**Meeting Name**  |  Executive Board Meeting  
| Transition Meeting  

**Meeting Date, Time + Location**  |  Friday, June 14, 2024 | 10:00 am  
Virtual Meeting via Zoom  
Meeting ID: 828 3252 3996  

**Agenda at-a-glance**  |  10:00 - 10:30 am | *Business Meeting*  
10:30 am - 12:00 pm | *Transition Meeting*  

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**BUSINESS MEETING**

**Call to Order**  
Approve minutes from April 12, 2024 E-Board Meeting | *All*  

**Treasurer’s Report** | *Sarah Breen*  

**2024 Conference Report** | *Conference Committee Chairs*  

**Partner Organization Updates** | *Organization Representatives*  
- MBLC  
- MLS  
- MSLA  
- NELA  
- Mass Center for the Book  

**New Business** | *Michelle and Noelle*  
- Media Inquiries Management Process  
- Email list  

**Save the Date: E-Board Meetings** | *Eventkeeper*  
Second Friday every other month  

**Executive Board Meeting Adjourns**
TRANSITION MEETING + SECTION CHAIR TRAINING

Introductory Remarks and Agenda Review | Michelle Filleul and Noelle Boc

Incoming Officers Introduction | Roles and Duties | Michelle and Noelle
- President
- VP/President Elect
- Past President
- Treasurer
- Assistant Treasurer
- Past Treasurer
- Secretary

MLA Budget and Timelines | Sarah Breen
Important timelines
- Submit budget | October
- Discuss and finalize | December
- Vote on budget | February

Introduction of MLA Staff and Explanation of Roles/Responsibilities | Michelle and Noelle
- Director of Operations, Kristen Collins

Important Documents | Michelle, Noelle, Kristen
- Info Sheet for Committee Chairs
- Overview of Google Drive and MLA website
- Social Media Policies and Guidelines (see Info Sheet linked above)
- By-Laws and Strategic Plan
- Section Mission Statements
- Budget
- Calendar Eventkeeper | Annual Calendar
- Contact List for Organization
Committees, Sections, Liaisons + Archivist Expectations | Michelle and Noelle

Participation

- Attend Executive Board meetings (one vote per section)
- Hold regular section or committee meetings/programs and post on Eventkeeper
- Develop and propose programs for Annual Conference
- Appoint a liaison for Conference Committee and ensure that person attends relevant Conference Committee meetings
- Appoint a liaison for Public Relations Committee and ensure that person attends relevant PR Committee meetings

Finance and Reporting

- Create and submit a budget by October deadline
- Prepare reports for E-Board meetings (6 times a year)
- Prepare an annual report for Annual Business Meeting (held at Conference in May)

Administrative

- Update the E-Board Contact List with the most current list of members/contact information
- Maintain accurate information on Masslib.org
  - Regularly review your area of the website
  - Supply association manager with information for posting

Introduction of Committees, Sections, Liaisons + Archivist | Michelle and Noelle

- Conference Committee
- IFSRC Section
- Jordan Miller
- Leadership and Management
- Legislative
- Membership
- Paralibrarian
- Personnel
- PR
- Programming
- YSS
- Archivist
- ALA Councillor

*Currently inactive

Transition Meeting Adjourns
President’s Executive Board Report

Meetings attended:

- MLA Executive Board meeting, April 12, Virtual
- MLA Legislative Breakfast Debrief, April 26, Virtual
- MLA Conference, May 6-7, 2024, Framingham
- MLA Managing Moms Meeting, May 22nd, Virtual
- MLA Archivist Meeting, May 24, Virtual
- MLA Pre-Transition to FY25 Meeting, June 6, Virtual

Upcoming Events:

- MLA, NELA, and other Regional Associations OIF Meeting, June 13

Personnel/Chair Updates: Nothing to report.

Advocacy: Nothing to report

Highlights:
The MLA Conference was one of the most well-attended conferences in recent years. Kudos to the Conference Committee for putting together a thoughtful program. I spoke with WBUR about the effects on library staff and libraries in the wake of the Newton Free Public Library photography exhibit.

Horizons:
Kristen Collins and Bernadette Rivard have been working very hard to clean up the data for the new website. The website should be live in July.

And as I stated in my President’s message for the Annual Report:

It has been a tremendous honor to serve as MLA President, and I would like to extend a special thank you to the Administrative Board, Vice President Noelle Boc, Past President Kim Hewitt, Treasurer Sarah Breen, Past Treasurer Bernadette Rivard, Vice Treasurer Danielle Savin, and Secretary Tina Andrews. Each member has played an instrumental role in advancing the goals of MLA.

Respectfully submitted,

Michelle Filleul, President
Treasurer's Report March 2024

Massachusetts Library Association
3/1/2024

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<td>400.4 Basket Raffle</td>
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<td>630 Travel</td>
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<td>640 Meals</td>
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<td>700.4 Conference Travel</td>
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<td>700.5 Hotel Expenses</td>
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<td>700.6 Conference Printing &amp; Copying</td>
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<td>700.7 Conference Supplies</td>
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<td>700.8 Conference Payroll</td>
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<td>700.9 Conference Credit Card Fees</td>
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<td>750.12 Taxes &amp; Filing Fees</td>
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<td>750.13 Office Supplies</td>
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<td>750.6 Telecommunications</td>
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<td>750.7 Travel</td>
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<td>750.8 Printing &amp; Copying</td>
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Starting Balance: $17,316.88
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<td>Total Fidelity Investments Accounts</td>
<td>$177,394.40</td>
<td>$155,128.89</td>
<td>$173,858.80</td>
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<td>Cash Reserves</td>
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**Moved $5k from Cash Reserve to Checking**

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<tr>
<th>Description</th>
<th>12/31/2021</th>
<th>12/31/2022</th>
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<th>3/7/24</th>
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<td>Wild Apricot Receivables</td>
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<td>&lt;30 Days</td>
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<td>Total Receivables</td>
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<td>$2,292.00</td>
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Respectfully Submitted By:
Sarah Breen, Treasurer

Reviewed By:
Bernadette Rhoad, Past Treasurer
# Treasurer’s Report – April 2024

## Massachusetts Library Association

**4/18/2024**

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<tr>
<th>Starting Balance</th>
<th>Total Income</th>
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<td>$47,751.48</td>
<td>$90,292.14</td>
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### Income:

- **400.1** Conference Attendee Registration - 2024 conference: $45,945.00
- **400.2** Conference Exhibitor Income - 2024 conference: $6,550.00
- **400.3** Conference Meals - 2024 southwest: $2,310.00
- **400.4** Rocket Rally: $200.00
- **400.5** Conference Sponsor Income: $0.00
- **400.6** Conference Other Income: $13,767.00
- **410.1** MELA Event Membership: $1,315.00
- **420** Program Income: $83.14
- **400.6** Other Income: $83.14
- **430** Committee Fundraising: $0.00
- **440** Sponsorship/Donations/Other donations: $0.00
- **441** Transfer from Investments: $0.00

### Total Income: $90,292.14

### Expenses:

- **600** Program Expenses: $1,075.00
- **610** Scholarships: $0.00
- **620** Travel Costs: $0.00
- **630** Travel: $0.00
- **640** Meals: $0.00
- **650** Dues & Subscriptions: $0.00
- **660** Miscellaneous: $0.00
- **670.1** MELA Membership Expense - Dec 2023 & Jan, Feb 2024: $1,075.00
- **700** Conference:
  - **700.1** Meals: $0.00
  - **700.11** Conference AV Expenses: $0.00
  - **700.12** Conference Awards: $0.00
  - **700.13** Other Conference Expenses: $0.00
  - **700.2** Site Costs - Final literature deposit for 2024 conference: $74,000.00
  - **700.3** Speaker Fees: $0.00
  - **700.4** Conference Travel: $0.00
  - **700.5** Noted Expenses: $0.00
  - **700.6** Conference Printing & Copying: $0.00
  - **700.7** Conference Supplies: $0.00
  - **700.8** Conference Payroll: $0.00
  - **700.9** Conference Credit Card Fees: $0.00
- **750.1** Payroll Director of Operation's Payroll: $2,037.83
- **750.101** Payroll Tax: $3,029.52
- **750.102** Payroll Workers' Comp: $18.83
- **750.103** Payroll Vendor Fee: $399.40
- **750.105** Mass. Unemployment Reimbursement: $0.00
- **750.11** Postage: $0.00
- **750.12** Taxes & Filing Fees: $0.00
- **750.13** Office Supplies: $0.00
- **750.2** Professional Services: $0.00
- **750.3** Credit Card Merchant Fees: $350.73
- **750.4** Website Hosting: Wild Apricot ($240), Int. Trans. Fee ($7.20): $247.20
- **750.5** Insurance: $0.00
- **750.6** Telecommunications: Cell Phone: $60.00
- **750.7** Travel: $0.00
- **750.8** Printing & Copying: $0.00
Treasurer’s Report – April 2024 - continued

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<th>750.9 Equipment &amp; Software</th>
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<td><strong>Monthly Profit/Loss</strong></td>
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<td>April Scholarship deposit check cashed in May</td>
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<td>Credit Card receivables from 3/31/24 - did not show up in bank account until 4/3/24</td>
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<td>Cash Reserves</td>
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Respectfully Submitted By:  
Sarah Breen, Treasurer  
Revised by:  
Bernadette Rival, Past Treasurer
# Director of Operations Monthly Activity Report

**Name:** Kristen Collins  
**Date:** June, 2024

| **Member Relations** | • Managed incoming emails/inquiries/phone calls  
• Archived contacts  
• Registered attendees for conference and updated membership records  
• Sent final reminders to lapsed and pending renewal with deadline of June 30 |
| --- | --- |
| **Technical** | • Watched online tutorials  
• Met with MC Trade and some MLA associates on the website rebuild committee  
• Prepared data migration worksheet for MC Trade |
| **External Relations** | • Prepared NELA report and sent to NELA rep  
• Created new members via ALA  
• Fielded inquiries from media and/or outside agencies |
| **Conference Management** | • 634 registered attendees (sold out)  
• 45 exhibitors registered (sold out)  
• 7 sponsors  
• Attended committee meeting  
• Deployed thank you emails and/or certificates of attendance to registrants, sponsors and exhibitors  
• Sent copies of the agenda booklet to advertiser  
• Prepared survey results and shared with conf co-chairs  
• Forwarded invoices for payment |
| **Finance** | • Created numerous group registration invoices for conference  
• Forwarded conference invoices for payment  
• Sent final reminders to lapsed and pending renewal with deadline of June 30 |
| **LINKS** | **MC Trade 13-Min Video:** [https://www.youtube.com/watch?v=53lVjcvq4UM&themeRefresh=1](https://www.youtube.com/watch?v=53lVjcvq4UM&themeRefresh=1)  
**MC Trade Website Templates:** [https://memberclicks.com/mc-trade-portfolio/](https://memberclicks.com/mc-trade-portfolio/) |
FY2025 Budget: We’ve seen mixed results so far in the FY2025 budget process. The House Ways and Means Committee met our FY2025 budget request for our two Talking Book lines and the Library Technology and Resources Sharing line and came close to the request for our Agency line, just $20K or so short. They level-funded our other budget lines. The full House didn’t pass the amendments submitted by the House Library Caucus leadership for our two State Aid lines and the Mass. Center for the Book, however they added earmarks to the two State Aid budget lines.

The Senate Ways and Means Committee released its proposal on May 7 and level-funded all our lines except for our Agency line (matching the House amount) and a $1,899 increase to the Library Technology and Resource Sharing line. Our two State Aid budget lines were the only lines that were successfully amended: State Aid to Regional Libraries was increased to $19 million (above our request of $17,553,480) and State Aid to Public Libraries was increased to $20 million, our request for FY2025.

House and Senate Budgets

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</table>

$51,390,043 | $48,178,211 | $50,127,940 |
The House and Senate have appointed three members each to a "Conference Committee" to reconcile the differences between the House and Senate proposals. One member of the minority party must be appointed by each branch. The Conference Committee reports a final compromise bill to the House and Senate for a final vote of acceptance in each branch and then the budget goes to the Governor, who can approve it or veto line items, hopefully by July 1st or soon afterwards.

**Senator Oliveira’s Budget Amendment Speech:** A highlight of the Senate debate was remarks made by Senator Jacob Oliveira in support of the budget amendment he successfully filed to increase funding to the 7000-9401 State Aid to Regional Libraries line. His remarks demonstrated the need for funding and an understanding of the role that libraries play in the communities they serve (he mentions both the “Browse, Borrow, Board” and PLA scholarships in his speech). Senator Oliveira’s remarks begin at around the 34-minute mark of this video: https://malegislature.gov/Events/Sessions/Detail/4924/Video11

A hearing of the **Joint Committee on Economic Development and Emerging Technologies** on H.4459, *An Act Relative to Strengthening Massachusetts’ Economic Leadership*, which includes $150 million for our construction program, was held on Tuesday, May 7, at the State House. Here’s a link to the recording of the hearing: https://malegislature.gov/Events/Hearings/Detail/4930. I testified at around 2:31 into the hearing; and Nicole Daviau, the director of the Porter Memorial Library in Blandford and Molly Fogarty, the director of the Springfield City Library, testified remotely as a panel starting at 4:05:45. They did a great job explaining the importance of MPLCP funding for their very different communities.

**MPLCP 2023/2024 Grant Round:** We have received 22 applications--20 standard and 2 small population. Applications were due May 30th, but the official closing date is June 16, when all the hard copies of the signed application certification forms and the certified votes are due.

**Digital Equity Update:** The federal BEAD (Broadband Equity Access and Deployment) program enters a new phase with the opening of the Challenge Submission Period lasting 30 days from June 20 - July 20. The challenge process is open to local governments, tribal governments, non-profit organizations, and internet service providers to ensure the accuracy of internet availability data and maps for the Massachusetts Broadband Institute (MBI) to deploy $147 million in funding to expand broadband access across the state. Participants in the challenge will help provide a precise picture of broadband needs in Massachusetts.

To help support the challenge the MBLC hosted an MBI BEAD Challenge Webinar on May 22nd. Participants learned about the challenge process, the timeline, who is eligible to submit challenges and the types of challenges that can be submitted. You can view a recording of the webinar here: https://vimeo.com/949931590/03eae5dd2d?share=copy and learn more about the BEAD Challenge Process on MBI’s webpage: https://broadband.masstech.org/bead-challenge-process
FY2025 LSTA Direct Grant Program Update: The State Advisory Council on Libraries (SACL) met on May 14th at the MBLC offices to review and vote on this year’s grant recommendations. 15 grants were reviewed with 10 receiving a recommendation for approval by the Commissioner with a total amount of $180,775. Commissioners will vote at the July 2024 board meeting on the grants recommended by SACL.

Massachusetts Commission on LGBTQ Youth: For many years, the MBLC has been working with the Massachusetts Commission on LGBTQ Youth to disseminate information to the Massachusetts library community. The Commission is an independent state agency that advises others in state government on effective policies, programs, and resources for LGBTQ youth. The Commission releases a yearly recommendations document.

On May 28th Ally Dowds attended a reception at Boston City Hall to celebrate the release of Commission's 2025 Fiscal Year Recommendations, honor youth leadership scholarship recipients, and recognize new Commission members. The annual recommendations highlight the work that has been done and what still needs to be accomplished to better support LGBTQ youth in the Commonwealth. The MBLC participated as one of 19 state partners featured in the 2025 Recommendations Report. In the coming year the MBLC will work with the Commission on LGBTQ Youth on the following recommendations:

- Develop and disseminate a new recommended LGBTQ book list in partnership with the Safe Schools Program for all libraries in Massachusetts.
- Partner with the Commission and communities to equip Massachusetts librarians with conflict resolution skills, talking points, and protection to handle anti-LGBTQ protests against programs and book challenges.
- Support libraries with LGBTQ-inclusive programming.
- Collaborate with the Department of Elementary and Secondary Education to align efforts on addressing book challenges, protests, and hate crimes against schools and school libraries and staff.

MLA Annual Conference Session Recap: Lyndsay Forbes presented a session with MLS’s Christi Farrar at MLA’s Annual Conference in Framingham. The session, Touchpoints in Libraries, provided an overview of the Touchpoints frameworks and focused on how Touchpoints can support the library’s goals of being family friendly and providing high quality, engaging, family focused and developmentally appropriate early learning services that support family strengths and nurture young children.

The MBLC has reserved a booth at the Boston Book Festival. Because of construction at Copley Square, there are a limited number of spots, but we were able to secure one. The festival will be held on October 26 in front of the Boston Public Library’s McKim Building. It’s a great opportunity for the MBLC to connect directly with the public.

Staff Update: The Library Advisory and Development Unit is pleased to announce we recently hired two people, who both started with us on May 20th.
Alysa (Al) Hayden, most recently the Acting Director at the Peabody Institute Library in Peabody, is the MBLC’s new Library Advisory Specialist. Al brings a great deal of experience working with boards of trustees and municipal leaders, having served as an assistant director and as the head of a Library Friends group.

Jessica Branco Colati is the MBLC’s new Preservation Specialist. Jessica comes to us with a great mix of experience from academia, industry, and the non-profit sectors. Her experience includes working at the Northeast Document Conservation Center and serving as an elected trustee for the Joshua Hyde Public Library in Sturbridge.

Finally, on a personal note, this is my last report as the director of the MBLC and as a liaison to the MLA Executive Board. In my cover letter applying for the MBLC director position back in early 2017, I said “I am excited about the possibility of returning to the MBLC and contributing to the important work the agency has been doing since 1890 to improve library services and to provide equal access to library resources for all residents of the Commonwealth.” It has been a privilege and an honor to have worked with the Commissioners, MBLC staff, and our library community to do this work over the last seven years. My best wishes to you all.
REPORT FROM MASSACHUSETTS CENTER FOR THE BOOK
June 2024

The Massachusetts Center for the Book has had a busy spring, with strategic planning underway and the launch of the Mass Kids Lit Festival, in addition to our regular activities around Letters About Literature and the Massachusetts Book Awards, and a range of conferences and special events.

Strategic Planning
MCB is on track to complete our new strategic plan by the summer months. A stakeholder survey was distributed to the library community, educators, publishers, booksellers, and authors in February, with strong participation. Over 150 responses were collected, and a survey of program participants and the general public saw over 550 responses (thanks to everyone who helped promote and share the survey!). Our consultant conducted stakeholder interviews with key members of the library and cultural communities in Massachusetts this spring, and convened a focus group with Gateway City libraries, collecting valuable feedback on the key issues that libraries are facing and steps that MCB can take to better serve the library community. Additionally, Mass Center for the Book board and staff met for a planning retreat in April to define key goals and issues. We anticipate that the draft plan will be ready for circulation to stakeholders and members of the library community by July.

Letters About Literature
Submissions to this statewide 4th–12th grade writing initiative closed in January, with a 9% increase over last year. After temporary setbacks during the pandemic years, as classroom life and routines were upended, we were happy to see participation rebound. This spring, we met with the other state Centers for the Book that are continuing to run Letters About Literature and were heartened by the conversation. Massachusetts’ participation numbers are the highest out of any state program operating today. We plan to recruit actively over the summer months and pursue outreach to educators and school libraries, in the hope that the program can become even stronger.

The awards ceremony took place on May 21 at the Massachusetts State House—our first in-person recognition ceremony in five years. Representative Lindsay Sabadosa offered a legislative welcome at the event, and New York Times-bestselling author Lynda Mullaly Hunt addressed students and signed complimentary copies of her book, Shooting at the Rain, for honorees. This year’s judges include children’s author Josh Funk, children’s book publisher Betsy Groban, and Worcester Public Library’s children’s services librarian Alicia Rogers. Interested students and families had the opportunity to join us for a guided tour of the State House prior to the ceremony, and a reception with legislators concluded the program.

Mass Kids Lit Fest
The inaugural Mass Kids Lit Fest ran from May 6-12 across Franklin, Hampden, and Hampshire counties (coinciding with the dates of Children’s Book Week, a national celebration of children’s literature). MCB partnered with museums, community-based nonprofits, school libraries, and over a dozen public libraries across the region on this initiative, including libraries in Belchertown, Easthampton, Florence, Greenfield, Holyoke, Longmeadow, Ludlow, Northampton, Northfield, South Hadley, Sunderland, and Ware. In all, we saw attendance from over 450 young people and their families at the events organized and funded by MCB across the Pioneer Valley. Given the smaller imprint of this year’s Festival, MCB staff were able to attend almost all sponsored events. MCB hopes to gradually expand the Festival’s geographic reach in the coming years—with a possible expansion into the Berkshires and Central Massachusetts on deck for
REPORT FROM MASSACHUSETTS CENTER FOR THE BOOK - CONTINUED

2025.

**Massachusetts Book Awards**
The Mass Book Awards longlists in the fiction, nonfiction, poetry, YA/middle grade literature, and picture book/early reader categories were announced on May 1 and continue to be publicized. In response to feedback from the library community, which has requested more ready-made assets, materials, and toolkits tied to our programs, we designed longlist fliers for each category, which are available for download through our website. Panels of judges are currently working to identify the winning titles and the awards ceremony is scheduled for October 8 at the Massachusetts State House.

We are in the process of launching two new award categories for the next cycle: a biannual graphic novel and memoir prize, which came about following discussions with the Boston Comic Arts Foundation, and a “publishing excellence” award in recognition of the Massachusetts publishing community. The new categories will be promoted to authors and publishers throughout the summer months and open for submissions in September. (The translated literature award will shift to a biannual schedule, alternating with the graphic novel/memoir category, as we work to strengthen the submission pool in both categories.)

**Reading Challenge**
MCB is in the process of launching the second installment of the “Student Edition” of our successful reading promotion program, the MA Reading Challenge. The student challenge runs from June ’24 through May ’25, to coincide with the academic year. We are seeking libraries, schools, and other organizations to partner with us on this initiative. To sign up as a partner and receive program materials, you can fill out your information [here](#). Please [visit our site](#) for more information.

**Upcoming Events/Activities**

**June 8, 2024**
*Boston Kids Comics Fest*, sponsored discussion with MA children’s author Colleen AF Venable, Boston, MA.

**September 11–14, 2024**

**October 8, 2024**
*Massachusetts Book Awards Ceremony*, Great Hall of the State House, Boston, MA.
MLA Program Planners Section Report (June 2024)

- Our Adult Programming Subcommittee is scheduled to meet on Tuesday, June 25 at 3pm via ZOOM.
- Our full section is tentatively scheduled to meet on Tuesday, July 23 at 3pm via ZOOM.
- We have begun creating a monthly curated list of professional development opportunities for adult program planners. The May & June lists were well-received.
- We are set to conduct an annual review of our Program Planners Best Practices Manual, which was completed last summer.
- We are recruiting guest speakers for fall webinars. Webinars are on hiatus through the end of August.
- Shout out to our Conference Liaison Betsy Perry for shepherding our 5 sponsored sessions at the MLA Conference last month. Betsy also put together our Raffle Basket.
MLA Legislative Committee

Who we are:
- Librarians, library workers, network staff, MBLC staff & commissioners, MLS staff, members of advocacy groups, and any one else interested in advocating for libraries, their staff, and their users
- Partners include: EveryLibrary, Library Futures

What we do:
- Discuss issues facing libraries and how they intersect with legislative initiatives and agendas
- Take a stance on library related bills locally, statewide, and nationally
- Work directly with members of the legislature, including the Library Caucus
- Work with and support partner organizations (MSLA, MBLC, MLS, WMLA, CMLA, etc.)
- Activate our membership:
  - Legislative breakfasts and events
  - Legislative day at the state house
  - Calls to action to support legislation

When we meet:
- The group typically meets VIRTUALLY on the fourth Friday of the month at 11AM

Current priorities/projects:
- MBLC Legislative Agenda -
  - Work to support the MBLC legislative agenda, including identified priorities
  - Inform members of the budget cycle and make calls to actions as needed
- eBook Legislation -
  - We are currently working with Rep. Ruth Balser (Newton) on legislation to increase access to digital resources for libraries
  - We have built a coalition of support for this effort
- Freedom to Read Bills
  - Working with members of the House and Senate on a number of different bills
  - Bills would increase protections for library staff, programs, and buildings
  - Bills would increase protections for library users
  - Work with MLA's IFSRC Committee, and others to address related issues
- Coalition Building / Broadening MLA's Advocacy Efforts -
  - Reviewing other library related bills, or bills of potential collaborators
  - Recommending actions to support bills and partners
  - Working with EveryLibrary to identify potential allies
- Local Advocacy Events
  - Maintain a calendar of local events
  - Recommend speakers and agendas for events
  - Host an annual event at the State House
MLA Conference Committee Info Sheet

Conference Co-Chairs: Ellen MJ Keane (Co-Chair, UMass Lowell); Esme Green (Co-Chair, Sudbury); Laurie Lessner (Co-Chair, SAILS); Laura Bernheim (Co-Chair, Lexington)
Conference Director: Kristen Collins

2024-25 Conference Committee

Next year’s conference will be held on May 19-20, 2025 at the Sea Crest, Falmouth

The mission of the Conference Committee is to promote professional development within the Massachusetts library community through the planning and execution of a high quality annual conference. We aim to present a conference which features a robust mix of local and nationally recognized leaders, innovators and speakers who will engage with a wide range of relevant topics that will encourage thought, conversation, action, and growth among individuals in all library roles and in all library types. We strive to recruit and highlight speakers on topics that are on-trend in the library field, and to create opportunities to connect and build networks with others in the field.

What do we do?
- Develop conference branding
- Solicit, submit and develop program proposals
- Identify, recruit and coordinate with speakers
- Craft the conference slate of programs
- Write and edit program descriptions for conference program and mobile app
- Work with MLA PR committee to promote conference and conference events
- Develop social evening events like Trivia, Karaoke
- Run Special Events such as Basket Raffle
- Awards: Hall of Fame, PR Awards, Para-librarian Awards
- Identify potential Sponsors and Exhibitors in collaboration with Conference Director
- On-site conference tasks

Conference Committee Meetings (normally 3rd Friday of the month) 10am-12 pm [usually virtual]:
- June 21
- July 19
- Aug 16
- Sept 20
- Oct 18 - in person
- Nov 15
- Dec 20 - co-chairs only
- Jan 17
- Feb 21
- March 21
- April 18
- Shepherd training TBD
- May 19-20 Conference
- June meeting - review survey results
MLA Paralibrarian Committee Info Sheet

Conference Chair: Desiree Zicko (Reading Public Library)

2024-25 Paralibrarian Committee

Through support and increased awareness of paralibrarians, the Section advocates for recognition and participation in the library community. The Section also promotes and provides a forum for networking and career development opportunities.

What do we do?

- Develop conference programs for paralibrarians and library management
- Certify paralibrarians across the state
- 2 Awards: Outstanding Library Support Staff and Outstanding Library Advocate

Paralibrarian Committee Meetings (normally 2nd Tuesday, every other month) 10 am-12 pm. Virtual, with occasional in-person meeting. The following schedule is TBC, to be confirmed at our June 11, 2024 meeting:

- June 11
- September 10
- October 8* in-person TBC
- November 12
- January 14, 2025
- February 11
- March 11
- April 8* in-person TBC (Voting on Awards)
- May 19-20: MLA Conference
- June 10
Our Mission:
The mission of the MLA Program Planners Section is to champion and advance the practice of program programming statewide by means of, but not limited to:

- providing educational opportunities and resources relative to programming to libraries, librarians, and all library workers
- creating a cohesive statewide database of shared programming resources, tools, and policies
- sharing best practices for in-library, out of library, and virtual programs
- finding creative ways to connect the broadest range of community members with our library programs and services

When The Section Meets:
The section’s full membership meetings take place on the third or fourth Tuesday of every-other-month at 3pm via ZOOM. (July/Sept./Nov./Jan./Mar/May)
The section’s Adult Program Planners Subcommittee meets the third or fourth Tuesday of every-other-month at 3pm via ZOOM. (June/Aug./Oct./Dec./Feb./Apr.)

What The Section Focuses On:
Short-Term Goals:
- create professional development opportunities for program planners – roundtable discussions, guest speakers, program idea exchanges & performer showcases – with recurring ZOOM webinars
- curate & share monthly list of additional professional development opportunities for program planners
- conduct annual review of Program Planners Best Practices Manual
- complete a 2-year action plan for the section

Long-Term Goals:
- host an in-person half-day conference for program planners
- establish an online database of program recommendations (and, in the meantime, continue to share the existing resources of MBLC and MLS)
MLA Paralibrarian Committee Info Sheet

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- June 10
Public Relations Committee

Co-Chairs
Carol Gafford  carol.gafford@salisinc.org
Laura Grunweg  grunweg@earthlink.net
prmasslib.org

MISSION
The mission of the MLA Public Relations Committee is to create a positive public identity by cultivating relationships with target audiences - member libraries, legislators, advocates, trustees. Our PR objectives raise awareness, build credibility, evaluate communications and influence the public's attitude toward our brand and organization by implementing effective strategies that include media outreach, content creation, analytics, and social media campaigns.

Specific PR initiatives:
- Evaluate communications and promotion for MLA’s identity
- Regular press releases to major outlets on issues of importance
- Establishes protocol for handling inquiries from reporters/media
- Annual media appearance by an MLA officer
- Evaluates and update MLA website
- Evaluate annual Conference communications and promotions
- Responsible for awards Public Relations Hall of Fame | Showcase
- Develop a social media policy
- Graphic design support (print/digital)
- Quarterly digital newsletter
- Creates content for PR campaigns, including press releases, social media posts, presentations, flyers
- Guidelines for members

OBJECTIVES
The main objectives of public relations are to build and maintain a positive reputation for an organization, and to manage relationships with key stakeholders.

PR is responsible for managing an organization’s reputation and ensuring that its communication with the public is effective. The main objectives of PR are to build relationships, influence opinions, manage reputations, and communicate messages that effectively relate to the organization.

PR practitioners need to be able to understand the needs of their organization and align their activities with its business objectives. They also need to be aware of the different channels through which they can reach their target audience and how best to use them. Good PR requires careful planning, creativity and a keen understanding of human behavior.

Building relationships is perhaps the most important goal of PR, as strong relationships with key stakeholders can help an organization weather difficult times and take advantage of opportunities. Creating positive perceptions is also crucial, as it can help an organization build goodwill and gain support from the public. Finally, PR practitioners often seek to change their behavior, whether it’s getting people to vote, donate to a cause, or stop using a service or product.
Past Activities:

- Andrea Fiorillo was selected, along with school librarians from Abington and Great Barrington, to attend a Law for Librarians training with ALA OIF in Chicago May 31st-June 2nd. We plan to act as a resource for MA libraries over the next two years at least.
- Committee members Clayton Cheever and Andrea Fiorillo attended PLA and networked with The Library Freedom Project, EveryLibrary, the Freedom to Read Foundation, ALA Policy Corp, and ALA OIF.
- We contributed to an ALA Emerging Leaders/OIF project on challenge support in each state. Clicking on MA will bring you to our guide and resources: https://fightingsilentcensorship.com/index.html
- Facilitated seven very well received MLA conference sessions, including three keynote sessions.
- After the engagement with a conference session on youth services librarians around challenges and harassment to collections, staff, and programs we discussed starting a community chat with MLS to address the need for peer support.
- Strategy session with NELA leadership to discuss applying as a region for a $10,000 Intellectual Freedom Helpline grant from ALA OIF.
- Andrea Fiorillo presented with members of MSLA and Senator Cyr on censorship in schools for MATSOL (MA Association of Teachers of Multi Language Learners).
- Committee members Susan Caulfield, Clayton Cheever, and Andrea Fiorillo consulted with the Newton Free Library as they faced pushback on a photography display of the displacement of Palestinians in the West Bank. The library and director received many hateful comments, visitors, and calls. The mayor and BOLT pushed for the exhibit to be canceled but the city's lawyer advised not to cancel as it is a liability to infringe on First Amendment rights. We also attended the artists reception to stand in solidarity with the staff. It quickly became an angry shouting match rather than a reception, protests took place before, during and after the event. The library and block were closed to ensure safety. This was a very hard experience for NFL but a reminder that content should not be censored because it is controversial.
- The committee met at MLS in Marlborough on Jun 13, 2024.

Upcoming and Ongoing Work:

- After President Michelle Filleul and Andrea Fiorillo provided information to reporter Ted Reinstein this segment on public libraries will be broadcast June 18th. It can be streamed live or seen recorded on WCVB’s Youtube channel https://www.wcvb.com/chronicle
  https://www.youtube.com/channel/UChrhpjHMvCoJQtXPs17BAQA
- Andrea Fiorillo has been invited to speak on a panel at NELA’s annual conference.
- Members of MLA leadership and MSLA will work together to write the IF Helpline Grant to ALA OIF.
- Intellectual Freedom Task Force work
- Consulting on cases of challenges to programs and collections
- Speaking with the media
- Next meeting August, via Zoom

Respectfully submitted,

Andrea Fiorillo, Chair, IF/SRC