

MLA EXECUTIVE BOARD MEETING

Friday, December 9, 2016

10:00 am – 12:00 pm

Worcester Public Library

AGENDA

- I. Welcome and Call to Order – Nanci Milone Hill

- II. Consent Agenda
 - Approval of October Minutes
 - President’s Report – Nanci Milone Hill
 - Past-President’s Report – Eric Poulin
 - Treasurer’s Report – Jennifer Pike
 - Executive Manager’s Report – Jennifer Zoltos

- III. Committee Reports
 - Public Relations
 - Legislative
 - Conference
 - Membership
 - Intellectual Freedom
 - Personnel
 - Jordan Miller
 - Nominating

- IV. Section Reports
 - Tech Services
 - YSS
 - RUSS
 - ParaLibrarian
 - IFSSRT

- V. Liaison Reports
 - MSLA
 - NELA
 - MBLC
 - MLS
 - Mass Center for the Book
 - ALA Councilor

Simmons GSLIS

VI. Old Business

- Long-Range Planning Committee Update – Eric Poulin
- Posthumous Awarding of Hall of Fame Award – Nancy Sheehan
- Pricing Task Force – Alex Lent

VII. New Business

- YSS Unconference – Larissa Farrell
- National Library Legislative Day

UPCOMING MEETINGS

- Northeast Legislative Breakfast – December 16, 2016. 9:30 am – 10:30 am. Peabody Institute Library. Peabody
- Admin Board – January 13, 2017. 10:00 am – 12:00 pm. Worcester Public Library.
- Legislative Breakfast – January 13, 2017. 8:00 am – 9:00 am. Cambridgeport School, Cambridge.
- Virtual ParaLibrarian Section Meeting – January 19, 2017. 10:00 am – 12:00 pm. Contact Gerry Deyermond at gdeyermond@mhl.org to join.
- YSS Meeting – January 19, 2017. 11:00 am – 1:00 pm. Norfolk Public Library, Norfolk.
- Legislative Breakfast – January 20, 2017. 8:00 am – 9:00 am. Emily Williston Memorial Library, Easthampton.
- SAILS Legislative Breakfast – January 27, 2017. 8:00 am – 9:00 am. New Bedford Public Library, New Bedford.
- Legislative Breakfast – January 27, 2017. 8:00 am – 9:00 am. Stockbridge Public Library, Stockbridge.
- Legislative Committee meets – January 27, 2017. 10:00 am – 12:30 pm. Minuteman Library Network, Natick.
- Legislative Breakfast – February 3, 2017. 8:00 am – 9:00 am. Sutton Public Library, Sutton.
- Legislative Breakfast – February 10, 2017. 8:00 am – 9:00 am. Eastham Public Library, Eastham.
- Legislative Breakfast – February 10, 2017. 8:00 am – 9:00 am. Randolph Public Library, Randolph.
- Executive Board Meeting – February 10, 2017. 10:00 am – 11:00 am. Worcester Public Library.
- Virtual ParaLibrarian Section Meeting – February 16, 2017. 10:00 am – 12:00 pm. Contact Gerry Deyermond at gdeyermond@mhl.org to join.
- Legislative Breakfast – February 17, 2017. 8:00 am – 9:00 am. Bigelow Free Library, Clinton.
- Legislative Breakfast – February 17, 2017. 8:00 am – 9:00 am. Goodnow Library, Sudbury.
- Legislative Committee Meeting – February 24, 2017. 10:00 am – 12:30 pm. Minuteman Library Network, Natick.
- Para Review Board Meeting – February 24, 2017. 12:00 pm – 1:00 pm. Barnstable, MA.



Executive Board Meeting

August 12, 2016

Worcester Public Library

10 a.m.

Meeting Minutes

In attendance: Jennifer Pike (Treasurer), Alex Lent (Vice President), Larissa Farrell (YSS Chair), Ruth Urell (ALA Chapter Councilor), Laurie Lessner (Membership Chair), Nancy Sheehan (PR Committee), Jocelyn Tavares (PR Committee), Susan McAlister (Legislative Committee), Sharon Shaloo (Massachusetts Center for the Book), Katie Lewis (TTSS Chair), Sonny Vandermark (Archivist)

Call to order – Alex Lent 10:11 a.m.

Announcements

With Eric Poulin and other members of Eboard stuck in a huge traffic back up on I-90, and Nanci in the hospital, Alex convened the meeting.

Approval of minutes of June 19, 2016 (action)

Motion to approve – Susan McAlister. Second by Ruth Urell. Approved as submitted.

President's Report

No report

Vice President's Report

Alex was a judge with the Mass Book Awards and attended NELA's Advocacy Summit.

Treasurer's Report (action)

Jennifer handed out the treasurer's report and explained conference invoices are mostly paid. She will confirm with Jen Zolkos to see if there are still any outstanding invoices. Income from conference is not available yet. Jennifer has no particular areas of concern with where we are financially at this time.

Motion to accept the report as submitted – Susan McAlister. Second by Ruth Urell. Report accepted.

Association Manager Report

None

Old Business

MLA Strategic Planning Retreat is Friday, September 23, from 10 AM – 3 PM at Tower Hill Botanic Garden. Eric Poulin and Alex Lent are working on an agenda for the retreat. They will also be working on a way to get feedback from people who are unable to attend the retreat. An information packet with timeline will be sent out to participants ahead of the retreat.

New Business

Alex Lent acknowledged that the Massachusetts Center for the Book survived the Budget Override crisis and thanked the Legislative Committee for all of their leadership and advocacy efforts throughout the entire Override event. Most of the library lines were restored.

Social Media Task Force

Laurie Lessner brought up the idea of the task force to tie social media as a benefit to MLA membership, in addition to getting clarity on who is responsible for posting and keeping MLA's social media message consistent and ongoing. Sonny Vandermark and Ruth Urell had started this task while Ruth served as MLA president, but their recommendations were never brought to Executive Board.

Susan McAlister moved to create a Social Media Task Force led by Laurie Lessner. Ruth Urell seconded it. Motion carried.

Sonny and Ruth will send Laurie their past notes and work for her to build on what was started.

Committee Reports

- Conference
- By-Laws
- Intellectual Freedom/Social Responsibilities
- Jordan Miller
- Legislative

The Committee has started meeting for the new fiscal year in July, and members participated in the NELA Advocacy Summit as well as the Joint MLA Legislative, MLA PR and Statewide PR Advisory Committees Meeting. Lots of ideas shared. Next Legislative Committee meeting is the last Friday in August at the Wareham Public Library.

Legislative Committee wants to focus on using getting a core group of advocates (including the public) to rally around alerts with Engage; educating Library Directors what they can do; Targeting Trustees;

Continue meeting with high ranking members of the Legislature; Possible conference topics targeted to Trustees/Friends and other library stakeholders.

Ruth Urell added discussion of the ALA's Libraries Transform Campaign as something MLA may wish to implement as part of its own advocacy campaign and cited Ohio as a success story. Ruth Urell also mentioned the Spark campaign as a way to get find and train our "next generation" of library advocates. These initiatives were possible items to be included in the Strategic Plan, as well as brought to the Executive Board for the October meeting.

- Massachusetts Center for the Book
- Membership

Laurie Lessner reminded everyone of the next Meet & Greet on Friday, August 26 at 7:30 at Angelo's Coal Fired Pizza in Quincy.

- Personnel/Education
- Public Relations

Section reports

- Paralibrarian
- RUSS
- Technical services

Katie Lewis from BC Law Library introduced herself as the new Chair of Technology and Technical Services Section and emphasized the section's interest in integrating technology into the section. She is welcoming any program suggestions. The section will be meeting soon.

- Youth Services

Liaison reports

- ALA Councilor

Ruth Urell shared the different Resolutions resulting from the ALA Annual Conference in Orlando.

- MBLC

Ruth Urell gave the MBLC report on Dianne Carty's behalf.

ARIS opened on July 1. State Aid continues in September 2016. Comment period had been extended. The Construction Program remains active with Reading Public Library and Shrewsbury Public Library opening in the Fall of 2016.

MBLC is starting its Strategic Planning Process and looking for a facilitator for the Fall/Winter 2016. More information to come.

MBLC is planning a Statewide Maker Day for all libraries in the Commonwealth on Friday, March 23 and Saturday, March 24. They want a loud and visible day with lots of public awareness of all that goes on in our libraries. Ruth was asking for MLA to be a co-sponsor of this project.

Nancy Sheehan moved for MLA to co-brand Statewide Maker Day. Susan McAlister seconded. Motion passed.

- MLS
- MSLA
- NELA

Ruth Urell moved to adjourn meeting. Susan McAlister seconded it. Meeting Adjourned at 11:45 p.m.

Respectfully submitted

Jocelyn Tavares

MLA EXECUTIVE BOARD MEETING
Friday, October 21, 2016
10:00 am – 12:00 pm
Massachusetts Library System – Marlborough Office

AGENDA

Welcome and Call to Order – Nanci Milone Hill – meeting began at 10:03am

Attending: Nanci Milone Hill (President), Esme Green (Conference Co-Chair), Ellen Keane (Conference Co-Chair), Alex Lent (Vice-President), Laurie Lessner (Membership Committee), Jennifer Pike (Treasurer), Greg Pronevitz (MLS), Allison Sloan (Paralibrarian Section), Jocelyn Tavares (PR Committee) and Deb Spratt (Guest)

Consent Agenda

Approval of August Minutes

President's Report – Nanci Milone Hill – trying to get to meet with all committees and sections

Past-President's Report – Eric Poulin - no report

Treasurer's Report – Jennifer Pike – Jen reported that she might need to move some money around to keep the operating account healthy. Working out QuickBooks coding conventions with Jen Z. There was a question regarding where membership income is represented in QuickBooks report. It is not clear, Jen P. will investigate.

Action: Jen will get reports to Nora a week ahead of meetings so they can be included in meeting information packet

Executive Manager's Report – Jennifer Zoltos – no report

Vice President's Report – long-range planning is taking place. Focus group meetings are scheduled. Tracy Ledger-Hornby will attend all focus groups and Eric or Alex will be at all meetings as well.

Approval of Consent Agenda: Esme Green made motion, Allison Sloan seconded.

Committee Reports

Public Relations – Committee met to begin laying ground work for awards. Nanci, brought forth a question from Nancy Sheehan about whether or not Hall of Fame awards could be granted

posthumously. Nancy Sheehan did not attend the meeting. More information and discussion will be made at next Executive Board meeting.

Legislative – Legislative Day will be March 7, 2017.

- There will be exhibits of library happenings & “Read” poster photos with legislators.
- Legislative breakfasts are being planned around the state
- MBLC is working on a legislative agenda – samples were passed around.
- IMLS budget is up for renewal – Executive Board members were encouraged to take action to support the IMLS budget

Membership – Membership perk ideas:

- Member-only web content – could conference content be restricted to just members and attendees (all attendees are not necessarily members)?
- Make Facebook fan page limited to members
- Revive membership directory
- Get MLA more connected to students – Nanci met with Simmons College reps and ALA Student Chapter reps to talk about ways to get MLA more connected to students
- Do MLA table at GSLIS career fair – Nora might be able to help staff the table.
- Laurie would like to help recruit volunteers for all MLA committees and sections – she will contact each committee/section to find out what help each might need

Conference:

- Conference dates are May 21-24.
- Preliminary program is mostly set.
- There will be an Advocacy preconference on Sunday, May 21.
- Conference theme is Charting Our Course.
- Banner is being designed.
- ALA Student Chapter & Simmons College might be able to help defray cost of bus to transport people from Boston to Hyannis each day. Need to look into cost of charter bus and what we might charge people to take it.

Action: Nora will ask WMLA what they pay for the bus they charter to Legislative Day each year and what company they use.

- Should MLA conference give attendee contact info to conference vendors? Does MLA have a policy about this?
- When attendees register we could offer an opt-out option so they can avoid solicitations.

Action: Nanci will check on MLA policy regarding sharing conference attendee information with vendors.

Intellectual Freedom – written report submitted

Personnel – no report

Jordan Miller – written report submitted

Nominating – A call for self-nominations for VP/President-Elect has gone out to email lists. Deadline is Dec. 1

Section Reports

Paralibrarian:

- Book cart drill team will be video submissions again.
- Certifications will not be presented at gala and instead will become own program at conference.
- Section is building some succession – new people are starting to step up and help with events and projects.

Technical Services

Youth Services

RUSS

Liaison Reports

MSLA

NELA

MBLC

MLS:

- Annual meeting will be Nov. 7 – there will be a discussion of budget shortfall for FY18 which will have an impact on database funding.
- MLS will have to make cutbacks. Refreshments at meetings will go away.
- Strategic Plan is up for approval.
- John Palfrey will speak at Annual Meeting and Project SET participants will make presentations.

Mass Center for the Book – Awards will be December 6.

ALA Councilor

Old Business

Social Media Task Force – Laurie Lessner – Membership

Statewide Maker Day -

New Business

School Library Commission – not discussed

Suggestion to Award Hall of Fame Awards Posthumously – Nancy Sheehan

Books to Keep – Debra Spratt discussed the program. The goal is to partner with a local food pantry to bring books to give away to people in need. Her library has been engaged in the program through the Friends group. The Friends bring new and used books to a local food pantry for people (children & adults) to take.

Deb would like MLA to help promote the program to other libraries in Massachusetts.

Suggestions were made that Deb could do a poster session at the MLA Annual Conference about her library's experience and Deb and her Friends group members could present at the MLTA/MFOL conference.

Incentives for Membership – Laurie Lessner – see Membership committee report notes

Pricing Task Force – The topic of what to charge members vs. non-members for standalone programs was discussed earlier in the year

The Executive Committee needs to form a subcommittee to explore issue and make recommendations.

Action: Alex Lent will convene a task force to examine and establish pricing policy for standalone programs.

Website – We need to contract for more work on website design. Admin Committee will look at budget and determine what can be spent on website design.

In the meantime, if anything needs to be changed on website, contact Jen Z.

Closing of Meeting – meeting adjourned at 11:38am

Upcoming Meetings:

Legislative Committee – October 28, 2016. 10:00 am – 12:00 pm. MLN Offices, Natick.

Reference and User Services Section – November 10, 2016. 10:00 am. MLS Offices, Marlborough

Paralibrarian Section – November 10, 2016. 10:00 am. Barnstable.

MLS Annual Meeting – November 7, 2016. 9:30 am – 3:00 pm. Holy Cross, Worcester.

Admin Board – November 18, 2016. 10:00 am – 12:00 pm. Worcester Public Library

Mass Book Awards – December 6, 2016. 3:00 pm – 5:00 pm. State House, Boston

Executive Board – December 9, 2016. 10:00 am – 12:00 pm. Worcester Public Library

Admin Board – January 13, 2017. 10:00 am – 12:00 pm. Worcester Public Library

Legislative Committee – January 27, 2017. 10:00 am – 12:00 pm. MLN Offices, Natick

Executive Board – February 10, 2017. 10:00 am – 12:00 pm. Worcester Public Library.

Legislative Committee – February 24, 2017. 10:00 am – 12:00 pm. MLN Offices, Natick



Membership Committee Report
12/9/2016

Membership Makeup

There are currently 69 joint NELA members
400 individual members
40 members who are part of an institutional membership
328 members whose membership has lapsed

Activities

- Updated the [MLA brochure](#) and handed out at NELA. Need to discuss future printing options.
- Enlisted people to serve on committee; Matt Amory, Melissa Campbell, Kathy Lussier, Patrick Marshall
- Continuing as Membership representative to the Conference Committee and focusing on value of membership activities; earning badges for attending conference, new member's meet & greet, make materials about the organization available.
- Coming up with plan to target lapsed members. Will get lists of people to contact by Exec. Board and committee chairs with talking points.

Submitted by Laurie Lessner, Membership Chair

MLA Paralibrarian Section Report

December 9, 2016

The Paralibrarian Section November meeting was held at the Medfield Public Library, home library of Matthew Costanza, the Section Conference Committee liaison.

Follow items were discussed and implemented:

1. Final programs approved for 2017 Conference
2. Awards for Outstanding Library Support Staff and Paralibrarian Advocate : the updated nomination forms will be loaded on the MLA Website, and promo for nominations will start in January
3. The November 2016 issue of the Paralibrarian Section newsletter *FAST! FORWARD!* was digitally distributed to all regions on 29th with information on Awards; MLA PARA Certification vs MBLC Basic Library Techniques explained; a look into the library at the Dedham Jail; etc. available at <http://masslib.org/Fast-Forward!-The-Paralibrarian-Newsletter>
4. Updated: Paralibrarian page on the MLA Website, Section blog on Wordpress, Facebook page and Pinterest

The Section moved into Executive Session to discuss Career Development, PARA Certification applications and PARA Review Board processes. The Review Board met following the meeting to review applications received by the November 4th deadline.

Respectfully submitted,
Allison Sloan, Chair

MLA Strategic Planning Committee Report

December 2017

Eric Poulin has resigned as co-chair of the committee. He has accepted a new position as Director of SLIS West, as well as full-time faculty and is also finishing up responsibilities at GCC, making it impossible for him to continue in this position. Debby Conrad has agreed to serve as co-chair in his place.

A number of focus groups have been held:

November 14—SAILS – 4 attendees

November 15—Andover – 4 attendees

November 16—Millis – 2 attendees

November 29—Boston Public Library – 2 attendees

November 30 – MLS – 3 attendees

December 1—Milton – 4 attendees

December 6—Greenfield Community College (not yet held at the time this report was submitted)

The Strategic Planning Committee will be meeting at 2 p.m. on December 8 at the Minuteman Network Offices. The agenda will consist of

- Focus group sessions - Report from Tracey Leger-Hornby, Facilitator
- Review and discuss Vision/Mission Statements
- Review and discuss proposed strategic goals
- Outline and frame activities, objectives, roles and responsibilities for the proposed goals (assignments for completing the framing given during the meeting).

The goal of the meeting is to reconsider the wording of the MLA vision and mission statements and prepare either endorsement for the current set or revisions for updates versions, to discuss the draft strategic goals for the association in the coming three years, and to begin to articulate specific actions and objectives for each of the goals. These may be assigned to the committee to refine and complete after the meeting. The committee will be forming recommendations, which will be presented at the MLA Executive meeting in February 2017.

Youth Services Section Report
October 5, 2016

Youth Services Section held its second meeting of the year at the West Springfield Public Library on November 17. Discussion topics ranged from finalized Conference program topics, to how best to serve children and teens in the current political/social climate, to a rundown of the Children's Literature New England conference last month.

YSS has scheduled all meetings around the Commonwealth. The schedule is as follows:

January 19 - Norfolk

March 16 - Barre

Virtual attendance will continue to be encouraged.

Take Your Child to the Library day is February 4, 2017. This can be as active or as passive as Youth Librarians see fit, ask your colleagues what they're planning!

A "YSS Unconference East," structured by the participants, focused on youth-centric topics has moved forward with plans to hold a day-long event in the Spring. The theme "Under the Same Umbrella" will be used to reach both Children's and Teen Librarians across the state. The current plan is to hold the event at the Duxbury Free Library in March. Should the event be successful, we will explore hosting an Unconference West in the fall. YSS is seeking permission to hold this event, host registration through masslib.org, and charge a small admission to raise funds for MLA.

Respectfully submitted,

Larissa Farrell

DECEMBER 2016 MLA LEGISLATIVE COMMITTEE REPORT TO THE MLA EXECUTIVE BOARD

Susan McAlister, Charlotte Canelli, Krista McLeod – Co-chairs

The MLA Legislative Committee met at MLN Central Site at 10 am on November 18, 2016

Items discussed:

- A November 14, 2016 meeting with Representative Byron Rushing, Pamela Carver, Dianne Carty, David Leonard and Greg Pronevitz regarding advocacy by the library community.
- OCLN directors approved an initiative to include “this item traveled miles to reach you” bookmark in all materials January 15-February 15, 2017.
- An Advocacy Checklist or Passport was discussed. This checklist is based on the BECAUSE statements. The Top 5 Reasons Why You Should Care about the Legislative Agenda was discussed.
- Library Legislative Breakfasts have been organized and a full list will be on the MLA website. Details re: Legislative Day were discussed in detail including the READS poster photographer; the booking of State House Great Hall and Grand Staircase; the room and a buddy/mentoring proposal for First Time Participants; a Save the Date; RSVPs through Wild Apricot registration software; a bus from the Western Region; legislators invitations and flyers; library showcase; the luncheon program catered by Metro; before and after lunch visits to legislators; and showcase tables and signage.
- The ALA Preconference on Advocacy at MLA in May.

Minutes and handouts from the meeting are available from Charlotte Canelli, ccanelli@minlib.net