



**MLA Executive Board Meeting  
December 14, 2012  
Weston Public Library**

**In attendance:** Dinah O'Brien (President); Bernadette Rivard (Treasurer); Elizabeth Hacala (Executive Manager); Laura Bernheim (Secretary); Beverly Shank (Legislative Committee); Maureen Ambrosino (Membership); Sarah Sogigian (Conference Committee); Laurie Lessner (Public Relations); Jocelyn Tavares (Public Relations); Daniel Saulean (Technical Services Section); Megan Carney (Paralibrarian); Greg Pronevitz (Massachusetts Library System); Allison Sloan (Paralibrarian); Rob Maier (Massachusetts Board of Library Commissioners); Krista McLeod (New England Library Association); Sunny Vandermark (Archivist); Ellen MJ Keane (Conference and Personnel/Education); Kathy Lowe (Massachusetts School Library Association); Susan McAlister (Legislative)

**Call to Order:** Dinah O'Brien called the meeting to order at 10:10 am. *The Minutes were moved to accept by Susan McAlister. Bernadette Rivard seconded. The Minutes were approved.*

**President's Report (Dinah O'Brien)**

- Dinah is continuing to work with [Cape Cod and Islands Library Association](#) (CCILA).
- Dinah attended the MLA Conference Committee Meeting.
- Dinah spoke at the Massachusetts Board of Library Commissioners (MBLC) [Meeting in November](#) at the Plymouth Public Library.

**Executive Manager's Report (Elizabeth Hacala)**

[See attached](#)

- Working out some issues regarding conference (see below for conference committee report)
- Due to necessity regarding changing the conference dates, Digital Commonwealth will no longer be putting on a post conference for the MLA conference. Elizabeth is working with them in order to secure a new date and location for their program.
- The Youth Services Section (YSS) Tattooed Youth Librarians Calendar is selling quite vigorously. The run is nearly sold out!
- Elizabeth is trying to add executive board members as administrators of MLA's Facebook page. Laura Bernheim has agreed to work with her on this.

**Treasurer's Report (Bernadette Rivard)**

[Report](#)  
[Budget Analysis](#)

- Membership income is slightly ahead of last year.
- Need to move money used to pay the Jordan Miller speaker into another account. Bernadette will do that as soon as she is able to secure access to the specific fund.
- MLA is transitioning away from being the fiscal agent for Digital Commonwealth (DC) now that DC has submitted paperwork to become a non-profit organization.
- A large income has been generated from the YSS Calendar sales.

### **Paralibrarian Section (Allison Sloan)**

#### Report

#### PARA (Paralibrarian Recognition of Achievement) Program Changes

- Some minor wording changes have been made to the document outlining the PARA, specifically on pages 3 and 5.
- The wording moves the recognition from a *notice* of achievement to a *certificate* of achievement.
- The document is modeled after the New York State Library Assistants' Association [certification program](#).
- Dinah mentioned two concerns which had arisen: one that there was some concern about a section certifying itself, and two that it needed to be clear that the PARA was not a substitute for professional librarianship. The two concerns were addressed in the ensuing discussion, as outlined below.
- Rob Maier from the MBLC talked about the Board's role in certifying Library Employees. Currently, the MBLC grants a [professional certification](#) (for staff who possess a Masters of Library Science from an American Library Association (ALA) accredited program) and a certificate of [sub professional librarianship](#). (The MBLC [contains a page](#) on its website detailing the Code of Regulations regarding the respective certifications.) Rob mentioned that the Board is looking to move away from the "sub professional entirely." He also mentioned that MLA as the Paralibrarian Committee parent organization would have to recommend candidates. He affirmed that representatives from the Paralibrarian Section and the MBLC have been having discussions about this, for a while.
- Allison assured Dinah and the board that this certification doesn't change the roles or skills of the paralibrarians. Kathy Lowe from the Massachusetts School Library Association (MSLA) said that the certification doesn't present a problem for school library teachers, saying that she hasn't heard about anyone getting hired over an MLS candidate because of a paralibrarian certificate.
- After much discussion over what section or committee should choose the certificates, ***a motion was made that a board consisting of members of the PARA review board and the Personnel/Education Committee would review candidates and then presented to the MLA Executive Board. The motion passed.***

### **Conference Committee (Sarah Sogigian and Ellen MJ Keane)**

- The annual conference will now be held on the originally planned dates: April 24, 25, and 26 at the Hyatt in Cambridge. The conference had been moved to earlier in the week, (April 22 – 24) because of a conflict with the Texas Library Association Conference. Partly because the original contract with the conference hotel had stated the dates April 24 – 26, the Hyatt changed the agreed upon room prices. Instead of the \$169/night/room that was agreed upon, the hotel changed the rate to \$199/night/room. MLA would be on the hook for \$48,000 if the contract with the Hyatt was broken. Likewise, MLA will be on the hook for \$21,000 if it does not sell out the blocked booking of rooms set aside for the conference. Taking all of that into consideration, the conference committee has decided to move the conference back to the original dates of April 24 – 26.
- Dinah commended the conference committee for handling the situation with "aplomb and graciousness."
- Please let the conference committee know if there is a certain program or workshop that must be retained on the program, since the date change means that some workshops may have to be eliminated.
- Allison Sloan is in charge of securing vendors for the exhibit hall and for sponsorships for the conference. She sent around a sheet with potential vendors, asking board members to assign themselves various vendors to call. This is vitally important as the conference will now be in conflict with the Texas Library Association.
- Sarah recommended that the executive board look at conference locations approximately 5 or 6 years ahead of time, while establishing a home base hotel approximately every other year. ***There was a consensus regarding this idea.***

- There was a discussion about conference rates for the 2013 conference. After much discussion, **the board approved the following rates for the 2013 conference:**
  - **Members**
  - \$100/one day
  - \$125/two days
  - \$170/three days
  - \$85/Friday only
  - **Non-Members**
  - \$145/one day
  - \$200/two days
  - \$250/three days
  - \$125/Friday only
  - **Students**
  - \$90/one day
  - \$120/two days
  - \$150/three days
  - **Exhibits Only**
  - \$30
- The conference committee is looking into securing shuttle service from nearby T stations. Daniel mentioned that there is an MIT shuttle which runs by that area.

#### **Massachusetts School Library Association (MSLA) (Kathy Lowe for MSLA President-Elect Judith Paradis)**

- Kristin Fontichiaro of the University of Michigan led a Common Core workshop that was attended by over 100 school library teachers.
- The next MSLA conference will be held March 2 – 4. Jack Gantos will be speaking. There will also be a “speed dating” event with the authors on the Saturday evening.
- Representative Sean Garballey (of Arlington) filed a bill at the state house regarding the role of the Massachusetts Department of Education and school library teachers, and the status of school libraries in the state. It’s modeled after a [bill passed in Pennsylvania](#).
- There is a new teacher evaluation system in place, [as set by the state](#). It will be important to learn how school library teachers will be evaluated. Will it be as aides, or as teachers?
- Kathy discussed the “[Letters about Literature](#)” program administered by the [Massachusetts Center for the Book](#).
- Contact has been made with Bridgewater University to see if there is interest on the part of the students in developing a marketing plan for school libraries.

#### **Legislative Committee (Beverly Shank)**

[see attached](#)

- The legislative committee would like to nominate Tim Allen, Springfield City Councilor, as MLA Advocate of the Year, and as a speaker for Legislative Day. **The Executive Board approved Tim Allen as MLA Advocate of the Year.**
- Plans for legislative day are under way. MLA and MSLA members will all be in one room, this year.
- Legislative breakfasts are coming together across the state.

#### **Massachusetts Board of Library Commissioners (MBLC) (Rob Maier)**

- The state revenues are falling short of revenues projected for this fiscal year’s budget.
- There have been intense negotiations with the state house regarding libraries.
- There will be a 5% reduction from current level of funding in FY 2014.
- The legislative agenda was adopted in October, including seeking funding for a statewide e-book service, similar to [Douglas County in Colorado](#).

- The legislative agenda will be an online in order to create a living document.
- Check out the [Tumblr site](#) for patrons to express why libraries are important to them.
- Rob passed out the MBLC “Strategic Plan in brief” that has been approved by the MBLC but not by the Office of Administration and Finance.

### **Massachusetts Library System (MLS) (Greg Pronevitz)**

- 70-90 people attended the [Take Action! Build Community Support](#) workshops.
- The MLS Executive Board has made a motion that will make it easier for libraries to join [MassCat](#).
- MLS has had to decertify approximately 170 school libraries. However, 34 of those libraries have been re-certified, and many new school libraries have joined MLS.
- Budget priorities are being discussed by MLS executive board, including expanding content for e-resources and virtual training.
- The MLS executive board would like MLS to be a significant player in the state e-book project.

### [Public Relations Report](#)

### [Technical Services Section Report](#)

### [Youth Services Section Report](#)

### **Old Business**

- **YSS Tattoo Librarian Calendar**
  - Has been a great success and has elicited a lot of feedback.
  - Because of the amount of publicity related to the calendar, it's been decided that the PR Committee will vet any press releases from individual sections and committees, and that press inquiries would go through the MLA President. Sarah suggested that press releases get passed down to the section/committee's chair as well as the section/committee members. Krista also said that publicity related to specific committees/sections go through that committee/section chair and president.
  - Dinah did receive a call from someone calling from Playboy radio about the calendar!
- **[Member Benefits Policy Proposal](#) (Maureen Ambrosino)**
  - A policy was drafted by Maureen, with the help of Elizabeth regarding member benefits for MLA.
  - A discussion ensued about the difference between individual benefits and institutional benefits. Ellen suggested two different policies – one for individuals and one for institutions.
  - A discussion also ensued about the concept of offering benefits, with Maureen stating that members have been asking.
  - ***A motion was made to send the policy back to the Membership Committee to develop it more, especially in regarding institutional memberships.***

### **New Business**

- Bernadette will send a reminder to section and committee chairs that requests for next year's budget, including both proposals and narrative descriptions, are due January 4. Susan requested that she also send out the current year's budget for comparisons.
- Jackie Rafferty proposed that MLA establish a Social Responsibilities Round Table, to address several of the issues affecting libraries. Many of the issues are being presented to the Intellectual Freedom (IF) Committee, but are not exclusively IF issues. Some examples are the growing cost of e-books and the digital divide. Another issue that was

brought up is the situation regarding Hyatt and the treatment of the employees. Since the MLA bylaws only mention the terms "section" and "committee" rather than "round table", Dinah will set up an ad hoc committee, led by Jackie, assisted by Vice President Elizabeth Marcus. There will be a lunch time meeting during conference in order to gauge interest.

- Sunny asked that motions in the minutes be highlighted in some way so that they stand out. Laura agreed to ***type the motions in bold and italics.***

The meeting was moved to adjourn at 12:20 pm by Susan. Ellen seconded. Next meeting is on February 8 at the Milton Public Library.

Respectfully submitted,

Laura Bernheim  
Secretary