



Executive Board Meeting

Worcester Public Library

March 3, 2017

10 a.m.

AGENDA

Call to order

Approval of minutes of December 9, 2016 Meeting

President's Report – Nanci Milone Hill

Past President's Report – Eric Poulin

Treasurer's Report – Jennifer Pike

Association Manager Report – Jennifer Zolkos

Nominating Committee Report – Krista McLeod

New Business

Massachusetts Legislative Day Program – Susan McAlister

National Library Legislative Day Donation – Nanci Milone Hill

Support of ALA's "Resolution on Adoption of Accurate Information" – Jacqueline Rafferty

Creation of one-pager about MLA's stance on Fake News w/Best Practices – Jacqueline Rafferty

Book Expo 2017 – Nanci Milone Hill

MLA Strategic Plan Draft – Alex Lent

FY2018 Budget Draft – Jennifer Pike

Committee reports:

By-Laws - Ellen Rainville  
Conference – Danielle Savin / Ellen Keane  
Intellectual Freedom – Jacqueline Rafferty  
Investment – Alex Lent  
Jordan Miller - Pam McCuen  
Legislative – Susan McAlister  
Membership – Laurie Lessner  
Personnel/Education – Manny Leit  
Public Relations – Nancy Sheehan  
Website – Jen Zolkos

Section reports:

Paralibrarian – Alison Sloane  
RUSS – Pingsheng Chen  
Technical services - Katie Lewis  
Youth Services - Erin Daly

Liaison reports:

ALA Councilor – Ruth Urell  
MBLC – Diane Carty  
Massachusetts Center for the Book – Sharon Shaloo  
MLS – Gregory Pronovitz  
MSLA – Anita Kotch Cellucci  
NELA – Krista McLeod

Announcements

Close of Meeting

1615 New Hampshire Ave NW  
First Floor  
Washington, DC 20009

Phone: 202 628 8410  
Fax: 202 628 8419

Washington Office

# ALA American Library Association

Dear Fellow Library Advocate,

The elections of 2016 have made it more important than ever to spotlight the centrality and indispensability of libraries to our schools and communities. Failing to do that for and with the new Congress and Administration simply isn't an option, but to succeed, we need your help.

Each year, the ALA Washington Office hosts National Library Legislative Day (NLLD), an event that brings hundreds of library advocates from all over the nation to Washington, D.C. to speak up for libraries and the millions of people they serve. Participants attend meetings with their Members of Congress and key congressional staff to remind them of how important libraries are for their constituents and how strongly those constituents support their local libraries. We need your help to make National Library Legislative Day 2017, set for May 1-2, better and more effective than ever!

This year, please consider making a donation to help our advocacy efforts. Every dollar donated for NLLD 2017 will help us improve and expand our training and briefing sessions, produce memorable and high-quality advocacy materials, and constructively leverage Beltway and national media to tell libraries' terrific story of hope and opportunity. And you don't need me to tell you that the advocacy skills learned by NLLD attendees in Washington will translate directly to effective advocacy back home!

Many state associations have given regularly to the ALA Washington Office. Thank you for that past support and your commitment today to make National Library Legislative Day 2017 a record-setting success. There's much work to do, but with your help ALA's Washington Office and the hundreds of librarians we train every year can continue to educate and make library supporters of every member of Congress.

Sincerely,



Executive Director  
Washington Office

# BOOKEXPO

Jen Zolkos  
MLA Association Manager  
Massachusetts Library Association  
PO Box 230813  
Boston, MA 02123-0813  
Phone: 781-698-7764  
Email: [manager@masslib.org](mailto:manager@masslib.org)

**Dear Sarah,**

Thank you for the opportunity to arrange a co-marketing agreement with Reed Exhibitions/BookExpo, taking place **May 31 – June 2, 2017** at the Javits Center in New York, NY.

***Reed Exhibitions/BookExpo will provide:***

- Logo included on BookExpo website.
  - Please provide logo as an EPS and link.

***Massachusetts Library Association will provide:***

- Banner ad in MLA Newsletter to run from January 2017 through June 2, 2017.
  - BookExpo will provide banner and link.
  - MLA to provide specs and deadlines.
- Banner ad on the website advertising BookExpo with link to registration. Begin running ad from date agreement signed through June 2, 2017.
  - BookExpo will provide banner and link.
  - MLA to provide specs and deadlines.
- Flyers will be handed out at MLA Annual Conference as well as an ad in the MLA guide.
  - BookExpo will provide content.
  - MLA to provide specs and deadlines.
- Five (5) unique social posts promoting BookExpo on Facebook for the 2017 Show. Each unique post must include date, location and a link to registration for BookExpo.
  - Posts will be between date contract is signed – May 31, 2017.
  - BookExpo will provide necessary copy, image and link.
- Include BookExpo in events calendar on website from date agreement is signed through June 2, 2017. Event must include date, location and a link to registration for BookExpo.
  - BookExpo will provide necessary copy, logo and link.

If this agreement is acceptable to you, please provide your signature in the area designated below and return this form electronically to [dwright@reedexpo.com](mailto:dwright@reedexpo.com).

We look forward to working with you. Please don't hesitate to contact me if you have any questions. Thank you for your support of BookExpo 2017.

Best regards,

**Jackie Williams**  
Marketing Director  
BookExpo  
[Jackie@ReedPOP.com](mailto:Jackie@ReedPOP.com)

This agreement is acceptable.

Signature: \_\_\_\_\_

Name: (printed) \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

## JANUARY 2017 MLA LEGISLATIVE COMMITTEE REPORT TO THE MLA EXECUTIVE BOARD

**Susan McAlister, Charlotte Canelli, Krista McLeod – Co-chairs**

The MLA Legislative Committee met at MLN Central Site at 10 am on January 27, 2017

Items discussed:

- **MLA/MSLA Legislative Day at the State House plans are in full swing.**
  - ✓ An invoice from **Ayanna Clark, State House Events Coordinator** has been submitted to the Treasurer of MLA.
  - ✓ Registration is live through the MLA website.
  - ✓ Senator Katherine O'Connor Ives is still on maternity leave but will be available that day for the presentation of the advocacy award and certificate.
  - ✓ Showcase participants have been selected. They should arrive before 9:30 and set up to begin at 10:30 and stay at their tables until lunch. There are 9 public libraries, 6 school libraries, 1 special library. State agencies and associations will have tables outside the Great Hall.
  - ✓ A printed program for the day (and for the website) will be prepared.
  - ✓ Registration will begin in the Great Hall with coffee and pastries service.
  - ✓ Room 222 has been reserved from 9 am – 12 pm for orientation and briefings:
    - Orientation for new attendees will take place in Room 222 from 10:30-11:15 am.
    - Briefings will be held from 9:30 -10:00 am and repeated from 11:30-12:00 pm.
  - ✓ The photographer will set up from 9-9:30 am and will take photos from 10:30 – noon.
  - ✓ Lunch will be available at 12:00 and will be ordered through Metro Catering.
  - ✓ Speakers will begin at 12:15 pm.
  - ✓ A Save the Date will be sent through the MBLC. Librarians are encouraged to invite their legislators to lunch and/or make an appointment to visit.
- **National Legislative Day is May 1-2 in Washington, DC.** We need a strong force. Jackie Rafferty will be the contact coordinator and is interested in attending. Western Advocates, MBLC, MSLA, Center for the Book should have representatives attend. There is a total of \$800 in the MLA budget for reimbursement for one or two MLA representatives.
- **OCLN's Miles to Reach You Campaign began** January 15 and continues through February 15, 2017.
- **A Meet and Greet with legislators was held in Plymouth.**
- **The Governor's Budget was submitted with a 1% increase for libraries.**
  - ✓ Mary Rose and Diane are meeting with Rep. Kay Hogan on Feb. 2 to discuss the Library Caucus.
  - ✓ Library Caucus is scheduled for February 21. **NOTE! This date has been changed to March 16<sup>th</sup> at 11 am.**
  - ✓ Budget hearings begin in March.
- **Legislative breakfasts have been impressive and well-attended across the state.**
  - ✓ It was suggested that perhaps breakfast should be held when the library is open.
  - ✓ The Why Libraries bookmarks have not been consistently available at breakfasts.
- **The Boston Bruins Pajama Drive begins February 2:**
  - ✓ Coordinated with DCF this year; First Lady Lauren Baker, a library advocate, has attended meetings and is enthusiastic.
- **The MBLC has produced an editable, adaptable Legislative Agenda for all libraries.**
- **Love Letters for the Library campaign**
  - ✓ It will begin immediately and a toolkit will be available.
  - ✓ Libraries will send valentines to MBLC through delivery.
  - ✓ MBLC staff will deliver the valentines to legislators.
- **The MLA PreConference plans are being finalized with ALA.**
- **Ruth Urell spoke about the need to get more trustee engagement, especially at the MLTA meeting. Only 100 of the 200 trustees are members.**

Minutes and handouts from the meeting are available from Charlotte Canelli, [ccanelli@minlib.net](mailto:ccanelli@minlib.net)

## MLA Paralibrarian Section Report

February 10, 2017

The Paralibrarian Section met via Skype January 19<sup>th</sup>. Thanks to our tech guru, Gerry Deyermond, who coordinates the sign on process. The virtual format eliminates travel time to meet at a specific library location and allowed the full Section Board and support members to “attend.” It was a packed agenda, and we got a lot done:

- Discussion and motion RE: a PARA Certification application received from a Wisconsin paralibrarian (request to pull from consent agenda for discussion)
- Promotional planning for the Paralibrarian Awards (Outstanding Library Support Staff and Paralibrarian Advocate); Promotional planning for the video format Book Cart Drill Team competition
- Gerry Deyermond will upload “survey monkey” nomination forms to the MLA Website
- Gerry is working with the Capira Rep to develop online voting capability through the Conference app
- Gerry is participating in the MLA Strategic Planning Committee
- Gerry will participate in the MLA Technology Committee
- Allison and Gerry co-wrote an article for the librarydirector.org newsletter that Alex Lent is managing (with thanks to Alex for inviting the Paralibrarian Section to contribute)
- Matthew Costanza reported on Conference Committee
- Karen Horn updated on PARA Certification applications – including Wisconsin applicant as noted above
- Next issue of Section newsletter ***Fast! Forward!*** is scheduled for March (Anna McGrath, Hermayne Gordon)
- Budget: proposed FY2017-18 submitted to MLA (Joyce Senior)

Respectfully submitted,  
Allison Sloan, Chair

MLA Preconference  
Sponsored by the MLA Legislative Committee

“Advocacy Boot Camp”  
Sunday, May 21, 2017  
1-4 PM

Report on Arrangements to Date

Done:

- Date and time set
- Speakers confirmed via email and speaker agreement forms received from Jamie LaRue and Marci Merola (ALA staff)
- Conference Committee agreed to host and pay travel and lodging expenses for speakers
- Room assigned to accommodate 25-40 attendees
- Fee set by conference chairs at \$50
- Initial conversation with Kristen (conference manager) about room set up, snacks, and AV needs
- Requested travel, hotel, AV and room set up from speakers

Still to do:

- Confirm travel plans (air and transport to and from Hyannis)
- Confirm number of lodging nights needed
- Make hotel reservations
- Confirm AV needs and room set up desired

Submitted by Nancy Rea

MLA Legislative Committee liaison to the Conference Planning Committee

1/27/17

## MLA Strategic Planning Committee Report

On September 23, 2016 the Massachusetts Library Association Strategic Planning Committee and members of the board met in a full day retreat. The outcomes of the day were proposed updates to the MLA Vision and Mission statements and a set of strategic goals for the next three years. Plans were made for hosting focus groups across the state to gather input and feedback on the work of the association and these working statements and proposed goals. Leadership of the Committee shifted in early December from Eric Poulin to Debby Conrad as co-chair with Alex Lent continuing to serve as co-chair and incoming MLA President.

On December 8, 2016, the Massachusetts Library Association Strategic Planning Committee met to review feedback collected during seven statewide focus group meetings and to formulate preliminary strategic goals. The committee first reviewed feedback on the MLA Vision and Mission statements, then drafted new statements for presentation to the MLA board. These statements are as follows:

**VISION:** MLA works for the advancement of the Massachusetts library community (NOTE: **MLA WORKS** as hashtag.)

**MISSION:** MLA strengthens the Massachusetts library community through advocacy, connection, and collaboration

The Committee then reviewed, in detail, the comments and recommendations of those who attended the September retreat at Tower Hill and the feedback of those who attended the focus groups. There were strong themes that emerged from the discussion and the following goals were drafted:

- MLA will be a well-managed and administered association
- MLA will build an engaged and active membership
- MLA will collaborate and cooperate with new and established library community stakeholders
- MLA will provide membership with robust and meaningful programs and activities

Strategic Planning committee members were asked to follow up on the meeting by working on developing specific idea for actions that would follow the stated draft goals. The group completed a first round of actions for the association to undertake in the first year of the three year plan. (Note some goals cross over more than one year or one goal.) At this time the committee requests feedback from the executive board on the plan. Included in the documentation are the set of goals, high level objectives, and detailed actions to be accomplished in the upcoming three years. The committee will share the plan, once approved, with the membership to gather feedback.

Submitted on behalf of the Strategic Planning Committee by Tracey Leger-Hornby.

Committee Members:

Debby Conrad and Alex Lent - Co-chairs, Will Adamczyk, Debra DeJonker-Berry, Gerry Deyermond, Jen Inglis, Anita Koch-Cellucci, Ellen Rainville, and Antonia Stephens.

December 19, 2016, Updated January 24, 2017





**Massachusetts**  
Library Association



# FY18-FY20 STRATEGIC PLAN

*VISION: MLA works for the advancement of the  
Massachusetts library community*

MISSION: MLA strengthens the Massachusetts library community through  
advocacy, connection, and collaboration



MLA will be a well-managed and administered association



MLA will build an engaged and active membership



MLA will collaborate and cooperate with new and established  
library community stakeholders



MLA will provide membership with robust and meaningful  
programs and activities

**Goal 1**      **MLA will be a well-managed and administered association**

**Action 1**      **Actively set policy and ensure that the organization has adequate resources to carry out its mission, provide direct oversight and direction for the association manager and the organization as a whole**

Assign committee to oversee routine communications (upon joining, renewal of membership, when new leadership takes office, etc.

Starting Date – July 2017. Completion Date – September 2017

*Responsible parties – President*

**Action 2**      **Comply with all legal and financial requirements and adhere to sound accounting principles that produce reliable financial information, ensure fiscal responsibility and build member trust**

Routine reports on administrative activities, such as auditor's reports, annual budgets (proposed and actual) shared on the MLA board web pages in a timely manner.

Starting Date – September 2017. Completion Date – Dec. 2017

*Responsible parties - Association Manager*

**Action 3**      **Develop organizational structure to support MLA staff**

Review job description(s), Assign responsibility for evaluation and set annual objectives

Starting Date – September 2017. Completion Date – Dec. 2017

*Responsible parties – Personnel Committee and President*

Evaluate staff and provide opportunities for ongoing support and feedback from the Administrative Board

Starting Date – January 2018. Completion Date – Ongoing

*Responsible parties – Administrative Board*

**Action 4**      **Ensure that the organization has the proper technology tools to carry out its mission**

Find resource to do evaluation of web based management system and provide training opportunities, Provide workshop(s) for all with software access

Starting Date – January 2018. Completion Date – May 2018

*Responsible parties – Executive Board with Association Manager*

Implement recommendations for improvement to web based management system and document new procedures

Starting Date – July 2018. Completion Date – June 2019.

*Responsible parties – Executive Board with Association Manager*

Initiate formal evaluation of online association tools and systems

Starting Date – January 2019. Completion Date – June 2019.

*Responsible parties – Executive Board*

Maintain best practices for use of web based management system updating new board members and staff as needed

Starting Date – January 2019. Completion Date – Ongoing

*Responsible parties – Executive Board with Association Manager*

**Action 5        Regularly and openly convey information to the members about its mission, activities, finances, accomplishments and decision-making processes**

Post Board notes, decisions, reports, and other key documents on the web site as meetings occur

Starting Date – July 2017. Completion Date – Ongoing

*Responsible parties – Association Manager and Secretary*

Post (once per month) financial reports from the recent activities of the association

Starting Date – July 2017. Completion Date – Ongoing

*Responsible parties – Association Manager and Treasurer*

Implement review of MLA committees: history, evaluation, short and long term goals, and recommendations for each to executive board

Starting Date – July 2017. Completion Date – September 2017

*Responsible Parties – President with Committee Chairs*

Post committee histories, goals and objectives on web site each year as they are developed

Starting date – July 2018. Completion Date – Ongoing

*Responsible Parties – President with Committee Chairs*

**Action 6        Measure the impact of its actions, assess how those actions align with its mission, and act upon this information**

Post goals and outcomes on the MLA web site on a regular basis and report to the members during the annual meeting.

Starting Date – July 2017. Completion Date – Ongoing

*Responsible Parties – Association Manager*

## **Goal 2          MLA will build an engaged, active membership**

### **Action 1          Strengthen membership renewal processes**

Update system rules to send overdue reminders; create an annual review notification schedule; on a quarterly basis, membership committee will identify non-renewed members and share with committee chairs

Starting Date – July 2017. Completion Date – January 2018

*Responsible parties – Membership Committee with Association Manager*

Post membership data on web site - improve visibility of signing up or renewing membership

Starting Date – January 2018. Completion Date – Ongoing

*Responsible parties – Membership Committee with Association Manager*

### **Action 2          Ensure that website and social media accounts are updated and consistent so that members have accurate and timely information**

Develop procedural manual - logins, "rules" etc

Starting Date – July 2017. Completion Date – January 2018

*Responsible Parties – Membership Committee with Association Manager*

Update website and social media accounts and archive previous information to be available to members and/or committee chairs

Starting Date – January 2018. Completion Date – Ongoing

*Responsible Parties – Association Manager*

### **Action 3          Establish a membership renewal campaign**

Implement "Membership Worth" campaign as trial effort

Starting Date – July 2017. Completion Date – January 2018

*Responsible Parties – Membership Committee with Association Manager*

Evaluate "Membership Worth" campaign and continue as appropriate

Starting Date – Feb 2018. Completion Date – May 2018

*Responsible Parties – Membership Committee*

### **Action 4          Create a membership recruitment campaign to encourage new memberships**

Implement "Ask a Friend" membership campaign as trial effort

Starting Date – January 2018. Completion Date – July 2018

*Responsible Parties – Membership Committee with Association Manager*

Evaluate "Ask a friend" campaign and continue as appropriate

Starting Date – July 2018. Completion Date – September 2018

*Responsible Parties – Membership Committee with Association Manager*

Create ongoing recruitment campaign effort

Starting Date – September 2018. Completion Date – May 2019

*Responsible Parties – Membership Committee with Association Manager*

### **Action 5          Create onboarding plan for new members so they can get involved quicker; identify committees and introduce leaders**

Increase committee participation with new members - one new member per committee

Starting Date – Ongoing. Completion Date – Ongoing

*Responsible Parties – Executive Board*

**Action 6      Ensure all committees are fully staffed**

Recruit additional members as needed

Starting Date – Ongoing. Completion Date – Ongoing

*Responsible Parties – Executive Board*

**Goal 3**      **MLA will collaborate and cooperate with new and established library community stakeholders**

**Action 1**      **Explore options for partnering with other library associations i.e. PLA, Friends, Trustee groups**

Expand and strengthen liaisons to other library community organizations. Collaborate on issues relevant to the library community

Starting Date - July 2017. Completion Date – Ongoing

*Responsible Parties – Executive Board*

**Action 2**      **Publish regular updates in format TBD to the library community (previously known as The Baystater)**

Promote MLA issues to stakeholders outside our organization

Starting Date – January 2018. Completion Date – June 2019

*Responsible Parties – PR Committee*

**Action 3**      **Facilitate legislative day/events**

Invite representative from other groups to help promote a shared message

Starting Date – July 2017. Completion Date – Ongoing

*Responsible Parties – Legislative Committee*

**Action 4**      **Facilitate advocacy events at the local and state level, and provide best practices for our members**

Complete advocacy events at several location throughout the year.

Starting Date – July 2017. Completion Date – June 2018

*Responsible Parties – Legislative Committee and President*

**Action 5**      **Roll out advocacy group activities**

Perform advocacy activities

Starting date – July 2018. Completion Date – Ongoing

*Responsible Parties – New Advocacy Committee*

**Action 6**      **Promote more active participation in committees**

Post current committee listing with specific charges for each committee. MLA will have a robust committee structure with oversight by the executive board.

Starting Date – July 2018. Completion Date – June 2019

*Responsible Parties – Membership Committee with Executive Board*

**Action 7**      **Evaluate and adjust committee structure as necessary; review ways to promote more active participation**

Expand participation in committees to include non-MLA and other stakeholders in activities when possible

Starting Date – July 2018. Completion Date – June 2019

*Responsible Parties – Executive Board*

**Action 8      Include library school students and recent graduates in recruitment efforts for  
MLA membership and participation**

Participate in Library School recruitment events and other alumni or student outreach efforts

Starting Date – January 2018. Completion Date – Ongoing

*Responsible Parties – Membership Committee*



**Goal 4**      **MLA will provide membership with robust and meaningful programs and activities**

**Action 1**      **Hold an Annual Conference that provides professional development and current awareness programs for the betterment of the Massachusetts library community**

Provide strong programming of interest to Massachusetts library community at the annual conference

Starting Date – Ongoing. Completion Date – Ongoing

*Responsible Parties - Conference Committee with Conference and Association Manager*

Explore opportunities to share "Best of conference" content to different audiences around the state

Starting Date – September 2017. Completion Date – June 2018

*Responsible Parties – Conference Committee*

Evaluate conference programs in a timely manner and adapt future events to reflect feedback

Starting Date – Ongoing. Completion Date – Ongoing

*Responsible Parties - Conference Committee with Conference and Association Manager*

**Action 2**      **Develop and deliver strong programming that reflect the needs of the membership**

Expand programs of interest to Massachusetts library community

Starting Date – Ongoing. Completion Date – Ongoing

*Responsible Parties – Executive Board*

Evaluate programs in a timely manner and adapt future events to reflect feedback

Starting Date – Ongoing. Completion Date – Ongoing

*Responsible Parties - Executive Board*

**Action 3**      **Ensure members can attend MLA programs and events**

Investigate option to schedule events in diverse locations (physical and virtual) throughout the state where possible

Starting Date – July 2017. Completion Date – June 2018

*Responsible Parties – Executive Board*

Deliver programming in diverse locations

Starting Date – July 2018... Completion Date – June 2019

*Responsible Parties – Executive Board*

Evaluate programs in a timely manner and adapt future events to reflect feedback

Starting Date – Ongoing. Completion Date – Ongoing

*Responsible Parties – Executive Board*

**Action 4**      **Communicate clearly, often, and enthusiastically to the Massachusetts library community on MLA activities**

Each section and committee provides documentation of upcoming and reports on recent events to appropriate resource for posting on social media and web site

Starting Date – July 2017. Completion Date – Ongoing

*Responsible Parties – Committee Chairs with Association Manager*

**Action 5        Promote informal gatherings in different parts of the Commonwealth at least twice per year.**

Sponsor informal 'Meet and Greet's" throughout the Commonwealth as an networking and social opportunity for members of the library community

Starting Date – July 2017. Completion Date – Ongoing

*Responsible Parties – Committee Chairs*



MLA Intellectual Freedom & Social Responsibilities Committee

February 6, 2017

In addition to developing several programs for conference the MLA-IFSR is planning a stand-alone program to be held on October 13, 2017 at Tower Hill Botanical Garden in Boylston. The program will explore the issues of internet “post truth” and social media and the role of libraries. We are working with out-of-town speakers, from Washington, D.C. and New York City. Subject matter will include the topics of: “The Right to Be Forgotten”, “Fake News”, etc. We are in the process of formalizing the day’s agenda and workshop titles. A full day of programming is planned, lunch included. We expect the cost to be \$45. per person, or less. The facility will accommodate 100 people. We anticipate an excellent turnout, an outstanding experience for all, and a reasonable profit for the MLA treasury.”

The interim dean at the Springfield Technical Community College Library contacted Jackie Rafferty with a request from the college president for clarification on the ALA Library Bill of Rights (needed in response for a request for patron information). Deborah Caldwell-Stone of the ALA Office for Intellectual Freedom responded and provided written clarification.

Submitted by Diane Annunziato & Jackie Rafferty, co-chairs, MLS-IFSR

# MLA Membership Committee Report

## 2/10/2017

The committee met on 1/19 and discussed the following

### Overview of committee charge

From the new strategic plan (draft)

MLA will build an engaged and active membership

- Strengthen membership renewal processes
- Ensure that website and social media accounts are updated and consistent so that members have accurate and timely information
- Develop a "what's my membership worth" campaign
- Create a membership recruitment campaign to encourage new memberships
- Create onboarding plan for new members so they can get involved quicker; identify committees and introduce leaders

MLA will provide membership with robust and meaningful programs and activities

- MLA will have a presence at local library schools (LL)
- MLA will provide membership with robust and meaningful programs and activities
- Hold an Annual Conference that provides professional development and current awareness programs for the betterment of the Massachusetts library community
- Explore options for routinely communicating to the Massachusetts library community, for example with a quarterly e-newsletter. (Note: first year - exploration, second year - plan and test, third - implementation)
- Sponsor informal 'Meet and Greets' throughout the Commonwealth as an networking and social opportunity for members of the library community
- Create MLA "service" programming for volunteerism & fundraising outside of strictly library related Activities

### New members - how to engage

#### Activities at conference:

- We will alert speakers/shepherds to discuss MLA opportunities of interest based on session topics
- Table cards/tents about MLA & available committees (how to participate)
- MLA Mentoring/Buddy Program
- Meetup on Monday, Location: TBA
  - Monday Trivia - will have table for people new to MLA
- Afternoon Break in the Exhibit Hall - will have a table, personed with membership committee
- Cocktail Hour - have membership committee members available to network and answer questions about membership

### Meet & Greet Schedule

Laurie will schedule one in Plymouth, Kathy will talk to Nora about scheduling one in the West

#### Tasks:

- Update wording on registration page - what's an institutional membership? How do we get institutions to register - what are the incentives? (Pat) - sent changes to Jen
- Get general list of where one's membership \$ goes (Laurie)
- Get retirees to run workshops during the year (Melissa)
- Get Nora to host a Meet & Greet in Western, MA - Kathy
- Contact DeweyDrink to see if we can combine activities (Matt)
- Promote MLA CafePress store (Laurie)
- Contact Laura Bernheim with a list of questions to give to mentees to find out what they want to get from MLA, or where their interests lie and then committee can then follow-up with placement (Matt) - done
- Exhibit Hall - get brochures and committee members to station the MLA booth & promote membership

- Give out candy & MLA info
- Have questions to find their interests
- Have a free membership raffle (Laurie will ask for board approval) and then membership committee will follow-up with registrants
- Each of us will sign-up to contact the presenter or shepherd or both, for the above conference sessions to make sure they incorporate MLA into their presentations. We'll craft how MLA ties in to their topic.
- Trivia - new members table?

#### Thoughts:

- How do we differentiate ourselves from MLS or the networks?
- Membership Pricing - will discuss with pricing taskforce
  - 1st time membership fee \$25 (student or unemployed is \$20. Do we need to match?)
  - Lapsed 5 years - rejoin for \$25

#### Melissa's Notes:

Need to differentiate ourselves from MLS and MBLC

We focus on YOU!

Career Development

Resume Review (all year)

Mentor program (make it formal)

Meet & Greets (casual)

Networking (casual and conference)

Conference Discount

Find your Passion with Committee membership

Submit short articles for quarterly newsletter (resume building)

Presenters at conference are all members of MLA

Joint NELA/ALA/MLA membership opportunities

#### Institutional Benefits

Educated and Informed Staff

Growth opportunities for staff (prof. development outside of what library can provide)

Conference costs included for x staff with membership

#### Get away from MLA is just conference

Offer more things throughout the year: meet and greets, use retirees to offer small workshops to keep them engaged in library community

Newsletter quarterly/seek short articles from membership/retirees to beef up message about professional/personal development.

Partner with MLS workshop offerings about Personal/professional development

#### At Conference:

Staff the table, have a game/entry at table to get more emails (free year membership grand prize) Send email out to all those who entered with a list of upcoming informal meet and greets to stay involved.

At conference have the presenters/shepherd mention MLA and a parallel from their event.

Earn conference badges for "PDP" pilot ALA program

## **MLA – President's Report**

### **February/March 2017**

I attended the Legislative Breakfast at the Peabody Institute Library in Peabody on December 16, 2016. Legislators included Senator Bruce Tarr, Representative Paul Tucker, Senator Joan Lovely, Representative Thomas Walsh, Representative Paul Brodeur, and Representative Daniel Cahill.

On February 15, 2017, I signed an agreement with Tower Hill Botanic Garden for the Social Responsibilities/Intellectual Freedom Round Table. The agreement was for their one-day, stand-alone program on Friday, October 13, 2017. The total cost of the event is \$450.00. A check for the deposit (50% of the rental fee) was mailed out.

On February 16, 2017, I signed the Agreement for Participation in the "Extended Membership" between the New England Library Association (NELA) and MLA. The new agreement runs from January 1, 2017 through December 31, 2017. The terms of the agreement are as follows:

1. NELA membership will be offered to MLA members at \$20.00 per person/per year for all levels of membership, except students and retirees, which will be offered a rate of \$15.00 per person/per year.
2. This offer is only available to individuals, there is no institutional membership offered. Individual members covered under the MLA institutional membership may take advantage of the Extended Membership offer. NELA does not offer institutional memberships.
3. MLA will include information about this option in renewal and new membership drive materials.
4. MLA is responsible for collecting Extended Membership dues and all online payment processing fees. Estimated costs are \$.60 per transaction.
5. MLA will issue a report on the first of each month with the contact information of members who opted to become a NELA member. This will be sent to the NELA Association Administrator, based on report details previously agreed upon. NELA will issue an invoice for payment.
6. MLA and NELA staff will work together to make sure the process goes smoothly and will make recommendations to their respective boards for improvements and changes as needed. These changes will be approved and implemented when both parties agree changes are in the best interests of both associations.
7. Both associations will work together to the best of their abilities to create workflows that are easy and efficient.
8. Upon request, NELA will generate a report listing NELA members with a Massachusetts address for MLA to publicize the "Extended Membership" option.
9. The Executive Boards of both MLA and NELA will review the program every 2-3 months, after the initial 30 days, whereby the association will be monitoring the progress of memberships.
10. NELA memberships will take affect the same day as the MLA membership, based on the membership dates of the individuals. After the first year, if a NELA member does not renew their MLA membership, their NELA membership will be renewed at the regular NELA rates.

Our insurance policy with Mount Vernon Fire Insurance is due to expire of 4/20/2017. They offered a renewal quote based on the expiring policy. I filled out the required questionnaire and the renewal payment of \$930.00 was made payable to Murray and MacDonald Insurance Services.

Krista McLeod, Nancy Sheehan and I worked on getting nominations for this year's elections.

I attended the Legislative Committee meeting on Friday, February 24<sup>th</sup> at the MLN offices.

Respectfully submitted,

Nanci Milone Hill,  
MLA President

*On Tuesday, January 24, 2017, the ALA Council adopted this resolution as amended.*

### **RESOLUTION ON ACCESS TO ACCURATE INFORMATION**

Whereas the American Library Association recognizes the contribution of librarianship in informing and educating the general public on critical problems facing society (Policy, A.1.1);

Whereas the mission of ALA is to provide leadership for the development, promotion, and improvement of library and information services and the profession of librarianship in order to enhance learning and ensure access to information for all (Policy A.1.2);

Whereas ALA has as one of its officially stated goals that it is the leading advocate for the public's right to a free and open information society (Policy A.1.3);

Whereas ALA opposes any use of governmental power to suppress the free and open exchange of knowledge and information (Policy B.8.5.1);

Whereas in 2005 ALA adopted a Resolution on Disinformation, Media Manipulation and the Destruction of Public Information (2004-2005 ALA CD #64);

Whereas inaccurate information, distortions of truth, deliberate deceptions, excessive limitations on access and the removal or destruction of information in the public domain are anathema to the ethics of librarianship and to the functioning of a healthy democracy;

Whereas some governments, organizations, and individuals use disinformation in pursuit of political or economic advantage to thwart the development of an informed citizenry;

Whereas the exponential growth in the use of disinformation and media manipulation constitutes a critical problem facing our society and includes:

- the distribution of fake news via websites, social media, and traditional media under the guise of independent journalism;
- the increased potency of disinformation due to the confirmation bias effect of personalized newsfeeds, social media sharing, and web search algorithms (i.e. the filter bubble);
- propaganda campaigns and cyberwarfare operations conducted by governments and non-state actors to influence or disrupt the domestic affairs of adversaries;
- the use of paid political partisans as commentators and analysts on news networks and publications; the rise of branded content that are advertisements masquerading under the guise of legitimate reporting in many publications;
- the suppression or removal of scientific studies and data that disagree with possible policy positions, for example, the human effects on climate change;



## RESOLUTION ON ACCESS TO ACCURATE INFORMATION/2

- the removal of public information from U.S. depository libraries and the libraries of government agencies;
- the unreasonable delay or denial of public records and Freedom of Information Act (FOIA) requests and heightened assaults on constitutional rights under the guise of national security;
- attacks on the reputation of news organizations and intimidation of journalists; and

Whereas freedom of the press and freedom of speech is protected by the First Amendment of the United States Constitution and affirmed by the United Nations' Universal Declaration of Human Rights;

Whereas access to accurate information, not censorship, is the best way to counter disinformation and media manipulation; now, therefore, be it

*Resolved*, the American Library Association, on behalf of its members:

1. reaffirms the resolution on Disinformation, Media Manipulation and the Destruction of Public Information approved in 2005 (2005 ALA CD #64).
2. opposes the use of disinformation, media manipulation, and other tactics that undermine access to accurate information;
3. encourages its members to help raise public consciousness regarding the many ways in which disinformation and media manipulation are used to mislead the public;
4. urges librarians and library workers to actively seek and provide sources of accurate information that counter disinformation;
5. supports the critical role of librarians and library workers in all types of libraries in teaching information literacy skills that enable users to locate information and evaluate its accuracy;
6. will pursue partnerships with news organizations, journalism institutions, and other allies to promote access to accurate information and defend the role of journalists and the free press in American society.

Adopted by the Council of the American Library Association  
Tuesday, January 24, 2017, in Atlanta, Georgia



Keith Michael Fiels  
Executive Director and Secretary of the ALA Council

Youth Services Section Report  
February 10, 2016

Youth Services Section held its third meeting of the year at the Norfolk Public Library on January 19. Discussion topics ranged from Take Your Child to the Library Day programming, finalizing Conference program topics, and the Nominating Committee's plans for upcoming board elections. We also started talking about updating and amending the YSS bylaws next year, as well as the possibility of producing a video that promotes what library services truly look like.

YSS has scheduled all meetings around the Commonwealth. The schedule is as follows:

March 16 - Barre

Virtual attendance will continue to be encouraged.

YSS Unconference at the Duxbury Free Library on March 23. Promotion will begin next week, with registration to open soon.

Respectfully submitted,

Larissa Farrell  
Chair