

EXECUTIVE DIRECTOR'S SUMMARY OF MAJOR ACTION AND DISCUSSION ITEMS

ACLA Board of Directors Meeting

September 21, 2009

- The President introduced two new members of the Board: Leslie Britton who will fill the unexpired at-large term of Sara Jane Lowry and Lafe Metz who will be the representative of the central region (Carnegie Library of Pittsburgh).
- The Board adopted an amended policy that provides an additional opportunity for public comment at Board meetings:

The Allegheny County Library Association Board of Directors invites public comment at its business meetings. To that end, time will be set aside to obtain public comment from attendees both at the beginning and the end of each business meeting. Time at the beginning is specifically reserved for comment on items contained on that meeting's agenda. Time at the end of the meeting is reserved for comments of a general nature.

Each person will be allotted two minutes to make comment. An individual may address the Board only once during each comment period. An individual may address the Board during each comment period provided each comment addresses a different topic.

At all times speakers will be offered the opportunity to submit comments in writing which will be added to the public record of the meeting.
- The Executive Director noted a summary of Marketing and Continuing Education initiatives for 2009 (attached to this report).
- Jenkins also observed that should there be comments or concerns issued by the RAD Library Committee in reference to the Member-adopted formula, a timely response from the organization will be necessary. She recommended that the Formula Development Committee be reconvened to review any such comments and concerns and provide its recommendation back to the Members for consideration at the October 29 General Membership meeting. She also suggested that Board member Shannon Debes be asked to facilitate that process. Debes has professional experience as a facilitator and has already indicated an interest in following up on the formula process. The Board indicated that Jenkins should contact the Formula Committee members if there are comments or concerns issued by the RAD Library Committee to determine if they are willing to serve in this capacity. Richey noted concerns that this was outside the scope of the Formula Development Process Member Agreement signed by ACLA Member Libraries.
- With regard to the 2010 budget Jenkins reported that the Finance Committee has continued to meet and will be reviewing a revised budget draft at its October meeting, with the most current revenue projections available. Jenkins has been

holding regional budget forums and expects a revised presentation to be available for the October 29 General Membership meeting.

- Six LSTA grant applications were approved by the Board:
 1. ACLA - \$99,954 for self-checkout pilot for 14 libraries within the system
 2. Monroeville Library - \$62,400 for full integration into eiNetwork
 3. South Park and Upper St. Clair - \$30,000 for specialized collection around areas of harmony and wellness
 4. West Region - \$15,000 for purchase of electronic databases
 5. CLP / District Center - \$100,000 for expansion of automated sorting system
 6. CLP / District Center – \$50,000 for collection development as Resource Center in specific areas (business, mathematics, computer sciences, health, etc.)

- The Board approved an extension of time on the management services agreement with Robinson Township through December 31, 2009. This will allow for a smooth transition as of January 1, 2010. The Library is on track for becoming an independent operation effective that date.

- The Board considered recommendations from the Executive Director regarding the F.O.R. Sto-Rox Library. The Sewickley Public Library has indicated interest in entering into a management services agreement with Focus on Renewal beginning 2010. While the Board sees this as a positive new service model that might be applicable in other communities, there are questions regarding potential impact on the formula and service standards requirements. The Board authorized Jenkins to explore this further with Focus on Renewal and the Sewickley Public Library.

- The Board considered a recommendation to relocate the ACLA offices to space adjacent to the Mobile Services operations on Beaver Avenue (North Shore). This move was reported to be cost-neutral and would afford an expanded meeting/training facility, free parking for visitors, and reduce cost duplication within the organization as a whole. The Board will consider additional options to ensure that any decision identifies the most cost-efficient possibility going forward.

- The Board adopted an Unpaid Leave Policy and process. As the organization falls below the threshold for number of employees within Family and Medical Leave Act provisions, the Board wished to have some alternative guidelines for staff.

- During public comments Connie Galbraith announced the appointment of Cynthia Richey as Chair of the Governor's Advisory Council and Sharon McRae suggested that ACLA think outside the box and consider having ACLA staff work from home to save cost.

Summary of 2009 Marketing and Continuing Education Initiatives

Marketing (Total Budget \$45,000)

- A. Theme: New Technologies @ Your Library
 - Press Releases picked up by Post-Gazette and run in 4 regional editions
 - Interview on KDKA Evening news re: The Kindle
- B. Theme: Social Services
 - Articles in Tribune Review, Post-Gazette, and Department of Human Services Newsletter
- C. Theme: *One Book, One Community*
 - Radio *Impressions – 1.2 million
 - Radio Interviews – 4
 - DUQ Profile - 1
 - Web Banner *Impressions – 2.4 million
 - Coverage in Post-Gazette, Pittsburgh Tribune Review, Duquesne University student paper, KDKA Television, Comcast Newsletter, Homeless Children’s Education Fund Newsletter, etc.
 - Podcasts - 4
- D. Theme: Summer Reading
 - Television *Impressions – 1,368,000
 - Radio *Impressions – 6,807,000
 - Web Banner *Impressions – 69,000
 - Television Interview – KDKA Morning Show
- E. Advocacy
 - Letters to all Western PA legislators and all members of the Appropriations Committees
 - *Call to Action* pop-up for websites
 - Interviews in the Post-Gazette
- F. Fund Raising
 - Online Donations and marketing support campaign being prepared for late fall. Will include web banners and radio support
 - Redesign of ACLA web site with public focus

Upcoming:

- A. Theme: Supporting Libraries: Campaign to launch online giving opportunity for local libraries – late 2009.

**Number of viewers or listeners heard/saw this particular campaign*

Continuing Education (Total Budget \$15,000)

- A. Theme: Social Services
 - 4 Trainings with Allegheny County Department of Human Services – Help in Hard Times – how to navigate DHS websites to help library users access resources. Attendees: 90
- B. Theme: Leadership
 - Facilitation Training with the Pittsburgh Mediation Center for running effective and efficient meetings – Attendees (LAC Officers, CILOC Task Force Chairs): 15
 - Leadership Retreat – In collaboration with Nonprofit Leadership Institute and Center for Creative Leadership; training to hone directors’ fine leadership skills. Attendees: 33
- C. Theme: Technology and Change
 - Technology Playgrounds – Held in five regions; hands-on opportunity for library staff to experiment with new technologies to benefit library users. Attendees: 102
 - 23 Things – In collaboration with the Carnegie Library of Pittsburgh; 12-week on-line learning program where participants were introduced to new technologies from blogging to social networking. Curriculum adapted for Allegheny County Libraries. Attendees: 208

Upcoming:

- A. Theme: Technology and Change: Helene Blowers (creator of original 23 Things curriculum); “The 24th Thing” (applying new technology to public service) – October 2.
- B. Theme: Supporting Libraries: Rich Fuller (Sisterson) and Maria Polinsky (GPLC Development Director); “Understanding Basic Financials” and “Understanding the Principles of Fundraising” (for Trustees, Directors, and others) – November 4.
- C. Theme: Supporting Libraries: “Best Practices for Friends Groups” – in development.

Report on the Value of Marketing Brochure

The Board requested a summary report on the impact and value of the marketing brochure produced and distributed last year and early 2009.

Production Background:

- Key stakeholders (both foundations and other funders) had requested a physical piece describing ACLA.
- Librarians had requested documentation on the history of ACLA.
- Piece was targeted for use with local, County, and State officials as well as private foundations and funders.
- A private grant of \$10,000 funded production.
- The production firm provided \$30,000 of additional work pro bono.

Use of Brochure:

- The brochure was distributed in multiple copies to each Member Library. These copies were then distributed locally to Boards of Trustees and local officials.
- Based on a survey of regional conveners and other library directors the brochures were used locally for orientation of new Trustees and staff, contact with local community officials and at community events.
- Copies were directly distributed to every State legislator, County Council member and the County Executive, RAD Board members, and a list of private and corporate foundations.

Benefit of Brochure:

- Based on the reported use by local library directors, we estimate a direct value of between \$8,000 and \$16,000. This is calculated assuming between ½ and 1 hour of a library director's time per point of contact.
- Since distribution of the brochure ACLA has secured additional grants from foundations including Verizon (Summer Reading), Comcast (*One Book*), Buncher Foundation (furniture and training equipment), Dollar Bank (*One Book*), Laurel Foundation (Bookmobile), and an anonymous foundation (\$50,000 for leadership development) totaling \$90,660.
- Increased visibility of ACLA as an organization.