



**British Columbia  
Library Association**

**Minutes of the British Columbia Library Association Board Meeting  
Thursday, February 13th, 2014, 9:00 am. BCLA Boardroom: 900 Howe Street.**

**Present:** Gwen Bird, Annette DeFaveri, Carla Graebner, Myron Groover, Danielle Wing, Caroline Daniels, Tamarck Hockin, Stephanie Kripps, Allie Douglas, Saara Itkonen, Leanna Jantzi, Chris Middlemass, Heather Buzzell, Angela Fleming, Jessica Tivy.

**Regrets:** Ursula Brigl, June Stockdale, Daphne Wood, Heidi Schiller, Sarah Stang

**1. Call to Order** (Gwen Bird)

Gwen called the meeting to order at 9:00 a.m. and invited round-table introductions.

**2. Adoption of Regular Agenda** (Gwen Bird)

Gwen presented a minor change: Agenda item 4 (g), Position Papers, will be discussed as part of 3 (b), the Executive Director's Verbal Report. The new topic for 4 (g) will be Scope of Letters, led by Carla Graebner. With these adjustments it was

**MOVED BY** Myron, **SECONDED BY** Caroline: *that the Regular Agenda be adopted.*

**CARRIED**

**3. Verbal Reports**

**a) President's Report** (Gwen Bird)

Gwen described insights gained from her attendance at the Partnership Meeting and part of the OLA Superconference. She is pleased to report that relative to other library associations across Canada, BCLA appears to be second in size and level of activity only to Ontario. BCLA is thriving with an engaged membership while many other similar organizations struggle. It was noted that OLA has the participation of teacher-librarians while BCLA generally does not; discussion ensued regarding ways BCLA might try to become more relevant to that group.

Gwen also reports that the Partnership formally thanked BCLA for its work on the Job Board; that the Continuing Education section is looking for new topics for webinars and is considering ways to expand professional development, possibly via credentials or points.

Gwen had an opportunity to listen to Stephen Abram present on the use of "personas" (rather than the silos created by use of job classifications and job descriptions), especially with regard to strategic planning. Gwen will confirm that she has permission



to send out the slides from his presentation and if so, she will forward to Board members.

**b) Executive Director's Report** (Annette DeFaveri).

**Conference planning** now takes most of the office staff's time. Evaluation is ongoing as this year's new conference format is explored. Examples of ideas already noted for possible consideration next year include a pre-conference session on how to be a good presenter and creating access to streamed conference content for those not able to attend. Board members are urged to promote conference attendance, so that the new approach is successful, and to help attract high-profile keynote speakers and presenters in the future. Annette acknowledged that timing is a challenge because of other conferences this spring (Data Description International, SLA, CLA), plus student obligations that were not foreseen.

**Membership drive** working group (Annette, Daphne and Sarah) have met and will begin targeting previous BCLA members who have lapsed for a minimum of one year but not more than 4 years. Progress is well underway despite the primitive state of the membership database. The campaign will be named Welcome Home and will include a brief survey to find out why the members discontinued and how BCLA might better meet their needs and expectations. One year free membership will be offered.

**BCLA's first position paper** is being drafted thanks to Myron, with help from Justin Unrau of the IFC. Topic is federal government cuts to library infrastructure (closing of DFO, Dept of Transport and other libraries). Draft will be forwarded to Board members for approval.

**4. New Business**

**a) Board roles and portfolios** (Gwen Bird).

A resolution at the AGM is necessary due to name changes of some positions. Board approves the content. Annette will incorporate the suggested edits and will send to the Board via email for approval.

**b) Vision statements** Drafts and short-listed versions were reviewed and discussed; suggested edits will be incorporated and the cleaned-up version will be emailed to Board members for selection and approval.

**c) Values statements** Drafts and short-listed versions were reviewed and discussed; suggested edits will be incorporated and the cleaned-up version will be emailed to Board members for approval.

**d) Website update.** (Caroline Daniels)

Caroline reports the site will be ready to launch at the conference, advising that once the new site is being regularly used, new work will be created. She cautions against



**British Columbia  
Library Association**

web sites that get too crowded and busy with excessive information, and is focusing on the priority of keeping the website easy to use, easy to maintain and update. There will be no photos of people (per keeping it simple) and the current logo and colours will not change.

e) **Royal Society Report.** (Carla Graebner)

Carla reported on the Royal Society of Canada's *Expert Panel on the Status and Future of Canada's Libraries and Archives*. The timeline for submissions to the panel is very short, so today Carla did not have a draft of the submission for the Board to preview. If any Board members would like to see the draft please contact Carla, Gwen or Annette.

f) **Ministry of Education** (Gwen and Annette)

Annette described some changes to the organizational and reporting structure within the Ministry, which impact public library services. It appears that public libraries are now included in a department that is responsible for "Open Schools" (which operates on a cost-recovery model). Several positions at the Branch remain vacant. And while the Library Act calls for a professional librarian to look after the interests of public libraries, the Act does not specify that this be full time.

The impact of these and other possible changes remain unclear. It is too soon to plan a strategic response, but we would like to urge the Ministry to communicate directly with the library field even if just to say that change is happening.

g) **Scope of letters.** (Carla Graebner)

Carla presented the idea of providing greater clarity to members on the rationale and purpose of BCLA public communications such as letters of support. There is currently no guideline or policy. At the same time we do not want to be overly restrictive and inhibiting to grass-roots advocacy efforts. Decision: convene a group discussion with SCIGs to discuss public messaging, and to help define when to use a blog vs letter vs press release, and the role of the Board in supporting this. Chris believes there may already exist a half-finished document regarding communication – she will look into this.

**5. Next Meeting and Closing Remarks** (Gwen Bird)

Next date has not been set, but will fall after the Conference and before the AGM.

Reminder to attend the AGM which is a stand-alone event the evening of Friday May 2.

**6. Adjournment**

**MOVED BY** Tamarack, **SECONDED BY** Saara: *that the meeting be adjourned.*

**CARRIED**

Gwen adjourned the meeting at 12:02 p.m.