



MLA Executive Board Agenda

Friday, December 11, 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 October 9, 2020 meeting.
2. Proposal for new Section - Program Planning Section (guests: Meena Jain & Betsy Perry)
3. Treasurer's Report
4. FY22 budget planning
5. Conference Update
6. Legislative Committee Partnership with Every Library (Will)
7. Strategic planning update (Nora)
8. Updates
 - a. Nominating Committee
 - b. MBLC
 - c. MLS
 - d. NELA
 - e. MSLA
 - f. Others
9. New Business
 - a. Code of Conduct for MLA Executive Board Members, Section Members and Committee Members
 - b. Code of Conduct for MLA Conference, Meetings, and Events
10. Old Business
11. Adjournment

*Next meeting: Friday, February 12, 2021 @10am



Conference Committee

December 2020

Submitted: December 4, 2020

Meetings:

The Conference Committee held virtual meetings on October 16th and November 20th. Our next meeting will be held on Friday, January 15 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.

Virtual Production: After meeting with several virtual AV companies and with the approval of the Admin Board, Kristen and the Conference Co-Chairs have chosen Multifocus Media to run the Conference.

Program Schedule and Program Proposals: At the November meeting, the Conference Committee went through the 2020 schedule as well as the new proposals to decide what programs to move forward with for the 2021 Conference. We decided on just under 30 programs over the three day period. If you have yet to hear back from the Conference Committee regarding a program that was scheduled for 2021, please contact the Conference Co-Chairs.

Sponsorship

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.

Respectfully Submitted,
Michelle Filleul, Conference Co-chair



Jordan Miller Committee Report

December 7, 2020

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

Short staffing due to the pandemic has forced us to once again adjust our timeline for the grant applications.

Our current timeline is:

We will send out a call for grant applications through the NERTCL state representatives in mid-December.

The applications will be due on January 14. The winner will be announced mid-February. We also hope to announce the winner at the March NERTCL virtual standalone conference.

Respectfully submitted,

Pam McCuen

Jordan Miller Committee Co-Chair



Leadership and Management Section Report

December 2020

- LAMS held a meeting November 19 via Zoom
- There were 10 people in attendance
- Callan Bignoli, Library Director, Olin College of Engineering and Lauren Stara, Library Building Specialist, MBLC presented “Meeting People Where They Are: Service Design in Rapidly Changing Libraries”

Respectfully submitted by
Sarah Sullivan, Co-chair



Legislative Committee Report

December 11, 2020

Legislative Committee continued to meet in October and November. The committee has been concerned with a number of different topics, including:

- **FY21 State Budget** – This has been a budget process like no other. The state has rolled out a number of abbreviated budgets, but are close to approving a final FY21 budget. Legislative Committee has been working with the MBLC to stay informed on this.
- **Legislative Breakfasts & Legislative Day** – Early planning has already begun on breakfasts and Legislative Day. We are assuming that we will again be doing this remotely. With the delayed budget process, we are a little behind on this.
- **FY22 Legislative Agenda** – Jennifer and Will attended the December MBLC Board meeting where the new agenda was discussed. State Aid to Public Libraries will remain a priority for FY22.
- **EveryLibrary** – Legislative Committee has been working with John Chrastka from EveryLibrary on a new advocacy initiative. Jennifer, Will and Greg Pronevitz held several calls with John before bringing the idea to the full committee. We are very excited about the possibilities of this program. This initiative will start almost immediately and will have four major parts:
 - **Orientation Packet for Legislators**
 - **Communications with Ranking Members in the Legislature and members of the Library Caucus**
 - **Expanding Legislative Day to include the public; this will involve the public taking a pledge to support Massachusetts Libraries**
 - **MLA/MSLA Advocacy Retreat to:**
 - **Set advocacy agenda for the future**
 - **Begin building coalitions**

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

Next meeting: December 18, 2020

Respectfully submitted,

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



Public Relations Committee

December 2020

The PR Committee met after the October Executive Board Committee. Conference proposals were refined.

MLA Social Media account process continued to be discussed, especially content creation and style amongst the three channels. A way to measure impact was created by Amanda Fauver and reviewed with committee.

Work was done on both Hall of Fame paper application and the online form application. The PR Committee has put out the call for Hall of Fame Awards. The Committee will convene and evaluate nominations to recommend to Executive Board in April.

Respectfully submitted,

Andrea Puglisi & Jocelyn Tavares, Co-Chairs



Readers' Advisory Section Report

For MLA Executive Board Meeting 12/11/20

This report covers April 11 through December 10, 2020.

The Readers' Advisory Section met June 4, October 22 and December 3, 2020. In addition to our meetings, co-chair Alene Moroni facilitated the virtual Fireside Chat with Nancy Pearl at the MLA Annual Meeting June 11, and Kristi Chadwick arranged a virtual nonfiction book buzz with three publisher representatives July 23.

With the cancellation of the MLA 2020 conference, the section missed out on in-person recruiting opportunities and promotional activities to build membership. Our current leadership will continue through the next year and consider plans for succession in the section. We worked with the conference committee to determine which of our previously approved programs may be presented virtually in 2021, and submitted additional programs for consideration.

We are holding meetings virtually until further notice, and sending out invitations and reminders to various state distribution lists. In addition to holding meetings online, we have implemented a structure that has our business meeting followed by a professional development opportunity. We have had genre overviews for science fiction, mystery, horror, and gentle reads. We have already seen increased attendance with these improvements, and may continue this format indefinitely.

Our upcoming meetings are scheduled in February, April, and June.

We continue to work on creating a sustainable plan for the future of the section.

Respectfully submitted,

Pam Aghababian and Alene Moroni, co-chairs



Treasurer's Report December

Massachusetts Library Association November 30, 2020

Starting Balance				\$24,012.69
Income:	Category	Notes		
	400.2 Conference Exhibitor Income			
	400.3 Conference Meals			
	400.5 Conference Sponsor Income			
	410 Membership		6513.00	
	410.1 NELA Joint Memberships		120.00	
	420 Program Income			
	400.6 Other Income			
	430 Committee Fundraising			
	440 Sponsorships/Donations	Everylibrary	5161.00	
	491 Transfer from Investments			
			Total Income	\$6,794.00
Expenses:				
	600 Program Expenses			
	630 Travel			
	650 Dues & Subscriptions			
	670 NELA Membership Expense			
	700 Conference			
	700.11 Conference AV Expenses	Deposit for Virtual Conference	3000.00	not cashed in November
	700.12 Conference Awards			
	700.6 Conference Printing & Copying	Deposit for Conference Brochure	1000.00	
	700.8 Conference Payroll	Kristen	2050.98	
	700.9 Conference Credit Card Fees			
	750.1 Payroll	Rebecca	1213.74	
	750.101 Payroll Tax	Both Employees	1054.52	
	750.102 Payroll Workmen's Comp	Both Employees	16.87	
	750.103 Payroll Vendor Fee	Both Employees	184.00	
	750.11 Postage		14.53	
	750.12 Taxes & Filing Fees		50.00	
	750.2 Professional Services	Annual Accounting Services	4200.00	
	750.3 Credit Card Merchant Fees	Non-conference	246.08	
	750.4 Website Hosting		27.00	
	750.5 Insurance			
	750.6 Telecommunications	Cell Phone	76.49	
	750.7 Travel			
	750.8 Printing & Copying			
	750.9 Equipment & Software	Monthly Gsuite	153.00	
			Total Expenses	\$13,287.21
Balance as of			Quickbooks Balance	\$17,519.48
			Statement Balance	\$20,519.48

Respectfully Submitted:

Bernadette O'Quinn

Fidelity Investments Accounts	8/7/2019	8/30/2020	10/31/2020	12/1/2020
Cash Reserves	6574.05	3634.18	4827.2	4827.56
Investments	141754.32	141,780.85	134544.9	145213.7
Total Fidelity Accounts	148,328.37	145415.03	139372.10	150041.26
Wild Apricot Receivables				
<30 Days	2190	1315	2330	48
30-60 Days	185	960	1605	335
60-90 days	76	145	0	0
90 days +	1784	620	1085	1085
Total Receivables	4235	3040	5020	1468

**Bank**

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STATEMENT OF ACCOUNT

MASSACHUSETTS LIBRARY ASSOCIATION INC
PO BOX 404
MALDEN MA 02148

Page: 1 of 4
Statement Period: Nov 01 2020-Nov 30 2020
Cust Ref #: 8257082061-717-E-***
Primary Account #: 825-7082061

TD Business Convenience Plus

MASSACHUSETTS LIBRARY ASSOCIATION INC

Account # 825-7082061

ACCOUNT SUMMARY

Beginning Balance	24,012.69	Average Collected Balance	20,824.85
Deposits	4,869.00	Interest Earned This Period	0.00
Electronic Deposits	1,925.00	Interest Paid Year-to-Date	0.00
		Annual Percentage Yield Earned	0.00%
Checks Paid	5,215.00	Days in Period	30
Electronic Payments	5,072.21		
Ending Balance	20,519.48		

DAILY ACCOUNT ACTIVITY**Deposits**

POSTING DATE	DESCRIPTION	AMOUNT
11/03	DEPOSIT	2,893.00
11/25	DEPOSIT	1,976.00
	Subtotal:	4,869.00

Electronic Deposits

POSTING DATE	DESCRIPTION	AMOUNT
11/03	CCD DEPOSIT, MERCH SVC BKCRD DEP 899000004042360	40.00
11/03	CCD DEPOSIT, MERCH SVC BKCRD DEP 899000004042360	20.00
11/04	CCD DEPOSIT, MERCH SVC BKCRD DEP 899000004042360	20.00
11/09	CCD DEPOSIT, MERCH SVC BKCRD DEP 899000004042360	120.00
11/10	CCD DEPOSIT, MERCH SVC BKCRD DEP 899000004042360	35.00
11/12	CCD DEPOSIT, MERCH SVC BKCRD DEP 899000004042360	1,255.00
11/18	CCD DEPOSIT, MERCH SVC BKCRD DEP 899000004042360	100.00
11/20	CCD DEPOSIT, MERCH SVC BKCRD DEP 899000004042360	145.00
11/25	CCD DEPOSIT, MERCH SVC BKCRD DEP 899000004042360	150.00
11/27	CCD DEPOSIT, MERCH SVC BKCRD DEP 899000004042360	40.00
	Subtotal:	1,925.00

Checks Paid

No. Checks: 3

*Indicates break in serial sequence or check processed electronically and listed under Electronic Payments

DATE	SERIAL NO.	AMOUNT	DATE	SERIAL NO.	AMOUNT
11/05	155	4,200.00	11/23	158	1,000.00
11/12	157*	15.00			
			Subtotal:		5,215.00



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STATEMENT OF ACCOUNT

MASSACHUSETTS LIBRARY ASSOCIATION INC

Page: 3 of 4
Statement Period: Nov 01 2020-Nov 30 2020
Cust Ref #: 8257082061-717-E-***
Primary Account #: 825-7082061

DAILY ACCOUNT ACTIVITY

Electronic Payments

POSTING DATE	DESCRIPTION	AMOUNT
11/02	5CD DEBIT, MERCH SVC BKCRD FEES 899000004042360	46.23
11/03	DEBIT CARD PURCHASE, AUT 110220 VISA DDA PUR GOOGLE LLC GSUITE MASSLI 650 2530000 * CA 4085373002627843	153.00
11/03	5CD DEBIT, AUTHNET GATEWAY BILLING 114862816	25.00
11/04	ACH DEBIT, SPRINT8006396111 ACHBILLPAY 707442347	76.49
11/05	5CD DEBIT, PAYCHEX INC. PAYROLL 89873000035974X	1,632.37
11/05	5CD DEBIT, MA ATTY GENERAL PAYMENT 0171742020	35.00
11/05	DEBIT CARD PURCHASE, AUT 110420 VISA DDA PUR USPS PO 2406120419 BELLINGHAM * MA 4085373002627843	14.53
11/06	5CD DEBIT, PAYCHEX TPS TAXES 89875700019612X	527.25
11/06	5CD DEBIT, PAYCHEX EIB INVOICE X89881500020640	92.00
11/06	5CD DEBIT, PAYX-PIA-WC WC-PREMIUM 0000036748341	6.78
11/10	5CD DEBIT, WORLDPAY CCDMTHCHGS 0H747J	174.85
11/19	5CD DEBIT, PAYCHEX INC. PAYROLL 90060400022097X	1,632.35
11/20	5CD DEBIT, PAYCHEX TPS TAXES 90061900005511X	527.27
11/20	5CD DEBIT, PAYCHEX EIB INVOICE X90067100000845	92.00
11/20	5CD DEBIT, PAYX-PIA-WC WC-PREMIUM 0000036849833	10.09
11/30	DEBIT CARD PURCHASE, AUT 112720 VISA DDA PUR WESTHOST 435 7553433 * UT 4085373002627843	27.00
	Subtotal:	5,072.21

DAILY BALANCE SUMMARY

DATE	BALANCE	DATE	BALANCE
10/31	24,012.69	11/12	21,397.19
11/02	23,966.46	11/18	21,497.19
11/03	26,741.46	11/19	19,864.84
11/04	26,684.97	11/20	19,380.48
11/05	20,803.07	11/23	18,380.48
11/06	20,177.04	11/25	20,506.48
11/09	20,297.04	11/27	20,546.48
11/10	20,157.19	11/30	20,519.48



Youth Services Section Report

December 2, 2020

Remarks from the Past Chair:

After the changes within our section this fall, I am happy to announce that the YSS Board appointed a new chair as per our bylaws. Lizzy McGovern of the Westwood Public Library will serve a two year term, also as per our bylaws. She is enthusiastic about committee work and I have every confidence in her. Although my term as Past Chair ends this month, I will still be a member of YSS and will be available to the YSS board as needed.

At our November meeting, in addition to appointing Lizzy, we discussed goals for the section, including reaching out to more youth services librarians in the state. We also talked about starting a newsletter for this section specifically. Our planners and magnets remain available for purchase on the MLA website.

Respectfully submitted,

Marissa Antosh

Remarks from Incoming Chair:

The Youth Services Section held its latest meeting on November 16th via Zoom and I was officially appointed the chair of YSS Board. I am excited to embark on a new chapter with the group. We discussed some preliminary goals for the next few months such as a YSS newsletter that will be filled with program ideas, updates about the section, and other inspiring and relevant information. We plan to also start a virtual gaming series so youth librarians can get hands on learning about popular games among our young patrons. I hope to start planning this series in January 2021. I attended the MLS Youth Services check-in and invited interested librarians to join the board as we have 3 open positions. I also spoke briefly with April Mazza and Christi Farrar about a possible YSS-MLS Liaison because our goals of supporting and furthering professional development among youth librarians are so aligned. I also plan to create a strategic marketing approach to help boost membership within our section and with membership up we can plan more varied and dynamic content for youth services in the next quarter.

Respectfully submitted,

Lizzy McGovern

Massachusetts Center for the Book Update

Massachusetts Center for the Book (MCB) was established in January 2000 and has been operating as a component of national and local service since that time.

Background

There are centers for the book in all 50 states as well as in DC, Puerto Rico, and the US Virgin Islands. The majority of them remain components of service of a statewide library organization, either a state library, a state library agency, or a metro public library with statewide responsibilities. About 20% of them are programs within state humanities councils. Another 15 to 20% of them are housed in university libraries, and then there are a few who operate as independent 501c3s. MCB is in this boat, but will leave off all extended metaphors about being up any creeks, etc and so on.

Most of the centers benefit from significant LSTA funds to run programs. That is not the case in Massachusetts. At present, after two years of relatively strong library funding, Mass Center for the Book has been allotted 90% of the floor we sought in FY14.

Given the chronic 21-year history of funding problems, Mass Center for the Book has not been able to achieve all that it would have wished, but we continue to find ways to succeed, and I'll run through some of our activity here.

Current Activity

Virtualizing National Book Festival

The network of affiliated centers for the book worked with the Library of Congress to create a virtual edition of the "Great Reads from Great Places" program we launch each Fall at National Book Festival. The virtual space is rebranded as "Roadmap to Reading," and we are currently kicking the tires on that beta version to refine it and make it an annual (and we expect virtual) project.

Letters About Literature Massachusetts

We have had a long-standing cooperative relationship with MSLA to promote this student reading/writing project which has its culmination each year in an awards event at the State House. Some of you may also remember that we used to have the awards ceremony on the morning of Legislative Day. We have for the past five to six years held an event in the State Library Reading Room. Last year we had 2975 participants from across Massachusetts and involved 23 legislators in the celebration of the students. We are planning for a virtual culmination this Spring, of course.

Massachusetts Book Awards

The awards, now in their 21st year, were inaugurated at the behest of leadership at BPL and MBLC, and were, until FY15, funded with an LSTA grant. MCB struggles to maintain the program without that funding but we remain committed since we know that it is of great importance to writers as well as exciting for readers. Many librarians have served as judges over the past 21 years, and we hope to find a way to continue this project for another 20 years! We streamlined our submission process to encourage electronic submissions this year while we seek a programming partner for this initiative. This past year we were caught out on how to promote the awards but we are working hard to create a compelling virtual roll out for the Spring.

MCB hopes to secure funds to print the promotional bookmarks and postcards that can be stuffed into curbside pickup or – some fine day – grabbed from an info table in a library. We shall probably create posters but not print/distribute them widely while buildings are closed or limited in opening hours.

Mass Book Trails

There is no frigate like a book to take us lands away, according to Emily Dickinson, and Mass Book Trails is inspired by that very idea. A cultural tourism tool that presents statewide trails developed by the Center and local walking tours contributed by libraries (e.g., Salem, Concord, Wilbraham, and – soon we

hope – Edgartown), the trails have been offered as a mobile app for 6 years. We are at present moving them to a Google environment to encourage armchair tourism and once the existing content is migrated will open up the platform for new local tours from libraries.

Other Projects

- Mass Center for the Book annually nominates a commonwealth organization to receive a **Library of Congress State Literacy Award** and has been pleased that all of our nominations have received the distinction. Our current nomination is under consideration at present and we hope that it, too, will succeed with the awards committee.

Past recipients: More Than Words, Beacon Press, Reader to Reader, Inc., New England Independent Booksellers Association, and Literacy Volunteers of Montachusett Area

- Mass Center for the Book has been a leader in the East Coast Centers for the Book reading promotion project **Route 1 Reads**. Owing to our budget constraints, however, we have had to step back from that role and cannot say if this project will continue or be sunsetted.
- **Short Notes**
 - This year, we co-sponsored a new project from Boston Book Festival, Mass Book Bites.
 - We also supported a statewide Mass Poetry event.
 - We hope to renew our collaborations with Martha's Vineyard Book Festival this year, Covid allowing, and to secure new collaborations with the other strong festivals in the commonwealth.
 - We also collaborate with the Five Colleges Book History Seminar and with various book arts organizations in the commonwealth.
 - We are imagining more online and virtual programs in the future. Our director hopes to revive an idea (but manage it from in-house this time) to do short videos (no longer than three minutes) about treasures in the Special Collections of Mass libraries. A couple of libraries participated in our first foray into this idea several years back, but the videographer and MCB had different priorities. We think we can do much better and would like to see this project move forward after (if?) we migrate our book trails content successfully.

Service Note/Membership Question

- I am about to complete my second term on the Public and Cultural Programs Advisory Committee, working with the Public Programs Office of ALA. We're hoping to continue Mass representation on the committee and I wonder if anyone involved with Programming Librarian (produced through PPO) might think about serving soon or in the near future.
- We hope MLA will think about bringing back the entry level institutional membership so that MCB could begin again to make a supporting contribution, and would be happy to have that level (was it "silver"?) re-instituted without conference registration included to make it a net add for MLA. We are unable to join at the current levels and so I maintain an individual membership at a much lower rate.

Mass Center for the Book

Current address: 23 Bradford Street, Concord, MA 01742

Phone: 617.872.3718

Sharon Shaloo (shaloo@massbook.org)

The Massachusetts School Library Association (MSLA) Update to MLA Executive Board – December 2020

MSLA was pleased to present our perspective on the **MBLC Legislative Agenda** on Thursday as follows: “The statewide databases and eBooks are the priority for MSLA. I attended a meeting yesterday led by Tressa Santillo (MLS) and Kate Butler (MBLC) to gather information about use of online content in schools. The school librarians clearly expressed the importance of statewide online content to their students and teachers.

In light of these ongoing needs and as we look at two upcoming outreach efforts for libraries, i.e., the MBLC statewide PR Committee’s planning and the MLA Legislative Committee’s work with EveryLibrary, we hope there’s a way to shine a light on the role and value of school librarians and libraries as we advocate for this funding. This can help by sharing information about the value and activities of school librarians/libraries and identifying commonalities among all libraries.

We understand that electronic content is funded through several budget lines, i.e., MBLC administrative, MLS/LFC regional libraries, 9506 library technology, and LSTA federal funds. We hope the current services can be supported and, if possible, additional content be made available to support education in the Commonwealth.

We understand that this funding is one part of the work of MBLC and its affiliates and we support the direction to move all areas of funding forward.”

MSLA is busy planning its March 21-22, 2020 **Virtual Annual Conference**, School Librarians at the Crossroad: Be the Hero of Your Journey. A [Call for Proposals](#) has been issued.

The **2021 Judi Paradis Action Grant** [application](#) has been posted. MSLA established this action grant in remembrance of our friend and colleague. A grant will be awarded to a librarian/library program for programming purposes which support making a positive impact on a library program and/or school culture. Special consideration will be given to proposals demonstrating topics of social justice, diversity/multiculturalism, and collaboration with teachers.

[Nomination forms](#) for the **MSLA 2021 Awards** have been posted.

Next Board virtual meeting is December 16, 2020 at which time MSLA will be making a decision on partnering with the MLA Legislative Committee to work with EveryLibrary on an advocacy campaign.

Contacts:

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

Massachusetts School Library Association
PO Box 336, Wayland, MA 01778
<https://www.maschoollibraries.org/>

NELA Representative Report

December 8, 2020

The NELA Board met on November 20th, 2020 remotely.

- The NELA Board annual changeover occurred at the November meeting. Mike Zeller, Asst. Director at the Shrewsbury MA Public Library is the new President.
- The NELA Conference completed its 8th and final session on November 12th. Overall the Conference was successful, although there was a noticeable drop-off in attendance for the last couple of sessions. If you were signed up for the Conference, you will have access to recordings of the sessions.
- NELA is considering doing an ALA presidential candidate session on ZOOM in early 2021. Since there is a New England candidate, Ed Garcia from Rhode Island, it was felt there might be some interest in this. The Board is going to look into this possible program.

News from the States:

- NH: The formation of the NHLA's Equity Diversity Inclusion Ad hoc Committee. The New Hampshire Library Association Committee on Equity, Diversity, and Inclusion guides the work of the NHLA Executive Board and its Sections by evaluating policies and creating professional development opportunities within an intersectional antiracist framework founded on the ideal of social justice for all. The Committee works to identify, promote, and share resources to support the ongoing advocacy work of the NH library community, with a mission of fostering a coordinated, collaborative dynamic in order to make NHLA an organization where all members have a voice and a home. The EDI Committee is tentatively planning a program in January.
- VT: VLA has been hosting a professional development workshop series called First Thursdays. Topics so far covered include: John Swan and intellectual freedom, the trauma-informed library. "Racism's influence on the library world" is scheduled for December 3rd.

Respectfully submitted,

Krista McLeod, NELA Representative