



Montana Library Association

From the Mountains to the Prairies

MLA BOARD REPORTS

Office held/Chair of:

Executive Director

Reported By:

Debbi Kramer

Date:

October 11, 2017

Progress or Successes Since Our Last Meeting:

Please report at end of page.

New Issues:

Board Action Requested:

Other Comments:

Financial Report: FY 2017 budget:
separately

Financial Report was sent

Amount spent:

(If unknown, please contact Executive Director)

**Please attach your completed report and email it to MLA Secretary.*

August ED update

Stephen has set up the conference site as in the past. The links will be moved to the MLA home page under "What's New" the beginning of January. Would you be thinking about a Welcome Letter to be added to the Conference website? I would like to add it to the conference site around the beginning of November. In November I will be contacting all the past vendors with invitations and information on the 2018 conference. I would like to include a couple of paragraphs from the MLA President in their invitation. If you would like previous president welcome letters as examples, let me know. I put a post on Wired calling for program proposals. This afternoon I am sending out an invitation to all MLA members through Constant Contact.

Things are progressing very, very slowly for the ASLD/PLD Retreat. I have sent numerous emails to Aaron and Kit but as of yet they have not gotten their programs finalized. I had Stephen post the registration form and he is constructing the shopping cart for online payments. As soon as they have the programs set, I will post on Wired and then send an invitation to all ASLD and PLD members from the membership database with registration, program and lodging information.

I am working on the ALA yearly report and the 2016 Form 990-EZ tax report. I will send them to you as soon as I have them prepared for your approval. I have done some work on the handbook. I intended to have more done by this time, but seem to be spending too much time on other things. I will be sending a reminder about dues once school starts so I catch school and some academic librarians who don't check their emails in the summer. I have almost completed the inventory of MLA items. I have all the equipment done and most of the supplies, but I keep adding things. I have to add prices for items and then I will have this completed. It is my goal to have it finished before the October Board meeting so if there are questions or concerns it can be discussed.

Dues have been coming in very steadily. I have attached a Programs/Project report that show all the expenses and revenues to date. Please let me know if you would like any other reports run. I will include you when I send the SLD chairs the retreat Profit/Loss report. I just have to add up the supply costs and I'll be ready to run the report.

I will be listening in on Jennie's update in a few minutes. I will be helping Jo Flick with registrations during the State Library workshops in September. I will also have a display of MLA materials for those who attend and advocate for joining or renewing memberships to all Trustees and others who attend.

SEPTEMBER 2017 EXECUTIVE DIRECTOR UPDATE

Webinars I Attended:

What Drives Member Loyalty—Sept. 5, 2017; Abila

Join Amanda Myers and Peggy Smith of Community Brands to learn:

- What motivates superstar members
 - The difference between Gen Xers and Millennials when it comes to loyalty
- The most effective ways to communicate your value to your members

5 Ways to Make More Money Using Constant Contact—Sept. 27, 2017

Ready to maximize your email marketing efforts this fall? We'll show you how to use Constant Contact's most effective tools that will result in more sales, more donations, and more growth for your organization.

In this webinar, you will learn how to:

- Increase engagement, opens, and click throughs
- Use images to grab your audience's attention
- Create automated messages to market while you sleep
- Gain customer feedback to target-market in the future.

Webside Chat—Jennie Stapp, Montana State Library—Sept. 15, 2017

Plan to join your Montana State Librarian at noon on Friday, September 15th for important updates of interest to all Montana librarians.

ALA Chapter Advocacy Exchange - Back to School: School Library Legislation in the Statehouses—Sept. 27, 2017

Fewer than half of all states currently require a school librarian in their public schools. In recent years, however, legislation has been introduced in several additional states. Who is leading these efforts and what insights can they share with the rest of us? We will hear from three states and follow their presentations with a facilitated discussion for participants.

Debra Kachel, Legislative Liaison
Pennsylvania School Librarians Association

James Keebler, Former President
New Jersey Library Association

Mernie Maestas, President
Missouri Association of School Librarians

Kalispell Visit

With Kim Crowley's urging I contacted the Kalispell Chamber of Commerce about a new program they are offering entitled: Discovering Kalispell FAM. Doug and I were invited as MLA Conference Planner to come to Kalispell and spend a couple of days exploring all Kalispell has to offer. We drove to Kalispell on Monday, September 18th. We were treated to wonderful meals at the DeSoto Grille, 406 Bar & Grille and Hops. We visited the Kalispell Brewery and enjoyed a sample, tours of the Central School Museum, Conrad Mansion, Hockaday Museum

and a downtown trolley ride to view several of the founding fathers magnificent homes. We were given tours of the Hilton Garden Inn, Red Lion Inn and Hampton Inn. All in all it was a whirlwind two and a half days and was well worth the trip. We arrived home Wednesday afternoon around 7.

Administrative Duties Completed

1. I drove to Bozeman on Thursday, Sept. 7th to help Jo Flick with registration duties for the Montana State Library Workshop and hand out advocacy materials to those attending.
2. I completed the ALA Annual Report and submitted it online to ALA on August 25, 2017.
3. Completed the IRS Non-Profit Tax Return Form 990-EZ with appropriate schedules. Sent it to Lisa to look over and sent to IRS on Thursday, Sept. 5, 2017. Stephen has posted it on the website under Financial Reports for those who are interested in see it. It is a public record document. I will add the previous years in the very near future.
4. Sent out several reminders and invitations through Constant Contact.
 - Fall Retreat Invite to entire membership database. August 30, 2017
 - Program Proposal Invite to School Librarians. September 6, 2017
 - Reminder for members to pay dues. September 26, 2017
 - Reminder to attend Fall Retreat. September 26, 2017
5. Working with Kathy Mora at Great Falls Public Library getting details ready for Offline 2018, February 2-3, 2018
6. Working with Sales Director at Holiday Inn in Missoula on conference contract for April 2020.
7. I have completed the MLA Inventory and Equipment spreadsheets. I am tracking materials used in administrative operations for committees, representatives, ED, etc. This practice will enable MLA to determine more accurate costs for program services, fundraising events, and other aspects of operating a non-profit.
8. In July I switch MLA to the Non-Profit version of Quickbooks. It has been a steep learning curve with lots of new terminology to learn. I will be passing the new terminology on to the Board as the year goes on. The new terminology is not difficult just different. We will all learn together.
9. I have updated all the policies that were voted on at the June Board Retreat. I sent the updated versions to Lisa for final approval. I am waiting for her to return them so I can get them to Stephen to post. More policies will be completed as time permits.
10. I have complete several updates to the Handbook. As soon as I have a section completed I will send it to the Executive Board to approve and it will then be sent to Stephen to post and update the online Handbook. My goal is to have the Handbook totally updated by our 2018 June Board meeting.