



Executive Board Agenda

Friday, April 8, 2022, 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 February 11, 2022 meeting.
2. Treasurer's Report - Bernadette Rivard
3. Association Manager's Report - Rebecca Beckley
4. Conference Update - Kristen Collins & Conference Comm. CoChairs
5. Conference Edition Newsletter to Publish April 28, 2022
6. Section and Committees to Appoint Member to PR Committee - Joanne
7. Updates
 - a. MBLC
 - b. MLS
 - c. NELA
 - d. MSLA
 - e. Mass. Center for the Book
 - f. Others
8. New Business
9. Old Business
10. Adjournment

*Next meeting: June 10, 2022 @10am - Annual Transitional Meeting via Zoom

Massachusetts Library Association
March 31, 2022

Starting Balance				\$35,241.94
Income:	Category	Notes		
400.1	Conference Attendee Registration	2022 Conference	4889.00	
400.2	Conference Exhibitor Income	2022 Conference	3726.00	
400.3	Conference Meals			
400.5	Conference Sponsor Income	2022 Conference	3336.00	
400.6	Conference Other Income			
410	Membership		8845.50	
410.1	NELA Joint Memberships		600.00	
420	Program Income			
400.6	Other Income			
430	Committee Fundraising	Paralibrarians Memb & Cert	120.00	
440	Sponsorships/Donations/Other		580.00	
491	Transfer from Investments			
			Total Income	\$21,596.50
Expenses:				
600	Program Expenses			
610	Scholarship			
630	Travel			
650	Dues & Subscriptions			
670	NELA Membership Expense		400.00	
700	Conference			
700.11	Conference AV Expenses			
700.12	Conference Awards			
700.13	Other Conference Expenses	DocuSign and Raffle Permit	328.75	
700.3	Speaker Fees			
700.6	Conference Printing & Copying			
700.8	Conference Payroll	Kristen	2063.91	
700.9	Conference Credit Card Fees		190.45	
750.1	Payroll	Rebecca	1215.26	
750.101	Payroll Tax	Both Employees	1143.51	
750.102	Payroll Workmen's Comp	Both Employees	19.66	
750.103	Payroll Vendor Fee	Both Employees	198.00	
750.11	Postage			
750.12	Taxes & Filing Fees			
750.13	Office Supplies			
750.2	Professional Services			
750.3	Credit Card Merchant Fees	Membership CC Fees	262.44	
750.4	Website Hosting			
750.5	Insurance			
750.6	Telecommunications	Cell Phone	75.70	
750.7	Travel			
750.8	Printing & Copying			
750.9	Equipment & Software	Quickbooks Online & Zoom	143.34	
			Total Expenses	\$6,041.02
Balance as of			Balance	\$50,797.42

Respectfully Submitted:

Bernadette O'Riordan

Fidelity Investments Accounts	6/30/2021	10/31/2021	2/28/2022	3/31/2022
Cash Reserves	4827.84	29828.12	29829.1	29829.35
Investments	165375.38	145463.09	137421.54	140157.47
Total Fidelity Accounts	170203.22	** \$175,291.21	167250.64	169986.82

** moved 25K from Investments to Cash Reserves
recommended by Investment Comm, voted by Admin Board

Wild Apricot Receivables				
<30 Days	1205	2140	6794.5	10691
30-60 Days	195	100	1281	1711
60-90 days	2325	165	40	765
90 days +	1135	510	720	570
Total Receivables	4860	2915	8835.5	13737

Massachusetts Library Association
July 2021-February 2022

Income:	Category	as of 1/31	as of 2/28	as of 3/31	Budget	Difference	Notes
	400.1	1975.00	1975.00	6864.00	85500.00	-78636.00	\$1975 is funds received this year from last years conference
	400.2	5897.00	7879.00	11605.00	31500.00	-19895.00	
	400.3	-66.00	-66.00	-66.00	450.00	-516.00	\$66 refund for meals for last years conference
	400.5	2100.00	2100.00	5436.00	9000.00	-3564.00	
	400.6	0.00	0.00	0.00	450.00	-450.00	
	410	23729.00	28939.00	37784.50	42500.00	-4715.50	
	410.1	2350.00	2670.00	3270.00	1200.00	2070.00	
	420	0.00	0.00	9950.00	9950.00	-9950.00	
	430	0.00	310.00	430.00	0.00	430.00	
	440	50.00	50.00	580.00	800.00	-720.00	
	490	533.11	533.11	533.11	0.00	33.11	refund from Comm MA PFML acct
	491	0.00	0.00	0.00	55,900.00	-5900.00	Has not been necessary to transfer
	Total Income	\$ 36,018.11	\$ 43,840.11	\$ 65,436.61	\$189,050.00	-\$123,613.39	
Expenses:							
	600	500.00	500.00	500.00	55,450.00	-4950.00	Only expense Jordan Miller
	610	0.00	0.00	0.00	\$1,000.00	-1000.00	
	630	0.00	0.00	0.00	\$1,700.00	-1700.00	
	650	0.00	0.00	0.00	\$3,530.00	-3530.00	
	670	0.00	0.00	0.00	\$7,090.00	-7090.00	LLD at Statehouse
	700	2320.00	3090.00	3490.00	\$4,000.00	-125.00	
	700.11	0.00	0.00	0.00	\$45,000.00	-45000.00	
	700.12	0.00	0.00	0.00	\$18,000.00	-18000.00	
	700.13	0.00	0.00	0.00	\$0.00	0.00	
	700.3	0.00	0.00	328.75	\$270.00	58.75	
	700.6	0.00	0.00	0.00	\$4,995.00	-4995.00	
	700.8	0.00	0.00	0.00	\$7,200.00	-7200.00	
	700.9	500.00	1500.00	1500.00	\$4,050.00	-4050.00	
	700.10	12829.51	14893.45	16957.36	\$28,000.00	-11042.64	
	700.11	534.08	710.32	900.77	\$3,600.00	-2699.23	
	700.12	893.57	9808.82	11024.08	\$16,000.00	-4975.92	
	700.13	8020.34	9163.83	10307.34	\$12,205.00	-1897.66	
	750.101	137.54	157.20	176.86	\$250.00	-73.14	
	750.102	1539.30	1737.30	1935.30	\$2,700.00	-764.70	
	750.103	166.96	166.96	166.96	\$200.00	-33.04	
	750.11	-29.47	-29.47	-29.47	\$125.00	-154.47	
	750.12	11.15	11.15	11.15	\$150.00	-138.85	
	750.13	4300.00	4300.00	4300.00	\$5,000.00	-700.00	Pay accountant
	750.3	1458.69	1796.31	2058.75	\$4,000.00	-1941.25	
	750.4	2122.99	2122.99	2122.99	\$2,000.00	122.99	already expended full cost, need to investigate
	750.5	1048.00	1048.00	1048.00	\$1,500.00	-452.00	
	750.6	529.39	682.05	757.75	\$900.00	-142.25	
	750.7	0.00	0.00	0.00	\$1,300.00	-1300.00	
	750.8	48.27	48.27	48.27	\$50.00	-1.73	
	750.9	2462.13	2605.47	2748.81	\$2,720.00	28.81	
	Total Expenses	47092.45	54312.65	60353.67	\$188,800.00	-\$128,446.33	
	Net Income	-\$11,074.34	-\$10,472.54	\$5,082.94	\$256.00	\$4,832.94	



**Conference Committee
Executive Board Report March 2022**

The MLA 2022 Conference: Turn the Tide: will be held at the Resort and Conference Center in Hyannis, May 23-24, 2022.

Registration is open!

Meetings: The Conference Committee met via Zoom on Friday, March 18. The committee discussed opening registration, working on getting the mobile app ready, raffle baskets, t-shirts, PR, and evening events. This year we will have birding on Sunday and karaoke on Monday after the Hall of Fame awards.

Sponsorship/Exhibitors: So far we have 22 exhibitors, 8/9 sponsors (1 set of co-sponsors). A lot of interest by self-published authors at regular rates. Possibly a “self-published row.” Our goal is 40. We will have a local legislator speak at the exhibit hall grand opening. David Viera (State Rep 3rd Barnstable – Partial Bourne & Falmouth; Mashpee) will speak on MA ebook legislation and to cut the opening ribbon.

Respectfully Submitted,
Esme Green
Conference Co-chair



Intellectual Freedom/Social Responsibilities Committee Executive Board Report — April 2022

Past Activities:

- Consulting on the six library material challenge to *Amazing Women of the Middle East: 25 Stories from Ancient Times to Present Day*
- Book challenges launched at Waltham HS against *Gender Queer* by Maira Kobabe and *This Book Is Gay* by Juno Dawson
- Hoopla's content with misinformation on health and holocaust denial as well as white supremacist items. What is Hoopla's collection development policy and procedure? Consulted with multiple MA libraries. Helped arrange a meeting with a Hoopla rep at PLA and invited Hoopla to keep the discussion going at MLA. Progress has been made but some questionable content was still on the platform. Going forward outside platforms like Overdrive, Kanopy, Hoopla should be asked for CD policy in the procurement phase.
- Planning for seven MLA conference sessions:
<https://docs.google.com/document/d/18VN7stpLegj-PwVMPke83qcYA-1OKLhsjYjhCulFoJI/edit>
- Consulted ALA OIF's Kristin Pekoll on who has standing to mount a formal material challenge - libraries can change policy so only residents of a municipality or county/guardians, students, teachers of school districts may mount a challenge.
- Spoke with a reporter at the Boston Globe about Everett's removal of an independent Board of Library Trustees in 2019, she was following up to see if other libraries had tried to do the same.

Upcoming and Ongoing Work:

- Consulting with WGBH reporter Meg Woolhouse on Follett's proposed Destiny ILS update granting guardians the ability to view and censor student's check-out transactions at school libraries
- ALA has launched Unite Against Book Bans, a national initiative to empower readers everywhere to stand together in the fight against censorship during National Library Week 2022. The website <https://uniteagainstbookbans.org/> contains more information about this initiative and allows readers to join the campaign. Feel free to pass along to readers everywhere!

Respectfully submitted,

Andrea Fiorillo and Steph Barnaby
Co-Chairs, IF/SRC



Leadership and Management Section Report to the Executive Board, April 2022

On Thursday Mar 17, 2022 the Leadership and Management Section of the MLA held a virtual meeting. Terry McQuown of MLS and Doug Nathan of Doug Nathan Consulting were featured speakers, and led a discussion on professional development around leadership. Workplace culture, cultural conflict, and coaching mindsets were cited, as well as the most current issues in coaching: stress management/wellness and accountability.

A discussion about mental health followed, as well as discussion surrounding the experiences of people in new management roles.

The group solicited a theme for the MLA Conference basket, and the need for LAMS volunteers in the coming year. LAMS will not hold a membership meeting in May as it will be too close to the conference, however a potential topic for a future session is combating silos within libraries.

Respectfully submitted,

Tracey Graham
LAMS Secretary



MLA Legislative Committee Report

April 2022

Legislative Committee held its most recent meeting on March 17, 2022. We had many members in attendance, representing most parts of the state, as well as several different key partner organizations. The group has been meeting at least monthly, with some subcommittee meetings working in between.

We met again on March 31, 2022 to prepare for our Virtual Legislative Day events.

The Legislative Committee has remained focused on the following issues:

- **Legislative Day** – April 5th, April 6th & April 7th
 - We are wrapping up plans for the events. There will be four different sessions representing Western, Central, Boston/South, and Boston/North. There will be speakers from the different regions, as well as from MLA, MSLA, and the MBLC. We will highlight legislators for each region. We currently have over 200 people registered.
- **House 4120 (eBook Bill)** – Several members of LegCom have been involved in the discussion of H.4120. Jennifer Harris led several meetings of a stakeholders group, and worked with a smaller group within this to create a memo and recommended amendment language to share with Rep. Balsler. This group met again on March 31, 2022 to address finishing touches to the amendments. The bill is still in committee and will be reported out by June 1st. Rep. Balsler has communicated with the Attorney General's Office for their feedback as well. New bills continue to be introduced in new states.
- **FY23 State Budget** – The Governor's budget was just released. It was is a disappointing budget for libraries. We will be working with MBLC and others as we begin to reach out to the House and Senate about increasing funding for a number of MBLC lines.
- **Legislative Breakfasts** – The committee is working with libraries and networks that will be hosting events this year. There have been several successful events including The Berkshires Breakfast, Northampton Library in-person event, Worcester Public Library in-person event, CLAMS and SAILS both hosted Virtual events, and MVLC met at Littleton Public Library in-person. Every event was well attended, either virtually, hybrid or in-person.
- **MLA Annual Conference** - We believe that the Conference is an important opportunity to provide strong advocacy programming. New Library Directors are always coming on board and will need training. John Chrastka from EveryLibrary will be keynoting one of the days with an 'Advocacy: Part Two' session.

- **EveryLibrary partnership** – We continue to work with EveryLibrary on local issues. A subcommittee has been working on addressing other Mass. Legislation that affects libraries in the Commonwealth. We are working with the bill sponsors about how MLA can advocate for the individual bills.

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

Next meeting: April 21, 2022

Respectfully submitted,

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



Personnel & Education Committee Report

April 2022

Special Salary Committee:

Overview:

The Special Salary Committee plans to work with an outside consultant to collect salary information for Librarians at all organizational levels across New England Libraries. This study is modelled after a [previous report](#) conducted by the Connecticut Library Association. Diversity statistics are not stored in compensation databases, so a diversity study could not be combined with this project. Types of Libraries included in the study will be public, academic, school, and special. The goal of this study is to provide benchmarking data for Library Directors and Trustees to use in negotiating higher salaries for employees across their organizations' hierarchal structures. This will also provide data points for individuals in salary negotiations. At a statewide (regional) level, this data will be used to provide minimum salary recommendations by region. The study will be funded by NELA. If the costs should exceed the NELA budget, state associations may be asked to contribute funding.

First Meeting Held March 3:

The committee met with a consulting representative, which made it clear that preliminary work is necessary prior to selecting a consultant or moving forward with the project. New England must be grouped in regions based on agreed upon characteristics (ex. library size, economic factors, City/ Town population size, etc.). Additionally, the committee must determine universal definitions of the positions which data will be gathered on. Currently, position descriptions and definitions are not agreed upon across regions and states

Diversity, Equity, and Inclusion:

U.S. Bureau of Labor Statistics: <https://www.bls.gov/cps/cpsaat11.htm>

Fact Highlights from 2021:

- Education, Training, and Library Occupations – 73.7% female-identified, 81.5% white
- Librarians and Media Collections Specialists – 79.9% female-identified, 86.7% white
- Library Technicians – information not available (base is less than 50,000)
- Other educational Instruction and Library Workers – 78.9% female-identified, 83.4% white
- Library Assistants, Clerical – 84.2% female-identified, 87.5% white

Two Layers:

1. Homogenous workforce = work to increase diversity throughout libraries across Massachusetts
2. Pay Gap = Female-identified dominated industry - salaries lower on average than industries with equal or less education, experience, status?

Committee Goals – Work on Now:

- Update Personnel & Education Committee webpage to reflect new direction and goals of committee
- Create a Hiring Resources webpage (MBLC & MLS – can we please connect on this!)

Committee Goals – For the Future:

- How to become a Librarian webpage
 - Degree programs
 - Testimonials from successful Librarians
 - Description & link to the paralibrarian page
- DEI Resources webpage / Salary Recommendations by Region webpage

Respectfully Submitted,

Emelia Thibeault
Personnel & Education Chair



Program Planners Section Report

April 2022

1. We are collecting items for our conference basket, will remind members at our meeting next week
2. We've decided to do a standalone conference Fall of 2023
 - a. It will be a performer's showcase for librarians programming for all ages b. It will include something related to DEI
 - c. We're talking with the Shrewsbury Library to host it
3. We are still committed to finding a way to fund and create a performer's database. We hope that MLA will consider a new website solution on which the database could live.
4. Mentoring
 - a. We will continue to push this aspect of our group. We have several people who have filled out the form to mentor/mentee but not enough to match people up yet
5. Our Student Liaison initiative is on hold as we are looking for a new Chair for that work a. But, we have had donations for students to join MLA in FY23, so we'll be working towards that
6. Our programming subcommittees have been busy discussing best practices, connecting with each other and librarians across the state who serve their populations, and talking about their successful programming initiatives
7. We are working on a social media plan. Robert Hayes has taken this on temporarily until we find someone permanently and he's spoken with Jocelyn Tavares on next steps
8. Our next open meeting will be Tuesday April 19, 2022 at 10:00 AM.

Respectfully submitted:

Meena Jain

Chair



Public Relations Committee Report

April 2022

PR Committee Administrative Highlights

Organization

Former co-chair Andrea Puglisi and current member Desiree Zicko worked on updating transition materials, social media procedure and the beginning of a style guide to help future PR Committee members.

PR Committee Highlights

A PR subcommittee met via Zoom on Monday, March 7 to discuss transition plans for the PR Committee and planning for the Wednesday, March 9 PR Committee meeting.

MLA PR Committee convened via Zoom on Wednesday, March 9 to discuss Social Media. Conference was the focus of social media planning efforts.

Conference Updates

A Marketing Plan was created with Kristen Collins, Conference Manager. Sent calls to sections and committees for newsletter content for the Spring newsletter. This newsletter is a conference edition newsletter with sponsor highlights.

Social Media

Worked with a few sections on creating their own social media presence.

Executive Board Opportunities

Met with MLA President and Vice-President on succession planning for the PR Committee.

Respectfully Submitted,

Jocelyn Tavares
Public Relations Chair



Readers' Advisory Section Report

Executive Board Meeting April 2022

The Readers' Advisory Section met on March 17, 2022 for a business meeting and a discussion of genre blends.

We are continuing to build our Google Group and web presence. Rebecca has uploaded the first batch of our genre discussions to the MLA Youtube page, and we will continue to make our content available to members who cannot attend our meetings.

Respectfully submitted,

Pam Aghababian and Anna Mickelsen
co-chairs



Youth Services Section Report

April 2022

The Youth Services section held its latest meeting on Zoom on February 17, 2022.

At this meeting we voted on and passed new YSS bylaws which included adding a Vice-Chair position back into the Executive Board.

We then held our first ever virtual Lunch & Learn on March 17, 2022. This month, we heard from Kayla Casiello from the Gale Free Library in Holden. She shared her popular Tea Time storytime, which started virtual and moved to in-person recently. Kayla also told us about her Teen Grab & Go clubs- several groups centered around different themes that started as a response to pandemic needs but has since continued because of demand. We had 25 attendees and shared the recording on our wiki page. We plan to continue these Lunch & Learns after conference is over.

YSS deleted all YSS specific social media pages on Twitter, Instagram and Facebook to follow the PR Policy put in place in 2021 by the MLA Executive Board. This was done on March 1, 2022.

Respectfully submitted,

Felicia O'Keefe
Chair

MBLC Director's Report to MLA Executive Board

April 2022

New Commissioner: Governor Baker has appointed Jessica Vilas Novas to the Board. She replaces Commissioner Jan Resnick.

Commissioner Vilas Novas is the founder and principal at JVN Management Solutions, LLC. She was until recently the Director of the Lawrence Public Library. She is an active member of the Friends of the Lawrence Public Library and previously served on the Executive Board of the National Network of Libraries of Medicine, the State Advisory Council on Libraries and the MBLC's Public Relations Committee.

She is currently a Board Member at MASSCreative, an advisor for the Essex County Community Foundation's digital equity coalition, and former Board President of Elevated Thought, Inc. A community builder and advocate for the arts and literacy, she hosts a bi-weekly intergenerational writing program, The Common Sage, at a local coffee shop in downtown Lawrence.

Ms. Vilas Novas graduated with an M.Ed in Community Engagement from Merrimack College. She received her MLIS from Simmons College and has a Bachelor of Science from Northeastern University. She earned a Certificate in Social Impact Management from the Institute for Nonprofit Practice, in affiliation with Tufts University's Jonathan M. Tisch College of Civic Life. She recently joined the LEADS network after graduating from their executive leadership program, which is hosted by the Lawrence Partnership and supported by the Harvard Business School through visiting lecturers.

MLA and MSLA held four virtual **Library Legislative Day** events for different regions of the Commonwealth on April 5-7 (during National Library Week). Members of the legislature's Library Caucus spoke at each session. I gave the legislative agenda briefings and Commissioner Cluggish issued a call to action at the end of each session.

While we were told we would most likely hear from the Executive Office of Administration and Finance (A&F) by now as to whether they would be raising the **annual cap for the MPLCP** from \$20 to \$25 million for FY2023, they recently indicated that they are still reviewing the entire FY2023 Capital Investment Plan.

LSTA Grant update: Final drafts for the FY2023 Direct grant program were received on April 5, 2022. Overall, we have seen fewer applications than in previous years. Possible explanations for this include reduced in-person services due to COVID, libraries experiencing lower levels of staffing, and the unprecedented number of new public library directors across the state. Applications will be distributed to State Advisory Council on Libraries (SACL) review teams during April in preparation for the LSTA Direct Grant application review meeting on May 5, 2022. We are planning to hold this meeting at the MBLC office with remote access for SACL members who are unable to attend in person.

LSTA Five-Year Plan Update: We are working with QualityMetrics, LLC (the consultants who worked on the evaluation of our current plan) to prepare our new LSTA Five-Year Plan 2023-2027, due June 30. We held our kickoff meeting on April 1. We will be seeking additional feedback from MBLC stakeholders and staff during the planning process.

Database Procurement Update: The database procurement process enters its final stages in April as budget decisions are being finalized and databases are being selected. The procurement process has been a year-long effort starting with database feedback sessions in the Spring of 2021. The process has also involved the work of a procurement team made up of staff from the MBLC and MLS and a statewide evaluation team made up of librarians from all types of libraries. This multi-phased project required a high level of coordination between the MBLC Business Office, vendors and a statewide volunteer review board. The procurement process could not have happened without the strong leadership of Kate Butler from the MBLC and Tressa Santillo from MLS.

“Welcoming Patrons who are Deaf and Hard of Hearing to the Library” sessions: On March 29th and 30th Shelley Quezada and Rob Favini hosted Jonathan O’Dell, Assistive Technology and Training Specialist for the Massachusetts Commission for the Deaf and Hard of Hearing (MCDHH) for two training sessions for library staff that focused on how to engage with deaf, hard of hearing and late-deafened individuals. The two sessions drew a combined attendance of 146.

Attendees learned how to offer appropriate auxiliary aids such as audio induction loops, FM systems and personal amplifiers, and gained an understanding about how to connect with American Sign Language (ASL) interpreters, Certified Deaf Interpreters and Communication Access Realtime Captioners (CART) Services. The sessions featured the services of CART providers to give librarians the experience of seeing this service in action.

Maura Deedy continued programming to **library friends and trustees** with the following programs:

3/1: Friends Sharing with Friends Coffee Hour. 20 attendees.

3/16: Trustee Deep Dives: Library Foundations

This timely and very well attended session featured guest speaker Heather Calvin, Senior Consultant at Keen Independent Research, LLC who shared research focusing on local library foundations. Heather also sits on the Board of the Arlington Libraries. 57 attendees

3/29: Trustee Deep Dives: Collection Development and Intellectual Freedom. Maura presented and led a discussion on policy considerations pertaining to collection development and intellectual freedom. 59 attendees

Upcoming Programs in April

4/12, 6:00pm: Maura Deedy will host the April Friends Sharing with Friends session. For more information and registration: <https://mblc.libcal.com/event/8900570>

4/26, 10:00am: Maura Deedy will host the first **Library Foundation Forum** open to all interested in or working with a library foundation. This can include board members, foundation directors and staff, library trustees and/or directors, amongst others. The purpose of the Library Foundation Forum is to build connections with others across the commonwealth, share success stories, ask questions and learn best practices. These informal sessions will be held every other month. For more information and registration: <https://mblc.libcal.com/event/9009062>

4/27, 10:00am Maura Deedy will host **Trustee Deep Dives: Hiring a New Library Director**. This timely session will draw on the work of the advisory committee that has been updating the MBLC Hiring a Director Guide. For more information and registration: <https://mblc.libcal.com/event/8901186>

4/28 2:00pm **Helping to Bridge the Digital Divide Via the Affordable Connectivity Program: What Is It and How Can Libraries Help?** Paul Kissman invites the library community to attend this session on federal funding available to libraries. The Affordable Connectivity Program (ACP) is a Federal Communications Commission benefit program that helps ensure that households can afford the broadband they need for work, school, healthcare and more. Part of the Infrastructure Investment and Jobs Act (IIJA), it replaces the Emergency Broadband Benefit program. Learn directly from FCC staff about how the ACP can help users obtain and afford low-cost Internet from home, how libraries can raise public awareness about this important benefit and possibly even help with the application process. For more information and registration: <https://mblc.libcal.com/event/9040073>

Evan Knight led the promotion and outreach for the Mass Emergency Management Agency's (MEMA) "Cultural Heritage Facilities Survey" (<https://survey123.arcgis.com/share/ec969cc149a14bcb90569a8f638bbcb1>). The survey seeks to identify cultural heritage facilities across the Commonwealth. To date over 60 institutions have already created a listing in this "participatory" database, 21 of which are public libraries. The map of participating institutions is available here: <https://memamaps.maps.arcgis.com/apps/webappviewer/index.html?id=0087ad029abc4ce296a6838e875d40ac>).

Environmental Monitoring Program Update: In a survey of the first cohort of librarians going through this new self-directed environmental monitoring program, which started just this year, the following outcomes have been recorded:

- 74% responded Yes to: "Have you learned better methods and standards for environmental monitoring?"
- 68% responded Yes to: "Have you transformed the way you approach or practice environmental monitoring?"
- 37% responded Yes to: "Are you employing new preservation skills as a result of this project?"

The **Communications Team** is working on several initiatives that align with one of the primary goals of the three-year plan: to engage new and diverse users. The team re-started our partnership with the **Office of Economic Empowerment**. The MBLC and OEE share the same

interest in reaching underrepresented groups. The team worked with OEE to create a bookmark series on different topics of financial interest which libraries will be able to order. At the last PR Committee meeting, several members mentioned that teens were some of the most frequent borrowers of financial literacy books so the team is working with OEE to set up a virtual financial workshop for teens. Virtual workshops are also planned for librarians to get information on OEE programs like Baby Steps and first time homebuying. Overall, our goal with OEE is to feature a different economic topic each month that will appeal to a variety of ages and levels of financial literacy.

Summer reading is again affected by uncertainty of whether libraries will be able to offer indoor programming. MBLC staff are working with the Bruins to try to do visits in ice rinks where kids could learn to skate. There would be no application process and we're focusing on city locations. Perhaps in Springfield, Worcester, and New Bedford. In other areas we may offer Blades visits.

We're also moving away from using attendance as a measure of summer success. While the numbers are important, they don't tell the whole story. We're creating a new summer social media campaign and website where people can upload their summer success stories—making it easy to share with legislators and funders.

We're also making an effort to continue our partnership with the women's NHL team PRIDE. Pride management changed last year, which means we're starting from square one, but we think it's important to feature professional women athletes.

We're in the last push to get out the **hotspot** materials in languages other than English. We typically offer 4 languages besides English: Haitian Creole, Spanish, Portuguese, and Chinese. But this time, we asked libraries to tell us what languages they needed for their communities. We've translated materials into 11 languages: Bengali, Italian, Khmer, Hindi, Haitian Creole, Russian, Chinese, French, Arabic, Portuguese, Spanish.

The team also worked with Dr. Sonya Grier from American University to create a three-part series: **Inclusive Marketing for Equity in Library Services**. Members of the PR Committee attend along with directors and marketing librarians from several libraries. Our goal is to learn new ways to reach underrepresented audiences. We had our first session on April 1.

Massachusetts Library System Report
April 2022

Check the link for the full report:

https://guides.masslibsystem.org/ld.php?content_id=65976315

Massachusetts School Library Association

Executive Board Report April 2022

1. School Library Census & Advocacy:

- Certified Librarian Data available in DESE Education Personnel Information Management System, which collects numbers of certified school faculty; MSLA can't access this. Continued lack of response from DESE regarding access to that data
- In December met with DESE's Edwin Student Learning Experience team. [SLE](#) measures the amount of time students spend with a licensed professional. Certified school library teachers are NOT part of this accounting. Working on trying to get this counted.
- MSLA's Advocacy Chair established a **new** relationship with Heather Peske, DESE Senior Associate Commissioner. Dr. Peske presented at the MSLA annual conference on March 28 the DESE [Mass Literacy](#) initiative. They are open to working with MSLA regarding the SLE described above and the effective school library programming library teachers offer school communities.

2. MSLA and Legislative Agenda:

- Presented [MSLA Talking Points](#) at the four Legislative MSLA/MLA Days.
- At MBLC Legislative Event 2/11, Northampton PL Claudia Palframan, Dupont Middle School Library Teacher, represented MSLA. Senator Anne Gobi asked about the status of the Senator Lesser letter to DESE. Debbie reported on Commissioner Riley's response that a census wouldn't be funded. Still no response from Judy Marcella, DESE's Assessment Publications & Records Specialist. In the meantime, we are working with DESE, as described above.
- Senator Gobi is willing to support policy changes including MSLA acquiring DESE data on the number of librarians in the state AND seeking legislation ensuring equitable access to school libraries and librarians. MSLA leadership is constructing a follow-up letter to Senator Gobi.

3. Every Library:

- On hold; but hoping begin policy and legislation initiatives above.

4. Digital Equity Act - Senator Markey meeting: 3/31/22 with Janet Freedman & MSLA President, Jen Varney

- Received an invite from Janet Freedman who is working with Benjamin Thomas of Senator Markey's office, about needed training and assistance in the effective use of the internet and to expand information literacy. An editorial by Senator Markey, in [3/11, issue of Commonwealth Magazine](#), describes the *Securing Universal Communications Connectivity to Ensure Students Succeed (SUCCESS) Act*. MSLA President, Jennifer Varney and Debbie met on 3/31, with Janet, the retired Dean of Bridgewater State University Library. She wants to strive to leverage funding from the Digital Equity Act, in some fashion, for school librarians and libraries in the Commonwealth and across the US. We hope to meet with Ben on 5/5.