



MLA Executive Board Agenda

Friday, October 9, 2020, 10 – 12

Virtual meeting via Zoom

Join Zoom Meeting

<https://us02web.zoom.us/j/82832523996>

Meeting ID: 828 3252 3996

1. Call to order and vote to approve the minutes of the July 9, 2020 meeting.
2. Treasurer's Report and FY21 budget update
3. FY22 budget planning
4. Conference Update
 - a. Plans for virtual event
 - b. Budget
5. Strategic planning update (Nora)
6. Updates
 - a. MBLC
 - b. MLS
 - c. NELA
 - d. Others
7. New Business
 - a. When should statements/letters be brought to Executive Board rather than Administrative Committee? (Woburn)
8. Old Business
9. Adjournment

*Next meeting: Friday, December 11, 10am



Association Manager Monthly Activity Report

Date: September 2020

Meetings Attended

- Attended 9/11/20 Virtual Admin Board Meeting.

Membership/ Customer Service

- Designed Google form to make voting on statements easier and more streamlined.
- Designed Survey Monkey form

Outside Agencies

- 17 new/renewal joint NELA members
- 7 new/renewal joint ALA student members

Financial

- Put a hold on aging receivable emails due to the pandemic. Added language to membership renewal emails to contact us if membership cannot be paid due to budget freezes.
- Continued to make bank deposits.

IT

- Based on feedback, canceled GoToMeeting and began service with Zoom.
- Added Bylaws page to website, updated Admin board info on website
- Added printable list of 20-21 calendar dates to website, Nancy Pearl's booklist. Learned how to embed Youtube videos in Wild Apricot to share annual meeting, Readers' Advisory and Nancy Pearl videos.
- Posted call for 2021 conference program proposals on website.
- Onboarded new eboard officers (calendar/website editing/document storage, etc)

Goals Met:

- Updated list of institutional members on membership form page.

Goals for Next Month:

- Create "ways to support" MLA page on website/
- Use WA's clone site feature to explore website redesign.

Respectfully submitted,
Rebecca Beckley
Association Manager



Conference Committee Report October 2020

Meetings:

The Conference Committee held virtual meetings on July 24, August 21 and September 18th. Our next meeting will be held on Friday, October 16 at 10 am on Zoom.

Conference Update: The 2021 Conference will be virtual this year. “Let’s Get Digital” will be held May 17-19. The Conference Committee has decided that we would like to make this conference free to all MLA members. The committee believes that in this time, it would be equitable and beneficial to all to be able to attend at no cost. The Conference Co-Chairs and Conference Director are still discussing what the registration fee will be for non-members.

Virtual Production: We’re currently in the process of interviewing/vetting virtual production companies to assist with MLA 2021.

Program Schedule and Program Proposals: Due to the 2020 MLA Conference being cancelled due to the pandemic, the majority of those programs scheduled will be moved forward to the 2021 conference. We are currently calling for proposals with an emphasis on how libraries have handled COVID-19. Proposals must be turned in by November 2, and the Conference Committee will go over the proposals at our November 20th meeting.

Sponsorship/Exhibitors:

Sponsors: Kristen is working on the sponsorship opportunity proposal; the goal is to send out sponsorship opportunities to our contact list in December as we’ve historically done.

Exhibitors: Kristen reached out to a few long-standing/past MLA exhibitors who attended ALA 2020 and other virtual conferences for feedback. The overall consensus was that the volume of leads received was not worth the investment/time; these same past supporters said explicitly they would not participate in MLA 2021 as an exhibitor should we choose to offer one but would consider a sponsorship. Therefore, we will NOT be having a virtual exhibit hall.

Respectfully Submitted,
Michelle Filleul, Conference Co-chair



Jordan Miller Committee Report October 9 2020

In this year's grant cycle the Jordan Miller committee will give preference to libraries outside of Massachusetts.

We will send out a call for applications in mid October. The time line is pushed out this year because of COVID. We hope to decide on a winner by the first week in December.

Amy Dorsheimer of Nevins Public Library has joined the Jordan Miller committee as Co-Chair.

Respectfully submitted,
Pam McCuen
Jordan Miller Committee Co-Chair



Leadership and Management Section Report October 2020

- LAMS held the first meeting of this year September 17 on Zoom.
- There were 23 people in attendance
- We will hold thematic virtual meetings this year based on an element of leadership and management, with a presentation or an outside speaker.
- We had previously discussed hosting a one day conference on leadership, but will focus instead on developing a high quality program for MLA Annual Conference this year.
- Topics on future meeting themes include:
 - Budgets and Advocacy
 - The future on the library post-pandemic world
 - Stress management
 - Processing rapid change
 - Fear of Mission Creep
- We facilitated a Leadership Style Exercise and discussed two Case Studies.

Respectfully submitted,
Sarah Sullivan, Co-chair



Legislative Committee Report October 9, 2020

Over the summer LegCom continue to meet remotely, with calls in July and August. The membership of the committee has remained pretty consistent over the past several months, with the group taking a break on recruitment during the pandemic.

The focus of LegCom has been the State Budget and the MBLC Legislative Agenda. Both have stalled at the State House as a result of COVID 19. LegCom is prepared to provide messaging for advocates if and when it is needed to respond to budget amendments. In the meantime, the group has prepared an Engage message for our advocates to use to update and inform legislators about all of the services libraries have provided during this time of crisis.

LegCom is having conversations about what legislative breakfasts will look like in 2021 and are already preparing for a hybrid, or virtual Legislative Day for next year. There are still so many unanswered questions, that it is hard to prepare too far in advance.

LegCom continues to benefit from working with members of MBLC, MLS, MSLA, WMLA, and CMLA, who regularly attend our meetings.

Next meeting: November 20th

Respectfully submitted,
Co-Chair, Jennifer Harris, Plymouth Public Library
Co-Chair, William Adamczyk, Milton Public Library



Library Information Technologies Section Report October 2020

LITS met on September 14 to discuss goals for the section. We identified a few areas to focus on, such as keeping staff up to date on tech (both in terms of training and news) and advancing our commitment to patron privacy. We are planning to meet every other month this year. In between meetings, we're communicating via email (mla-tech@minlib.net) and Slack (librarytechchat.slack.com).

Respectfully submitted,
Callan Bignoli
Chair



Paralibrarian Report October 2020

- Our last meeting was a virtual meeting attended via GoToMeeting on August 25th, 2020.
- The deadlines for applying for the PARA certification were set for this year. They are: November 6, 2020 and March 5, 2021. The portfolios will be reviewed by our review board the weeks following.
- MLA Conference:

Decision was made to present “Serving the needs of Those with Disabilities in a library setting” at this year’s conference. We discussed what that would look like in a virtual setting and how to present our Awards and Certifications at next year’s conference virtually.

- The Paralibrarian Section Awards were announced: Outstanding Library Support Staff of the Year was awarded to Anne-Marie Harris of the Berkshire Athenaeum and Paralibrarian Advocate of the Year was awarded to our current MLA Paralibrarian Section Chair, Anna McGrath of the Newburyport Public Library.
- Our next meeting will be on October 21 at 10:00 am. We will decide on the rest of this year’s meeting dates at our next meeting. All meetings will be virtual this year. No regular meetings will be held during the months of November and March to allow for portfolio reviews to take place.

Respectfully submitted,
Anna McGrath
Chair Paralibrarian Section



Public Relations Committee Report October 2020

MLA's Public Relations Committee has been working to improve inter-committee communication. We have seen an increase in discussion about our work, getting to know each other better and we are on-boarding people and introducing them to the exciting work that is ahead for MLA PR.

Notable Committee activities include:

- Thursday, August 13, 2020: MLA PR Committee held a live, virtual Facebook event with New Hampshire Library Association to talk trends in public relations, communications and libraries. MLA PR Chairs Jocelyn Tavares and Andrea Puglisi were joined by MLA PR Committee Member Erin Fragola, all of whom gave insightful responses to NHLA's answers. MLA PR Committee members Melody Friedenthal and Carol Gafford were in attendance in addition to several other virtual audience members.
- Thursday, September 24, 2020: MLA PR Committee met virtually to discuss official PR Committee work, including Hall of Fame awards, Conference and began to discuss the process for the 2021 Public Relations Awards which are expecting to be an entirely virtual process. MLA PR Members will complete their assessments and votes for Hall of Fame Awards by October 7th.
- MLA PR Committee has scheduled another virtual PR Committee Meeting for Thursday, October 22 at 3:00 PM.
- NELA Public Relations and MLA Public Relations Committee continue to remain in contact and cross-promote content wherever sensible.
- MLA PR Committee is evaluating proposed conference programs from the 2020 conference to determine viability, mainly the shared social media program with librarians from the Somerville Public Library.

MLA Public Relations Committee continues to work on developing a style guide and policy for the association. Committee members have been working on discussing these topics using our improved communication channels. MLA PR Committee is also working on coming up with recommendations on how to improve communications from across MLA sections and committees so that we better reflect the association's work or interests online.

Respectfully submitted,
Andrea Puglisi and Jocelyn Tavares
Co-chairs



Youth Services Section October 2020

The Youth Services Section held its latest meeting on September 15 via Zoom. We discussed our goals for our section's social media accounts and keeping them in line with MLA's guidelines and statements. We thought combining fun-but-on-topic posts combined with "serious" items, by which we meant meeting announcements and such, would be a good combination, but wanted to have a document to refer to. All current YSS Board members have admin access on the YSS Facebook page. Past Chair has access to the Twitter account.

We also discussed a YSS-specific newsletter and what we'd like it to contain with a goal of starting in January 2021 and running quarterly. YSS already has a (free) MailChimp account.

We had talked about a presentation about getting teens to vote (it had been a conference proposal) but the presenter thought the timing was too short. Also, our calendars are still available on the MLA website for purchase.

After our meeting, due to some antagonism against our Chair on social media, I engaged in a dialogue with some of the antagonists on Twitter publicly and Facebook privately. MLA was tagged in a tweet and I brought it to the attention of the President, Past President, President-Elect, and Secretary as well as the PR committee. Decisions were made by MLA administrators. Our Chair resigned of her own choosing and another YSS Board member was asked to step down. The remaining YSS board and the MLA President have a meeting scheduled to address these issues and get the section back on track. I will serve out my term as Acting/Past Chair through December and by then we hope to have a full YSS Board again. As per YSS bylaws, I cannot be elected again at this time.

I'm sure the MLA admin will fill you in as I am unable to attend the meeting. Please address any questions you have to yss@masslib.org as I am still accessing the section email at this time.

Remotely and respectfully submitted,

Marissa Antosh
Past Chair, YSS

MLS Update to the MLA Board

October 2020

Executive Director Activities

Sarah Sogigian, Executive Director

I have begun conducting socially distanced site visits with our members, in an effort to better support them as they navigate through the pandemic. I've enjoyed seeing the changes they have made to the regular processes in an effort to serve their communities safely. It's been difficult to go to visit our schools, specials, and academics, but I'm in touch with representatives from these types as well to extend the offer to visit either in person or virtually. Pictures and "did you know" facts are posted after each visit on my Twitter account (@sarahsogigian) and retweeted to the MLS account (@masslibsystem).

August site visits:

Morrill Memorial Library, Norwood

Westborough Public Library

Lawrence Library, Pepperell

Planned Sept site visits:

Thomas Crane Library, Quincy

Goodnow Library, Sudbury

Stoneham Public Library (with Rob Favini, MBLC)

Belmont Public Library (virtual visit)

Charlotte Canelli, Director of the Morrill Memorial Library, sent this message out to the MLS-Directors listserv about my visit:

From: <mls-pubdir-discussion-request@mblc.state.ma.us> on behalf of Charlotte Canelli <CCanelli@minlib.net>

Reply-To: Charlotte Canelli <ccanelli@minlib.net>

Date: Thursday, August 27, 2020 at 10:05 AM

To: "mls-pubdir-discussion@mblc.state.ma.us" <mls-pubdir-discussion@mblc.state.ma.us>

Subject: [mls-pubdir-discussion] Good Morning

Dear Directors,

Sarah Sogigian, MLS Executive Director, visited me yesterday here at the Morrill Memorial Library in Norwood. We took a socially-distanced tour of our library operations since we "reopened." She also got a chance to see how our staff are holding up in this strange time of online programming, curbside contactless pick-up (afternoons), and very limited browsing/computer use (mornings.) We chatted about MLS and the importance of delivery to Norwood's patrons, especially now that they are staying close to home. We also talked about professional development and networking needs now that our staff is all working together in the building.

Sarah is interested and enthusiastic about reaching out to Massachusetts directors across the state and learning from them what MLS can do to ease the burden of the pandemic on Massachusetts Libraries and their communities. We know we are looking at a year when library conferences and meetings will

Consulting and Training Services report

Terry McQuown, Consulting and Training Services Director

MLS consultants are busy preparing for their Fall continuing education classes. All classes will be held online. Classes will mostly begin in October, with topics including:

- Civic engagement
- Job-seeker resources and programs
- Policies, procedures and guidelines
- Spotlight on literature
- Using connected learning for teen programs and services
- Improving library marketing

Our LibGuides continued to receive a large number of views in August:

- [Coronavirus \(COVID-19\) and Massachusetts Libraries](#) 7822 August views
- [Climate Preparedness Week 2020](#) 829 August views
- [The Art of Employee Communication](#) 815 August views
- [Anti-Racism for School & Youth Services Librarians](#) 761 August views
- [Social Justice and Libraries](#) 459 August views

Similarly, our recorded webinars on Vimeo received significant use during August:

- 1106 August views
- 188 August finishes

Coming up in September, we will be offering the following live virtual programs:

- The Art of Employee Communication: 9/3 (14 attendees), 9/23, 9/29
- Virtual Check-In: Youth Services: 9/3 (40 attendees)
- Libraries Promoting Voter Engagement: 9/9
- Using the RACI Matrix to organize a communication campaign, in COVID context: 9/28
- Reference & User Services Virtual Check-In: TBD
- Marketing Virtual Check-In: TBD

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- Marketing Virtual Check-In: TBD

Other significant activities coming up in September:

- MLS signed up as a Community Partner for National Voter Registration Day (9/22). Michelle Eberle is planning a webinar with speakers from National Voter Registration Day, the Secretary of the Commonwealth's Office, and a couple librarians to highlight the opportunity for libraries to get involved with National Voter Registration Day. This is a non-partisan civic holiday celebrating our democracy. ALA is also a partner.
- MLS is partnering with Communities Responding to Extreme Weather and the Blue Marble Librarians to develop a social media toolkit to promote key virtual events for Climate Preparedness Week (9/24 – 9/30). There are five key events with a focus on how climate resilience is social resilience. There are also several events that address climate resilience with a focus on racial justice. The kick off event is a discussion with Eric Klinenberg, author of *Palaces of the People* and *Heatwaves*, who coined the term "social resilience." About 40 libraries across Massachusetts are registered to partner with CREW on the virtual programs or host their own programs. Michelle Eberle is coordinating MLS support for this project.

Mark your calendar for these upcoming events:

- Teen Summit: 10/2
- Small Library Forum: 11/17 – 11/18 (supported by a grant from the Manton Foundation)

Resource Sharing Report

Scott Kehoe, Library Resources Director

As always, my appreciation to the Resource Sharing and IT staff. Morale is holding steady as we saw an increase in activity from K-12 schools and academics in August, prepping for the coming school year. The following statistics and commentary below illustrate the hard work of the Library Resources staff.

Member Interactions / Support requests (email, phone):

2020 vs 2019: 1 March – 31 August

Support Area:	2020	2019
Interlibrary Loan	2,444	3,819
Commonwealth eBooks	625	257
State-wide Databases	195	130
MassCat	315	97

- **Interlibrary Loan (ILL)** – August was the first full month of the ILL team physically processing items at the Marlborough office. ILL continues to come back in fits and starts in Mass., the United States, and internationally. MLS member libraries have been exceedingly generous with their gratitude to be able to at least place requests and supportive of the ILL staff efforts to find lenders. As stated previously will be the norm for the foreseeable future. The ILL staff will be hosting an open "check in" webinar for library staff with questions or to just touch base with MLS staff and colleagues across the state. We will continue to run these through the coming year in lieu of on-site ILL trainings.
- **Commonwealth eBooks (CEC)** – As evidenced by the above statistics, a noticeable uptick in K-12 school queries to join CEC in August, most members indicating that they need to do this now to use currently available school budget monies.

- **Databases** - Still seeing considerably more support tickets helping libraries with online access issues compared with the same time period in 2019. Gale offered six well attended online workshops in August.
- **MassCat** –Eight of fifty member libraries are open for network sharing and on state-wide Delivery. Historically the last week of August starts the busiest time of year for MassCat as its school members return. This year, given the delayed openings/remote-starts, the normal avalanche of schools requesting to have student dates uploaded/updated and be turned back on, has not yet occurred, but bracing for September. I have also enlisted our newest Resource Sharing Assistant, Kate Bowen, to help with uploading school student data into the MassCat system. Most communication thus far with school members has been about their re-opening plans and availability.

Business/HR Report

Betsy Meaden, Business and HR Director

- Amanda Fauver, Membership/BT manager applied for a CARES Grant supported by the Institute of Museum and Library Services, administered by the MBLC, and received \$3,000. The money will be used for a series of virtual programs related to job searching and career development. The virtual workshops will be free and presented under the BiblioTemps® service.

The Massachusetts School Library Association (MSLA)

Update to MLA - October 2020

Leadership

President, Laura Luker, Pioneer Valley Chinese Immersion Charter School (Hadley), is continuing in this leadership role for one more year.

President-Elect, Jennifer Varney, ML King Jr. School (Cambridge).

Treasurer, Michelle Fontaine, Fenn School, (Concord)

Secretary, Jennifer Dimmick, Newton South High.

Advocacy Cochair, Georgina Trebbe, Minnechaug Regional High School (Wilbraham).

Advocacy Priorities

[Respond to requests for advocacy](#) in situations where libraries and librarian positions are at risk during the pandemic.

Call for the implementation of the recommendations of the Special Commission on School Library Services in Massachusetts as described in the Commissions [2018 Report](#). The study found that there is disparity of equity of access to school libraries and school library services in Massachusetts schools. The recommendations are steps to enhance equity. We feel that the most important first steps are to appoint an individual at the Department of Secondary and Elementary Education with responsibility for school libraries and to conduct a thorough census of school libraries, librarians, and related services to provide a baseline for enhancing equity.

We are pleased to collaborate with MLA to cosponsor Library Legislative Day and support MBLC's Library Legislative Agenda.

Recent Activities

Hosted Reopening Plan PLC that many members took advantage of. Members assisted each other to create reopening plans for our libraries. Co-sponsored a successful Anti-racism program with other state educator associations and we plan on furthering this work with a series of virtual programs in partnership with MLS.

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.

Contacts - Emily Kristofek, Office Manager/Event Planner - emilykristo@gmail.com

Greg Pronevitz, Director of Outreach - greg@pronevitzconsulting.com

Our Vision--All students in Massachusetts will have consistent access to effective school library programs, led, taught, and implemented by credentialed school librarians that provide opportunities for every student to learn and succeed.

Mission--MSLA promotes school librarian leadership and school library programs that provide resources, instruction, and opportunities for collaboration that maximize student learning. MSLA works to ensure every school has a school library program that is fully integrated at all grade levels across the curriculum and has a significant and measurable impact on student achievement. MSLA provides its members with paths to school library leadership. The organization communicates its vision to members and potential members, the educational community, and the general public.

Massachusetts School Library Association

PO Box 336, Wayland, MA 01778 | 508-276-1697 | <https://www.maschoollibraries.org/>

ASSOCIATION ANNUAL REPORT

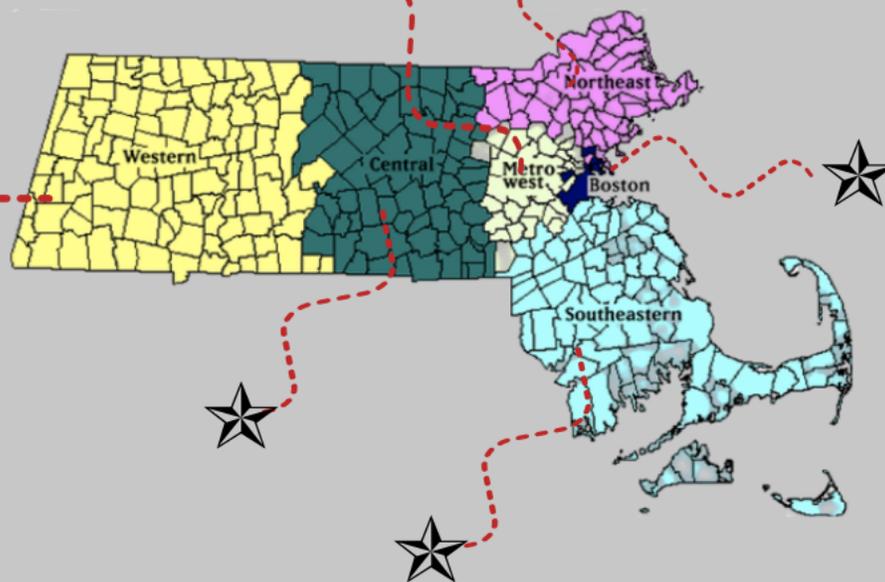
2019-20

This was a year like no other, but MSLA is still hard at work for you!

YEAR IN REVIEW

- Held several meetings with lawmakers and DESE representatives, furthering the work of the school library study
- Promoted and participated in the first-ever virtual Library Legislative Day
- Strengthened connections with other library organizations in the Commonwealth, such as MLS, MBLC, and MLA
- Members created and maintained the Virtual School Librarian service to assist with information needs while students and educators were out of school due to COVID

REGIONS @ WORK





- Hosted a database training event in conjunction with MLS staff
- Focused on continued communication with area members

COMMITTEE REPORTS

Advocacy

- Worked to solidify connections with legislators on the Joint Committee on Education
- Promoted virtual Library Legislative Day and encouraged great participation among school librarians
- Hosted several strategy sessions with partner organizations such as MLS - encouraging support for school libraries
- Created the Virtual School Librarian site

Forum Newsletter

- Enhanced promotion of articles led to greater readership
- Continued to publish high-quality articles of professional interest
- Boosted readership with such columns as "Ask a Library Legend"

Awards

- Established and awarded the inaugural Judi Paradis Social Justice Action Grant
- Fundraised over \$6,000 for the Paradis Grant
- Created an online celebration campaign to honor award winners when our annual

awards ceremony was cancelled due to COVID-19

Conference/Professional Learning

- Planned and beginning to lead a professional study group addressing issues of racial justice
- Partnering with MLS to offer professional development requested by members
- Partnered with MassCUE and WGBH to offer professional development on media literacy for school librarians and other educators

Many thanks to the board for serving in this unprecedented year!

Massachusetts School Library Association Executive Board 2019-20

<i>MSLA Leadership</i>			
President Laura Luker	Past President Carrie Tucker	Secretary Jennifer Dimmick	Treasurer Jennifer Varney

<i>Committees</i>	
Advocacy Deeth Ellis Georgina Trebbe	Awards Wendy Garland Pat Fontes Ingrid Mayyasi
MSLA Forum Katherine Steiger Reba Tierney	Professional Learning Alida Hanson Alix Woznick

Area Directors

Boston Morgan VanClief Pamela Foley	Central Michael Caligiuri Pamela Vallee
Metrowest Patsy Divver Maria D'Orsi	Northeast Barbara Fecteau Laura Harrington
Southeast Allison Barker Rachel Barrett	Western Claudia Palframan Sarah Forfa

Non-voting Members

Webmaster: Ann Perham
Independent Schools Liaison: Meghan O'Neill
MassCUE Liaison: Cathy Collins
Bookmark Committee Chair: Laura Gardner
MSLA Rep's to AASL Region 1 and NESLA: Carrie Tucker, Laura Luker