

Report to/Rapport au:

**OTTAWA PUBLIC LIBRARY BOARD
CONSEIL D'ADMINISTRATION DE LA BIBLIOTHÈQUE PUBLIQUE D'OTTAWA**

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**SUBJECT: 2014 Canadian Library Association (CLA) Conference and 2014
American Library Association (ALA) Conference Trustee Attendance**

**OBJET : Présence d'administrateurs à la conférence de Canadian Library
Association (CLA) de 2014 et la conférence de American Library
Association (ALA) de 2014**

REPORT RECOMMENDATIONS

That the Ottawa Public Library Board approve one trustee, in addition to Chair Harder, to participate in the 2014 Canadian Library Association Conference held May 28 to May 31, 2014 in Victoria, British Columbia; and,

That the Board approve one trustee to participate in the 2014 American Library Association Conference held June 26 to July 1, 2014 in Las Vegas, Nevada.

RECOMMANDATIONS DU RAPPORT

Que le C.A. de la Bibliothèque publique d'Ottawa approuve la participation d'un administrateur/administratrice, ainsi que la participation de la présidente Harder, à la conférence du Canadian Library Association de 2014 qui aura lieu à Victoria, Colombie-Britannique du 28 mai au 31 mai 2014; et

Que le C.A. de la Bibliothèque publique d'Ottawa approuve la participation d'un

administrateur/administratrice à la conférence du American Library Association de 2014 qui aura lieu à Las Vegas, Nevada du 26 juin au 1^{er} juillet 2014.

BACKGROUND

Board policy B.23 relates to Board participation in library-related conferences, meetings, and events. It states in part: *“The experience of participating in conferences, seminars or workshops is a valuable opportunity for Library Board Trustees, and one that benefits the trustee and the Library.”* Library Board members are encouraged to attend relevant library conferences as a means to promote Board development and excellence. The policy also states that at least one trustee be selected to attend the Canadian Library Association Conference. This report highlights both the upcoming Canadian Library Association Conference and the American Library Association Conference.

DISCUSSION

2014 Canadian Library Association Conference

The Canadian Library Association Conference held once a year is a national professional and trustee development event offering more than 10 in-depth pre-conference sessions, three organized tours, and over 100 sessions on a wide variety of issues. CLA will provide opportunities to learn new ideas, share success stories, hear best practices, and meet colleagues from across the country. This year, the event is being held from May 28 to May 31, 2014 at the Victoria Conference Centre, with the theme: *Building Bridges to the Future – Colleagues, collaboration and consultation will get us there*. Detailed information on the upcoming conference, including access to the conference program in electronic form is available on the CLA website at <http://cla.pwwebhost.com/conference/2014/>. 2014 keynote speakers include:

- Richard Wagamese: One of Canada's foremost Native authors and storytellers, Richard has been working as a professional writer since 1979. He's been a newspaper columnist and reporter, radio and television broadcaster and producer, documentary producer, and the author of twelve titles from major Canadian publishers.

- Elizabeth Renzetti: A national columnist with the Globe and Mail, Elizabeth has been the newspaper's Arts and Books editor, and for almost a dozen years was a correspondent in the London and Los Angeles bureaus. She appears frequently on radio and television to discuss current events. A journalist for almost 25 years, she is currently the Rogers Distinguished Visiting Professor at Ryerson University in Toronto. Her work has appeared in many publications, including "Maclean's", "Report on Business Magazine", "Chatelaine" and "Elle Canada".

Monique Brûlé, Manager, Collection Development will be presenting at this year's conference, with her session entitled "Crowdsourcing Your Way to Strategic Planning: the Imagine Campaign at OPL". This session will outline the theoretical basis for the use of crowdsourcing as well as the steps used in preparing and executing the Imagine campaign.

OPL Librarian Céline St-Martin, will be part of a panel discussion and Q&A period, intended to provide participants with an increased understanding of the challenges faced by newcomers to Canada as well as a keen awareness of the vital role that public libraries play in assisting newcomers in overcoming these challenges.

Chair Harder has also been confirmed as a speaker as part of a session called "Public Library Success Stories from the Trustee Network: A Roundtable for Public Libraries, their Boards and Friends." This roundtable session, sponsored by the Trustee Network, a unit of CLA, will give participants the chance to hear several people describe how their libraries have successfully managed such current challenges as obtaining funding, building new facilities, coping with new technology, and making their library a central part of community life.

CLA is known to host a number of Board-related sessions aimed at fostering trustee development. For 2014, these include:

- Building Your Board, by BC Library Trustees Association
- Building Your Library, by BC Trustees Association
- Building Your Influence, by BC Library Trustees Association
- Six Mistakes Libraries Make That Trustees & Friends Should Know About, by Nichola Spillios, Past Present, Friends of Canadian Libraries / C.L.T.A

- Connecting Communities Through Friends Groups, by Friends of Canadian Libraries (FOCAL)
- Disaster Proofing Your Board, by Ideal Consulting Inc.

In addition to Chair Jan Harder, one trustee is being requested to attend this conference as part of their trustee development role. The deadline for early bird registration is April 18, 2014.

2014 American Library Association Conference

American Library Association (ALA) Annual Conference programs, updates, conversations, and other events cover key issues such as digital content and e-books, technology in libraries, innovation, books and hundreds of authors, leadership, library advocacy, community engagement, and library marketing. The conference plays host to a wide range of networking opportunities, with the 2014 theme: *Transforming Our Libraries, Ourselves*. Participants who take part in the full registration package benefit from access to the exhibit hall, discussion groups and meetings, Opening and Closing General Sessions, ALA President's Program, Auditorium Speaker Series, and much more. Additional conference details are available on ALA's website at <http://ala14.ala.org/>. Advance registration closes on June 20, 2014.

2014 key speakers will include:

- Jane Fonda: Jane Fonda is a legendary Oscar- and Emmy-winning actress, successful producer, fitness guru, #1 New York Times bestselling author, and activist and advocate on issues ranging from the environment to human rights.
- Azar Nafisi: Azar Nafisi, award-winning, critically acclaimed author of the international bestseller *Reading Lolita in Tehran* (also a book club favourite), returns in her latest book, *Things I've Been Silent About*, to Iran and her childhood. Participants will hear a master of the modern memoir talk about this personal reflection on women's choices, her unforgettable portrait of a woman, a family, and a troubled homeland.
- Stan Lee: Known to millions as the man whose Super Heroes propelled Marvel to its preeminent position in the comic book industry and whose co-creations include Spider-Man™, The Avengers™, X-Men™, Iron Man™, The Incredible

Hulk™, The Fantastic Four™, and hundreds of others. Lee will talk among other things about his forthcoming action-packed illustrated novel *Zodiac*, based on the Chinese Zodiac.

- Alexander McCall Smith: Alexander McCall Smith is the author of the internationally acclaimed *No. 1 Ladies' Detective Agency* series. He has more than 100 books he has written or contributed to. Books in the *No. 1 Ladies' Detective Agency* series have been translated into 45 languages and sold more than 20 million copies worldwide, and the Isabel Dalhousie series that followed immediately leapt onto bestseller lists.
- Ilyasah Shabazz: Community organizer, activist, motivational speaker, and author of the critically acclaimed *Growing Up X*, Ilyasah Shabazz will move participants as she talks about what inspires and motivates her.

CONSULTATION

As part of the consultation process, trustees interested in participating in any one of these conferences are encouraged to submit their names at the March 17, 2014 Ottawa Public Library Board meeting or in advance to the Library's Chief Executive Office.

LEGAL IMPLICATIONS

There are no legal implications associated with this report.

RISK MANAGEMENT IMPLICATIONS

There are no risk management implications associated with this report.

ACCESSIBILITY IMPACTS

There are no accessibility impacts associated with this report.

TECHNOLOGY IMPACTS

There are no technology impacts associated with this report.

FINANCIAL IMPLICATIONS

The total cost for attending any one of these conferences is estimated at \$2,451/per trustee for the CLA conference, and \$2,280/per trustee for the ALA conference. Both estimates include the sum of all expenses associated with early bird conference registration, flights, accommodation, and per diem. The following tables provide a detailed summary of such expenses:

Table 1 - Canadian Library Association Conference	
May 28 – May 31, 2014	
Full Conference Registration	\$550 ¹
Flight (Return fare)	\$925
Hotel (3 nights)	\$700
Per Diem	\$276
Total	\$2,451

Table 2 - American Library Association Conference	
June 26 – July 1, 2014	
Full Conference Registration	\$235
Flight (Return fare)	\$800
Hotel (5 nights)	\$900
Per Diem	\$345
Total	\$2,280

¹ Speakers benefit from a \$100 reduction off full conference registration.

The Board's 2014 spending plan approved on November 21, 2013 supports funding trustee participation in key library-related conferences such as the CLA and ALA conferences.

BOARD PRIORITIES

The subject of this report is in alignment with Board-approved strategic direction E *Excellence in Governance, Accountability and Financial Sustainability*.

SUPPORTING DOCUMENTATION

1. [Canadian Library Association 2014 Conference](#), Canadian Library Association 2014 Conference Website
2. [American Library Association 2014 Conference](#), American Library Association 2014 Conference Website

DISPOSITION

Pending Board approval, staff will be in contact with the trustees approved to attend any one of these upcoming conferences. Travel arrangements shall be coordinated through the Library's Chief Executive Office, including conference registration, flights, and accommodations.

Participating trustees will be asked to submit a written report or PowerPoint presentation to the Board within two Board meetings immediately following the conference they have attended. The report will summarize key highlights and provide other relevant facts aimed at supporting information-sharing and Board development.