

**Core: Leadership, Infrastructure, Futures  
a Division of the American Library Association  
2024 Board of Directors Meeting  
August 22; 2:00-4:00 pm Central**

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**Members Present:**

L. Angie Ohler, President  
Wendy Tressler  
Kevin A. R. King  
Cara Calabrese  
Amy Swartz  
Miranda Bennett  
Julie Reese, Exec. Director

**Ex-Officio:**

David Dahl  
Karen L. Schneider

**Staff:**

Tom Ferren  
Mia Blixt-Shehan  
Elajah Esco

**Absent:**

Don Allgeier  
Lauren Corbett  
Rachel Fleming

**Guests:**

Kyle Cox  
Jill Crane  
Charlotte Hinniger  
Janelle Manual  
Ashley Mitchell  
Rachel Scott  
Jacqueline Toce  
Alison Van Norman

1. Board Welcome and Guests Ohler

President Ohler called the meeting to order at 2:02 p.m. and welcomed all in attendance.

2. Adoption of Agenda Ohler  
DOC 25.01 Board Agenda (PDF)

Ohler proposed to adopt the meeting agenda. Tressler moved and Calabrese seconded.  
MOTION passed to adopt the meeting agenda.

3. Adoption of Consent Agenda Ohler  
DOC 25.02 [Approve Draft 2024 Annual Conference Core Board Meeting I Minutes \(PDF\)](#)  
DOC 25.03 [Approve Draft 2024 Annual Conference Core Board Meeting II Minutes \(PDF\)](#)  
DOC 25.04 [Online Vote Results - Operating Agreement Scenarios Order of Preference \(PDF\)](#)  
DOC 25.05 [Division Councilor's Report \(PDF\)](#)

Ohler proposed to adopt the consent agenda. Tressler moved and Calabrese seconded.  
MOTION passed to adopt the consent agenda.

4. President's Update Ohler  
a. Future Planning for Core's Annual Events  
I. Core Forum

- II. Interest Group Week/Core Week
- III. Best of Core Forum
- IV. Best of Annual Conference

Ohler updated the Board on future events for Core. Core Forum will be held every year and will be Core's premier event. Ohler requested anyone interested to register if they haven't already.

Interest Group Week 2025 will be held the same way as in 2024. In future years, we will expand on this event and call it Core Week.

Core will continue to hold a Best of Core Forum webinar collection following the Core Forum event, and a Best of Annual Conference webinar collection following the ALA Annual Conference each year.

- 5. President Elect's Update King
  - a. Committee Appointments

King has primarily been working on appointments. He has also been in communication with vendors to consider sponsoring Core Forum.

- 6. Past President's Update Tressler

Tressler and Ohler have transitioned to their new roles on the Board. One of Tressler's main assignments this year is to co-chair the Fifth Year Steering Committee to celebrate Core's 5 year anniversary. The committee will plan a big gala at ALA Annual 2025 in Philadelphia alongside other activities throughout that year. She will continue to work on fundraising and major gifts throughout the year. She has been in contact with the leaders of the Buildings and Operations Section and the Leadership and Management Section. She plans to attend the first Intellectual Freedom Summit that Core has been invited to in three years and will report back to the Board.

At this point, Ohler made an addition to her update—Catherine Soehner, Chair of the Fundraising and Scholarships Committee will be reaching out to all the section leadership teams to touch base on fundraising throughout the year. She let anyone involved in the section leadership teams know to expect an e-mail soon from Soehner.

- 7. Core Forum 2024 Update Ferren/Reese  
DOC 25.06 [Core Forum and Sponsorship \(PDF\)](#)

Ferren reported that there are currently 206 people registered out of our goal of 450ppl. The number of attendees that have registered has outpaced the number of presenters, which is a new trend this year. We have already met our exhibitor budget. Six of the exhibitors are new this year. We have had to increase our guest room block twice already to accommodate the demand for overnight rooms.

This year, Forum includes four preconferences, three tours, 48 educational sessions, two keynote presentations, and two attendee receptions.

8. Budget Update Allgeier/Reese  
DOC 25.07 [FY24 June Financial Commentary Report \(PDF\)](#)  
DOC 25.08 [5 Year Financial Projection \(PDF\)](#)  
DOC 25.12 [FY25 Budget June 2024 \(PDF\)](#)

Allgeier could not attend the meeting, so Reese presented the entire budget update.

Reese just met with the Budget and Finance Committee to go over the figures. There is currently a deficit of approximately \$48,000 on the June report, but Reese cautioned to keep in mind that there are two months to go in the fiscal year, and Core will be making a transfer from the endowment fund at the end of the fiscal year.

The two areas of concern continue to be membership decline and Continuing Education webinars. Some of the webinar deficit has to do with lower-than-anticipated registration numbers, and some has to do with the absence of a strong webinar series. Reese noted that in FY23, the RDA Toolkit webinar series alone brought in \$30,000 in revenue. There are encouraging signs this will get better; the Continuing Education Committee already has 15 webinars on the books for FY25. Reese is keeping an eye on lower than usual web course performance. She suggests implementing a marketing strategy that focuses more heavily on paraprofessionals and staff just entering the library field to improve this.

A guest inquired about royalty payments from Publications, which came in higher than expected. Reese replied that these come from Littlefield and Roman, who issued three checks at one time that hit the wrong fiscal year—these should have been attached to FY23 but got applied to FY24 instead due to the timing. She noted that the royalty payments are separate from the new subscription revenue from EBSCO and Harrassowitz. The guest requested a more detailed breakdown to further guide the processes; Reese said she would work with the Publications Committee on documentation.

Regarding the five-year financial projection, Reese noted that a final version will be issued on the September 3 deadline, but she wanted to share a basic document with the Board for reference. It has gotten easier to make projections because Core has been in existence for five years and patterns have become established. ALA's Membership and Conference Services units also gave Core trends to reference. She cautioned that the 5-year projection does not account for the changes in overhead.

Finally, Reese provided a very brief recap of the FY25 budget. ALA is still working on balancing the FY25 budget and has requested that cuts be made on in-person meetings. To comply with this request, the in-person 2025 Spring Planning Meeting with the Core President, Past-President, President-Elect, and Executive Director will be held virtually. This also made it possible to ensure both Reese and King can attend the CEO Symposium. Ohler and Reese are also looking into ways to trim this through tweaking attendance at Annual; Ohler asked that any Board members intending to attend Annual 2025 in person let her know.

At this point, Reese introduced Elajah Esco, the new temporary administrative assistant with Core.

Schneider followed up on the in-person budget discussion, noting that the Executive Board agreed to have its October meeting virtually to help save money. They plan to have an in-person meeting in the spring but will see how things go. Schneider also expressed concern about ALA not renewing its membership with the National Information Standards Organization (NISO)—she is working with Peter Hepburn to figure out how that membership was funded in the past and to educate ALA executives on why the membership is so important and how ALA benefits.

Ohler has sent two names from Core to sit on the ACRL AI Competencies for Library Workers Task Force. They will be full task force members and are excited to pursue this opportunity for cross-collaboration.

9. 2024 Emerging Leaders Report Discussion

Ohler

DOC 25.09 [Emerging Leaders Final Report Presented in June 2024 \(PDF\)](#)

DOC 25.10 [Emerging Leaders Resource Guide Presented in June 2024 \(PDF\)](#)

DOC 25.11 [Emerging Leaders Core Recommendations Presented in June 2024 \(PDF\)](#)

The 2024 Emerging Leaders are becoming more involved with Core in a few ways. Alison Van Norman has agreed to become a Board Intern for the 2024-2025 term. Charlotte Hinnerger has agreed to lead one of the Project Task Forces. Ashley Mitchell has just started a busy new job so has not committed to anything yet and would like to know more about the expectations of the role before deciding.

The Board discussed which of the Emerging Leaders' recommendations they want to be sure to address. The recommendations named were mentorship, a maintenance plan for the Core website, an asynchronous support model, and collaborating on webinars. A general theme of discussion was how to reach people who did not have money or time for professional development or traditional

association offerings.

Van Norman suggested some ideas based on her observations from the 2024 Core Emerging Leaders project. Perhaps an effective way to attract new members would be to hold free offerings, with people potentially signing up for full membership after experiencing what was freely available (akin to a “try before you buy” model). It may also become possible to offer discount codes to certain groups for further access. She noted that on a marketing level, Core appears to be growing into the division with the most resources for early-career professionals and people figuring out a career trajectory, so a focus on that in “selling” Core may prove beneficial.

At this point, Ohler reminded the Board that the next Board meeting will be on Thursday, October 17.

#### 10. Adjournment

Ohler proposed to adjourn the meeting. Tressler moved and Swartz seconded.  
MOTION passed to adjourn the meeting.

The meeting was adjourned at 3:39 p.m.