

**WLA Board of Directors Meeting**  
**August 16, 2016**  
**GotoWebinar Online Meeting**  
**MINUTES**

**Present Board Members:** Brianna Hoffman, Craig Seasholes, Darcy Brixey, Heidi Chittim, Josephine Camarillo, Anne Bingham, Emily Keller, Richard Council

**Present Committee and Section Chairs:** Ahniwa Ferrari, Leah Griffin, Jennifer Wooten, Catherine Grant, Nancy Ledebor, John Sheller, Jeanne Fondrie, Sheri Boggs, Frank Brasile, Diane Huckabay

**Present Staff:** Kate Laughlin, Emily Jones, Carolyn Logue

**Absent:** Christine Peck, Irene Wickstrom, Jessica Martinez

President Hoffman called to order at 1:06pm with a quorum present.

**Minutes of April 27, 2016:** Motion made and seconded to approve the minutes from the April 27 meeting. Motion carried.

**Meeting Agenda:** Motion made and seconded to approve Agenda for August 16, 2016 meeting, with the exception that a misspelling be corrected. Motion carried.

**President's Report:** The mission and vision statement work that began in July at the Leadership retreat is still on Brianna's agenda. The organizational restructure that was voted on by membership continues to be a work in progress, and now that there are four Divisions, they need leadership and guidance moving forward. The Bylaws state that the leadership be elected out of Division membership, but WLA members will not be able to join until they renew their memberships. Brianna would like to appoint the Chairs for the Academic, Public, and Special Library Divisions. It was noted that there is precedent for this when Sections were initially created (e.g. SAIL), and it was recommended that the position be called "Interim Chair" to reflect the transitional nature of the appointment. Brianna also mentioned she has been busy with lots of travel and speaking engagements which are included in her written report.

**Executive Director's Report:** Irene Wickstrom, the Secretary Treasurer, was not able to attend and Kate Laughlin presented the Budget Report on her behalf. Irene met with WLA staff and CPA, Armilto Pangilinan, earlier in August to discuss the inconsistencies and errors that he and the WLA Office have been discovering. Armilto's background is in non-profits and he has been incredibly helpful with compliance issues and interpreting WLA's current financial accounts. He recommended that the WLA staff ask the Board what they want to see in the Dashboard report moving forward. All Board members are encouraged to follow up with Kate and Brianna with suggestions and recommendations.

On the advice of the CPA, a Resolution to the Board was presented to change WLA's bank from Pacific Continental to Chase. Pacific Continental has higher fees, low website functionality, and only one branch location in Bellevue, WA. Because we are a statewide organization, it is more efficient to move to a bank with locations all over the state, modern website capabilities, and lower fees. Irene is aware of this recommendation and in support. Motion made and seconded to approve, and the motion was carried.

WLA will be sending out an RFP for an Auditor, the selection of whom will be carried out by the Finance Committee. Irene is assembling that Committee, which will include herself, the President, the Executive Director, and two more members. The Committee will present their recommendation to the Board, and the Board will then vote electronically. We anticipate the audit to take place later this fall.

Kate presented the Statement of Activity (formerly known as Profit & Loss), which is now a much more accessible and understandable one-and-a-half-page report compared to the previous multipage document. The Statement of Financial Position (formerly known as Balance Sheet) is a one-page document versus the previous multipage document, due to the CPA's reorganization and proper use of the Chart of Accounts. The CPA also believes that the term "Restricted Funds" has been misused. The term should refer to funds that have been designated by a donor or by the Board for a specific use; it is not clear that the term is being used accurately in WLA's financial documents. The WLA office will keep the Board abreast of what we learn as we continue to work with the financial accounts.

We now have a current balance of Section Funds. It was mentioned that WLMA was not included in the sheet, and that is because during the restructure WLMA was promoted to School Library Division, one of the four pillars of WLA. The WLA office is in the process of incorporating the new Division and Section structure into the website, membership database, and finances. Brianna will be creating a Task Force to examine the fee structure as well as the current formula for how dues are distributed to Sections and Divisions moving forward.

MemberClicks is the integrated software that connects the membership database, website, email, and payment processing for WLA. The mapping behind all of these processes is a complex one and the office has been working with MemberClicks to update all of the systems to reflect the restructure. While there have been challenges, the office discovered that we have a database of untapped potential, Prospects, who have interacted with WLA in one way or another, and may now be called upon for outreach or outreach purposes.

Time was running short so Kate was not able to fully report on the website and membership database. Board members are encouraged to contact the office with any questions.

WLA has two conferences this October: the HackWLMA Conference in Des Moines, WA, Oct. 14-15, and the WALE Conference in Chelan, WA, Oct. 24-26. Currently 37 people are registered for WLMA (there will be an upsurge when school resumes next month), and WALE has 30 registrants. The Board is encouraged to spread the word about the conferences to colleagues and interested parties. Looking ahead to 2017, we have our WLA Conference in November in Tacoma, WA, and we are investigating alternatives to a full conference for April, which is WLA's branded month for our annual conference.

**General Reports:** Ahniwa began by saying how pleased he is that Primary Source has taken on management of WLA and thanks the entire team. Leah reported on behalf of the Marketing & Communications Committee, which is working on a draft of the Social Media Use Policy, as well as Best Practices for WLA Communications, and rebranding efforts after the development of the Vision and Mission Statements. Emily Keller spoke on behalf of the Conference Committee, which is currently revising their planning timeline since next year's conference is occurring much later in the year. They are also looking ahead to locations for 2018 and recruiting new committee members. John Sheller reported on behalf of the Legislative Committee and offered himself as a resource moving forward with legislative and lobbying activities. Sheri informed the Board that the Alki Committee has filled its two empty spots and that the deadline for the fall issue, "The Future of Collections," is October 14. All submitted Board reports are included at the end of the Minutes.

**New Business 1:** Brianna discussed the formation of a Task Force to revisit the current dues structure for WLA members. There was concern that some WLMA members did not renew due to the self-reporting of salary with the current fee structure, and Leah reported from her survey earlier this year, that while not scientific, the majority of reasons for not renewing were because they forgot, had retired, or were no longer working as a librarian. The Task Force will examine the different options, including a flat fee, which it was recommended may be structured for different types of membership, and not across the board for all membership types. It was also noted that Increasing membership will also be a strategic marketing and outreach effort.

**New Business 2:** Craig gave a brief summary of ESSA, the Every Student Succeeds Act, federal legislation which will affect the funding and operations of schools for a decade, similar to the No Child Left Behind Act. He thanked the Board, Executive Director, and Carolyn Logue for moving quickly with presenting a letter to Superintendent Randy Dorn, and Carolyn has further distributed it to relevant parties and ESSA workgroups. WLA staff, Craig, Carolyn and teacher librarians met with John Chrastka of EveryLibrary.org, to discuss strategy for awareness, advocacy, and action. There will be another meeting on Friday, August 19, at 9am; all Board members are encouraged to attend. Craig has also organized an informational session about ESSA on Friday, October 14, after the HackWLMA preconference has ended. Craig and Carolyn referenced several documents which can be found here:

ESSA: <http://www.k12.wa.us/ESEA/ESSA/>

AASL & ESSA: <http://www.ala.org/aasl/advocacy/legislation/essa>

The [August 2 Washington Regional Forum GoToWebinar](#) recording

Superintendent Randy Dorn's [Response to the U.S. Department of Education regarding Notice of Proposed Rulemaking \(NPRM\)](#) on accountability and state plans

Every Library: <http://everylibrary.org/>

The WSSLIT survey link: <http://www.k12.wa.us/EdTech/Standards/teacherlibrarians/>

The WSSLIT raw data in a spreadsheet: <http://www.k12.wa.us/EdTech/Standards/pubdocs/WSSLIT-2016SurveyResults-Totals-Public.xlsx>

NEA press release: <http://www.nea.org/home/67686.htm>

**Closing Questions & Comments:** According to bylaws, the Board is to meet four times per year. 2016 has been “wonky” but Brianna and Kate are working on a regular schedule moving forward so Board members can plan well in advance for 2017.

There being no further business to come before the Board, the motion was made and seconded to adjourn the meeting at 2:48pm.

## WLA OFFICER/ SECTION/COMMITTEE/TASK FORCE REPORT

**Officer/Interest Group/Committee/Task Force:** WLA Conference Committee

**Date:** 8/12/16

**Reported By:** Emily Keller

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**A. Progress/Successes Since Last Meeting:**

The 2017 Conference Committee co-chairs, Cathy Grant and Emily Keller, met with WLA Executive Director Kate Laughlin to review the overall process of planning the 2017 WLA annual conference.

**B. Relationship to WLA Strategic Plan** (*what part of the WLA Strategic Plan does this fulfill or relate to*):

The conference touches on a number of our strategic areas, but is most closely tied with professional development, serving as our flagship professional development event of the year.

**C. New Issues:**

The conference timeline has been rather drastically shifted this year, so the Conference Committee and WLA ED need to adjust the usual process accordingly. The change in the time of the year for the 2017 also conference leaves us with questions about the timing of the 2018 conference. We also need to consider the location for 2018.

Also, in missing the usually auspiciously-timed April conference, it would be very unfortunate to allow a full 18 months to pass without significant professional development offerings. Kate is considering an April “day of learning” that could be implemented in various sites around the state, with assistance from various members.

**D. Board Action Requested:**

None at this time.

**E. Narrative:**

**F. Items that need to be done by next meeting and persons responsible:**

Cathy and Emily will begin assembling a full Conference Committee. Kate will guide the co-chairs through development of a timeline and establish key milestones along the timeline.

**G. Trends & Changes: What key trends are influencing our organization? What do they mean for our short-term and long-term organizational health and viability?**



**August 16, 2016**

**1:00pm-3:00pm**

**Online Meeting Via GoToWebinar**

**BOARD MEETING AGENDA**

**Minutes:** Emily Jones

**Please Read:** April 27, 2016 Board Meeting Minutes; Submitted Board Report Forms

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**Vision Statement:** WLA is a vibrant and effective advocate for libraries and the people that make them great. We are a community of practice where its members learn, grow professionally, develop strong relationships, and have fun.

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**Core Values:** Community, Integrity, Professionalism, Responsiveness, Inclusivity, Education, Leadership, and Intellectual Freedom

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Topic	Presenter	Time allotted
✓ <b>Call to Order</b> <ul style="list-style-type: none"><li>• Approval of Agenda</li><li>• Approval of 4/27/16 meeting minutes</li></ul>	Brianna Hoffman	1:00-1:10
✓ <b>President's Report</b> <ul style="list-style-type: none"><li>• Mission &amp; Vision Statements</li><li>• Organizational Restructure</li></ul>	Brianna	1:10-1:20pm
✓ <b>Executive Director's Report</b> <ul style="list-style-type: none"><li>• Budget Report (on behalf of Irene)</li><li>• Member Database Report</li><li>• Website Report</li><li>• Conferences Report</li><li>• Board Orientation and Compliance Forms</li></ul>	Kate Laughlin & Emily Jones	1:20-2:00pm
✓ <b>General Reports</b>	All	2:00-2:20pm
✓ <b>Old Business</b> <ul style="list-style-type: none"><li>• Membership Dues (scaled vs flat; task force)</li><li>• Non-renewing School Division members</li></ul>	Brianna, All Leah Griffin	2:20-2:35pm
✓ <b>New Business</b> <ul style="list-style-type: none"><li>• Brief explanation of ESSA</li><li>• Involvement of Everylibrary/John Chratska</li><li>• WLA Policy Position Letter</li></ul>	Craig Seasholes	2:35-2:50pm
✓ <b>Closing questions; next meetings</b>	Brianna, All	2:50-3:00pm

**Resolution 16-01**  
**Changes in Banking Relationship**

WHEREAS, Washington Library Association commercial banking (checking and money market accounts) are established at Pacific Continental Bank; and

WHEREAS, Washington Library Association desires to terminate relationship with Pacific Continental Bank and transfer the commercial banking to another bank that offers higher level of personal service and relationship for Washington Library Association; and

WHEREAS, Washington Library Association staff sought and evaluated banks operating in the area; and

WHEREAS, Washington Library Association staff proposed selection of Chase Bank as provider of commercial banking; and

WHEREAS, Washington Library Association Finance Committee has reviewed this action, and recommends this action to the Board; and

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of Washington Library Association that

- a) Washington Library Association open commercial banking at Chase Bank, with the following signers:  
Brianna Hoffman, President  
Irene Wickstrom, Secretary/Treasurer  
Kate Laughlin, Executive Director  
Emily Jones, Assistant Director
- b) Close all bank accounts with Pacific Continental Bank, with proceeds of the balance of the accounts transferred to the newly established Chase Bank accounts.

Attested,

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Brianna Hoffman, President  
(as an agent of the board)  
August 16, 2016

August 20, 2016

**Re: Request for Proposal for Audit and Tax Services**

Dear XX,

We are opening the search for an accounting firm to provide audit and tax services for the Washington Library Association (WLA) and we invite you to submit a proposal.

**Scope and Deliverables of Work**

The primary focus of the work is to examine the WLA's financial records in accordance with generally accepted auditing standards. Audit services should include an examination for compliance with applicable laws and regulations, preparation of audited financial statements with required notes and communications, and the preparation of Form 990.

**Bidder Responses**

Responses to this RFP should include:

- A description of your Firm and services. Also, please indicate a) Firm size by discipline, b) percentage of staff with nonprofit experience,
- A detailed budget with:
  - a. Staffing (number and type of staff)
  - b. Hours by task
  - c. Hourly rates
  - d. Total cost (or range)
- Qualifications – Please name likely lead staff and indicate relevant professional experience and depth in the non-profit sector.
- Ability to meet WLA's fiscal year timelines. Organization's fiscal year ends July 31 and we would like to have the audited financials to the Board around November XX, 2016. Please indicate appropriate timelines to meet this requirement.
- 3 references, preferably for clients of comparable size or nature.

**Submission Instructions**

Proposal should be received by the WLA office by 5:00pm on September 6. Electronic submissions are preferred and may be emailed to [info@wla.org](mailto:info@wla.org). Mailed submissions may be sent to the address below, *postmarked by the date above and with an accompanying email letting us know to anticipate your submission via US mail.*

Questions may be directed to the email above or number below. Thank you for your interest!

Sincerely,  
Kate Laughlin, Executive Director  
Washington Library Association  
PO Box 33808  
Seattle, WA 98133  
(206) 823-1138  
[www.wla.org](http://www.wla.org)

# Washington Library Association

## STATEMENT OF ACTIVITY

August 2015 - June 2016

	<b>TOTAL</b>
<b>Revenue</b>	
4001 Donations/Contributions	797.00
4100 Dues	
4110 Institutional Private	23,020.84
4112 Institutional Public	99,823.47
<b>Total 4100 Dues</b>	<b>122,844.31</b>
4111 Legislative - Interest LAF	1,102.00
4113 Legislative Interest Groups	1,327.39
4114 Legislative - Personal LAF	41,767.86
5110 Registration	207,773.42
5120 Royalties	606.63
5130 Scholarship Fund	-1,541.00
5140 Sponsorship	1,000.00
<b>Total Revenue</b>	<b>\$375,677.61</b>
<b>Gross Profit</b>	<b>\$375,677.61</b>
<b>Expenditures</b>	
7100 Professional Fees	
7101 Accounting	1,690.00
7105 Conference Coordinator	24,506.08
7110 Artist	4,642.14
7115 Consultant	37,825.42
7120 Association Management Fees	99,287.50
7125 Editor	2,291.63
7130 Graphic Designer	4,019.18
7135 Lobbyist	25,935.87
7140 Speaker Fees	25,235.46
7145 Webmaster	599.00
<b>Total 7100 Professional Fees</b>	<b>226,032.28</b>
7210 Supplies	2,033.49
7220 Exhibits	3,540.60
7230 Telecommunications	6,317.29
7240 Postage	471.47
7250 Printing	1,653.91
7300 Advertising and Promotion	2,866.81
7350 Equipment Rental	7,238.38
7355 Space Rental	8,693.80
7410 Hotel Accomodation	2,778.68
7415 Meals	53,533.11
7420 Travel	7,432.61
7700 Scholarships	6,000.00
7810 Insurance	2,190.02
7910 Bank Charges	64.44
7911 Credit Card Fees	7,134.37
7913 Investment fees	4,698.45
7990 Miscellaneous	6,491.06
9990 Allocations	2,296.25



<b>Total Expenditures</b>	<b>\$351,467.02</b>
<b>Net Operating Revenue</b>	<b>\$24,210.59</b>
<b>Other Revenue</b>	
<b>5910 Interest</b>	248.60
<b>Total Other Revenue</b>	<b>\$248.60</b>
<b>Net Other Revenue</b>	<b>\$248.60</b>
<b>Net Revenue</b>	<b>\$24,459.19</b>

*Thursday, Aug 11, 2016 04:13:22 PM PDT GMT-7 - Accrual Basis*

# Washington Library Association

## STATEMENT OF FINANCIAL POSITION

As of June 30, 2016

	TOTAL
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
1001 Checking - Pacific Continental	132,507.22
1002 Money Market-Pacific Continental	188,872.71
<b>Total Bank Accounts</b>	<b>\$321,379.93</b>
<b>Other current assets</b>	
1100 Investments - Ameriprise	179,359.49
1500 Prepaid Insurance	1,565.65
<b>Total Other current assets</b>	<b>\$180,925.14</b>
<b>Total Current Assets</b>	<b>\$502,305.07</b>
<b>TOTAL ASSETS</b>	<b>\$502,305.07</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
2500 Def Rev	
2501 Dues - Interest Group	499.98
2502 Dues - LAF Personal	28,616.34
2503 Dues - Public Institutional	52,550.73
2504 Dues - Reciprocal WLMA	410.00
2505 Dues- Private Institutional	1,589.48
<b>Total 2500 Def Rev</b>	<b>83,666.53</b>
<b>Total Other Current Liabilities</b>	<b>\$83,666.53</b>
<b>Total Current Liabilities</b>	<b>\$83,666.53</b>
<b>Total Liabilities</b>	<b>\$83,666.53</b>
<b>Equity</b>	
3000 Opening Balance Equity	0.00
3100 Unrestricted Funds	212,194.12
3200 Restricted Funds	181,985.23
3300 Retained Earnings	
Net Revenue	24,459.19
<b>Total Equity</b>	<b>\$418,638.54</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$502,305.07</b>

Thursday, Aug 11, 2016 04:15:47 PM PDT GMT-7 - Accrual Basis

Washington Library Association  
Restricted Funds Tracking

Description	Date	Total Restricted Funds	WLA												
			Scholarship Fund	CAYAS	WALE	WLFFTA	WALT	SRRT	CATS	IFIG	SAM	SIG	SAIL	LIFE	Total
Ending balance	06/30/16	181,985.23	3,893.00	3,401.58	13,777.10	2,286.73	994.62	533.84	2,183.21	792.04	(7.57)	779.32	3,276.45	75.18	31,985.50
Incoming Funds															
Uses															
Ending balance	06/30/16	181,985.23	3,893.00	3,401.58	13,777.10	2,286.73	994.62	533.84	2,183.21	792.04	(7.57)	779.32	3,276.45	75.18	31,985.50

## WLA OFFICER/ SECTION/COMMITTEE/TASK FORCE REPORT

**Officer/Interest Group/Committee/Task Force:** National Library  
Legislative Day, May 2-3, 2016

**Date:** June 9, 2016

**Reported By:** Christine Peck, ALA Chapter Councilor

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**A. Progress/Successes Since Last Meeting:** John Sheller, WLA's Federal Relations Coordinator made arrangements for visits to NLLD in Washington DC by Christine Peck and Gary Wasdin. Gary and I visited the offices of Senator Patty Murray, Senator Maria Cantwell, Representative Suzan DelBene (1<sup>st</sup> District), and Representative Derek Kilmer (6<sup>th</sup> District).

Congress was not in session but we did meet with congressional staffers Aissa Canchola (Murray), John Barry (Cantwell), Casey Katims (DelBene), and Megan Thompson (Kilmer). The advantage of meeting with a staff member is their familiarity with the issues and ease of follow up. The disadvantage was that two out of the four staff we spoke with were leaving the congressional offices at the end of May. Nevertheless, it was much easier to talk with someone in the office later because I had the name of the staff member I spoke to about an issue and if they were no longer there, I could be referred to the person taking their position.

Note: My question -- why schedule NLLD during a congressional recess? Evidently, congressional recess periods are not set dates. Plans for NLLD are made at least three years in advance to reserve the meeting room and hotel block. By having NLLD on the first Monday and Tuesday of May each year, library supporters can dependably plan for the time and congressional staff will always be there even if the Member of Congress is not.

I think it was worthwhile for WLA to have a presence at NLLD. Not only were we able to advocate for some issues that matter to us, but also it tells our Members of Congress that libraries, and what we care about, are important to their constituents at home. We also were able to remind the staff, that libraries are doing good work in their communities and make good places to schedule for the Congress Member to meet and greet their constituents.

Copies of WLA's *Your Washington Libraries in Action* were given to each office and were well received.

An article on NLLD visits was written and submitted for publication in ALKI.

## WLA OFFICER/ SECTION/COMMITTEE/TASK FORCE REPORT

**B. Relationship to WLA Strategic Plan** (*what part of the WLA Strategic Plan does this fulfill or relate to*): Advocacy

**C. New Issues:** Of particular interest to Washington libraries was a request to increase LSTA (Library Services and Technology Act) funding in FY2017 to \$186.6 million and level funding for IAL (Innovative Approaches to Literacy) at \$27 million. Besides the benefit of federal dollars coming into our state for library purposes, any increase in LSTA means more money for libraries going to the Washington State Library from the state budget since states are required to match any federal dollars. Bottom line funding for FY2017 is FY2016 level of \$182.9 million.

We were also able to follow-up on the letter WLA sent urging the speedy appointment of Dr. Carla Hayden as the next Librarian of Congress.

Issue briefs on all 2016 NLLD priorities can be found at [www.ala.org/nlld](http://www.ala.org/nlld).

**D. Board Action Requested:** For NLLD 2017: (1) Promote Virtual NLLD, hopefully on our website. There were about 500 virtual attendees this year from across the nation. (2) Continue funding at least one person to attend NLLD in-person.

Consider a second printing of WLA's *Your Washington Libraries in Action* photo book. There appears to be no additional copies of the book. Copies could be given to the remaining Members of Congress at their in-state offices.

**E. Narrative:**

**F. Items that need to be done by next meeting and persons responsible:**

**G. Trends & Changes:** What key trends are influencing our organization? What do they mean for our short-term and long-term organizational health and viability? What do we need to change? What are the opportunities? What are some of the barriers to changing?

## WLA OFFICER/ SECTION/COMMITTEE/TASK FORCE REPORT

**Officer/Interest Group/Committee/Task Force:**  
**School Library Division Legislative Lobbyist**

**Date:** 8/10/16

**Reported By:** Carolyn Logue

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**A. Progress/Successes Since Last Meeting:**

- \* Drafted letter and helping to engage WLA in the ESSA process at OSPI – Meeting set up for August 15 with Gayle Pauley at OSPI who is one of the leads on the ESSA consolidated plan committee
- \* Individual meetings with legislators on the state's Education Funding Task force to determine underlying support for school libraries and discuss how to provide equitable funding across the state for school libraries. (Met with Senator John Braun, Senator Christine Rolfes, Rep Pat Sullivan, Rep Kris Lytton, Rep Norma Smith, Rep. Chad Magandanz. Meetings with Senator Ann Rivers and Senator Andy Billig scheduled for September/October) -- these meetings helped firm the best date for WLA School Library Presentation to the task force on September 6)
- \* Working with school librarians to develop presentation for Education Funding Task force
- \* Helped engage school librarians in the Digital Citizenship task force at OSPI. First meeting held in July. Next meeting is September 28.

**B. Relationship to WLA Strategic Plan** (*what part of the WLA Strategic Plan does this fulfill or relate to*):

**Advocacy for the WLA School Library Division**

**C. New Issues:**

**D. Board Action Requested:**

**E. Narrative:**

**F. Items that need to be done by next meeting and persons responsible:**

Need to ensure that the school librarian advocacy lists are up to date and ready to activate for both the ESSA issue and the state funding issue by mid September.

## WLA OFFICER/ SECTION/COMMITTEE/TASK FORCE REPORT

### Officer/Interest Group/Committee/Task Force: Marketing and Communications Committee

Date: 8/16/16

Reported By: Leah Griffin

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#### H. Progress/Successes Since Last Meeting:

The committee has been established, and consists of

- Brian Hulsey (brian.hulsey@wcls.org)
- Frank Brasile ([alkieditor@wla.org](mailto:alkieditor@wla.org))
- Molly Allen (Molly.Allen@cwu.edu)
- Alpha DeLap ([alpha.delap@stthomasschool.org](mailto:alpha.delap@stthomasschool.org))
- Richard Council (richardcouncil@gmail.com)

We have had one online meeting to discuss our goals for the year, and begin assigning tasks and working on projects.

#### I. Relationship to WLA Strategic Plan (*what part of the WLA Strategic Plan does this fulfill or relate to*):

All four of our goals directly relate to the strategic plan.

#### J. New Issues: none

#### K. Board Action Requested: none

#### L. Narrative:

We established goals for the year. These goals are;

1. Create Social Media Use Policy
2. Promote and engage both members and non members through robust social media
3. Create 'best practice' onesheet for WLA communication
4. Begin to think about rebranding

## **WLA OFFICER/ SECTION/COMMITTEE/TASK FORCE REPORT**

Over the last two weeks, we have started a draft of the new Social Media Policy, which will be ready to present at the next meeting.

Brian has been appointed social media lead. He is excellent at choosing images and content to promote on social media. We solicited content through WLA Wednesday to promote individual librarians, and libraries, and have received several press releases for events happening at member libraries around the state.

We will begin a “best practice” onesheet after completing the Social Media Policy. We will begin rebranding efforts once an updated mission and vision have been established.

### **M. Items that need to be done by next meeting and persons responsible:**

Continued posts on social media that promote WLA members and libraries.  
Complete Social Media Policy for board approval.

### **N. Trends & Changes: What key trends are influencing our organization? What do they mean for our short-term and long-term organizational health and viability? What do we need to change? What are the opportunities? What are some of the barriers to changing?**

Part of our work as a committee is contingent on updates to the mission and vision of WLA.



## WLA OFFICER/ SECTION/COMMITTEE/TASK FORCE REPORT

### Officer/Interest Group/Committee/Task Force: Alki Editorial Board

Date: Aug. 11, 2016

Reported By: Sheri Boggs

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**A. Progress/Successes Since Last Meeting:**

With two editorial committee positions opening up in the near future, we put out the call via the WLA Wednesdays. Have had several responses, one of which is Marci Howells, a school librarian with Blix Elementary in Tacoma. The conference issue of Alki was published on July 7.

**B. Relationship to WLA Strategic Plan** (*what part of the WLA Strategic Plan does this fulfill or relate to*):

Marketing & Communication: to enhance WLA's presence, influence, image and credibility

**C. New Issues:**

We're in the process of vetting the candidate for the second open editorial committee position. The deadline for the next issue of Alki is Friday, Oct. 14. The theme of the issue is "The Future of Library Collections." In addition to helping recruit new members to the editorial committee, I approached former WLA president Darcy Brixey about writing a humorous column about library interactions for the next issue. New features and article ideas are always welcome!

**D. Board Action Requested:**

**E. Narrative:**

At the 2016 conference meeting, the editorial committee discussed the proposal to introduce "members only" content as a way to boost membership. We agreed there might be other ways Alki could help promote WLA, for instance a regular "What WLA Membership Does For Me" type column.

**F. Items that need to be done by next meeting and persons responsible:**

**G. Trends & Changes: What key trends are influencing our organization? What do they mean for our short-term and long-term organizational health and viability? What do we need to change? What are the opportunities? What are some of the barriers to changing?**

## WLA OFFICER/ SECTION/COMMITTEE/TASK FORCE REPORT

**CAYAS:**

**Date: 8/10/16**

**Reported By: Jennifer Wooten**

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### **A. Progress/Successes Since Last Meeting:**

- Our first meeting with the new board was held at the Bellevue Library on Friday, July 29, 2016.
- We welcomed a new member, Sarah Meadow Walsh, Board Position 1 – this position was not filled during our election, but we found someone through reaching out to members. Unfortunately, that person was only in the position for about a month, but then had to drop out. In the initial email we sent, we had a few other strong candidates, so we reached out to the next strongest candidate and she accepted.
- Fall Workshop Update: we are in the process of setting up a Spanish Language Workshop for Librarians. It will be limited to 24 people. Some of the content will take place before the workshop, online. The date has not been set yet. Originally it was planned to coincide with the WLMA Conference, but it may have to be later than that. We are looking into having this workshop on the Eastside - possibly Yakima.
- Due to turnover we missed the deadline for submitting a workshop proposal for WALE.
- We are still in the early planning stages for the spring workshop. We will poll members to find out what topics they are interested in.
- We discussed the possibility of having the UW student liaisons partner more closely with the iYouth group. This would allow for a stronger connection between CAYAS and iSchool students. It might also help when there are less active iYouth members which would allow for more support when needed.
- We discussed expanding on the Visionary Award. We would like to also recognize nominees. We decided that we will ask the nominator for permission to use their information for an article or email update and then approach the nominee.

### **B. Relationship to WLA Strategic Plan** *(what part of the WLA Strategic Plan does this fulfill or relate to):*

- Professional Development: “To provide essential, relevant, formal and informal opportunities for continuing education.” Our workshops are designed to not only edify participants, but also inspire. We look for professional development opportunities that are new and innovative.

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CAYAS would like to redesign how we communicate with members. We are discontinuing our PDF style newsletter and will switch over to email newsletter. We would also like to have a social media presence.

- We agreed that having storage on the cloud made more sense than relying on flash drives. Jennifer Wooten, Board Chair, created a Google account that all board members have access to and should transfer files from their flash drives/hard drives to the cloud. They should also scan and download any information from their notebooks onto the cloud. We have not decided what to do with the notebooks and flash drives.

### **O. Board Action Requested:**

- Clarify social WLA social media policy so that we can move forward (or find another plan) with our social media plan.

### **P. Narrative:**

- The board is filled with engaged and enthusiastic members. We have plans to make needed changes to update how we operate, and the people who are able and willing to put in the work to make it happen.

### **Q. Items that need to be done by next meeting and persons responsible:**

- Jennifer Wooten, Board Chair, will email membership information about the fall workshop.
- Ryan Dzakovic, Board Position 2, will send a survey to members for input on topics for the spring workshop.

### **R. Trends & Changes: What key trends are influencing our organization? What do they mean for our short-term and long-term organizational health and viability? What do we need to change? What are the opportunities? What are some of the barriers to changing?**

- A more up-to-date way of communicating with our members is greatly needed. We feel that our current method (PDF newsletter) is outdated and not widely read. We feel that in order to better reach members, and potential members, we must update our communication strategy to include social media. I know WLA is also working on this, so hopefully it rises in the priority list for the organization.

## **WLA OFFICER/ SECTION/COMMITTEE/TASK FORCE REPORT**

**Officer/Interest Group/Committee/Task Force:**

**Date:** August 15, 2016

**Reported By:** Darcy Brixey, Past President

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**A. Progress/Successes Since Last Meeting:**

- Sent pertinent emails/information to President Brianna Hoffman
- Met with President and Kate Laughlin as needed for information and document sharing
- Accepted position as liaison to legislative committee

**B. Relationship to WLA Strategic Plan** (*what part of the WLA Strategic Plan does this fulfill or relate to*):

**C. New Issues:**

The major bylaws rewrite is complete, but we will need to look at them again to ensure we are compliant with state laws for nonprofit organizations.

**D. Board Action Requested:**

**E. Narrative:**

I've handed over the reins to President Brianna Hoffman and feel confident in her leadership abilities. I've been working closely and as needed with Primary Source and Brianna in this transitional period to give any information I can to help clean up finances and oversights from previous management firms.

**F. Items that need to be done by next meeting and persons responsible:**

## **WLA OFFICER/ SECTION/COMMITTEE/TASK FORCE REPORT**

### **Officer/Interest Group/Committee/Task Force: Legislative Committee**

**Date:** August 14, 2016

**Reported By:** Steve Duncan o/b of Public Directors

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**A. Progress/Successes Since Last Meeting:**

Successful legislative session.

**B. Relationship to WLA Strategic Plan** (*what part of the WLA Strategic Plan does this fulfill or relate to*):

**C. New Issues:**

Under the direction of the Public Library Directors, assessing likelihood of reemerging legislative issues in the areas of Tax Policy; Governance; Intellectual Freedom; and Operations. Making appropriate strategic preparations to counter negative legislative initiatives which may arise during 2017 legislative session. Assessing potential for proactive legislative initiatives regarding tax policy.

**D. Board Action Requested:**

**E. Narrative:**

**F. Items that need to be done by next meeting and persons responsible:**

**G. Trends & Changes:** What key trends are influencing our organization? What do they mean for our short-term and long-term organizational health and viability? What do we need to change? What are the opportunities? What are some of the barriers to changing?

## WLA OFFICER/ SECTION/COMMITTEE/TASK FORCE REPORT

### Officer/Interest Group/Committee/Task Force: WLA President

Date: 08.15.16

Reported By: Brianna Hoffman

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#### A. Progress/Successes Since Last Meeting:

- Attended ALA Annual in Orlando - Chapter Leader's Forum
  - The Chapter Leader's Forum was incredibly interesting. I was able to talk to and learn from chapter leaders from all over the country. Of particular interest was New Jersey Library Association's "Maker's Day," a state-wide program led by NJLA in conjunction with the New Jersey State Library.
- Attended PNLA Conference in Alberta
- WLA Leadership Retreat
- Attended and presented at the Washington Library Director's Meeting
- Signed letter in support of ESSA for OSPI

#### B. Relationship to WLA Strategic Plan (*what part of the WLA Strategic Plan does this fulfill or relate to*):

#### C. New Issues:

#### D. Board Action Requested:

#### E. Narrative:

It's been just about six weeks since Primary Source took over day to day operations of WLA. They have been working hard to get up to speed with all things WLA, including financials, continuing education and strategic planning. WLA was in a very unique situation between March and July as the transitions between management companies were taking place. Primary Source has been working hard auditing the organization and streamlining processes and creating new and better workflows.

We continue to integrate our teacher librarians into WLA. The School Library Division has been working hard under the direction of Craig Seasholes, Marianne Costello and

## **WLA OFFICER/ SECTION/COMMITTEE/TASK FORCE REPORT**

Anne Bingham. The School Library Division has also been working closely with lobbyist Carolyn Logue and John Chraska of Every Library to work with OSPI in supporting ESSA.

In the coming months, we will continue to examine the organization to ensure best practices. We will be moving forward with a new vision and mission statement, new branding efforts, and new ideas for continuing education and conferences.

### **A. Items that need to be done by next meeting and persons responsible:**

- Short survey to membership regarding vision and mission statement rewrites
- Membership Dues task force created and recommendations for dues structure
  - Taking current financials and membership into account

### **B. Trends & Changes: What key trends are influencing our organization? What do they mean for our short-term and long-term organizational health and viability? What do we need to change? What are the opportunities? What are some of the barriers to changing?**

## WLA OFFICER/ SECTION/COMMITTEE/TASK FORCE REPORT

**Date:** August 15, 2016 **Reported By:** Diane Huckabay, WALT Chair

### **A. Progress/Successes Since Last Meeting:**

Two online, two face2face meetings since report on April 12th. WALT Learns Together online discussion March 15 was about motivation as covered in the book, *Drive* by Daniel Pink. 18 were in attendance at the discussion on listening at WLA, 11 attended the meeting at University Place Library June 10 where we discussed *Brian Rules* by John Medina. Nine people attended online July 28 for further discussion about WLA restructure, Jeanne Fondrie presenting at WALE, and the assignment of material from *Presence* by Amy Cuddy for discussion at the next meeting at Sylvan Way Library in Bremerton Sept. 30.

**Relationship to WLA Strategic Plan** (*what part of the WLA Strategic Plan does this fulfill or relate to*): **Professional Development:** Internal within the group at meetings, for the organization with proposals, referrals, needs assessment etc in support of conferences, and externally with development of curriculum for workshops.

**B. New Issues:** WALT membership numbered 45 last year. Emily reported 26 when I inquired about IG membership this year. Since the restructure we have not elected officers for the current vacancies (vice chair, secretary, program co-chairs) The result from the February meeting when elections usually take place was to wait and see what comes from WLA Board retreat.

**C. Board Action Requested:** As WLA is reorganized with Sections specific to the type of library, the previous option of choosing your desired IG with membership has been eliminated. Consideration of the members needs and motivation will benefit the goals of WLA and members alike.

**D. Narrative:** Ellensburg community participated in 'watch & talk' events offered through suggestions on the WALT listserv. ASCLA sponsored "Arms Open Wide" a webinar which was televised at the CWU Brooks Library on March 5th. The Association of American Museums presented a series, "Stories of Inclusion" hosted locally at Gallery One October 7, 14, & 28. Betha Gutsche and Elizabeth Iaukea presented "Any time + Any where= Never"

at ALA which was the inspiration for 'WALT Learns Together' tackling the topic of



## **WLA OFFICER/ SECTION/COMMITTEE/TASK FORCE REPORT**

professional skills advancement and the motivation to achieve them.

### **WLA OFFICER/ IG/COMMITTEE/TASK FORCE REPORT**

**E. Items that need to be done by next meeting and persons responsible: Any topics concerning WLA that WALT needs to address should be on the agenda for the next in person meeting.**

**F. Trends & Changes: What key trends are influencing our organization? What do they mean for our short-term and long-term organizational health and viability? What do we need to change? What are the opportunities? What are some of the barriers to changing?**

Competing opportunities for more specialized or broad range conferences and the costs associated with participating ie. time, attention, \$, logistics. Key trends: I see more opportunities for collaboration with the expansion and new management. Short term: If people are allowed to fall off they may find replacements to make up for perceived loss. Long term: If we go slow and listen, the diversity will carry us to a broader range of support. Change opportunity: Maybe the focus on regional events discussed at the retreat is a possibility- can check with our IG to see if it's realistic. IG Coordinators need to cross contaminate groups & board to get a full sense of direction.

## WLA OFFICER/ SECTION/COMMITTEE/TASK FORCE REPORT

### Board Director Liaison to Marketing and Communication Committee

Date: 8/16/16

Reported By: Richard Council

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#### A. Progress/Successes Since Last Meeting:

- Met with Marketing and Communications Chair Leah Griffin to discuss her role, share information, and set priorities for the year.
- Just anecdotally, WLA Social Media seems more vibrant lately. Leah and Brian Hulse are doing a fabulous job engaging libraries around WA.
- Attended online Marketing and Communications Committee meeting on 7/22/16
- Longer term planning for potential logo/brand renewal is ongoing and realistic given all the changes going on in the organization

#### B. Relationship to WLA Strategic Plan

- Committee's plans for updated Social Media policy document and video-based member profile project will enhance WLA's presence, influence, image and credibility and promote/ strengthen collaboration between WLA and other organizations.

#### C. New Issues:

#### D. Board Action Requested:

#### E. Narrative:

#### F. Items that need to be done by next meeting and persons responsible:

#### G. Trends & Changes: What key trends are influencing our organization? What do they mean for our short-term and long-term organizational health and viability? What do we need to change? What are the opportunities? What are some of the barriers to changing?

## WLA OFFICER/ SECTION/COMMITTEE/TASK FORCE REPORT

### School Library Division

Date: 8/13/16

Reported By: Craig Seasholes

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#### A. Progress/Successes Since Last Meeting: (Relationship to WLA Strategic Plan)

- WLA letter of support to OSPI, EveryLibrary.org Consultations (Advocacy)
- Posted WSSLIT survey data, analysis next (Community)
- #WLMA2016 Conf. Planning & Registration, (Professional Development)
- Division steering committee roster (Leadership)

#### B. New Issues:

- WA Legislative Ed Funding Taskforce meetings & strategy
- OSPI Draft Implementation Plan ESSA
- Pursue Partnership for WSSLIT Study and Report
- Membership Outreach Strategy, Ambassador/Regional Events

#### C. Board Action Requested:

- Convene membership task force, devise and adopt incentive/strategies for successful outreach including WLA Library Ambassador program
- School and Public Library Collaboration Initiative

#### D. Narrative:

Advocacy for restored staffing and equitable funding of school library programs is a priority on local, state and national levels that provides significant, tangible benefit to teacher-librarians. It should be championed as part of membership outreach efforts.

#### E. Items that need to be done by next meeting and persons responsible:

ESSA & WA Legislative Task Force Advocacy (Corie J, Carolyn Logue)

Hosting a successful October conference (Craig & WLA staff)

Activate division nomination and election process for April 2017 (Sharyn M)

Engage regional school library ambassador team for membership outreach (Marianne C & Leah G)

#### F. Trends & Changes: What key trends are influencing our organization? What do they mean for our short-term and long-term organizational health and viability? What do we need to change? What are the opportunities? What are some of the barriers to changing?

Strengthening School and Public Library collaborations across WA is a significant opportunity to realize the “stronger together” capacity of WLA’s expanded membership and re-organization. WLA should also strengthen attention to the “college and career ready” library and information technology bridge between K12 and Academic Library programs, such as Oregon’s ILAGO efforts.