

NMLA Board Meeting

Thursday, January 28, 2010
State Library
Santa Fe, NM

Present: Dan Kammer, President; Barbara Lovato-Gassmann, Vice President; Tina Glatz, Gary Harris, Members at Large; Lorie Christian, Contract Administrator, Cynthia Shetter, Legislative Committee, Lynette Schurdevin, MPLA Representative; Alison Almquist, AASL Representative; Sharon Jenkins, Education committee; Tammy Welch, Membership Committee; Margaret Neill, Acting Secretary

AGENDA

Welcome, Call to Order and Approval of Agenda.

A quorum was not present, so there was no vote for approval.

Secretary's Report

There was not a quorum present, so there was no vote for the minutes from October. President Kammer stated that the approval vote would be electronic. A discussion of changes to the minutes occurred.

Margaret summarized recent electronic votes by the Board.

A motion to approve the slate of candidates was made, seconded and passed. The candidate slate consists of the following:

VP/Pres-Elect: Gary Harris, Sharon Jenkins, Mary Alice Tsosie

Secretary: Lynette Schurdevin

Member at Large: Mary Ellen Pellington, Mildred Walters, Heather Dahl

ALA/APA Councilor: Paulita Aguilar, Elizabeth Titus

A motion to allow Texas Library Association members to attend the upcoming Ruidoso Conference at NMLA member rates was made, seconded and passed.

A motion to approve the NMLA Patriot Act Resolution was made, seconded and passed.

NMLA President's Report, January 2010

Special Committee to Evaluate NMLA

The special committee to evaluate NMLA (that was discussed at our October meeting) has been formed. Members of the committee will be Paulita Aguilar, Alison Almquist, Tina Glatz, Kathy Matter, Cassandra Osterloh, and Joe Sabatini. Cassandra will chair the committee.

The charge of the committee will be to evaluate the effectiveness of NMLA's organizational structure and management and to report to the Board of Directors

with recommendations for further study and/or change. The work of the NMLA Study Committee is expected to be completed before or by the 2011 Annual Conference. Specifically the committee's charge is to:

- Study and review the efficiencies and deficiencies of NMLA's current organizational structure, including the duties of board positions, committees, and the efficacy of the SIG structure.
- Examine the organizational structure and management systems of library associations in comparable states with the intent of discovering other models that may suit NMLA well.
- Prepare a final report of findings, conclusions, and recommendations.

Website

I'm still looking for an ideal software solution for providing an interactive electronic platform for committees, SIGs, and other groups. I think I have something in the form of "buddypress.org," however, the buddypress organizers are currently upgrading the software so I am waiting for things settle a bit. Hopefully we can have something up-and-running by the end of February. If acceptable, I am willing to continue working on this past April, if necessary.

Treasurer's Report, January 2010

Tracy was unable to make the meeting; the report was presented by Dan Kammer.

Budget is proceeding as well as can be expected in our current economic times. Our income is not what we had hoped or had budgeted for, as of January 15, we have \$13,200 in exhibitor fees for the upcoming conference. We still have \$4,800 to raise to meet the budgeted amount for exhibitor fee income. Lori stated that some of the vendors are either out of business or have chosen instead to have advertising added to the bags. We really need to heavily promote the conference in the hopes of raising income.

We did make some profit off the mini-conference, which was unexpected. The income was \$4,200.00, the expenses were \$2, 661.00, so we made about \$1,500.00.

The income for the first two quarters was about \$27,500.00 and the expenses \$27,800.00, so we're down \$300.00. We also had a net loss this time last year of about \$2,700, so we're ahead of the game. The bottom line is that we really need to get attendance high for the conference in Ruidoso and maybe we'll make some money.

Tracy had a suggestion for a basic fundraiser, a 50/50 raffle. We had talked about how to do something similar at the Hobbs meeting, but then, I remember we had a discussion about the Foundation and how that's sort of their bread and butter.

It was suggested that the discussion be continued online and that further research be done regarding a 50/50 raffle.

Vice-President's Report, January 2010

Annual Conference

The 2010 NMLA Annual Conference will take place April 7-9 (Wednesday through Friday) at the Ruidoso Convention Center.

Programs vary broadly in topic and scope

- 5 pre-conference programs
- Over 50 regular sessions and posters
- State Library Hearing
- 2010 Census Information
- Medicare Information

Awards Banquet: Inn of the Mountain Gods

Youth Services Luncheon: Cree Meadows Country Club

Featured Speakers include:

- Dr. Camila Alire, President, American Library Association
- Vaunda Micheaux Nelson, 2010 winner of the Coretta Scott King Author award for *Bad News for Outlaws: The Remarkable Life of Bass Reeves* Deputy U.S. Marshal and librarian at the Esther Bone branch of the Rio Rancho Public Library

ALA Midwinter Meeting, Boston Massachusetts

I attended the Orientation for Chapter Leaders Workshop, presented by the ALA Chapter Relations Committee. There were chapter leaders from all over the US and one from Canada and included Association Presidents, Vice-President/President-Elects, Immediate Past Presidents and Executive Directors.

Topics included:

Retaining and recruiting members in difficult times
Financial practices
Legislative Lobbying
Advocacy
Capwiz

ALA/APA Councilor's Report

*American Library Association Mid-Winter Conference
Boston, MA, January 15-19, 2010*

The report that follows is a combination of my report and the reports of other councilors and reflects the highlights of each Council Session and not everything reported or discussed. Copies for the final wording of all resolutions and action items from Council Sessions will be posted and available on the ALA Web Site <http://www.ala.org> in a few weeks.

Given the bad economy, it is not surprising that attendance was somewhat depressed at this Midwinter Meeting. The historically and culturally interesting City of Boston and its relatively close proximity to such major population centers as New York and Philadelphia realized relatively high attendance at the January 2005 Mid Winter (13,232), but attained significantly

less registration (16% less) in the tight budget environment of January 2010. According to announcements made by ALA Executive Director Keith Michael Fiels on January 19, 2010, the total registration reached 11,095 by Monday, January 18. Registration for Midwinter in Denver was 10,220 by Monday, January 26, 2009, 13,601 for Philadelphia 2008, Seattle in 2007 was at 12,230 and San Antonio in 2006 at 11,084. Future Midwinter Meetings will be held at San Diego (2011), Dallas (2012), Seattle (2013) and Philadelphia (2014). Future Annual Conferences will be at Washington, D.C. (2010), New Orleans (2011), Anaheim (2012), Washington (2013) and Las Vegas (2014).

ALA Council/Executive Board/Membership Information Session

BARC (Budget Analysis and Review Committee) Chair James G. Neal reported on the highly skillful fiscal management of ALA during 2009. Anticipated revenue shortfalls for 2009 were addressed with corresponding expense reductions – including elimination of positions and furloughs. Since the Association ended the FY 2009 with a surplus of several hundred thousand dollars, incentives amounting to about \$253,000 were provided to ALA staff as compensation for the furlough losses they sustained in dealing with the budget crisis. The net revenue for 2009 General Fund was \$213,296. An anticipated shortfall for 2010 based upon the first months of FY 2010 (FY begins for ALA on September 1) shall be addressed through measures similar to those initiated during 2009.

The Endowment Fund Report by Dan Bradbury (Senior Trustee) revealed that through careful management balancing and controlling risk, the Endowment Fund achieved market value of \$28,680,000 by the end of 2009 and thereby recovered most of the losses that occurred since high point of its value was reached at the end of 2007 of \$31.22 million.

At this session we broke into small groups to review a draft of the 2015 Strategic Plan in order to give feedback on the plan. This discussion was facilitated by Paul Meyer, Tecker Consultants.

Council I

ALA President Camila Alire discussed the accomplishments of her first six months as President and progress made by her initiative the ALA Advocacy University www.ala.org/advocacyuniversity and establishment of advocacy tool kits for all types of libraries. President-Elect Roberta Stevens highlighted her three initiatives for her Presidential year (2010-11). They include Frontline Fundraising training for libraries, efforts by libraries to cultivate authors as library advocates in a program called “Our Authors, Our Libraries” and a contest by which youngsters will be encouraged to produce film clips for publication on YouTube with the theme “Why I need my Library”.

Betty Turock (former ALA President) donated \$100,000 for a push to fund the “Spectrum Presidential Initiative: National Initiative for Inclusivity in America’s Libraries”. Betty spoke with great passion about the need for greater diversity in the library profession and backed it up with a splendidly generous donation to this scholarship fund. Her remarks met with repeated applause and a standing ovation.

A "Resolution Declaring and Promoting 2010 as the Year of Cataloging Research" was introduced by Diane Dates Casey and Janet Swan Hill on behalf of ALCTS and was passed unanimously. It was warmly supported by those of us who want to see more serious, scholarly research undertaken in the field of cataloging.

In addition to remarking upon higher than expected registration for this Midwinter, Keith Fiels indicated that the economy has impacted ALA Membership with a 2.7% decline in our ranks. He also reported that a sound recording of the Council deliberations will be available on the ALA Web Site. This is an important, if humble, first step in making Council deliberations more accessible to the ALA Membership.

ALA/APA Council

It was reported by Keith Fiels and Rod Hersberger that the Library Support Staff Certification program will commence on January 25, 2010 and hopefully realize sufficient revenue to reverse the downward fiscal direction of ALA-APA

The ALA-APA ended 2009 with a deficit of \$15,244 and has failed to repay any portion of the initial \$250,000 loaned by ALA for startup back in 2003.

The debt has been raised to \$275,000 in order to give ALA-APA the opportunity for the Certification Program to establish a sufficient influx of revenue. According to Keith Fiels, that should be evident by October 2010.

COUNCIL II

Council was pleased to hear of the outstanding work being done by the Freedom to Read Foundation <http://www.ftrf.org> (1-800-545-2433, ext. 4226) and to learn about its efforts to support litigation in defense of our liberties. FTRF President Kenton Oliver delivered reports on emerging challenges to our efforts to preserve intellectual freedom and privacy rights and introduced the new Executive Director of the Office of Intellectual Freedom, Barbara Jones. (Freedom to Read Foundation memberships are only \$35 for personal members and \$100 for organizations

Rod Hersberger (ALA Treasurer) reported on the current situation of ALA's budget and steps anticipated for FY 2011 to contain what is expected to be another very challenging year of shortfall in revenue and rising costs. Libraries across the country are struggling with limited budgets and this will impact ALA revenues. He warned that one of the largest ongoing expenses with which ALA will have to deal is the rising cost of post-retirement health insurance benefits of ALA staff.

It was suggested (by Councilor Bernie Margolis) that ALA consider continuing membership for those Librarians who are experiencing unemployment. Currently, the membership fee for unemployed librarians is \$35. Rod indicated that a report will be forthcoming on the costs involved for the Association with waiving even this fee for the unemployed.

Programmatic Priorities for 2010 to 2015 were approved unanimously by Council as a guide to Budget preparation for FY2011.

A “Resolution in Support of National Health Care” was defeated due to deficiencies in the document rather than views on the need for Health Care Reform. Most Councilors favor the concept of Health Care Reform and had already passed a resolution with near unanimous vote on July 15 that was considered by many to be sufficient representation of ALA views on the importance of reforming Health Care in the United States.

COUNCIL III

It was announced that Kevin Reynolds and J. Linda Williams were elected to the ALA Executive Board for the term 2010-2013.

Martin Garnar, Chair of the Intellectual Freedom Committee, reported on current activities of the Committee. A “Resolution in Honor of the LeRoy C. Merritt Humanitarian Fund’s Fortieth Anniversary” was approved by Council. The Fund had been “. . .founded in 1970 to help librarians who have been denied employment rights because of their defense of intellectual freedom or because of discrimination.”

Mario Ascencio, Chair of the ALA Committee on Legislation presented the report of COL and several action items. “Resolution on Transparency and Openness in the Federal Government” was passed unanimously. “Resolution to Support Digital Information Initiatives at the U.S. Government Printing Office” was passed. “Resolution on Universal Access to Broadband” was passed unanimously.

Beverly Lynch, Chair of the International Relations Committee presented a “Resolution on Rebuilding Libraries and Archives Damaged or Destroyed by the Earthquake in Haiti.” This worthy resolution passed unanimously. [It had been announced earlier that about \$27,000 had been collected for Haiti relief during the few days of the Midwinter Meeting.]

Jim Rettig (former ALA President) gave a brief report from the newly formed Google Book Settlement Task Force. This group met for the first time on Saturday, January 16 and shall inform ALA Council as the implications of this Settlement for libraries become more evident. Some programs concerning the Settlement will probably be set for ALA Annual in Washington.

Much consternation and even a resolution concerning the “dratted” ALA Event Planner took considerable attention on the Council List prior to this Midwinter and some time on the floor of Council III. Assurances by Keith Fiels that the Event Planner issues will be addressed were welcomed with relief.

A “Resolution in Support of 2010 Spectrum Presidential Initiative” was passed unanimously and served as a follow up to the remarks of Betty Turock in the first Council session. ALA Council remains firmly committed to expanding diversity in the Library profession.

This was the first Meeting for conclusion of Council III on Tuesday rather than Wednesday. To the surprise of many, Council III completed its business several hours early. This is the second time during my term that Council III has finished early. One Councilor, who has been on Council for many years, noted that this was a record for a Council III meeting.

Library Advocacy Rally – June 29, 2010

It was noted at Council III that there was a conflict in the schedule for ALA Annual between Council III and the Library Advocacy Day Rally. Council indicated a need for resolution to this conflict so that Councilors could attend the rally. I received a message from Keith Michael Fiels yesterday indicating that in order for Councilors to conduct business at Council III and attend the Rally, ALA is proposing that Council III convene at 7:00 am on June 29. I also received a frequently asked questions document on the June 29, 2010 Rally that I forwarded on to the NMLA Board.

Members-at-Large Reports

AASL Report

The AASL Affiliate Assembly requested that the AASL Board of Directors select a title for its professionals that "is clear to other educators, administrators, and the public, and that the presents a common nomenclature for all publications and advocacy efforts." After much discussion about the advantages and disadvantages of various titles the board voted to adopt the professional title School Librarian. One of the board members I had a chance to talk with at ALA midwinter said teacher librarian lost out because there were not enough sites in the US that used the term teacher librarian.

Sara Kelly Johns the Library Media Specialist at Lake Placid Middle/High School is a candidate for ALA president-elect. Ann Dutton Ewbank and Carl Harvey are the candidates for AASL President.

The National Board for Professional Teaching Standards (NBPTS) will have the Library Media Stands available for public review January 25 - February 17, 2010. The standards survey can be accessed at <http://www.surveymonkey.com/s/librarymedia>. If you would like more information about the public review process or have questions you can contact the NBPTS at nominatons@nbpts.org. I found it interesting that practicing school librarians fill the majority of seats on the standards committees.

School Library Media month is celebrated in April. The 2010 theme will be "Communities Thrive @ your library." Every Wednesday in April at 7:00 p.m. CST AASL will host webinars based on AASL's Empowering Learners: Guidelines for School Library Media Programs.

1. Developing Visions for Learning
2. Teaching for Learning
3. Building the Learning Environment
4. Empowering Learning through Leadership

The AASL will have a fall forum in Portland, Oregon on November 5 - 6, 2010. The theme for the forum is In Focus: The Essentials for 21st Century Learning. The fall forum is held during non-AASL National Conference years.

On October 26-30, 2011 AASL will hold the 15th National Conference & Exhibition Minneapolis, Minnesota.

The SLJ Summit VI "The Future of Reading" will be October 15 and 16, 2010 in Chicago, IL. Email sljsummit2010@gmail.com to be added to their mailing list. If you would like a school

administrator or superintendent invited send their email address and name to sljsummit2010@gmail.com

MPLA Report

MPLA Leadership Institute has been re-instated. The first Leadership training will be held in Estes Park, CO April 25-30th. Twenty five participants will learn a variety of leadership techniques from Maureen Sullivan.

Oklahoma will host the OLA/MPLA joint conference in Oklahoma City on April 19-21.

MPLA representative appointment ends April 2010.

Conference Site

Conference sites are being considered for the upcoming mini-conference as well as for future NMLA annual conferences.

Since the last mini-conference was in Western New Mexico, sites in Eastern New Mexico and Southern New Mexico are being considered.

It was also noted that Las Cruces would be opening a new convention center in fall 2010 and that it might be a good site for future conferences.

Education Committee

Activities continue for the education committee. The committee has received a total of three applications for the NMLA college scholarship award. Only one application for the Continuing Education Grant was submitted though we have had a total of four applications for the Marrion Dorroh Award submitted to the committee by January 15th deadline. Copies of all applications have been distributed to the committee members for consideration. Award decisions will be made in the next few weeks.

Funds have been reduced this year which will make it even more difficult to decide who among our very qualified group of applicants will receive funding assistance. However, two of the College Scholarship applicants also applied previously and a decision is being discussed on how to handle this situation.

Education	Current Balance	Expenditures
College Scholarship	\$1,500.00	
Continuing Ed Grants	\$1,300.00	\$200.00
Marrion Dorroh Scholarship	\$1,500.00	
Misc. Expense		
Travel to Board Meeting		
Total Education	\$4,300.00	\$200.00

A short article prepared by one of our members, Jeanette Smith, was submitted to the NMLA newsletter editor for inclusion in the winter issue. Its purpose was to solicit applications for all categories of scholarships. The submission was included in Vol. 39, no. 5 of the NMLA Bulletin.

Legislative Committee

Committee members continued to work on developing the 2010 GO Bond proposal.

Joe Sabatini met with the New Mexico Consortium of Academic Libraries Legislation Committee on October 30th and December 11th. He reviewed rural public library legislation with the librarian and board chairman from Embudo on November 23rd. He presented a legislative strategy to the Native American Libraries Special Interest Group on October 15th and December 17th. A delegation of NALSIG leaders met with Regis Pecos, Assistant to Speaker Ben Lujan, about inclusion of tribal libraries in the bond issue and other issues on January 14th.

The Committee and the Bonds for Libraries PAC met in Albuquerque on December 4th to plan for NMLA Legislative Day and to discuss utilizing social networks on the internet to get our message out. Linda Morgan Davis and Kevin Unrath of the Albuquerque/ Bernalillo County Library System worked with PAC members to develop Facebook and Twitter pages. The PAC also met on November 13th and again on January 6th. NMLA Legislative Advocate Larry Horan has been working with the Legislative Council Service on drafting appropriate language for the Bond Issue.

Joe Sabatini and David Giltrow attended the December 5th meeting of the Legislative Finance Committee, where Analyst Linda Kehoe made a preliminary presentation on the outlook for GO Bond funding. Libraries were not included in the staff scenario, and Rep. Ed Sandoval asked about this. Committee members and Larry Horan worked with Ms. Kehoe to provide information about the impact of previous library bond issues.

Eleven librarians attended the meeting of the Legislative Education Study Committee on December 16th to present the need for the bond issue and to advocate for the retention of the School Library Materials Act. Omar Durant was able to schedule fifteen minutes on the Committee agenda. Pam Rishel, Cynthia Shetter and Ruben Aragon made presentation.

Library Legislative Day planning was extensive, with publicity, an orientation, a rotunda table, informational flyers, t-shirts and presentation of librarians on the floor of each house.

Membership Committee

Current membership numbers compiled by Lorie Christian:

Membership Group	October 09 574 Total	January 10 562 Total
Academic	76	79
Public	190	174
School	130	137
Special	28	27

Retired	64	64
Student	24	25
Commercial	6	5
Institution	14	
Honorary life members		15

Special Interest Group Membership:

ASL - 88
 BoB - 31
 LRH - 32
 NAL - 54
 NMPA - 12
 NNMYS - 26
 NM Reads - 5
 PP - 14
 REFORMA - 20
 Retired - 25
 Rural - 18
 Students - 16

Paid by Company - 230

Paid by Self – 332

Public library members continue to form the largest group within the Association.

The committee met again and brainstormed ideas for programming, social media integration and “greener” communication choices.

Projects include:

- Updating of print mailings to renewing and new members-will continue to use current materials
- Creation of new membership brochure (in collaboration with Public Services committee if possible)
- Inclusion of welcome and introduction program at annual spring NMLA conference (any other committees and SIGs are encouraged to send information or people to advertise their purpose and goals)
- Explore SIG for academic group
- Investigate inclusion of NMLA information in regional library education programs, e.g. DACC program to increase student membership

We still encourage any members from other areas of library specialization to volunteer for the membership committee, (especially the public and school areas) to provide the most balanced representation of the NMLA body to our committee.

Awards committee

Due to low numbers of Award nominations, the deadline to submit nominations has been extended to February 12th. A follow-up e-mail has been sent out to the NMLA list and another

article soliciting nominations will appear in the February newsletter. As of today, we have received the following counts per category (not including any letters of support or duplicate nominations):

Honorary Life Membership (1)
New Mexico Library Amigo (1)
New Mexico Library Leadership (3)
Community Achievement Award (0)
Legislator of the Year (0)

For those Board members who will be attending Library Legislative Day, perhaps you might learn of a legislator who has been a strong library supporter/advocate ... someone worthy of nominating for 2009? It's an important award on many levels, so hopefully we will find someone to nominate this time around. Once we have a full slate of nominees, I will e-mail the Board for a vote/approval. The next steps would include selecting the name for the award recipients, getting the items engraved, and then making sure that the recipients will be able to attend.

And finally, I did receive a "plea" from a member (who asked to be anonymous) who urged us to consider the following:

Let me take this opportunity to give a couple personal opinions for the awards committee's consideration.

1. I think the awards presentation at the banquet could benefit from a little bit more staging. Simply put, this would mean putting the presentations in the rough order of significance and gravitas (if that term can be applied to an event rather than a person). Thus the honorary life membership award would be the last presentation rather than tucked in the middle as has become the practice. Perhaps the school excellence achievement awards could begin the presentations followed by Amigos and Legislator of the Year choices are given advanced word of their selection is important to get family and friends from distant towns a chance to attend the banquet. But for the others...

2. Is it possible to add further drama by making the major awards confidential right up to the time of announcement at the banquet?

I recognize that the awards committee announces their selections as a committee report to the extended NMLA board in advance. This means that some 15-25 people are given prior notice. In fact, it is at that meeting of the extended board that the surprise and drama often reigns. Then it gets printed in the conference program, etc. etc. so there is no drama in the awards banquet.

How about a more Academy Awards-kind of presentation where only the executive committee (elected NMLA officers--sworn to secrecy!), awards committee, contract administrator and, at the last minute, award recipients, are informed of your selections?

If the Board has any opinions on these recommendations, I would be more than willing to make any adjustments; however, I do worry about making it so secretive that the award recipients don't think or know that they need to attend [the banquet]!

Nominations Committee

Nominations were solicited and taken to the board for approval. We have 3 candidates for VP/Pres-Elect, 1 for Secretary, 3 for Member-at-Large, and 2 for ALA/APA Councilor. The ballot packet was prepared: instructions, ballots (including 2 items for change in the Bylaws, and bios for the candidates. This packet was sent to Lorie for photocopying and distributing to the membership. The deadline for voting will be March 1 (postmarked no later than).

State Librarian Report

Susan Oberlander, the State Librarian gave a brief report on the State Library. She spoke about budget cuts and mandatory furloughs which has made it somewhat difficult for the Library to serve New Mexico libraries.

She also spoke about upcoming broadband initiatives from the federal government and the State Library's role in helping to deliver better access to patrons across New Mexico.

Committees With No Reports

By-Laws Committee
Archives
Intellectual Freedom

Because of inclement weather, the meeting adjourned early. A motion to adjourn was made, seconded and passed.