



VLA Council  
Zoom  
Friday, January 29, 2021, 10 am  
Agenda

- I. Call to order (Jennifer Resor-Whicker)
- II. Introductions (Jennifer Resor-Whicker)
- III. Secretary's Report (Maryska Connolly-Brown)
- IV. Treasurer's Report (Bill Edwards-Bodmer)
- V. Executive Director's Report (Lisa Varga)
- VI. VLA Chapter Councilor to ALA Report (Lucinda Rush)
- VII. 2021 Budget
- VIII. Executive Committee (Jennifer Resor-Whicker)
- IX. 2021 Designated Agenda (Jennifer Resor-Whicker)
- X. VLA Council Meeting Dates (Lisa Varga)
- XI. VLA Annual Conference (Lisa Varga)
- XII. Unit Reports
- XIII. Other Business
  - a. Motion to change the Bylaws – resident/work requirement (Jennifer Resor-Whicker)
- XIV. Adjournment

**Virginia Library Association  
VLA Council  
Virtual Zoom Meeting  
Friday, September 18, 2020  
Rescheduled to Friday, October 16  
APPROVED JANUARY 29, 2021**

**Attendees:**

Executive Committee – Regina Carter, Bill Edwards-Bodmer, Kayla Payne, Jennifer Resor-Whicker, Lisa Varga, Lucinda Rush Wittkower

VLA Council – Elizabeth Bass, Candice Benjes-Small, Kerri Copus, Pearl Derlaga, Easter DiGangi, Minerva Hernandez Garcia, Christina Harris, Kristi Jerome, Paula Kiser, Cammy Koch, Brian Manning, Anne Rappe-Epperson, April Watkins, Adrian Whicker

**Call to Order & Introductions**

Jennifer Resor-Whicker called the meeting to order at 10:06 am. Everyone introduced themselves.

**Secretary's Report**

Kayla Payne emailed the minutes of the Council meeting held in June prior to this meeting. The June minutes can be viewed here: <https://www.vla.org/assets/VLACouncilJun20.pdf>

Kristi Jerome moved the minutes be approved. Paula Kiser seconded, and the motion carried.

**Treasurer's Report**

Bill Edwards-Bodmer gave the treasurer's report. The report can be viewed here: <https://www.vla.org/assets/2020%20October%20Statement.pdf>

We are in good shape overall. Our Jobline is still very slow (we've got about \$5k, as opposed to \$13K at this point last year.) The report shows that our net income right now is about \$23K. that will help us get through the end of the year when we (hopefully) start to see membership renewals start to come in.

**Executive Director's Report**

Lisa gave the Executive Director's Report. The report can be viewed here: <https://www.vla.org/assets/VLA%20Executive%20Directors%20Report%20October%202020.pdf>

**2020 Membership**

- 331 Individual Members
- 72 paid Affiliate Members (4334 employees)/4 not yet renewed (34 employees/\$1950 in lost revenue)
- 41 Life Members
- Institutional Invoices sent (current income \$34K out of an expected \$45K)

**Joblines:**

76 postings since January  
14 Complimentary for Institutional Memberships  
\$4825 revenue  
11 currently unpaid

**Current Activities:**

**REJECTED:** Submitted paperwork for a \$467000 **CARES Act Grant through IMLS**

**WITHDRAWN:** \$35000 from VLA Investment account to cover lost income for the year. Because VLA is a non-profit, any excess revenue we get in a particular year goes into that investment account. We still have about \$380000 in the investment account, which is meant to help us in the event of hard financial times.

Wrote a letter in support of Loudoun County Public Libraries re: their County using library buildings as child care centers. Did not need to send letter. However, Loudoun County is now trying to take governing power away from the library Board of Trustees, so we may get involved with that.

Working on a letter in support of the Central Rappahannock Regional Library staying regionalized. In the past few weeks, Stafford County has expressed interest in separating from CRRL and creating its own library.

VLA also wrote a letter to the members of the Board of Trustees of Fairfax County Public Library in response to a Board Meeting of the FCPL.  
<https://www.vla.org/assets/VLA%20Letter%20to%20FCPL%20BOT%20August%202020.pdf>

VLA logo: has been deployed on the VLA website but more work needs to be done to revamp all the colors and buttons.

**Virginia Society of Association Executives:** Lisa has moderated two panels in recent months, one for the Meeting Planner Special Interest Group on Virtual Events, and the other for the VSAE Fall Virtual Conference this week called "Leadership Post-Pandemic: Moving Forward, Not Pivoting."

**Executive Committee**

Jennifer Resor-Whicker gave the Executive Committee Report. The Executive Committee discussed the Library of the Year Award, which will be voted on in Other Business.  
<https://www.vla.org/assets/Virginia%20Library%20of%20the%20Year%20Award.docx>

**VLA Annual Conference**

VLA has made the difficult decision not to host a conference this year, in person or online. We have heard that our members want to participate in informal zoom gatherings, perhaps focused on trivia or some other gaming event.

Each year, VLA must have an annual business meeting. This meeting has been rescheduled to Friday, November 6 at 2 p.m. Registration for this meeting will be shared shortly. Responsibilities for Forum Leadership can be transferred over after the business meeting.

We've confirmed that Beth Macy will be the keynote in Richmond at next year's conference. Lisa and Jennifer hope to discuss session proposals soon to determine whether or not those who submitted for 2020 will be automatically selected for 2021.

### **Unit Reports**

**ALA Councilor's Report** (report submitted by Lucinda Rush Wittkower)

Lucinda Rush Wittkower's 2020 Annual report can be viewed on the website:

<https://www.vla.org/assets/ALACouncilorReportforVLA-Annual2020Fall2020.docx>

### **ALA 2020 and Fall 2020 Councilor Report**

Virtual, June 17-June 27, 2020

Fall Virtual Meeting, September 18, 2020

### **Documents**

1. [All 2020 Council Documents](#)
2. [Complete list of ALA Council Actions](#)

### **Meetings Attended by VLA Chapter Councilor**

Council Forum I, June 19, 2020, 6-7 PM

Virtual Information Session and Membership Meeting, June 22, 2020, 1:30-5:00 PM

Council Forum II, June 22, 2020, 6:00-7:30 PM

ALA Council I, June 23, 2020, 1:00-3:30 PM

ALA Council II, June 23, 2020, 4:00-6:00 PM

ALA Council III, June 27, 2020, 1:00 PM-3:00 PM

ALA Council Fall Meeting, September 18, 2020, 1:00-3:00 PM

### **Highlights (see link above for full list of actions)**

- Adopted [Resolution on Protecting Privacy and Safety in Coronavirus-related Library Policy](#)
- Adopted [Resolution on Condemning Police Violence Against Black, Indigenous, People of Color, Protestors, and Journalists](#)
- Adopted [Resolution on Developing Library Security Policies in Keeping with ALA Policy](#)
- Authorized the establishment of CORE: Leadership Infrastructure, Futures as a division of the American Library Association, effective September 1, 2020. Along with the development of CORE, LITA (Library Information Technology Association), LLAMA (Library Leadership and Management Association), and Association for Library Collections & Technical Services (ALCTS) were dissolved and the idea is that CORE combines the goals of the three divisions.
- Dissolved the Association of Specialized, Government, and Cooperative Library Agencies as a division of ALA.
- Approved updating language in the constitution and by-laws that allow for electronic meetings and electronic voting

- **Information on the Steering Committee on Organizational Effectiveness (SCOE)**
  - ALA Council requested that the Forward Together Working Group, and the Forward Together Fiscal Analysis Working Group provide regular, ongoing formal updates to ALA Council for discussion prior to ALA Annual Conference in Chicago in 2021.
  - A Constitutional Convention will be held before and during the ALA Annual Conference in Chicago in 2021.
  - Information sessions for ALA Council have been held and will continue through the Fall to discuss SCOE. Topics have included: Core Values, Board of Directors, ALA Committees, ALA Council (In general Councilors are concerned include the dissolvement of round tables that have less than 1% membership), and the upcoming Constitutional Convention.

**Association of College Research Libraries (VLACRL)**

No report.

**Awards and Recognition Committee** (report submitted by Shaunna Hunter)

Pearl Derlaga reported. The awards cycle is over for the year, and announcements with photos of the winners have been posted to the VLA website. Eight awards were awarded this year because there were no nominations in several award categories, so be thinking about your colleagues' accomplishments this year, because award nominations will open in just a few months! As the outgoing chair, Shaunna Hunter would like to express her gratitude to the members of the Awards & Recognition Committee who helped select winners and write press releases, and to Beth Land, our liaison to the Website Content Committee, for getting our award announcements formatted and posted on the VLA website. Pearl Derlaga of the York County Library System will be taking over as Chair of Awards & Recognition.

**Collection and Technical Services Forum (CaTS)** (report submitted by Easter DiGangi)

**CaTS Executive Board**

We are looking for folks who are interested in serving on the Board for the new year. Please have interested folks contact Easter.

**CaTS Membership activities during COVID**

We are offering a "Zoomversation" next week on Thursday October 15<sup>th</sup> at 3:30 p.m which will discuss the "Change the Subject" documentary (<https://www.pbs.org/video/change-the-subject-23nbpj/>) on PBS. It tells the story of how anti-immigrant sentiment was addressed in the Dartmouth College library catalog (Runtime: 54 minutes). The Zoomversation panel will include Dartmouth College Librarian Jill Baron and former Dartmouth College Student Melissa Padilla who were involved in the project and created the documentary (<https://sites.dartmouth.edu/changethesubject/about/>). Check out the documentary and register today to participate in the Zoomversation. Register here: [https://us02web.zoom.us/meeting/register/tZA1cuCqgzkuGtKRDP3OHAorWqUM\\_Gn4DPht](https://us02web.zoom.us/meeting/register/tZA1cuCqgzkuGtKRDP3OHAorWqUM_Gn4DPht). After registering, you will receive a confirmation email containing information about joining the meeting. Over 70 people signed up, and 40 people attended the meeting.

**Joint Project for "Equipping Librarians to Diversify Collections"**

CaTS is assisting with the joint VLA, VAASL, LVA, ODU, and Longwood project to help Virginia librarians conduct diversity audits. We are compiling appropriate subject headings to use for new acquisitions to reflect equality, diversity and inclusion.

Continuing Education Committee (report submitted by Alisha Barnes)

Kayla Payne read the report. Due to the cancellation of the 2020 Virginia Library Leadership Academy, the Continuing Education Committee will offer a pre-conference event at the 2021 Virginia Library Association conference for the candidates that were accepted into the 2020 cohort.

The Continuing Education Committee has been looking to recruit new members to the committee and there have been a few that have expressed interest. We're hoping to confirm their membership soon.

Some of the Continuing Education projects we were working on in March have been put on hold. We're hoping to make more progress towards our committee projects in the coming months.

Intellectual Freedom Committee (report submitted by Brian Manning)

Due to circumstances, the IFC will not be holding its traditional Banned Book Week display contest. Instead, the committee will create a social media page, possibly Twitter, and encourage librarians to post photos of displays or of other photos related to banned books. Also, for personal reasons Rebecca Lamb has stepped down as chair of the committee and Brian Manning will act as chair until the next election.

Jefferson Cup Committee (report submitted by Helen Hinkle)

We have finally solidified a committee as of two days ago. I will begin sending out the roster to publishers today. It has been difficult to fill the last two spots we had open, so I am relieved to have each of our six regions represented. We are ready to do nothing but read for the next several months!

LGBTQIA+ Forum (report submitted by Christina Harris)

The LGBTQIA+ Forum has a new committee

- Vice Chair: Matthew "Matt" Haddox
- Secretary: Elizabeth "Liz" Bass
- Treasurer: Laurel Tacoma

We hosted a Virtual Tea Party on August 20th as a pre "back to school" get-together to connect the forum committee with our forum members.

We will be applying for the Carnegie-Whitney Grant, and will create an electronic library resource for librarians in Virginia about LGBTQIA+ books with program materials

Legislative Committee (report submitted by Tom Shepley)

The report for Legislative Committee has been the ongoing Special Session that the GA has been holding for the past few weeks. Yesterday, the Budget Conference Committee approved the special session budget, which was supposed to revolve around what to do regarding new money

that was approved in the Regular Session this past spring but had been put on hold due to the pandemic.

Phil Abraham, our Legislative Liaison, was able to work with Del. Betsy Carr, who sponsored an amendment to increase state aid by \$1M. After quite a few twists and turns, the amendment survived and is part of the budget approved yesterday by the Conference Committee and expected to be signed by the Governor without changes this afternoon at 4 pm.

#### Librarians of Color Forum

No report.

#### Library of VA

No report.

#### Local & Family History Forum

No report.

#### New Members Roundtable (report submitted by Anne Rappe Epperson)

We are wrapping up another year of mentorship pairings. Overall, it went pretty well. We had a few individuals where life took them in other directions or were unable to meet up with their paired match. We would like to participate in digital trivia for the social connection part of the conference that the Virginia Library Association has mentioned as a possibility. We have also gained two new members.

#### Professional Associates Forum (report submitted by Kristi Jerome)

The Virginia Library Association Professional Associates Forum intended to hold a series of Regional Workshops that were cancelled due to COVID-19. We are still determining factors for our possible 2021 Conference. Otherwise we are focused on the approval of our new Bylaws and doing a massive effort to obtain active members. We have a number of committee seats that are open. We are still planning an Annual Business meeting sometime after the VLA Annual Business Meeting.

#### Programming Forum

No report.

#### Scholarship Committee (report submitted by Kerri Copus)

Scholarship Chair Kerri Copus, Co-Chair Malia Willey, and Lisa Varga met virtually in August to discuss fundraising options for this year's scholarships. We received a \$2,500 donation from the Virginia Public Library Directors Association towards scholarship funds, leaving \$2,500 left to raise by December 31 to break even.

We discussed surveying past scholarship winners and using their responses as part of a social media fundraising campaign. This would lead up to a fundraising Zoom-versation on November 18 involving any of the former scholarship winners who were willing to participate in a short discussion about VLA and the VLA Scholarship. We would ask Zoom participants to donate to the scholarship fund and our goal of \$2,500.

## Virginia Association of Law Libraries (VALL)

No report.

Virginia Libraries Journal (report submitted by Ginny Pannabecker)

Current Editorial Board

Julia Feerrar (Managing Editor) - current term: 2018-2021, Barbara Ferrara - current term: 2018-2021, Sue LaParo - current term: 2017-2020, Virginia (Ginny) Pannabecker (Editor in Chief): 2018-2021, Sophie Rondeau - current term: 2018-2021, Lynda Wright - current term: 2018-2021

### **Editorial Board - Oct Update:**

- Changes to Editorial Board
  - We've sent a **call for our open Editorial Board Member positions and an Assistant Editor position.**
  - Sophie Rondeau has resigned from her Editorial Board Member position as of the end of December, 2020.

### **Current Journal Status - Oct Update:**

- One Case Study article was published in v.64 in July
  - Krueger, S.G. and Ward, L., 2020. **Assessing Textbook Costs at a Small College.** Virginia Libraries, 64(1), p.4. DOI: <http://doi.org/10.21061/valib.v64i1.598> (CC BY 4.0 license for reuse.)
- One new Essay / Commentary article is with the author in the revisions stage
- One new Case Study is under review
- One new Themed Column on Library responses to COVID-19 is in process: Editors, Barbara Ferrara and Sue LaParo received several proposals in response to their call, they approved contributions by all who proposed a submission (each one was on a different topic) and they are awaiting final text from all contributors.

### **Outreach & Planning**

- Anti-Racism outreach and actions - -- updates below on the initial thoughts we proposed in June:
  - We greatly appreciate the statement VLA released in solidarity with and endorsing the statement by the Black Caucus of the American Library Association and we are looking at actions we can take related to the journal. Here are some initial thoughts:
    - We will include a statement that we welcome and seek diverse applicants in our call for the open Assistant Editor position
      - **Oct Update:** We included a statement to solicit diverse applicants - we welcome feedback to further improve our call for applicants
    - We will review past journal content for coverage of racism, equity, anti-racism work in libraries - for patrons, communities, library workers, and the profession. We then plan to draft a brief editorial that acknowledges / reports on our track record in publishing on these topics and encourages more submissions for future publication.
      - **Oct Update:** One of our editors, Lynda Wright is working through this



- We have also seen this call from JMLA (Journal of the Medical Library Association) that we may use as a model to call for more submissions on equity, inclusivity, anti-racism; and for more submissions by authors from underrepresented groups.
  - We will contact VLA Leadership, Committees, and Forums with a call for interest in working with us, or working on their own with our support, to develop a Themed Column call and/or call for a group of articles focusing on topics related to racism in libraries / the profession; anti-racism practices, policies, and work in libraries (patrons, communities, library workers); issues with and/or ways to promote equity within libraries - for patrons, communities, and for library workers and the profession itself), or other related topics of interest.
    - As a part of this group of articles / themed column/s, or separately, we will check in with VLA leadership and inquire about interest in re-publishing VLAs statement and list of Anti-racism Resources in the journal for a long-term record
    - **Oct Update:** Not yet addressed
  - We would love to have feedback from all of you on council, as well as from others, regarding the above and/or any changes, or actions you'd like to see from Virginia Libraries journal.
    - **Oct Update:** No feedback received to date (we believe) - let us know anytime if you have feedback for the journal.
- General / Ongoing journal outreach
  - **Planned for Fall / Winter:**
    - Update the VLA web page
    - Peer Review call and training
    - Author Information Webinars: Introduction to journal, submission, review, and publication process
      - **Oct Update:** We are hosting 1 Q&A session related to our call for Editorial Board Members and Assistant Editor, and it's also an open Q&A session on writing for the journal, being a peer reviewer, or other topics.
    - **Indexing** - Investigating additional indexing options (ERIC - Education research database)
    - **Twitter account** - with our new journal platform we will build out our social media presence
      - **Oct Update:** We have started posting more, and also our publisher, VT Publishing, has been helping out with tweets about past articles

#### **Actions / Feedback sought from Council**

- Please promote our call for Editorial Board Members and an Assistant Editor! We are seeking diverse applicants and would love for you to promote this call to encourage library employees in any type of role or library degree students, with writing or editing experience to apply.

- We would also love to have your feedback on any aspect of the journal, including our initial thoughts on anti-racism work and actions that we can take as a journal, such as the list in this report.

#### VLA Liaison to VAASL Board of Directors

No report.

#### Website Content Committee (report submitted by Paula Kiser)

Since our last Council meeting, the WCC has not met as a whole group. The Chair and Vice Chair met with Lisa Varga to discuss updating the website main page and discuss the change to the logo. They later met with a representative from Memberclicks about ways to do broad updates across the website to update it with the new logo and color scheme.

#### Youth and Family Services Forum

Cammy Koch reported. The Forum is working on new leadership for next year. April Watkins discussed a new partnership with the Virginia History Museum. The museum is asking for volunteers to staff virtual research office hours to help students with the Virginia History Day contest in December and January.

#### **Other Business**

##### Library of the Year Award

Council reviewed the proposed award.

<https://www.vla.org/assets/Virginia%20Library%20of%20the%20Year%20Award.docx>

The cost for each award that VLA gives out generally runs to about \$400 once the ticket to the scholarship banquet, physical award, and one night's hotel stay are accounted for.

The bolded sentence in the document was struck from the award policies after a brief discussion on what being a member of VLA entailed.

#### Policies:

- The committee determines whether the award is granted in any given year.
- The award is conferred upon a Virginia library (public, academic, or special), library system, or library network for distinguished achievement in service. **The library must be a member of the Virginia Library Association.** The library board or administering body, staff, and the community or campus served shall all be involved in the work for which recognition is sought.
- The award shall be based upon such activities or accomplishments including any of the following: Leadership in implementing user services that can be emulated by other libraries; Creativity and/or innovation in programming; Development of innovative partnerships through participation in networks and systems, or cooperative programming with other types of libraries or organizations; Collections based on sound selection policies; Changes or improvements in physical facilities resulting in better services; Development of opportunities for professional growth and job satisfaction for all employees.

#### The Award

- The award consists of a certificate or plaque presented at the Annual Conference.

Adrian Whicker moved accept this award into the 2021 Award Cycle. Brian Manning seconded. The motion carried.

Council discussed the next steps for the new award, including the creation of rubrics to assist the Awards Committee and write-ups for the website. In 2021 only one Library of the Year award will be given due to financial restrictions. Hopefully in 2022 the award can be expanded to be including two awards, for example, Public Library of the Year and Academic Library of the Year.

### **Adjournment**

Brian Manning moved to adjourn, and Adrian Whicker seconded. The meeting was adjourned at 11:03 am.

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*Minutes prepared by Kayla Payne, VLA Secretary*




1/27/2021

UNRESTRICTED TEMP RESTRICTED

REVENUE	BUDGET	GENERAL	LEGISLATIVE	SCHOLARSHIP	TOTAL
Advertising	\$ -				
Affiliate Membership Dues	\$ 65,000	\$ 66,155			\$ 66,155
Conference	\$ 175,494				\$ -
Jobline	\$ 15,000	\$ 7,125			\$ 7,125
VLAPAF Conference	\$ 2,400	\$ 3,690			\$ 3,690
Interest	\$ 8	\$ 3			\$ 3
Institutional Memberships	\$ 45,000	\$ 34,883			\$ 34,883
Legislative Support	\$ 4,000				\$ -
Membership Dues	\$ 21,000	\$ 15,765			\$ 15,765
Miscellaneous	\$ 1,000	\$ 35,426			\$ 35,426
Programs	\$ 2,500				\$ -
The Innovative Library Classroom	\$ 7,400	\$ 4,700			\$ 4,700
Scholarship	\$ 5,000			\$ 6,930	\$ 6,930
VALLA	\$ 18,000	\$ 6,122			\$ 6,122
Professional Devel Donations	\$ 1,000				\$ -
<b>TOTAL REVENUE</b>	<b>\$ 362,802</b>	<b>\$ 173,869</b>	<b>\$ -</b>	<b>\$ 6,930</b>	<b>\$ 180,799</b>
<b>EXPENSES</b>					
Adminstrative	\$ 136,102	\$ 103,707			\$ 103,707
Bank Charges	\$ 9,000	\$ 1,029			\$ 1,029
Conference	\$ 120,000	\$ 6,141			\$ 6,141
VLAPAF Conference	\$ 2,400	\$ 1,758			\$ 1,758
Contingency					\$ -
Council	\$ 14,500	\$ 4,560			\$ 4,560
Legislative Liasion	\$ 45,000		\$ 41,678		\$ 41,678
Legislative Expenses	\$ 5,000				\$ -
Misc					\$ -
Programs	\$ 1,000				\$ -
Professional Development Exp	\$ 1,500				\$ -
The Innovative Library Classroom	\$ 6,000	\$ 1,850			\$ 1,850
Scholarship	\$ 7,500			\$ 7,500	\$ 7,500
Units	\$ 2,800	\$ 887			\$ 887
VALLA	\$ 12,000	\$ 748			\$ 748
<b>TOTAL EXPENSES</b>	<b>\$ 362,802</b>	<b>\$ 120,680</b>	<b>\$ 41,678</b>	<b>\$ 7,500</b>	<b>\$ 169,858</b>
<b>MAIN INVESTMENT ACCOUNT VLA</b>					
INVESTMENT VALUE 12/31/2019	\$ 393,263				
INVESTMENT VALUE 12/31/20	\$ 392,484				
INCREASE/DECREASE	\$ (779)				
<b>PROF DEVELOPMENT ENDOW</b>					
INVESTMENT VALUE 12/31/2019	\$ 57,250				
INVESTMENT VALUE 12/31/20	\$ 59,268				
INCREASE/DECREASE	\$ 2,018				

## VLA 2020 BUDGET ESTIMATE

		2021 BUDGET PROPOSAL		
REVENUE	2020 BUDGET	2020 ACTUAL	2021 PROPOSED	2021 IN PERSON PROPOSED
Advertising	\$ -		\$ 51,545	
Affiliate Membership Dues	\$ 65,000	\$ 66,155	\$ 66,000	\$ 66,000
Conference	\$ 175,494			\$ 101,095
Jobline	\$ 15,000	\$ 7,125	\$ 6,500	\$ 6,500
VLAPAF Conference	\$ 2,400	\$ 3,690		\$ 3,000
Interest	\$ 8	\$ 3	\$ 5	\$ 5
Institutional Memberships	\$ 45,000	\$ 34,883	\$ 45,000	\$ 45,000
Legislative Support	\$ 4,000		\$ 4,000	\$ 4,000
Membership Dues	\$ 21,000	\$ 15,765	\$ 16,000	\$ 16,000
Miscellaneous	\$ 1,000	\$ 35,426	\$ 1,000	\$ 1,000
Programs	\$ 2,500		\$ 2,500	\$ 2,500
The Innovative Library Classroom	\$ 7,400	\$ 4,700	\$ 3,500	\$ 3,500
Scholarship	\$ 5,000	\$ 6,930	\$ 7,500	\$ 7,500
VALLA	\$ 18,000	\$ 6,122		\$ 3,000
Professional Devel Donations	\$ 1,000		\$ 1,000	\$ 1,000
<b>TOTAL REVENUE</b>	<b>\$ 362,802</b>	<b>\$ 180,799</b>	<b>\$ 204,550</b>	<b>\$ 260,100</b>
<b>EXPENSES</b>				
Administrative	\$ 136,102	\$ 104,088	\$ 143,100	\$ 143,100
Bank Charges	\$ 9,000	\$ 1,029	\$ 4,000	\$ 4,000
Conference	\$ 120,000	\$ 6,141		\$ 47,000
VLAPAF Conference	\$ 2,400	\$ 1,758		\$ 2,000
Contingency				
Council	\$ 14,500	\$ 4,560	\$ 1,000	\$ 1,000
Legislative Liasion	\$ 45,000	\$ 41,678	\$ 45,000	\$ 45,000
Legislative Expenses	\$ 5,000			
Misc				
Programs	\$ 1,000			\$ 1,000
Professional Development Exp	\$ 1,500			\$ 1,500
The Innovative Library Classroom	\$ 6,000	\$ 1,850	\$ 3,000	\$ 3,000
Scholarship	\$ 7,500	\$ 7,500	\$ 7,500	\$ 7,500
Units	\$ 2,800	\$ 887	\$ 950	\$ 3,000
VALLA	\$ 12,000	\$ 895		\$ 2,000
<b>TOTAL EXPENSES</b>	<b>\$ 362,802</b>	<b>\$ 170,386</b>	<b>\$ 204,550</b>	<b>\$ 260,100</b>

MUST BE APPROVED BY COUNCIL AT JANUARY MEETING

# Virginia Library Association

## STATEMENT OF ACTIVITY

July 1, 2020 - January 27, 2021

	TOTAL
Revenue	
40200 Interest	0.57
40300 Jobline	600.00
40600 Membership	10,305.00
40610 Affiliate Membership	58,785.00
40700 Misc. Income	207.42
41205 Donations Income	15.00
<b>Total Revenue</b>	<b>\$69,912.99</b>
GROSS PROFIT	<b>\$69,912.99</b>
Expenditures	
60000 Administrative	110.00
60001 Accounting	750.00
60008 Administrative Utilites	416.97
60013 Bank & Credit Card Charges	1,035.87
60030 Office Supplies	78.70
<b>Total 60000 Administrative</b>	<b>2,391.54</b>
60500 Legislative Liasion	9,000.00
66000 Payroll Expenses	
Payroll Taxes	1,941.52
Wages	6,753.26
<b>Total 66000 Payroll Expenses</b>	<b>8,694.78</b>
<b>Total Expenditures</b>	<b>\$20,086.32</b>
NET OPERATING REVENUE	<b>\$49,826.67</b>
NET REVENUE	<b>\$49,826.67</b>



Executive Director Report  
VLA Council  
January 29, 2021

**2021 Membership**

- 162 Individual members (186 unpaid 2021 renewal invoices)
- 40 Life Members
- 60 Affiliate Members (3756 employees)/14 unpaid invoices (with an additional 359 employees)
- Institutional Dues invoices will be sent to 95 public library directors February 3
- Quick math: if everyone who was a member last year renews, total membership will be: 4,503

2020 Membership year closed with

- 355 Individual members
- 40 Life Members
- 73 Affiliate Members (4409 employees)
- 66 Institutional Members/27 unpaid

2019 Membership year closed with

- 368 Individual members
- 40 Life Members
- 70 Affiliate Members (4,020 employees)
- 78 Institutional Members/16 unpaid (2018 numbers: 84 Institutional Members/9 unpaid)

**Joblines for 2021:**

9 posted

Price increase to \$125 per posting as on 1/1/21

**Joblines for 2020:**

91 postings

20 Complimentary for Institutional Memberships

\$7125 revenue

1 currently unpaid

Will be helping to co-host the ALA Chapter Leaders Forum Friday, February 5. Have consulted with both the Delaware and New Jersey library associations; they are thinking of moving forward with an Affiliate Membership program.



## 2021 Designated Agenda

- I. VLA will manage its finances prudently and maintain a fiscally strong and responsible organization
  - a. Continue to secure funds for legislative liaison contract hours by promoting Virginia Public Library institutional memberships
  - b. Closely monitor and evaluate Association finances to assure adherence to VLA policy and fiscal responsibility
- II. VLA will develop a strategy to maximize efficacy and cost effectiveness of Association communications and publications
  - a. Work with the Website Content Committee to review the Association's website and with the Executive Director to develop policies and procedures for maintenance of the website, including creation of new content
  - b. Continue to publish Virginia Libraries annually as a peer-reviewed journal with an Editorial Board
  - c. Expand the use and evaluate the effectiveness of MemberClicks
- III. VLA will continue to structure the Association's conferences to promote professional growth
  - a. Assess the cost and budget of the Professional Associates Conference, the Annual Conference, and the Virginia Library Leadership Academy
  - b. Assess viability of annual conferences
  - c. Actively pursue programs to meet the needs of the broad spectrum of VLA's membership
  - d. Actively pursue diverse voices and people of color as keynotes and presenters
  - e. Promote conference attendance as professional development, career development, networking, and personal fulfillment opportunities
  - f. Reach out to neighboring state library associations to promote conferences
- IV. VLA will provide leadership for legislative and advocacy activities that support libraries and library staff in the Commonwealth
  - a. Support the work of the Legislative Committee and the 2021 Legislative Agenda
  - b. Support the legislative efforts of the American Library Association (ALA), including National Library Legislative Day
  - c. Continue cooperation with the Library of Virginia (LVA) and the Virginia Association of School Librarians (VAASL) to secure stable funding for Find It Virginia
- V. VLA will maintain its support of members who are seeking continuing education, professional development, or degree programs in library science.
  - a. Support the Association's scholarships
  - b. Create and maintain relationships with graduate programs in library science serving the Commonwealth



- c. Develop webinars on professional topics of interest to the membership, in cooperation with the Library of Virginia (LVA), libraries, and VLA committees and forums
  - d. Encourage diversity within our profession by working with graduate programs in librarianship and other educators, and by developing relevant educational programs
- VI. VLA will plan for succession within the Association
  - a. Create and maintain current information about the Association and its activities and accomplishments on the website
  - b. Encourage the continued involvement of, and contributions, from graduates of the Leadership Academy
  - c. Encourage new members to become more active within the Association
  - d. Encourage current members in taking a more active role within the Association
- VII. VLA will increase its membership and broaden its service to all types of libraries in the Commonwealth
  - a. Assess membership dues and membership benefits with a focus on the longevity of VLA
  - b. Support and encourage the work of the Membership Committee in reaching out to new members and retaining existing ones
  - c. Promote VLA membership at library meetings throughout the Commonwealth
  - d. Actively engage with membership and the library community by promoting regional meetings and the use of the MemberClicks list-servs in order to make membership more relevant
  - e. Actively engage with membership through various social media platforms
  - f. Engage membership with a quarterly personal communication from the President
- VIII. VLA will develop a strategy to advocate for intellectual freedom within the Commonwealth of Virginia and beyond
  - a. Identify partners in the Virginia Education Association (VEA), Virginia Association of School Librarians (VAASL), and other stakeholders—including partners outside the education and library professions such as community groups and legislatures
  - b. Maintain open channels of communication with ALA's Office for Library Advocacy, national library advocacy organizations, and other relevant stakeholders
  - c. Develop a communication strategy for responding quickly and effectively to intellectual freedom challenges, with appropriate stakeholders and partners clearly identified (for example Executive Committee, Council, Intellectual Freedom Committee, and Legislative Committee) and roles clearly delineated
- IX. VLA will revise its strategic plan for 2021-2024
- X. VLA will review status of the 2021 Designated Agenda and identify initiatives, tasks, and projects to continue or abandon, and identify and publicize accomplishments and achievements

## Article VI

### Council

Section 1: Forums, liaisons, standing and ad hoc committees, appointed officers, and organizational representatives may be organized and supported as provided in the Manual. **Only those who live and/or work in Virginia and are Individual, Life, or Affiliate Members shall have the right to serve on council.**

## Article VIII

### Officers and duties

Section 1: Officers: Only **those who live and/or work in Virginia and are Individual, Life, or Affiliate Members** ~~individual members of the Association~~ shall have the right to hold office. The officers of the Association shall be President, Vice President/President-Elect, Second Vice President, Immediate Past President, Secretary, Treasurer, and ALA Chapter Councilor. They shall be elected for terms as stated in the Manual.