more libraries on board.
5. We are working on the following outreach initiatives:
 - a. National Book Festival – September 24th in DC
 - b. Boston Book Festival – October 15th in Copley Sq
 - c. Literary Walking Tour – State House Loop 1 -- mid Sept launch
 - d. African American Writers of Massachusetts Literary Trail – mid Sept launch
6. We are still researching the database options for a performance recommendation service for Mass librarians. Launch of that will be delayed.

Submitted by Sharon Shaloo

To: Mass library Assn Eboard

From: Ruth Urell

Date: August 10, 2016

Re: ALA Chapter Councilor Report from ALA Annual Conference, Orlando, FL, June 2016

Chapter Leaders Forum

This is a preconference day of idea sharing and special presentations, tailor-made for Chapter Leaders & Councilors from a broad group of chapters – about 35 participants. This is the third or fourth time I've participated, and find it a very worthwhile investment of time and energy.

Tennessee Library Assn presented on "State Associations & Cultural Legislation" – subtitled "Bathrooms, Bibles & Bias" so you get the gist of the presentation. (Presenter very rigorously researched ALA Code of Ethics for the presentation and distilled a lot of information and some background to establishing criteria/helping to determine when we as librarians are compelled by our ALA shared code to get involved in state/local issue and when we need to step back – "We distinguish between our personal convictions and professional duties..." etc.) Message is that some of our statewide advocacy efforts may be directed at values issues – i.e., not necessarily funding/legislative pieces. ALA is available for help and, in deference to local conditions and considerations, will NOT step in until/unless asked by local chapter. This protocol became a major source of discussion regarding another state/national issue which I'll share at our meeting.

Several people from Maryland Library Association and Trustee and United for Libraries presented on a unified voice for advocating... lot of potential for us in Massachusetts through the United for Libraries coalition. Let's discuss!

New Jersey "Makers Day" Fabulous success. Let's discuss at meeting!

Council Sessions and ALA updates: We had a lot of discussion at several sessions, and Council Forum I, II, and III, about gun violence and guns in libraries, etc. The Orlando shootings had just occurred within weeks of our conference and there was a definite pall over many sessions/proceedings. IN the end, the resolutions that were raised, revised, and reworked were finally referred to Committees whose charges had some bearing on the topic as individual state laws determine gun carrying laws. The main thrust of the resolution as it evolved became: Resolution on gun violence affecting libraries, library workers,

and library patrons.” The discussion pivoted quite a bit on the specifics of the resolution, some feeling that it was watered-down and insufficient and others feeling it was unenforceable and outside our ability to manage or implement. We spent many hours on this and learned a lot together.

Another highlight of council sessions and Chapter Relations Committee meetings and Chapters Forums is the relationship of the Chapters to ALA as a whole – how we can enhance communications, how we can strengthen our work, and how ALA interacts with Chapters. Incoming/new ALA President Julie Todaro is interested in this conversation and is establishing an ad hoc committee to push it further.

Libraries Transform! Let’s discuss adopting as a state.

I have many handouts from Committees and sections and reports that I will bring Friday.

Respectfully submitted,

Ruth Urell,

ALA Chapter Councilor for Massachusetts



MLA Intellectual Freedom & Social Responsibilities Committee

August 9, 2016

We are currently planning workshop proposals and raffle basket for annual. Jackie is representing the MLA-IFSC on the "Patron Sharing Information Task Force" convened by Greg Pronevitz. The objective of the task force is to determine what types of patron behavior information can be shared among libraries. We are also working on defining a set of criteria to use in consideration of possible recipients of our Civil Liberties Champion award.

Respectfully submitted,

Jackie Rafferty, co-chair MLA-IFSRC



Membership Committee Report
8/12/2016

Jen Zolkos worked with Bob Scheier from NELA to make the joint membership a part of our online membership application. We added information to the MLA website and sent out an email to the current membership on 7/20. Upon request, Em Claire Knowles forwarded the message to the Simmons MLIS students. An email to the allregions list will go out in September.

On July 26th, an email was sent to the membership and the allregions list to advertise a Meet & Greet at Coal Fired Pizza in Quincy on 8/26 at 7:30 pm. A facebook event was also created. As of 8/9, there are 11 people interested and 3 people going, including me.

*Please share the event with your library friends! - <https://www.facebook.com/events/163546684054743/>

The information for the ALA Joint Membership brochure has been updated. We'll be working on updating the MLA brochure shortly.

The online membership application no longer references the newsletter and some of the language in the application was reworded to make more clear.

Spoke with Em Claire Knowles at a meeting and it sounded like MLA is welcome to have a presence at their Library & Information Science & Career Fair on April 12th. I will be away at a conference, but will be happy to work with others to get a booth ready.

Kathy Lussier has joined the membership committee but I need to do some recruiting.

Submitted by Laurie Lessner, Membership Chair



ADMINISTRATIVE BOARD MEETING
JULY 8, 2016
WORCESTER PUBLIC LIBRARY, 10 AM

Attending: Eric Poulin, Nora Blake, Alex Lent, Jennifer Pike, Jen Zolkos, Tracey Leger-Hornby (guest). Absent: Nancy Hill

Call to order

Eric Poulin 10:00am

Approval of minutes of March 25, 2016 meeting

Motion to approve: Jennifer Pike, second, Eric Poulin (three abstentions)

Treasurer's report

Jennifer presented the bill for conference. There were a high number of room comps on the bill. The group discussed why that might be. Is the entire Administrative Board really supposed to have their rooms paid for by MLA or should it just be the President's room?

The invoice was approved and the policy for room compensation will be reviewed. Alex will bring it up at the next conference committee meeting.

Association Manager's report

- Working through post-conference items and paying all associated bills.
- Tower Hill is set for the retreat.
- Spoke to Bob Schier at NELA and all the logistics are set for beginning the joint MLA/NELA membership offering.
- Set up a Google drive so records and information that board members might need (like tax exempt form, letterhead, etc.) can be accessed easily.
- Cleaned up website to remove dated information but is having trouble working on the calendar widget.
- Working on marketing pieces for MLA and membership.
- Jen is open to any ideas to improve the website (better navigation, more logical information presentation, etc.)

- Jen wonders how much time is left on the contract with Wild Apricot. She would like to explore other solutions for membership and conference management that might have better features. Kristen Collins (conference manager) is also interested in a better tool.
- Jennifer Pike will look at the budget to see if there's room to purchase a new computer for Jen Zolkos. She could use something more robust and modern.

Acting President's Report

Will send an announcement out about new joint membership offering with NELA.

The NELA advocacy summit is scheduled for July 19.

Alex will attend the MBLC advocacy event on July 29.

Eric and Alex will lead focus groups around the state for MLA's strategic planning process.

MCCLPHEI is writing their strategic plan and one of the items for their plan is to partner with other types of library organizations. Their next board meeting is September 23, the date of MLA Board's planning retreat. Should we change the date of the retreat? Can MCCLPHEI change the date of their meeting?

Discussion with guest, Tracey Ledger-Hornby, regarding goals of retreat. Tracey does not think the retreat will generate a mission and vision statement. Instead she thinks the retreat will likely generate questions for the MLA Board to use to focus the information gathering process. Tracey sees the fall as the time to gather information and finalize goals and then use that information to finalize mission and vision statement by the end of 2016 or early 2017.

Jen will attempt to gather documents and information related to MLA and MLA's history (by-laws, survey results, former strategic plans and other items) and make them available to all Board members as well as Tracey.

Vice President's Report

The small library conference put together by the Mass. Library System will not be happening this year.

Can MLA do something like this? Could MLA partner with the Mass. Library System (MLS) and/or Western Mass. Library Advocates (WMLA) to create a conference?

Alex will talk to people at the MLS and Eric will talk to people from WMLA to see if they are willing to collaborate.

Nominating Committee Report—no report

New Business

Nancy is on the mend and hopes to resume normal(ish) activity by the end of July.

Adjourn

Meeting adjourned at 11:00am.

MLA Paralibrarian Section Report

August 10, 2016

The Paralibrarian Section held a transition and Conference recap meeting on June 6th at the Rowley Public Library. The Section Board welcomed Matthew Costanza, Head of Circulation at Medfield Library, as the new Conference Committee Liaison. Matthew was awarded the 2016 Outstanding Paralibrarian of the Year.

The Section Board and members' consensus was that the 2016 MLA Conference was a great success, with an excellent selection of programs and venue. The new video format for the BCDT competition was well received, and timing and scoring issues will be reconfigured for 2017 Conference.

The Career Development and PARA Review Board certified 13 paralibrarians with the PARA Certification at all levels. The PARA Certification has grown since its inception as a pilot program in 2006 to authorization as a Massachusetts Paralibrarian Certification program under the umbrella of the MBLC and MLA in 2013. We continue to receive requests for training and roundtable meetings throughout the state. Gerry Deyermond, Past Chair, will present a program on the MA and NH PARA Certification Programs at NELA Conference in October, partnering with Heather Shumway Rainier, Director of the Hookset Library, and Chair of the NH Paralibrarian Section.

The Section newsletter *FAST! FORWARD!* has been successfully launched under the direction of Section Co-Vice Chairs, AnnaMarie McGrath and Hermayne Gordon (Rowley Library). As well, the Section continues to send out its message via Twitter, Blog, Facebook, and the MLA website, and email.

Respectfully submitted,
Allison Sloan, Chair

MLA PR Committee

- Jocelyn Tavares met with the MLA Conference Committee as the new PR Liaison. Already excitement for the upcoming conference builds!
- Jocelyn and I attended the MLA Legislative, PR, and MBLC meeting to strategize joint communications between MLA and MBLC regarding the Legislative Agenda.
- Celeste Bruno invited Jocelyn and I to be part of the MBLC's PR Committee.
- I will attend the MLA Legislative meeting on August 26.
- MLA PR will meet in late August to plan activities for the year, date to be determined.

Youth Services Section Report
August 12, 2016

Youth Services Section has not met in person since Annual Conference in May. The board conducted a virtual turnover meeting via email and Google Docs.

YSS is scheduling meetings around the Commonwealth. The schedule is as follows:

September 15 - Chelsea
November 17 - TBD (Western MA)
January 19 - Norfolk
March 16 - TBD (Central MA)

Virtual attendance will continue to be encouraged.

An "Unconference" focused on youth-centric topics is moving forward with hopes to hold a day-long event in the Spring. We're currently trying to find a centrally located host library with multiple meeting rooms, ample parking, and tech connectivity.

Respectfully submitted,

Larissa Farrell

Vice President/President-Elect's Report
Meeting Date: August 12, 2016

Met with Eric and Tracy re strategic planning process

Attended NELA's Library Advocacy Day at Tower Hill Botanical

Spoke to talented early career librarians about library advocacy and self-advocacy as part of the Massachusetts Library System's Project SET

Judging in the Children's Category for the Mass Book Awards with the Massachusetts Center for the Book