

LIBRARY AND INFORMATION TECHNOLOGY ASSOCIATION (LITA)
Executive/Budget Review Committee Meeting, Spring 2007
Chicago Illinois

MINUTES

Present: Bonnie Postlethwaite, Mark Beatty, Patrick Mullin, Michelle Frisque, Barbra Higginbotham, Mary Taylor

Bonnie Postlethwaite called the meeting to order at 12:30 on Friday, April 27. Michelle Frisque moved to approve the minutes from the Midwinter Meeting; Mark Beatty seconded. Pat Mullin abstained. Motion passed.

Discussed the Committees', IGs', and liaisons' report following Midwinter. Considered the need for more Committees and more IGs to submit reports. The IG Coordinator, the Committees Coordinator and the Web Site Coordinator contacted each individually several times. The Web Coordinating Committee is developing a template to serve multiple purposes (minutes and report to Board).

Bonnie reported on conversation with Dan Marmion, liaison to the ALA Literacy Assembly and chair of the LITA Publications Committee, regarding the need for this activity. The Literacy Assembly is focused on reading the book. It was agreed that these two roles are unrelated. Bonnie will check with the Public Library Technology Interest Group to explore possible interests. If the IG has no interest in this role, LITA will drop this activity.

Bonnie Postlethwaite updated the group, in their role as Forum Steering Committee, on the 2007 National Forum.

- The three keynote speakers are set: 1) Jeffrey Kiehl, National Center for Atmospheric Research in Colorado, will present "The Scientific and Social Challenges of Global Warming"; 2) David King, Topeka and Shawnee County Public Library in Kansas, will present "The Future is not out of Reach: Change, Library 2.0, and Emerging Trends"; and, 3) Jeremy Frumkin will present "In Our Cages with Golden Bars" discussing better ways of providing information and information support services to our users.
- Although the Denver Marriott City Center does not provide wireless in their meeting rooms, LITA will provide wireless to individuals for use in their rooms and in public places, e.g. the lobby and lounge.
- The brochure on the Forum is being developed for distribution at Annual Conference and for mailing.

Mark Beatty led discussion on possible LITA/OCLC Conference.

- Eric Childress, OCLC, offered Mark the use of the OCLC facilities for free. They will provide some speakers. Other than that, this is a LITA event to be held at OCLC.
- Mark has discussed program development with BIGWIG and they have drafted a proposal for a technology immersion conference. The plan is for 1.5 days plus a half day pre or post conference installfest. Plans are for 150 people plus speakers; 2 tracks, possibly 3.

- Mark wants to appoint a Task Force and has approached Michelle Boule about serving as chair. He has also asked David Ward and Jennifer Ward about serving as members.
- Plans are for the conference to break even, at least. Reasons for doing this beyond making money include: 1) opportunity to continue to build relationship with one of our long time sponsors; 2) there is a whole group of younger librarians who are eager and anxious to explore new technology in libraries and this gives us visibility as a leader; 3) this is an opportunity to discover and test a new format for CE at lower risk.
- This program will be distinguished from other programs by sticking to a single topic and keeping it high tech. Speakers need to be hands on people presenting on how to take tools and develop own system. High end, hands on.
- Michelle Frisque volunteered to serve on the Task Force.
- To assure success, the need to make this as different from the Forum as possible was emphasized.

Bonnie summarized that Mark will establish a Task Force of eight to plan and present a proposal to the Board at Annual Conference in DC. The plan will include a spring timeframe, program geared to early adopters, with no general track.

Mark Beatty reported on the Town Meeting.

- The meeting was wildly popular, the food was good, people were engaged, the podcast is wonderful, everyone had fun, and it was productive.
- Michelle Boule took the snow cards and grouped them. Mark is reviewing them to id outliers and items that were repeated many times. Overall collaboration on every level and local/regional educational events we identified. Other ideas include: a four generation web site, leading edge leadership, what to do with future trends, best practices for really new technology, t-shirts, leadership opportunities, and social networking.
- Mark plans to write a report.

Deidre Ross, director of ALA Conference Services, meet with the Committee.

- Currently, Conference Services is planning to improve conference registrations and is exploring possibilities with two difference companies at this time.
- Deidre indicated that the Planner is a bad situation compounded by our use of multiple names/acronyms for a single unit and by the fact that there are too many sessions to put on a PDA.
- Discussed the wireless situation for conferences which is dependent on the site. After Annual Conference in DC, usage statistics will be available. In Seattle 160 to 170 people, out of the 12,000 registered, were using wireless at any one time.
- Discussed recording programs. BIGWIG is creating 5 to 10 minute podcast interviews with speakers following the program for LITA. ALA is again recording programs in tracks to put on CDs for sale. It has been three of four years since this was last done. The Committee suggested offering individual programs for sale through the Web.
- Conference Services tries to put all programming within a single track in a single hotel or in the convention center. Usually, there are 2,300 sessions; 350 being offered concurrently. In DC there are no big hotels; there are 1400 rooms compared to 3000 in other sites and only 79 in the convention center.
- The Committee asked that the HQ hotel for the inaugural ball be announced early enough for the president-elects to know before they have to schedule a hotel room.

- Deidre explained how the hotel wait listing works. Most people get cleared. If people register late in the process, they may not get the hotel wanted but Deidre will negotiate with a few more hotels as needed and put the waiters in those hotels.

Mary Taylor presented her Executive Director's report.

- Membership is at 4,270; this is a 4.53% increase over last year but we are still battling multiple dues increases. The Office is working with the ALA Membership office to develop a recruitment piece to target approximately 7,000. A one percent return rate would help. The Office exhibited in a shared booth at ACRL. There was a lot of traffic in the booth.
- Site visits for the 09 LITA National Forum have been completed and we are in negotiations at this time.
- LITA was the first member unit to move to the new cms. LITA was the first member unit to move all discussion lists to Sympa.
- The ALA election total vote as of 4/23/07 is 14,449 (25.91%). That breaks down to 12,819 web (28.97% and 1,630 paper (14.15%). Compared to the same date in 2006, when the total vote was 13,992 (23.80%). That breaks down to 12,046 web (26.83%) and 1,956 paper (14.04%).
- Most of the award winners have been named. The Student Writing Award and Scholarships are still under consideration.
- Three updates have been posted to the membership so far during this program year and a fourth is planned for next week to announce the election results and Annual Conference activities.

Bonnie Postlethwaite reported on Sunday Afternoon with LITA. Plans are to repeat the successful pattern of the past few years and start with Top Technology Trends, followed by the Awards Reception, followed by the President's Program. Bonnie showed the Web page she has developed to help promote the program. Chuck Haddix will talk about providing access to digitized sound recordings using songs from WWII as an example and Mike Winkler will talk about PennTags using those same songs. Bonnie is arranging for post presentation podcasts with each speaker. Bonnie has three sponsors: Alexander Press, EBSCO and Northern Micrographics.

The Committee reconvened at 9:30 on Saturday, April 28 with one addition to the agenda regarding committee appointments.

Pat Mullin provided information on:

- The FY07 Budget as of the end of February; this marks the half way point in the fiscal year.
- Although membership is up, the dues revenues are less than the previous year at this time. Students make up the majority of new members. The publications expense will be reduced as soon as we retire the final title remaining in the ALA PBD system.
- The FY08 Budget is still being adjusted. Plans are to adjust the dues and job site based on the FY07 first half year.
- Pat proposes to establish a plan to create a LITA endowment/long term savings account. LITA policy requires retaining six months of operating expenses at a minimum. Pat plans to develop a purpose statement and recommends moving \$49,999 into this account

each year for the next several years. This dollar amount is the maximum amount that ALA allows to be transferred with minimum notice. Each year at Annual Conference, the Board will have the opportunity to review the plan and decide whether to actually move the funds.

Bonnie Postlethwaite led the discussion on new initiatives.

- The primary focus is on educational opportunities. Bonnie met with Louise Gruenberg, ALA eLearning Instructional Designer, to review available resources. Currently ALA is using an old version of WebCT to deliver approximately 25 courses. This version is no longer being supported by WebCT and there are no human resources within ALA to upgrade, enhance, or help develop it further. The license expires in November. ALA's ITTS is testing Moodle to replace WebCT and will explore the possibility of importing courses from WebCT to Moodle as a part of these tests. Further discussion included webinars and podcasts.
- Discussed the new ITAL editors proposal. The Committee is enthusiastic about the concept.
- Considered the need for a Web site revamping—newer, more interactive. Difficult to view on hand held. Needs to be friendly. Repackage into four generations design.

Bonnie led the discussion regarding the Board planning session at Annual Conference. She is considering a review of the current Strategic Plan Objectives as they were defined for the 2005-2008 timeframe. Some of the strategies are very specific and some are global. Suggests keeping the SMART (Specific, Measurable, Attainable, Realistic and Timely) goals acronym in mind during the review.

The Committee reviewed the proposal for an Assessment Committee. Plans include a ½ day meeting with a consultant on Friday at Midwinter in Philadelphia. Seek advice from the consultant on the number of people and who to include as well as what data to collect. Bonnie will send a proposal to the Board and the Bylaws Committee.

The Committee reviewed the status of the committees' appointments. The Committee questioned the possibility to accomplish the appointments and also develop the OCLC proposal prior to Annual Conference.

At 1:30 Barbra moved to adjourn, Pat Mullin seconded; the motion passed.