



To support and represent trustees in advancing public libraries

TO: The BCLTA Board of Directors
FROM: Babs Kelly, Executive Director
DATE: December 30, 2019
SUBJECT: Executive Director Report: October 29, 2019 to December 29, 2019

Purpose

The purpose of this document is to provide the BCLTA directors with a report of contracted staff work so that the directors can provide oversight, advisement, and course correction.

The document includes:

- Summary of work highlights (executive director and administrative assistant / bookkeeper)
- Dashboard of key actions and strategic alignment, risks and mitigation, and board direction required.

For board discussion:

- What did you read in my report that excited you about where we are as an organization? I'd like to hear what's important to you.
- What did you read that caused you concern or left you with further questions? I'd like the opportunity to provide any background or explanations or to elaborate for clarification.

Areas marked for board direction and decision in the board meeting agenda:

1. BC's Public Library Trustees: Making a difference in BC's communities
2. Trustee welcome letter from the Minister of Education
3. AGM committees

1. BC's Public Library Trustees: Making a difference in BC's communities

- See email sent December 9, 2019 (Appendix A) regarding campaign to track and report volunteer trustee hours campaign 2020
- The campaign will track the amount of volunteer hours trustees give to their community and will include categories such as public library governance, other boards, work with children and youth, sports and recreation, social and economic community development, arts and culture, and other
- The goal may be, given ~500 trustees, 75,000 hours (~10 hours per trustee per month); 90,000 (~15 hours per trustee per month) or a better number of 100,000 (~16 hours per trustee per month)
- The tracking will be self-reporting through a google form. Trustees will be invited to submit individually or as a board once a month. Reminders and an ongoing track of hours will be reported out in the Bulletin. ABCPLD would be invited to support the campaign as a way of supporting their boards.
- The form will be linked to from the Bulletin and from the BCLTA website
- An email will be sent to the LGMA thanking them for the inspiration and they will be acknowledged in the Bulletin and on the website
- A brief report will be developed in January 2021 to share with the Premier, the Ministry of Education and other key ministries to highlight BC public library trustees as community builders

With direction from the board, the ED will launch the campaign in the January *Bulletin*.

2. Trustee welcome letter from the Minister of Education

With direction from the board, the ED would like to pursue discussions with the Libraries Branch for an acknowledgement from the Minister of the roles and responsibilities of the BC public library trustees. The ED would like to propose that a signed letter be sent to trustees when they begin their first term. It would be the responsibility of the board chair, with support from the library director, to notify the Libraries Branch of new trustees to receive the letter.

3. AGM Committees

In preparation for the 2020 AGM a Nomination committee, Resolution Committee and Financial Review Committee need to be appointed and posted to the AGM page of the website.

Moved by (director) that the BCLTA Board appoints M. Gagel and two Directors, (director) and (director), to the 2020 Nominations Committee.

Moved by (director) that the BCLTA Board appoints (director) and (director) to the 2020 Resolutions Committee.

Moved by (director) that the BCLTA Board appoints R. Sherwood to the 2020 Financial Review Committee.

Summary of Staff Work

Please note that current and upcoming ED work is aligned with the BCLTA Strategic Framework. Direct services to the members (inquiries, website resources, the *Bulletin*), the 2020 AGM and Forum, the BC Libraries Conference, management of BCLTA Governance Workshops and Workbook, Partners advocacy work, and emerging initiatives with partners and funders, account for all available ED hours until June 2020. Any further work and Board direction will require priority adjustments.

2020 Forum and AGM

- Forum keynote, Alvin Schrader, is confirmed and announced
- Registration opens in early February - \$150 per attendee
- Costs for venue, tech set-up and catering have not yet been confirmed by BCLA
- Other details of the day to be finalized by the end of January
- AGM roles and responsibilities report will be included in the board's February meeting package
- Annual report:
 - 2 pages, colourful, image heavy
 - Message from the board chair
 - Photos from Ministry meetings, Board retreat, TOP session, UBCM
 - Brief highlights on \$20M in 2020, UBCM, 2019 Summit, TOP, Discussion Starters, Bulletin aligned with strategic framework
 - Financial Review report to be attached

At the 2020 AGM the position of Treasurer and 4 director positions become vacant. R. Sherwood has been nominated to the position of Treasurer.

BCLTA requires 5-9 directors, a treasurer and a president. M. Gagel, E. Carlson, E. , B. Leigh, D. Clark, and C. Liu, each have one year left of a two year term. Directors are to let M. Gagel know by mid-January if they are not planning to complete the second year of their two year board term.

When considering nominations please keep in mind that BCLTA is an additional commitment for trustees who are already contributing so much to their communities. If anyone asks about being part of the BCLTA Board, please point them to the AGM page which talks about BCLTA needs and commitment. As well, please be frank with them about the time required for fulfilling a high level of duty of care and fiduciary responsibility for a provincial association that represents and supports 69 public library boards. BCLTA members deserve the best.

2020 BCLTA Re-organization

- See report in January board package

2020 BC Libraries Conference

- The BCLTA ED and the ABCPLD ED are developing a full day of sessions with a governance focus
- The details of the day will be finalized by the end of January and will be included in the board's February meeting package

BCLTA Governance Workshop Pilot Project

- The ED is working on scheduling the spring workshops with hosts (library federations and individual libraries)
- The ED has applied for funding from the Ministry of Education. Mari Martin, the Director of the Libraries Branch is enthusiastically supportive of the pilot project. We will not know of possible funding until the late spring of 2020.

BCLTA Governance Leadership: Chairing and Leading

- BCLTA members asked BCLTA to develop and deliver a BCLTA chairing the board workshop for board chairs, incoming board chairs, and library directors.
- The development of the workshop is underway and expected to be ready for March 2020
 - This is a four-hour workshop, developed and delivered by BCLTA for chairs, those interested in being chairs, and library directors

- The fee is \$75 and a minimum of 10 participants is ideal
- The host library or library federation will provide the venue and refreshments

BC Public Library Governance: A quick guide for trustees

- In consultation with the Libraries Branch the ED has created a quick guide for trustees
- It is in final edits and after Libraries Branch sign-off will be released in mid-January

2020 Board Spring Review and Orientation

- The Richmond Public Library (Brighthouse Branch) Boardroom has been reserved for April 19th, 10:30am to 2:30pm
- Light lunch and refreshments will be provided
- All directors are expected to attend – plan for group photo for 2020 annual report
- The meeting has been included on the AGM page of the website and board nominees will be notified that if they are elected to the board this meeting they are expected to attend this meeting or to discuss their inability to attend with the Board Chair.

Advocacy

- The Partners' \$20 Million in 2020 campaign was well received by public library boards and staff and local government.
- While there has been very little to suggest that there will be an increase in the 2020 provincial budget, the relationship between the Partners and key figures, such as the Minister of Finance is much stronger than in the past.
- BCLTA has been invited as a stakeholder to participate in a discussion with Minister Shane Simpson, Social Development and Poverty Reduction, on what accessibility and inclusion could look like in British Columbia. Rhonda Sherwood will be representing BCLTA at this event on January 17th.
- In January/February BCLTA will again pursue a meeting with ADM McCrea and the Minister to discuss the role and value of public library boards. (see November 2019 minutes and ED report regarding ongoing invitation to meet). Motion from November 2019 board meeting:
 - **Moved** by R. Sherwood that the ED review her notes and the summary provided by the facilitator and bring back to the board for their review and discussion a vision statement from the day and suggested next steps; and that the BCLTA President would then ask the ADM and Minister to meet to discuss the vision and to ask the Ministry for a statement of support for a shared vision.
 - The ED will bring a vision/commitment statement to the board for their February board meeting

Partnerships

BCSTA

- Connected with their Director for Communications; resulted in sharing of newsletters and further emails regarding communications purpose and assessment

The Association of BC Public Library Directors (ABCPLD) and the BC Library Association (BCLA)

- BCLTA and ABCPLD will co-host a full day of governance sessions at the BC Library Conference.

Libraries Branch, Ministry of Education

- The ED has been consulting with the Director of the Libraries Branch, Mari Martin on the *Public Library Governance: A starting point for library trustees*. Very positive working relationship with the shared goal of strong public library governance throughout BC and how we can work together with our unique roles and mandates to support public library trustees.
- The Libraries Branch has provided \$3,000 for the BCLTA 2020 Forum.
- The ED submitted a funding proposal to the Libraries Branch for the BCLTA Governance Workshops 2020 Pilot Project. The request was for \$25,000 and the response may not come until late spring 2020.

Library Federations

- The ED has connected with all five library federations regarding the BCLTA Governance Workshops 2020 Pilot Project and the BCLTA Governance Leadership workshop

Ongoing 2020 Planning & Staff Execution

- 2020/21 budget planning and management
- Website and *Bulletin* development
 - The website and *Bulletin* are ongoing work to bring resources, connections, and news (value) to the membership.
 - The November *Bulletin* saw a return to our more typical day-of-openings at 43% and the December day-of-openings was unusually low, but expected at 34%. This compares to 69% in October which launched the very popular Intellectual Freedom Discussion Starter. Mailchimp metrics and an informal poll of other associations still gives us a slightly above-average day-of-openings for a monthly association newsletter. We are receiving very positive feedback on the content and style of the *Bulletin* which suggests that we should continue with this format and approach and to promote contributions and use. We have more than doubled our openings and click-throughs since October 2018.
 - Use of website resources, such as the Discussion Starters and the Trustee Orientation Checklist is slowly increasing.
 - We have had requests for a Roberts Rules of Order one pager/tip sheet, which staff will do in 2020.

- BCLTA Governance Workshops
 - Workbook updates are on track for January 2020.
 - A governance quick guide is on track and is expected to have a Libraries Branch sign-off as a funder, by the middle of January 2020.
 - A tailored-for-your-board workshop was delivered by the ED in Powell River on November 25th. Kyla Epstein will be delivering a Governance Workshop for the Salt Spring Island PL on January 12th.
 - BCLTA Governance Workshop Pilot Project workshops are being coordinated with hosts for the spring.
- Membership services and communications.
 - Direct research and resource support to boards and library directors. Approximately 26 hours of ED time from October 30th to December 30th.
 - Monthly *Bulletin*, website and resource development, and workshop promotion and inquiries
- Ongoing BCLTA board support and administrative assistant/bookkeeper work.
 - Signing Authority. We need additional directors and J. Thomas is working with Vancity to find a doable process for easily adding directors for signing authority in 2020
 - J. Thomas is also working on membership invoices follow-up, reconciling financial records, and the year-end work and the financial review with Quantum Accounting Services
 - Membership invoices will be sent at the end of January 2020
- 2020 BCLTA Policy Review
 - see January Board Package for ED report, Proposed Board Policy: Programs and Events
 - see January proposed meeting agenda for item regarding Board Policy Review
 - Proposal that the board direct B.Kelly to review and draft board policies
 - Work to be scheduled for the summer of 2020 for a draft policy manual to be ready for the board's fall retreat

BCLTA Strategic Framework to 2025:
ED Work Report to December 30, 2019

Strategic Focus 1: Supporting Trustee and Board Development			
Goal 1	Actions	Risks and Mitigation	Board Direction Required
Expand reach of trustee orientation and board development resources.	Preparation for launching the BCLTA Governance Workshop Pilot Project <ul style="list-style-type: none"> • Membership communications • Workbook and workshop material updates • Website updates • Funding proposal to Min of Education • Scheduling 	On time, on budget, and community interest is on the rise. The Libraries Branch has been kept apprised of use of 2019 grant funds (report due in March) and is supportive of the work and outcomes and enthusiastic about the pilot project.	Board direction for Program and Event Policy. Board decision on volunteer honoraria.
	<i>Public Library Governance: A quick guide for library trustees</i> <ul style="list-style-type: none"> • ED drafted the document and then finalized in collaboration with the Libraries Branch, Ministry of Education 		None, at this time.
Goal 2	Actions	Risks and Mitigation	Board Direction Required
Strengthen partnerships and collaborations for shared trustee and staff professional development.	<ul style="list-style-type: none"> • BCLA offered BCLTA a full day (Friday, April 17) of board focused sessions at the 2020 BC Library Conference. We accepted and included ABCPLD as partners for a day of governance team focused sessions. 	Board awareness of staff resources. At this time, all of the work is within the association's capacity, but there is very little room for additional work or emerging opportunities. BCLA has been unable to provide expected costs for venue, tech	None, at this time.

		support and catering, making it difficult to propose an accurate budget for the event. An approximate budget based on 2019 costs has been developed. It is expected that BCLA will provide costs in January.	
	<ul style="list-style-type: none"> • Collaborated with Mari Martin (Libraries Branch) on the Public Library Governance: A quick guide for library trustees • Ongoing discussions with Mari Martin regarding funding for the 2020 Governance Workshops • Applied and received funding (\$3,000) for the 2020 Forum • Upcoming meetings with library federation managers for scheduling workshops and an open invitation for other shared initiatives 	There may not be Ministry funding for BCLTA workshops in 2020. The board has decided to fund the 2020 costs of the pilot project from board reserves.	None, at this time.
	Ongoing communications and meetings with BCSTA staff, BCLTA ED, ABCPLD ED, Saskatchewan and Alberta library trustee association EDs, and federation managers.		None.

Strategic Focus 2: Representing Trustees and Boards			
Goal 1	Actions	Risks and Mitigation	Board Direction Required
Strong and effective BC Public Library Partners.	Partner work (advocacy planning, letters/emails ministry meetings, other partner initiatives) \$20 Million in 2020 campaign. As BCLTA has greater capacity for communications and	Best use of staff time / President provides oversight and support. Significant BCLTA staff time has been invested in the Partners work. Stepping back from coordinating meetings and record keeping and the	Ongoing oversight and advisement re/ use of staff time to ensure benefitting membership.

	<p>website updates we became the repository and communicator for campaign letters.</p> <p>The UBCM report can be found on the BCLTA website and in the October <i>Bulletin</i>.</p> <p>BCLTA has had the lead role on UBCM 2019 planning, coordinating and communications, and has been working closely with the recently hired ABCPLD manager, Andrea Freeman, who will take the lead role on the UBCM 2020 event.</p>	<p>UBCM will free up time for other BCLTA work.</p> <p>The time spent on developing and coordinating the Partners has hugely benefitted BCLTA (board and members) in amplifying trustee voices to the ministry and library community; in increasing BCLTA capacity and impact; and in strengthening BCLTA's reputation with the other associations and library leaders.</p>	
Goal 2	Actions	Risks and Mitigation	Board Direction Required
<p>Successful advocacy strategy</p>	<p>\$20 Million in 2020 campaign.</p> <p>While the total amount of letters is not huge and given that letter writing campaigns are the least complex of advocacy actions, this campaign is of significant success in that the BC public library community has a cohesive & consistent message successfully used across the province and across library types; the momentum has continued; it was adaptable to our UBCM trade show presence; and it has been noticed by the Ministry of Education and Minister C. James.</p> <p>The Library Partners' video (see video on \$20M in 2020 page) directly informed the Ministry of Education's strategic plan for public libraries.</p> <p>Next Partners' step is preparation for the 2020 provincial budget</p>		<p>Ongoing oversight and direction regarding BCLTA and advocacy.</p>

Goal 3	Actions	Risks and Mitigation	Board Direction Required
<p>Reliable and effective provincial support for the advancement of public libraries across the province</p>	<p>Ongoing work with Partners, the Libraries Branch and the Ministry. M. Gagel with the Partners met with Minister Fleming on October 25th. They delivered over 500 postcards and a strong message of support from UBCM delegates.</p> <p>Regular Public Libraries Advisory Group – PLAG. These are the ADMs operational meetings and the BCLTA ED attends these. The most recent PLAG meeting (December 12th) was an in-depth review of the Ministry of Education’s strategic plan for public libraries.</p>	<p>Balancing a working partnership & funding with Ministry staff & need to represent membership needs to elected officials and other areas of government.</p> <p>Importance of expanding partner and fund opportunities.</p>	<p>Future Board direction regarding the Public Libraries Advisory Group – PLAG ToR (Ministry plans to have finalized in early 2020)</p> <p>The PLAG ToR was to come to board for advisement in the spring of 2019. Changes in Ministry structure have put this and the Libraries Branch strategic plan update behind schedule.</p> <p>The Ministry of Education’s strategic plan for public libraries was to be ready for BCLTA board review in January. The ED will send it to the board as soon as it arrives from the Ministry.</p>

Strategic Focus 3: Connecting with Trustees and Boards			
Goal 1	Actions	Risks and Mitigation	Board Direction Required
<p>Meet trustees and boards where they live and work.</p>	<p>Developing improved access to BCLTA Governance Workshops.</p> <p>Responding to ongoing requests for information and support.</p>	<p>The costs of this work to the association is offset with funding from the Libraries Branch. This funding does not arrive until late spring. In</p>	<p>Ongoing oversight and advisement re/ use of staff time to ensure benefitting membership.</p>

	<p>The ED spends between 20 and 30 hours each month in direct support (emails and phone calls) with trustees and boards.</p> <p>2019 Libraries Branch funding for TOP was directed at greater ED involvement with the ongoing development and delivery of TOP. These funds have been used for outreach and travel and for the development and updating of resources (workbook, slides, facilitator checklist and governance guide)</p>	2020 the board may need to use reserve funds for the pilot project.	BCLTA Governance Workshop 2020 Pilot Project to be funded from board reserves (see 2020/21 proposed budget) unless proposed funding comes from the Libraries Branch, Ministry of Education.
	Building organizational capacity/funding options for this work has included creating shared initiatives with the ABCPLD, meeting with possible grantees, and building networks for information and opportunities, including a mid-June meeting (given in-kind) with a fund development/grant consultant.		
Goal 2	Actions	Risks and Mitigation	Board Direction Required
Strengthen communication with trustees and the BC public library community	<p>Monthly <i>Bulletin</i>, responsive staff, outreach for TOP, <i>Bulletin</i> content, and events.</p> <p>Increased <i>Bulletin</i> subscription, <i>Bulletin</i> openings and click-through, and website use.</p>	Staff capacity / less time spent on BCLTA board reports and development.	<p>The Directors may want to start thinking about BCLTA board development and bring forward ideas for the April 19th meeting and orientation.</p> <p>While staff focus on membership needs are there director roles for focusing on BCLTA internal board development and communications, such as a BCLTA board development/governance committee?</p>

Appendix A: Email regarding volunteer hours campaign in 2020

From: execdir@bclta.ca [mailto:execdir@bclta.ca]

Sent: Monday, December 9, 2019 8:46 AM

To: President; Rhonda Sherwood; Erin Carlson; bleigh.53@gmail.com; Elysia Glover; caty.liu@yourlibrary.ca; david.clark@investorsgroup.com

Subject: Feedback request: volunteer hours campaign in 2020

Good morning all,

I encourage you to take a look at this Local Government Management Association campaign. <https://www.lgma.ca/100000hours>

Local government professionals are the backbone of communities around the province. In addition to dedicating their working hours to improving the lives of people in their communities, many local government professionals also dedicate their free time to helping their communities through volunteerism.

To celebrate the impact of local government professionals during our Centennial Year, the LGMA encourages local government professionals to track their volunteer hours of the coming year. Our goal is to collect 100,000 hours before the end of 2019.

Log your volunteer hours today using the form before and help us reach our 100,000 goal!

Do you think a campaign such as this would be viable for BCLTA to run in 2020? The goal number would need to tell a story for the campaign to have impact. I could see this reported out with photos and highlighted stories from across the province (governance smarts, community engagement, big hearts, compassion, and so on). Coupled with the evaluation and stories of the BCLTA Governance Workshops I see what could potentially be a compelling story to the provincial government about public library trustees.

Before I put time and effort into a proposal for your January board meeting, I'd like to test the waters.

- Do you like this idea? Does it fit with BCLTA's strategic priorities?

- Would you be able to commit to championing this with your own thoughts on the value of public library trustees in the Bulletin and through requesting that your federation reps champion this through the federations?

- Would you each say that you give at least 10 hours a month (for some it might be more, for others less) to your community (PAC, church, library board, associations, social justice, animal welfare, helping neighbours, coaching etc), If it is about 10 hours per month each that would mean province wide that 500 trustees would amount to about 60,000 volunteer hours.

Your thoughts on this are appreciated before I draft a proposal for your January meeting.

Kind thanks,

Babs