



## **MLA Executive Board**

### **Agenda**

Friday, December 13, 2019, 10am  
Shrewsbury Public Library, 609 Main St

*Please join my meeting from your computer, tablet or smartphone.*

<https://global.gotomeeting.com/join/254124205>

*You can also dial in using your phone.*

*United States: +1 (872) 240-3212*

1. Call to order and vote to approve the minutes of the October 11 , 2019 meeting
2. NELLIS presentation
3. President's Report
  - a. Macmillan-committee to investigate legal angle
4. Treasurer's Report
5. FY21 Budget
  - a. Budget narratives
  - b. Master calendar/form for events
6. Association Manager's Report
7. Conference Update
8. Committee Reports
  - a. PP/VP: Strat plan update
  - b. YSS: COPPA
  - c. Past-pres: Nominations
  - d. V-P: website
9. New Business
  - a. Census (Nora)
  - b. Hate groups (PR)
10. Old Business
11. Adjournment

\*Next meeting: Friday, February 7, 2020



**Conference Committee  
MLA Executive Board Report  
December 2019**

**Meetings:**

The Conference Committee had a meeting at the Reading Public Library on Friday, October 25 at 10 am and on November 22<sup>nd</sup> at 10 am at the MLS Offices in Marlboro. Our next meeting will be held on Friday, January 24<sup>th</sup> at 10 am at the MLS offices in Marlboro.

**Conference Proposals:** There were over 100 proposals submitted for the 2020 MLA Conference. The Conference Committee spent over two and half hours whittling them down to just over 70 for the conference including several incredible keynotes including Nancy Pearl, Stephen Kinzer and Ryan Dowd. Shepherds are now working with program planners to make sure that the program proposals are finalized and ready to be docu-signed. All proposals need to be completed by January 6<sup>th</sup>.

**Sponsorship/Exhibitors:** Per Kristen Collins: A mailing went out recently via email to our master list of sponsors/exhibitors to invite them to register. There have been several inquiries but no one has registered quite yet; most don't register until after the holidays/early January. Another mailing will go out to non-responders after the holidays as well and she will do a call campaign as well.

The deadlines to register are different depending on the sponsorship with the earliest payment deadline being January 20 (to be listed as a sponsor on our pre-event teaser brochure mailing). Exhibitor registration payment deadline is in May.

Respectfully Submitted,  
Michelle Filleul, Conference Co-chair



## Intellectual Freedom/Social Responsibilities Committee

MLA Executive Board Report — December 2019

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### Past Activities:

- Joined the Freedom to Read Foundation as a \$100 Organizational Member on behalf of the MLA
- Submitted FY2021 budget
- Michelle Spinney, ALA Liaison, attended ALA-OIF's "State of the States" November meeting
  - Work with state leadership and legislative committees to look out for filing of bills in the spring that could affect funding, privacy, or intellectual freedom. Share any information with Deborah Caldwell-Stone at [dstone@ala.org](mailto:dstone@ala.org)
  - Share Your Censorship Story campaign <<http://www.ala.org/tools/challengesupport/share>>
    - January 1-October 31 = 258 online reports (25.8/month); November 1-11 = 7 online reports
    - Goal is to see an increase censorship reports in the last two months
- Members participated and helped facilitate at MBLC/MLS' *Communities in Crisis: Libraries Responding to the Opioid Epidemic Symposium*, November 15, 2019, Devens Common Center; member Michelle Eberle of MLS was Co-Chair

### Upcoming and Ongoing Work:

- Anna Gooding-Call, IF/SRC Conference Committee Member: MLA Conference 2020 session preparation
  - Stephen Kinzer, author and former NY Times: Institutional racism and public libraries
  - Daniel Lyons, Boston College: What net neutrality is
  - Madeleine Charney, UMass Amherst: Climate change and libraries
  - Lisa DiValentino, UMass Amherst: Fake news
  - Ally Dowds and Shiva Kuczinski, BPL and Pine Street Inn: Homelessness and libraries
  - Melanie Torres, Project Citizenship: How libraries can support citizenship efforts

Our next business meeting is scheduled for Tuesday, January 14, 2020, from 1-3 p.m. at the Canton Public Library. Agenda items include the possibility of holding a Symposium in FY2021. There will also be a presentation and discussion about the 2020 Census with Maura Deedy, Library Advisory Specialist, MBLC.

Respectfully submitted,

Andrea Fiorillo and Carol Witt  
Co-Chairs, IF/SRC



## **Jordan Miller Committee Report December 2019**

This year's winner of the Jordan Miller grant of \$500 to promote Storytelling in New England libraries goes to the Erving Public Library in Erving, MA. Erving is a rural town of about 1800 people in Western Massachusetts. In January 2020 the small Erving Public Library will be moving to a new and much more spacious building that will have room for programming. The grant money will be used to either hire a professional storyteller for the grand opening of their new library, or to offer a series of small storytelling programs on Sundays during the month of March.

Congratulations to Erving Public Library!

The award was announced at NELA and through the state reps to all New England States.

Tammy De Pasquale and Bethany Klem served with me on the Jordan Miller Committee this year.

Respectfully submitted,

~ Pam McCuen  
Jordan Miller Chair



## **Leadership and Management Section December 2019**

### **Meetings:**

The section had our 3rd meeting on November 7, 2019 at Minuteman Library Network. There were 23 people in attendance. For the resource talk portion of our meeting Jill Grabowski discussed a Library Journal webinar, Equity in Action, she recommended. We then heard from Jason Homer about his research on the topic of building trust. This presentation explored the following: How we build trust with staff on a daily basis, how trust break down on a daily basis, that kindness every day is a way to build trust, and big changes use up “trust equity,” so you have to rebuild. The group then discussed a topic sent in through our Help Form.

The next meeting is January 9, 2-4p at the Massachusetts Library System’s new office! We will have a solutions-oriented discussion about dealing with difficult staff.

Meanwhile, a few members are helping to put together and shape conference programs that were accepted to MLA 2020.

Respectfully submitted, Kim Hewitt, Leadership Co-Chair



## **Legislative Committee Report December 2019**

Library Legislative Day at the State House is set for Thursday, April 2, 2020. We know there will be conflicts with other events, however this took a great deal of effort to get the date. We are very excited about moving forward with some more organization of attendees to meet with their legislators in groups. Therefore, the registration component will be mandatory (at least as best as possible.) The Library Legislative Day Committee members include Tressa Santillo, Jayme Viveiros and Catherine Halpin. They are off to a great start! Note: there will be a Showcase component – so expect to see application form in January.

The Legislative Committee is actively promoting “Legislative Breakfasts/Receptions” and we are asking that when a group has arranged an event – they submit the following information to [manager@masslib.org](mailto:manager@masslib.org) and cc: [wadamczyk@ocln.org](mailto:wadamczyk@ocln.org):

1. Date and Time
2. Location
3. Contact - name, phone, email
4. Legislator speakers or keynotes
5. RSVP email or link

The MLA Events Calendar will be the best way to see when legislative events are scheduled. These events are an excellent opportunity to advocate for our libraries and to provide a unified voice in support of the MBLC Legislative Agenda.

We welcomed two more new members: Myron Schirer-Suter, Gordon College and Amy Lewontin from Northeastern University Library.

The Leg Com is continuing to work on the program for the MLA Conference in Hyannis, May 2020. It is based on the previous program with the intent to invite different Reps and Senators to speak. We plan to promote the program in conjunction with the Leadership Committees program on local advocacy.

In our effort to encourage Library involvement with the Census 2020 activities, we invited Raymond Bennett, Partnership Specialist, New York Regional Census Center, to speak to the Committee. Each time we hear from the representatives of the Census 2020, we pick up new ideas on how our libraries can be in the forefront of this important census.

The MLA Legislative Committee’s next meeting is Friday, January 17, 2020 at Minuteman in Natick, 10 a.m. – 12 noon.

Respectfully submitted  
Jennifer Harris, Chair



## **Membership Committee December 2019 Report**

The Massachusetts Library Association has 610 members. We also have 216 members who have lapsed and 7 new members in the past 30 days.

A spreadsheet of the contact information for the members having joined since October was sent to committee/section chairs. Also, if you have people on your committee who need their membership status verified, please let Laurie (llessner@sailsinc.org) know.

A meet & greet is scheduled for Friday, Dec. 13, 2019 at Fitzzy's Pub in Plainville. There are only a few people registered on the Facebook event - <https://www.facebook.com/events/486285628655742/>. Please sign up if you'd like to join!

Respectfully Submitted by,  
Melissa Campbell, Co-Chair  
Laurie Lessner, Co-Chair  
Kim Hewitt  
Patrick Marshall



## **Paralibrarian MLA Executive meeting Report December 2019**

- Our last meeting was held at the Norwood Public Library and some participants attended via gotomeeting. Our section is recruiting, and we are happy that Desiree Zicko, paralibrarian at RPL and Lisa Julien-Hayes from Swampscott Library logged in and expressed interest in volunteering. Our next meeting in January is Virtual. Check Event Keeper on how to log in.
- MLA Conference
  - Paralibrarian Program was accepted and will address serving patrons with disabilities
  - Developing Ideas for Paralibrarian gift basket for conference
  - The section is working with DEMCO to sponsor the BCDT as in past years.

### **Career Development:**

- PARA Certification
  - Updates to the PARA Certification guidelines were made
  - Reviewed seven PARA Certification Portfolios (3 MLA members and 4 nonmembers for a total of \$260.00)
- Mass General Laws
  - Working with Mary Rose Quinlan at MBLC to draft updated language about the PARA Certification for use on the MBLC website including links to guidelines.
  - Assisting the MBLC as possible to support the elimination of the term “sub-professional” from the MGLs

Respectfully submitted,

Anna McGrath  
Chair Paralibrarian Section





## **Personnel and Education Committee December 2019**

The Committee will conduct a survey in January to solicit feedback from membership to inform goals and priorities for the upcoming year, and to recruit members interested in participating in ongoing projects. A meeting will be held in spring.

### **Conference:**

The Committee will sponsor the following program at Conference:

*Comparable Work: Advocating for Pay Equity in Our Profession*

The issue of comparable worth, pay equity and job classification for the perceived ‘softer’ professions have been a source of debate for municipalities for decades. Highly educated professionals in some fields are not perceived to have the value to an organization as the traditional “harder” professions of finance, planning and information technology. Our panel will discuss these issues, with a particular focus on the impact of the recently adopted Massachusetts Pay Equity Act and the implication of classification and compensation systems.

### **Panelists:**

- Patty DiTullio, MLS, Library Director, Ipswich Public Library
- Mary Flanders Aicardi, Principal Associate for Human Resources, Collins Center for Public Management
- HR Director (TBD)

Respectfully submitted,  
Patty DiTullio, Chair



## Public Relations Committee Highlights December 2019

- Working closely with Conference Committee on Public Relations programs for the Annual Conference.
- In contact with Anna Popp (MLS) about the ways in which PR Committee can collaborate with future programs and speakers.
- Association newsletter was sent out. We appreciate the content and information provided from everyone
- Working with Committee Members on Hall of Fame - will explain and invite new participants into the process
- December 13th: we have an in-person meeting scheduled with PR Committee. We will be sorting out our work and goals for 2020.
- PR Committee member Amanda Fauver has created comprehensive reports on our publication efforts.
- On December 6, an MLA member reached out to @MassLibAssoc on Twitter with a request that MLA provide guidance on not providing space for hate speech that is specifically tailored to Massachusetts Libraries. MLA provided a referral to ALA Resources and told the MLA Member that MLA would forward their question on to MLA Leadership. We are passing along this request to EB in the event that this conversation grows and/or MLA receives more requests. A link to the Twitter string is available here: <https://twitter.com/wrk2lib/status/1203003000740032512?s=20>

Respectfully submitted,

Andrea Puglisi



## **Readers' Advisory Section Report December 2019**

The Readers' Advisory Section met October 17 and December 7, and is next scheduled to meet February 6, 2020.

Our SinCNE liaison, Molly Riportella, stepped down from her position due to the undisclosed financial requirements of the role. Our secretary, Nanci Milone-Hill, has also stepped down from her position. We are brainstorming methods of increasing membership and participation.

We had the following program proposals for the 2020 MLA Annual Conference approved:

- Listeners' Advisory (audiobooks)
- Book Group Is Not A Democracy (starting and sustaining book groups)
- Genre "Bookcamp": Crime, Romance, Science Fiction/Fantasy--Plus Audience Choice

Our presence on [masslib.org](http://masslib.org) is now visible, and we will continue working with Rebecca to enhance it.

Strategic plan priorities for our first year are: conference program proposals (complete!), budget, and growing membership.

Respectfully submitted,

Pam Aghababian and Alene Moroni, co-chairs



## **Reference User Services Section December 2019**

RUSS held its second meeting of the year on Friday, November 1st at the new MLS offices in Marlborough.

After discussing RUSS business matters and updates from MLA (MacMillan Publishing & LinkedIn Learning) we had Michelle Eberle from MLS to give an informative presentation on best practices for providing mental health information in libraries. This presentation also included tips and tricks for dealing with burnout as a library employee.

RUSS will hold its next meeting on Friday, February 7th at the Massachusetts Library System's office in Marlborough. We are hoping to have a speaker and discussion on the upcoming 2020 Census and the role of public libraries in helping facilitate the census.



## Youth Services Section Report December 2019

The Youth Services section held its latest meeting in Chicopee on November 21, 2019. We discussed the conference schedule and some adjustments we wanted made. Our Conference Committee Liaison Bethany Coito (New Bedford) is unable to serve the rest of the term, so our Secretary Katrina Ireland (Northborough) has taken over that role and our Member-at-Large Northeast Katrina Lewin (Tewksbury) has stepped up to Secretary. The role of Member-at-Large Northeast will remain vacant until after elections in March/April and the new Chair may appoint that role as per our section's bylaws.

Our new logo, designed by Katrina Lewin of Tewksbury, was selected and may be viewed at the top of this page, on our Facebook page, and on our Twitter account. We will use this for future branding.

Ellen Sulzycki will collect funds for paper/stationery/fun pens or other writing implements to coordinate with the summer reading theme (fantasy/write your own story) for the YSS raffle basket for conference.

As of 12/10/19, YSS has collected 23 pet photos for our planner, raising \$115 in submission fees to offset printing costs. We have not yet spent any of our budget this year. The pet photo collection has been extended to December 30 to hopefully maximize the photos and funds (we have 27 remaining spots). Additional design changes were recommended by those present, which Marissa put into the document.

The submission fees are paid to the YSS Chair, who will then turn that fundraising money over to the MLA Treasurer. We discussed using the fundraising money in the future to create a scholarship for a youth librarian to attend a day of conference or join MLA.

It is apparent that those in attendance find much value (and little to no cost) attending their local sections and roundtables. There was a question as to what the membership to MLA gets youth librarians? Some ideas were raised about making our meetings virtual and doing social events more often, creating an email newsletter, etc. These ideas will be explored further at a later date.

Our next meeting is at the Tewksbury Public Library on Thursday, January 16 from 11:00am-1:00pm.

Respectfully submitted,

Marissa Antosh  
Chair

## MBLC Director’s Report to MLA Executive Board December 2019

Mary Rose Quinn and I met with House Library Caucus co-chairs Reps. Higgins and Murray and their aides to ask for their guidance regarding next steps for **H.4154, *An Act Financing the General Governmental Infrastructure of the Commonwealth***, which has been referred to the House Ways and Means Committee (of which they are both members) and now includes **\$150 million** for the Massachusetts Public Library Construction Program (MPLCP). Rep. Murray told us that Rep. Cabral, chair of the House Committee on Bonding, Capital Expenditures, and State Assets, personally amended H. 4039 (a previous version of H.4154), to include an additional \$50 million for the MPLCP. Rep. Murray recommended that we focus on solidifying support for the \$150 million now included in H.4154 rather than seeking an amendment to our requested level of \$250 million, particularly given that Rep. Cabral indicated in our meeting with him that he supported additional funding for our program, but not up to \$250 million.

**Strategic Plan 2021-2025:** We have selected Abby Straus/Maverick & Boutique as the facilitator for our next strategic plan. Our management team held our first call with her on Monday, December 2, and we have scheduled a call with her, our Executive Committee and management team for Wednesday, December 18. We will be discussing the project scope/timing and identifying stakeholders.

**MPLCP:** The Springfield East Forest Park branch will be dedicated on December 19; Commissioner Ochsenbein is scheduled to speak. The Dartmouth North branch is having their soft opening in December, but we don’t have a date yet. Their dedication will be in January.

**Trustee Orientations:** The final Trustee Orientation session of the fall 2019 season was held on November 5<sup>th</sup> at the Middleborough Public Library. The following is a summary of sessions:

Date	Location	Attendance	Registered
Wednesday, September 25, 2019	Sudbury	24	26
Wednesday, October 9, 2019	Westfield	24	30
Wednesday, October 16, 2019	Chelmsford	14	17
Wednesday, October 30, 2019	Williamstown	8	10
Tuesday, November 5, 2019	Middleborough	12	14
<b>TOTAL</b>		<b>82</b>	<b>97</b>

### **Communities in Crisis: Libraries Respond to the Opioid Epidemic** at Devens Conference Center

The Opioid symposium was a great success. The event attracted 140 attendees, including speakers and exhibitors. Presentations included perspectives from a medical researcher, a journalist, social workers, a psychologist, and Middlesex District Attorney Marian Ryan. In addition, the library perspective was delivered through a series of Ignite talks by librarians from across the state. The day concluded with a discussion exercise exploring library policies and next steps.

The MBLC is offering mini grants to attendees to keep the conversation and momentum around this issue going. We are currently accepting applications and will be awarding grants next month.

The event was made possible through the vision, passion and hard work of Shelley Quezada and Michelle Eberle from MLS. Initial feedback based on evaluation surveys:

I am more aware of issues related to the opioid epidemic: 48 responses – 30 strongly agreed, 10 agreed

I feel more confident about becoming involved to respond to the opioid epidemic: Of 48 responses – 27 strongly agreed, 20 agreed

I intend on engaging in a community partnership to respond to the opioid epidemic: Of 48 responses – 20 strongly agreed, 15 agreed

Comments included:

The range and scope of the information presented. The different POV's were very helpful. The presentations were clear and concise. I found it very valuable as a topic to expand my answers to people who ask "who needs libraries anymore."

I really liked that the breadth of topics encompassed all sectors of the opioid crisis in our communities, and, that the Ignite sessions demonstrated concrete, supportive roles libraries play as responders. The hands-on approach of all presenters was the common thread that kept the packed-day an eye-opener. Libraries, too, are places of awareness and response -- they are as vital to the prevention, treatment and healing within communities as their municipal counterparts.

Keep holding programs like this, which address issues and problems in society as they relate to libraries.

Keep doing what you can to dispel the widespread notion that topics like [this] don't pertain to public libraries. It's rather demoralizing to hear that attitude from people day after day when you and your co-workers are literally saving lives. Thank you for listening and acting!

Thank you for putting together such an informative and engaging symposium! Strong work, Shelley and Michelle!!

**Martha's Vineyard Outreach:** Maura Deedy and Rob Favini visited the libraries, trustees and friends of Martha's Vineyard Libraries on Wednesday November 20 and Thursday November 21.

They spoke to the trustees about policy development, with conversation centering around meeting room policy and tutors. They also discussed going "fine free." With the Friends, they spoke about the role of a Friends group for library support and working with other groups. Maura led the Friends in an elevator pitch exercise, as part of a larger of thinking about marketing the Friends group to help drive membership.

Rob and Maura also spent time with the directors of the Chilmark and Aquinnah libraries and heard about the challenges of life on the Vineyard as it relates to the library. Directors talked about staff members who are leaving the Island, due to the high housing costs. Affordable housing is a concern across all industries on the Vineyard, due to the limited housing stock, protected land, and the desirability of second homes.

**2020 CENSUS:** Maura Deedy spoke at the MLS Annual Meeting on 11/4 about the Census, focusing on a high level overview about the challenges and opportunities for libraries. She also gave a brief presentation to the CW MARS membership on 11/19.

Maura also presented as part of the MLS/MBLC Census 2020 Webinar on 11/26. The webinar included Vatsady Sivongxay, Statewide Complete Count Committee Coordinator and Ray Bennett, Senior Partnership Specialist at the Census Bureau, who talked about the impact of the census and operations, respectively. There were 92 people signed up, and 45 people on the call.

# The Massachusetts School Library Association (MSLA) Update to MLA Executive Board - December 2019



Our **2020 Conference, “We can do it: School libraries build strong communities,”** will be held March 29-30 at the Sheraton in Framingham.

Keynote speakers include: Representative Tram T. Nguyen State Representative for the 18th Essex District

We are finalizing our **Advocacy Action Plan for 2019/2020**. We’d like to thank all who joined our October Advocacy Summit meeting to plan, i.e., MLA, MBLC, MLS, and MTA. The Action Plan includes:

## Advocacy Priorities

- Develop a one-pager to explain our advocacy priorities with multiple audiences, e.g., legislators and state officials, educators, administrators, and parents.
- Share our call to action and means to advocate with all MSLA members

## Legislative Breakfasts and Legislative Day

- Host two breakfasts in school libraries
- Have a school library representative share our message at all breakfasts
- Include school librarians in joint visits with elected officials on Legislative Day

## Outreach

- Connect each member of the Joint Committee on Education with an MSLA member constituent
- Share a copy of the Special Commission on School Library Services with each Board member of the Dept. of Elementary and Secondary Education
- Build relationships with school administrators
- Build relationships with stakeholders from outside the profession, e.g., parents
- Strengthen relationships with education cooperatives

## About MSLA

The MSLA is an association of school librarians, supporters of school libraries, and other stakeholders. We host professional development events and an annual conference to support our 700 members.

Next Board meeting is December 18, 2019.

## Contacts:

- Laura Luker, President, [luker.laura@gmail.com](mailto:luker.laura@gmail.com)
- Emily Kristofek, Office Manager/Event Planner - [emilykristo@gmail.com](mailto:emilykristo@gmail.com)
- Greg Pronevitz, Director of Outreach - [greg@pronevitzconsulting.com](mailto:greg@pronevitzconsulting.com), 978-760-4767



# MLS Update

December 2019

## Annual Meeting

Our 9<sup>th</sup> Annual Meeting was held on Monday, November 4, 2019 at the College of the Holy Cross. Attendees participated in our annual business meeting, heard updates from MLS, MBLC, MLA Legislative Committee, and enjoyed presentations by Peter Sokolowski, Lexicographer at Merriam Webster, and our 2019 Project SET Cohort.

The membership voted to approve the FY2021 Plan of Service and Budget as well as the Nominations for Executive Board and Board officers.

I also want to thank our staff, who, through a year of changes, remained dedicated and committed to providing excellent service to our members. At the end of the update, you'll see a special thank you we prepared for Annual Meeting.

Thanks to those of you who were able to join us. If you were unable, or would like to review presentations and docs, they are available on our Resource Guide: <http://guides.masslibsystem.org/Annual2019>

## MLS Staff Update

Terry McQuown, our new Consulting and Training Services Director, joined MLS in November. Read more about Terry on our News site: <https://www.masslibsystem.org/blog/2019/11/13/mls-welcomes-terry-mcquown/>

And contact Terry at:  
[terry@masslibsystem.org](mailto:terry@masslibsystem.org)  
508.357.2121 x302

We also said goodbye to Shelah Coullard, our BiblioTemps Manager. Shelah left MLS in late October for her next adventure!

## A Note of Sympathy

MLS was saddened to learn that our friend, advocate, and supporter, Frank Murphey passed away. Frank served as an MBLC Commissioner for many years, and also filled the role of Commissioner liaison to the MLS Executive Board for several terms. He was a huge champion of all things MLS, especially the Summer Library Program. His term on the MBLC ended about a year ago but was still very involved in his home libraries in Arlington and on the Cape.

We also share our thought with the family of Peg Barber. Peg, a marketing force with ALA for many years (she created the ALA READ poster program), passed away in late August. Peg also worked closely with MLS on our recent Word of Mouth Marketing program. We are honored to have been able to support the sharing of Peg's knowledge, kindness, and advocacy work with MLS members. Read more about Peggy and her incredible work on behalf of libraries at: <https://www.libraryjournal.com/?detailStory=Peggy-Barber-Library-Promotion-Pioneer-Dies-at-75>