



**MLA Executive Board Meeting  
Newton Free Library  
October 12, 2012**

**Meeting attendees: Dinah O'Brien (President), Elizabeth Marcus (Vice-President), Ruth Urell (Past President), Bernadette Rivard (Treasurer), Elizabeth Hacala (Executive Manager), Laura Bernheim (Secretary), Allison Sloan (Paralibrarian Section), Daniel Faulean (Technical Services Section), Greg Pronevitz (Massachusetts Library System), Laurie Lessner (Public Relations Committee), Jocelyn Tavares (Public Relations Committee), Sunny Vandermark (Archivist), Kirsten Underwood (Personnel/Education Committee), Nancy Rea (ALA Councilor), Ellen MJ Keane (Conference Committee), Susan McAlister (Legislative Committee), Krista McLeod (NELA representative), Sharon Colvin (Youth Services Section), Jacqueline Rafferty (Intellectual Freedom)**

**Call to Order:** Dinah O'Brien called the meeting to order shortly after 1:00 pm. The minutes from the August 10 Executive Board (E-board) meeting were approved.

**President's Report (Dinah O'Brien)**

- Dinah has sent letters to new and renewing MLA members.
- The MLA Administrative Board (Admin. Board) met last month in which they discussed putting out a Request for Proposal (RFP) for Executive Manager, as required by the MLA bylaws. A team will review the RFP, with a goal of releasing it in January. Ideally, the interviews will happen in March, with the executive manger read y by July.
- Bernadette Rivard will give detailed quarterly treasurer reports.
- Dinah attended two Massachusetts Board of Library Commissioners (MBLC) meetings. The MBLC awarded construction grants, including one to Reading.
- Dinah attended a meeting of the [Western Massachusetts Library Advocates](#). (WMLA) Chris Linqvist will serve as WMLA President, while Judy Clini will serve as Vice-President. Chris's five goals as WMLA President are engage members, communicate with local politicians, be a physical presence, promote advocacy, and have fun. MLA Conference Committee has invited members from WMLA to present at MLA's annual conference. (They will also be extending an invitation to the [Cape Cod and Islands Library Association](#) (CCILA)). WMLA will be presenting four scholarships for the MLA Conference in memory of Frank Taplin. The scholarships will be awarded to first time attendees.

- Dinah will be attending the [groundbreaking of the expansion of the Athol Public Library on October 17](#). She will also be attending a ceremony in honor of the 150<sup>th</sup> anniversary of the Stockbridge Library.

#### **Vice-President's Report (Elizabeth Marcus)**

- Elizabeth Marcus (Betsy) invited Susan Watkins, Director of Library Services at Eastern Nazarene College, to join Conference Committee. She is interested but would like a little more information which Ellen Keane will supply her.
- Betsy is working on a letter to send to all non-MLA members who attended conference. Dinah encouraged her to send them to people who may even have out of state addresses.
- Betsy has been heavily promoting MLA while teaching her class at Simmons College.

#### **Past-President's Report (Ruth Urell)**

- Ruth is heading up a group to work at a table at the [Boston Book Festival](#) (BBF) on October 27. She thanked the Youth Services Section (YSS) and the PR Committee for providing a lot of the help. Members of YSS are creating a large map of Massachusetts in which visitors to the booth can mark their respective communities. MLA is sharing the booth, called "Massachusetts Libraries" with the MBLC and the Massachusetts Center for the Book. Keep in mind that the BBF lists it in the brochure under "Massachusetts Center for the Book". Ruth sent around a Doodle poll in order to schedule shifts at the booth.
- The Massachusetts Friends of Libraries (MFOL) and the Massachusetts Library Trustees Association will be holding their joint conference on October 27, 2012. Dinah will be attending.
- The MFOL/MLTA Conference will also host the initial program for the [Take Action! Build Community Support program](#). The program is "to build grassroots advocacy among people in the community." (from <http://guides.masslibsystem.org/LibraryAdvocacy>) Nancy Rea will facilitate this program. Those who are interested in the program can also attend the program in Osterville on November 1 from 3-5, or in Sheffield on November 15 from 6-8 pm.

#### **Executive Manager's Report (Elizabeth Hacala)**

[See attached](#)

- Elizabeth is working with Maureen Ambrosino from the membership committee about reaching out to lapsed members.

#### **Treasurer's Report (Bernadette Rivard)**

[See attached](#)

- Elizabeth and Bernadette will present quarterly budget reports and get them to board members so that they can see them ahead of time for the meeting.
- Bernadette will be asking committees and sections for their budget proposals in January.

- Membership income is down from this same time frame last year.
- A suggestion was made about exploring joint memberships with other organizations such as WMLA and CCILA. There was some discussion on the fact that these organizations are regional based, and Krista McLeod suggested that the MLA nominating committee recruit from Western Massachusetts.

## **Committee/Section Reports**

### **Public Relations (Laurie Lessner)**

[see attached](#)

- Laurie shared a [document](#) from Mobile Future about its initiative regarding expanding mobile broadband. Mobile Future would like a word of endorsement from MLA. Dinah suggested that the board members read the [attached document](#) in order to come to a decision at the December board meeting. Krista also suggested that the Intellectual Freedom and Legislative Committees look at it a little more closely.
- In an e-mail sent on October 19, Laurie mentioned that the Mobile Future project was ending at the end of October, so it was unclear if this would still be a relevant discussion at the December meeting.

### **Legislative Committee (Susan McAlister)**

[See attached](#)

- Legislative Day at the state house is on March 26, 2013.
- The legislative committee would like to conduct state house tours in the fall in order to make Legislative Day less intimidating. There will be a pilot program at the MLA Conference since that will be held in Cambridge. Ellen and Susan will talk possibilities regarding when to schedule the event and dealing with transportation.
- The Legislative Breakfast Toolkit is now [online](#).
- The goal date for releasing the candidates' survey is October 22. Suggestions were made to get the surveys out to trustees and friends, in addition to library staff. Dinah will contact the winners of the statewide offices and encourage them to join the library caucus. Betsy asked about the timing of the candidates' survey since there wasn't a lot of time for candidates in the primary to fill it out. Krista mentioned that due to several logistical concerns that the timing works best, especially since a lot of information is not available early in the primary season.

### **Membership Committee (Elizabeth Hacala for Maureen Ambrosino)**

[See attached](#)

- Elizabeth passed out a draft of individual and institution members' benefits policy. The goal of the policy is to provide for two classes of members, individuals and organizations. Dinah suggested that everyone read it over to prepare for a discussion and a vote at the December board meeting.

- Two of the benefits which are currently available to members are the [Staples Business Advantage program](#) and [tuition breaks at Drexel University](#).

### **Intellectual Freedom (Jacqueline Rafferty)**

[See attached](#)

- Jaqueline (Jackie) mentioned the committee is waiting to hear from Edward Markey, who is co-chair of the Bipartisan Congressional Privacy Caucus about speaking.

### **Personnel/Education Committee (Kirsten Underwood)**

- Kirsten passed around a proposed funding request policy for when members request funding for a variety of things, such as education expenses. Ellen Keane mentioned that they wanted to set some guidelines for when they have unexpected requests. Dinah suggested that everyone read over the proposed policy in order to discuss it at the December board meeting.

### **Massachusetts Center for the Book**

- The MLA E-board still needs a liaison to the Mass. Center for the Book.

### **Paralibrarian Section (Allison Sloan)**

[See attached](#)

- The section met with Rob Maier at the MBLC regarding the [PARA Recognition of Achievement](#) (PARA), and the four levels of achievement.
- This will help paralibrarians achieve the steps for higher pay and standardization of their jobs.
- Directors will be educated on the PARA and the significance of the four levels.
- Allison included the revised program guidelines for the PARA with the following words in an e-mail after the E-board meeting:

“As discussed at the October 12th meeting, the Paralibrarian Section requests review of the language changes to the PARA Guidelines document, for a vote at the December 14th meeting. Attached is the document with edits in red on pages 3 and 5.

In August, Paralibrarian Section representatives met with Rob Maier and Diane Carty of the MBLC to discuss the development of the PARA program, including financial status, PARA Review Committee, applicants and awards during the 6 years since its inception. Rob Maier has been an advocate of the program since it was first introduced, and at this meeting, he agreed that the MBLC would sign the Certificates of Achievement along with the Paralibrarian Section Chairperson and Chair of the PARA Review Board. As such, he recommended some basic language changes to reflect the status of the PARA Program as a certification, endorsed by MLA and the MBLC.

As noted in the document, the PARA is not a substitute for a degree or an MBLC certification, such as the Basic Library Techniques (BLT). The "Sub professional" certification mandated by state law is under consideration to be removed from the MGLs and eliminated as a requirement for a paraprofessional library director. The PARA would not be a requirement, but would remain a voluntary certification program under the umbrella of MLA, and the Paraprofessional Section Career Development Committee would continue to administer, review and approve PARA awards.

More information and a list of PARA recipients can be found on the MLA Website at <http://mla.memberlodge.org/PARA>

Though the PARA Review Board does regular reviews and revisions to simplify and clarify the process outlined in the PARA Guidelines, the Section requests the updated language be put to a vote at the December meeting. I am happy to answer any questions about the document and the PARA Program, and note that the MLA Paraprofessional Section Board recommends approval of the language changes on pages 3 and 5.

Thank you,  
Allison"

#### **Technical Services Section (Daniel Faulean)**

- The section met last on August 15. They will meet again on October 24.
- The section board has started to review the section's bylaws.
- Members of the section are planning programs for the annual MLA conference.

#### **Youth Services Section (Sharon Colvin)**

[See attached](#)

- They are ready to send the Tattooed Librarians' Calendar to the printers. The hope is to have it ready by Thanksgiving in time for holiday gift shopping! Betsy will review the final product.

#### **Conference Committee (Ellen Keane)**

- The theme for the annual conference is "Inform, Inspire, Ignite!"
- The dates of the conference are April 22 – 24 at the Hyatt in Cambridge.
- Digital Commonwealth will host a post conference.
- The Texas Library Association is holding its conference at the same time, so there may be some competition for vendors.
- Conference programs will not be identified by specific tracks.
- The conference committee is working on arranging shuttle service between T stops and the Hyatt.

- Allison and Bernadette are working on securing sponsors for the conference.
- The committee is determining rates for the conference and will hope to have them finalized by November. The MLA E-board will then vote on the rates in December.
- There will probably be events during the evenings of the conference as well as an off-site program.

#### **NELA (Krista McLeod)**

- NELA's annual conference was held from October 14 – October 16. Krista was looking for someone to participate in NELA Game on Monday evening, October 15.
- The [New England Library Leadership Symposium](#) (NELLS) will be held from July 29 – August 2 in North Andover, Massachusetts, the hometown of the woman writing these minutes.
- A lunch was held on Sunday, October 14 before the NELA Conference for section counterparts.

#### **Massachusetts Board of Library Commissioners (MBLC)**

Rob Maier was unable to attend this meeting, but he did send a memorandum and motion regarding the Legislative Agenda:

Agenda Item #12  
October 4, 2012

## **Memorandum**

**To:** Massachusetts Board of Library Commissioners  
**From:** Robert C. Maier, Director  
**Date:** October 1, 2012  
**Subj:** Legislative Agenda

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This memo supplements information included in the agenda mailing on the legislative agenda for FY2014. Celeste is working on a one sheet version that we hope to have for you prior to the meeting. It will be used at the Boston Book Festival and the MFOL/MLTA Conference, both on October 27. It may serve as a basis for the final printed agenda or it may be used on one day, depending on how you respond to it.

As an overview of the legislative agenda, we have agreed that it will focus on State Aid to Public Libraries. We also need to create a second focus on e-books and e-content to build on the work of the resource sharing committee that will tie together our request in account 9506 and the MLS and LFC requests in account 9401.

Theme: Under pressure; in demand.

The amounts proposed for FY2014 are very similar to the amounts requested for FY2013. For the agency administrative account and for the two talking book library accounts, the increases are minimal. There are larger requests for State Aid, Regional and Library for the Commonwealth services, and for library technology and resource sharing. The amounts proposed are shown below.

<u>Acct</u> <u>No.</u>	<u>Acct Name</u>	FY2013	FY2014	Amount Increased	Percent Increase
		Final	Legislative Agenda		
9101	Board of Library Commissioners	998,778	1,065,177	66,399	6.6%
9401	State Aid to Regional Libraries	9,231,475	10,940,475	1,709,000	18.5%
9402	Talking Book (Worcester)	430,628	441,394	10,766	2.5%
9406	Talking Book (Perkins)	2,400,000	2,496,000	96,000	4.0%
9501	State Aid to Public Libraries	6,823,657	9,989,844	3,166,187	46.4%
9506	Library Tech & Resource Sharing	1,929,238	3,788,000	1,858,762	96.3%
	TOTAL STATE FUNDING	21,813,776	28,720,890	6,907,114	31.7%

Agenda Item #12  
October 4, 2012

#### CONSIDERATION OF ADOPTION OF A LEGISLATIVE AGENDA FOR FY2014

#### SUGGESTED MOTION:

That the Massachusetts Board of Library Commissioners adopts a legislative agenda for FY2014 with the theme "In Demand; Under Pressure"; a total request for six line items of \$28,720,890; and a construction bond request of \$150,000,000 to complete funding of the current waiting list and to provide funds for a new grant round as provided in the attached documentation.

#### **New Business**

- Facebook Page: MLA hosts two Facebook pages, a group in which those interested need to be asked to join and another that people can "like". There was a discussion about consolidating them and some confusion as to the differences between the two pages. There will be further discussion about it at the December meeting. Laurie Lessner sent this very helpful e-mail about the differences at the conclusion of the meeting:

“Dear Board,

At the meeting today we didn't have time to finish discussing the facebook pages and I just wanted to give an explanation of the difference between the two types. If I remember correctly, the fan page was set up by Elizabeth as the more official, corporate "face" of the organization. I don't know who set up the group (MLA Fans).

This is the definition for each type:

**Official pages** are maintained by authorized representatives of a business, brand, celebrity, or organization, and they can create and share content about the entities that they represent.

**Groups** allow you to communicate directly with other people on Facebook about a specific subject. Anyone can create and admin a group.

MLA Fans Group -

Privacy:

We can make it a closed group, available to just MLA members. - Anyone can see the group and who's in it. Only members see posts. or make it only viewable by members (a secret group). If we limit it to current MLA members, we would have to maintain it (annual basis?) but it could also be a membership perk.

Members - must be added by other members. Current setting has it require an admin to approve.

Email members by sending email to [masslib@groups.facebook.com](mailto:masslib@groups.facebook.com)

The URL for the group is <https://www.facebook.com/groups/masslib/>

Only members can post to a group.

Members can post photos, files and events.

MLA Page -

More of an informational page - can show more details about the organization.

Can help promote other organizations by "liking" their pages. - MA authors?

Can greater promote using facebook pages vs. groups by creating widgets (social plugins) to [masslib.org](http://masslib.org) site - "find us on facebook" or a feed of our posts from our facebook page. Can link the page to a twitter account - anything posted to twitter or fb will be shared between each application.

Events - only admins can add events

Apps - could add a book app? poll our audience?

Posts - we can control if only admins can post or anybody. Have the option to post as the organization or as an individual

Posts are broadcast to people who have "liked" the page.



Friends can be invited to "like" the page

So you can see that the facebook page is more of a promotional tool for pushing info out to the public and the group is more of a way for our members to build community. It doesn't mean we can't help build that community and encourage it. I see the benefit of having both. I can't see how to automatically post to one and have it shared on the other. The best I can see is to manually click on the share link and select to share it with the group and vice-versa.

I'd be happy to beef up the MLA page and create a widget for the MLA website. I know we're in need of that social media policy, but in the mean time I can get started on this, unless someone else had plans to do so.

Laurie"

- Bernadette is going to join the group who will review the RFP for Executive Manager
- The rest of the agenda will be discussed at the December meeting.

Meeting adjourned at 3:11 pm.

Respectfully submitted,

Laura Bernheim  
MLA Secretary