



Global Headquarters  
331 S. Patrick Street  
Alexandria, VA 22314 USA  
1-703-647-4900  
Fax: 1-703-647-4901  
www.sla.org

## BOARD DOCUMENT

2006 October Board of Directors Meeting Monterey, CA, USA October 21, 2006	Open Session Meeting
Agenda Item	Minutes
<p><b>1. Opening of the Meeting</b></p> <p><b>1.1 Call to Order</b></p> <p><b>1.2 Adoption of the Agenda for Open Session October 21, 2006 dated 10/5/06</b></p> <p><b>1.3 President's Remarks</b></p> <p><b>1.4 Announcements and Recognition of Special Guests</b></p> <p><b>1.5 Member Comments</b></p>	<p>The meeting was called to order at 12:32 p.m.</p> <p><b>Present:</b> Board - Vargha, Rollo, James, Caputo, Trudell, Mattis, Frank, Klopper, Trefethen, Romaine, Arnold, McCollough, Lachance <b>Excused:</b> Abram, Sarmiento <b>APPROVED BY GENERAL CONSENT</b> <b>Move to cover agenda items 1, 2 and 4 and leave 3, with the exception of 3.1 A07-10 Conference Planning Process Recommendation, until tomorrow.</b></p> <p>No recap of executive session needed as no new members are attending.</p> <p>People to People announcement went out this week to all SLA members. Signups are needed by end of October to indicate interest. Rebecca will lead the delegation if at least 20 people sign up. This activity is not sponsored or funded by SLA and SLA does not pay her fees.</p> <p>Tom Hogan, Sr. will join us tomorrow morning.</p> <p>None.</p>
<p><b>2. Consent Agenda</b></p>	<p><b>Approved</b></p>
<p><b>2.1 Open Session Minutes for June 8-10, 2006</b></p>	<p><b>A07-05</b> <b>APPROVED BY CONSENT</b></p>
<p><b>2.2 Open Session Minutes for June 14, 2006</b></p>	<p><b>A07-06</b> <b>APPROVED BY CONSENT</b></p>
<p><b>2.3 Ratification of Approval of the Knowledge Management Division</b></p>	<p><b>A0-07 That the Board of Directors ratify the creation of the Knowledge Management Division. The Knowledge Management Division will replace the Knowledge Management Section of the Leadership and Management</b></p>

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<p><b>2.4 Ratification of Approval of Name Change for Gay and Lesbian Issues Caucus</b></p> <p><b>2.5 Receive 2005 Audited Financial Statements and Management Letter</b></p>	<p><b>Division. Current members of the Knowledge Management section will need to join the new Knowledge Management Division.</b></p> <p><b>APPROVED UNANIMOUSLY</b></p> <p><b>A0-08 That the Board of Directors change the name of the Gay and Lesbian Issues Caucus to the Gay, Lesbian, Bisexual and Transgendered Issues Caucus.</b></p> <p><b>APPROVED UNANIMOUSLY</b></p> <p><i>A07-09 The Finance Committee recommends that the Board of Directors receive the Annual Audit Report and Management Letter for the period ended December 31, 2005. A Management Letter is issued to the Board of Directors with the independent audit report. The Management Letter includes suggestions for improvements with regard to internal management and record keeping.</i></p> <p><b>RECEIVED</b></p>
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<b>3. Items for Action</b>	
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<p><b>3.1 Conference Planning Process Recommendation</b></p>	<p><b>A07-10 That the Board of Directors approve the Conference Model described in this document and instruct the CEO to develop a conference plan based on the model. We further move that this model be implemented in 2008 for the Seattle, Washington conference and be followed for three years in order to provide sufficient time to review and evaluate the effect of the changes.</b></p> <p>Comments: Gloria Zamora thanked those who have participated in this fast and interesting project. The workgroup requests that the report be accepted in whole so it can go forward for the Seattle conference and stay in effect for three years so a true test can be made and evaluated.</p> <p>Discussion centered around how this will affect leadership training at the annual conference and how will we encourage a significant number of unit officers to attend. As many changes are being proposed we need to give this proposal a fair chance and may have to change the model as a result of what we learn. The proposal does not preclude us from offering specific training. We may need to move to virtual sessions on Click U to accomplish training when it is needed. Some of this is already being done as a free part of Click U.</p> <p>Discussed the need for an even bigger and bolder change for the CE model. The Conference Committee will appoint one member of the</p>
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committee assigned to oversight of the CE program. For Denver we will be keeping CE slots open and will go to people for topics that need coverage.

When will candidate speeches take place? In Denver this will happen before the Annual Business Meeting.

The workgroup believes all these elements are doable for the Seattle conference. This proposal is not as bold as we might have thought initially, but we can start small and make incremental changes. We need to be evolutionary and not revolutionary as much of what is currently done is good. We need to work on the format of programming, with more interaction and fewer 'talking heads'.

The issue of limiting the number of programs per division to 4-6 maximum, with the exception of those divisions with sections. Is the acceptable? Our message is that these ideas came from the overwhelming number of members who have said they want less programming.

**APPROVED UNANIMOUSLY**

**4. Program Updates and Reports**

**4.1 2007 Leadership Summit Report**

**B07-05 RECEIVED**

Registration is now open and the hotel rate is very favorable. The biggest change is that there are no candidates' speeches at lunch on Friday. We will have an Association Management System report followed by an invitation-only focus group. Staff will invite 10-15 people after reviewing registrations.

Special thanks to staff for their help in lining up speakers and handling negotiations for books from the Heath brothers. Please ask speakers to be more international in their comments and not so US-focused.

**4.2 Interim Report from the 2007 Annual Conference Committee**

**B07-06 RECEIVED**

A Synergies Session will be held on Monday morning, this is a panel including Stephen Abram, Eugenie Prime, and others who will be responding to questions. We have had no luck getting Google or other search engine companies to exhibit, some of whom appear to have a goal of eliminating the corporate library. We may be able to leverage the SIIA connection to help with this matter.

The hotels are booking up immediately. The headquarters hotel is a big brand new Hyatt. Please make your reservations immediately if you want to be in headquarters hotel. Kristen has a good track record at securing additional hotel rooms, if needed.

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<p><b>4.3 International Membership Initiative</b></p>	<p><b>B07-07 RECEIVED</b></p> <p>Division membership should be emphasized and promoted for international members who may not find they have a local chapter. When you factor out honorary, retired, and virtual members, etc. 8% of the members do not have divisional membership and about 4% do not have chapter membership. People who are most satisfied with SLA are those with chapter or division membership. Some response is given when a unit is not specified. This takes significant effort on the part of headquarters staff, and some really do not want to belong to a specific unit, either a chapter or a division. Discussion of whether to use different terminology when marketing SLA outside the US. Develop some stories and examples like the Neil Infield UK-based advertising campaign.</p> <p>We need to determine who the target audience for this campaign should be. Are they librarians, learned societies? The divisions need help in understanding this but have little time to devote to this. They need some marketing materials which are in the works. This can be discussed with the divisions in January 2007 as part of the Division Cabinet and also put on the Division Cabinet CoP.</p>
<p><b>4.4Alliances and Partners Assessment</b></p>	<p><b>B07-08 RECEIVED</b></p> <p>After the June board meetings and task force reports two issues stood out from the Alliances and Partners Task Force which staff saw as low-hanging fruit opportunities. One is a focus on how to approach information partners and expand the partnership base. We need to create a profile of who we are for these new companies, such as Web 2.0 companies. Prices need to be driven by a new set of criteria where we are trying to achieve a higher level of transparency; with actual cost factored in as well as demand. We are fortunate to have long-standing partners who are now in leadership positions so we can put all the cards on the table without tricks. We want an honest discussion so we can all understand the situation.</p> <p>The overall impact of this document will be to involve valued strategic partners, finding out what their needs are.</p> <p>Top goals</p> <ul style="list-style-type: none"> <li>o Closer relationship with vendors</li> <li>o Higher level of sponsorships</li> <li>o Better understanding of value</li> </ul>
<p><b>Recess Meeting</b></p>	<p>At 3:02 p.m. move to recess open session to Sunday, October 22, 2006 at 2:30 p.m.</p> <p><b>APPROVED UNANIMOUSLY</b></p>

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<b>Reconvene Meeting</b>	Meeting called to order at 3:31 p.m. on Sunday, October 22, 2006 Abram has joined the meeting.
<b>Member Comments</b>	None.
<b>Summary of Executive Session</b>	<p><b>The Board approved 2007 CEO Goals and Objectives and Received 2006 SLA Operations Report.</b></p> <p>Heard an extensive presentation on 2006 Membership Study and discussed distribution of results to members in the January 2007 <i>Information Outlook</i>. We heard a presentation by potential marketing firm and received the membership report.</p>
<p><b>3.2 Australia and New Zealand Chapter application for special funds</b></p>	<p><b>A07-11 That the Board of Directors approve \$2,000 above the annual allotment from the general operations budget to support travel expenses for the President of the Australia and New Zealand Chapter to attend the Leadership Summit in Reno, NV on January 24-27, 2007.</b></p> <p>Comment: The starting of a new chapter and attendant travel costs have proven more costly than anticipated. The current president, Sonya Donohue, receives good support from her university, but this does not extend to travel to the Leadership Summit. The chapter would be grateful for assistance in covering her travel costs. Discussion of whether this is setting precedence for chapters. This is not what they anticipate, but perhaps it should be as they are a young chapter and we should support them. It is in our best interest to create an incubation fund. We should support this as a one-time donation help the President to strengthen the chapter so they will not have to ask for this again. Considerable discussion of an incubation fund and continuing support for up to 3 years for newly formed chapters, particularly international chapters. We have a chapter handbook for starting a new chapter and this could be added.</p> <p><b>APROVED UNANIMOUSLY</b></p>
<p><b>3.3 2007 Finance Committee Recommendation on 2007 Budget</b></p>	<p><b>A07-12 That the Board of Directors approve the recommendations of the Finance Committee for the 2007 budget.</b></p> <p>Comment from Treasurer: Correct transposed number on page 2 of A07-12 – total expense at approximately \$6.5 million (not \$5.6 million). This is an incredibly detailed budget for such a small amount of money. Sylvia was surprised that no information on unit budgets presented to the Board. Would like to have this at some point in the future. Either at Chapter and Division Cabinet or via some other mechanism. We added the philosophy of SLA Budgeting which relates to the paragraphs about reality, stretch and contingency budgets to the presentation this year.</p> <p>Comments:</p>

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**3.4 Finance Committee Recommendation to Change Goal-Setting and Budget Cycle**

On page 8 of the justifications; a clarification of what the Strategic Technology Alliance is; this is the program whereby vendors purchase the right to give a product or other commercial demonstration.

Discussion of Global Summit for Information Management and Education; there is funding in 2007 for research and development. Work that is done in 2007 will come from staff salaries; the project is anticipated in 2008.

What are the hoped for revenue goals for Click U as we see a \$184,000 net loss for this new program. We are looking to break even down the road in the 3-4 years. Each year we get better and the ultimate goal is to break even. We are hiring for a website developer with technical skills to work with certification and customer service. Sales and marketing support will come from general staff resources.

On the last page of the cover sheet it is important to note that membership dues cover about 25% of operating revenues and that industry partners and the conference, plus other revenue, make up the rest. This has changed over time as in earlier days most revenue was membership dues, but a shift has occurred. We are doing very well in that we are not dependant on foundations and grants. This needs to be communicated across the board to our membership.

**APPROVED UNANIMOUSLY**

**A07-13 That the Board of Directors change the goal-setting and budget preparation cycles to align more closely with the new Association year.**

Comments: It has become clear during Finance Committee meetings that the budget preparation year would need to be adjusted to have budget presentation take place in January. If there were a way to get the board to approve an operations budget in October, even by phone, this would be sufficient because there is not much to discuss in the administrative/operations budget. Then they could have until later in the year to have a more realistic budget. This timeframe is common in associations. This would be an operating budget only, with the discussion and approval of the program budget in January.

**APROVED UNANIMOUSLY**

**3.5 Finance Committee to Fund Strategic Realignment and Marketing Initiative**

**A07-14 That the Board of Directors approve the transfer of funds from unrestricted reserves to operating funds to cover the initial costs of an outside consultant to work with the Association on strategic realignment and marketing. This transfer will not exceed more than fifty (50) percent of the unrestricted reserves. Further expenditures will be made only upon recommendation of the Finance Committee and action by the Board of Directors.**

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	<p>Comments: Would this funding be sufficient, we don't know at this point, but we are freeing up the money and we will know more when the proposals are received. The Finance Committee recommends that up to 50% of the unrestricted reserves is prudent and appropriate.</p> <p><b>APPROVED UNANIMOUSLY</b></p>
<p><b>5. Final Announcements and Adjournment</b></p>	
<p><b>5.2 Final Announcements</b></p>	<p>Please sign card for Roberto and plan to attend the Information Today reception this evening.</p>
<p><b>5.3 Adjournment</b></p>	<p>The meeting was adjourned at 4:31p.m. on Sunday, October 22, 2006.</p>