

MICHIGAN LIBRARY ASSOCIATION

2019-20

ANNUAL REPORT

MLA
Michigan Library Association





MESSAGE FROM DEBORAH E. MIKULA

MLA's staff and Board continue our 129-year legacy of leading libraries and library professionals from all across Michigan, through advocacy, education and engagement.

As you all know, we are living through extraordinary and difficult times. COVID-19 has impaired and impacted the daily lives of nearly everyone on the planet. As we learn more every day about this disease that has gripped our world, there is still so much uncertainty about what our collective future holds. But what we do know is that our lives have forever been changed. Libraries have had to adapt and change and pivot to a new reality, and I must say that with all that you have taken on in the last eight months, you are doing an extraordinary job. You have explored new ideas and instituted new ways of delivering your services. Challenging? Yes! But so worth every minute you have invested.

Our promise to you is that MLA will work on your behalf to help resolve those challenges and build on our strengths and successes. We will stand strong in supporting the work you do to promote life-long learning, serve as cultural hubs, protect freedom of information, bring together diverse populations, provide access for all, act as the primary point of online access, battle illiteracy, narrow the digital divide and so much more, and together, we will move into the future as creatively and collaboratively as we can.

We remain....#StrongerTogether.

Deborah E. Mikula
Executive Director

MLA OVERVIEW

Libraries throughout Michigan are centers for learning and self-discovery, providing free and open access to information to all residents. Libraries are simultaneously community centers, tourist destinations, places to read, places to gather and socialize, places to study, and places to learn – cultural institutions in the heart of every community, and on every campus, throughout Michigan.

Since 1891, MLA has been a vibrant and dynamic service organization with a diverse membership of libraries and library professionals in rural, suburban and urban areas. Although some services are exclusive to members, MLA's oversight of professional development, education and advocacy services assists library professionals who are invested in building healthy and dynamic communities in all 83 Michigan counties. We serve as a forum for collaboration, cooperation, and partnerships, cultivating cutting-edge ideas and awareness of best practices in an open and supportive culture.

In 2020, MLA adopted a new strategic plan that incorporated a new vision, mission and goal statements.

VISION

The Michigan Library Association is an indispensable resource and valued leader, partner and advocate for Michigan libraries.

MISSION

The Michigan Library Association leads the advancement of all Michigan libraries through advocacy, education and engagement.

GOAL I: ADVOCACY

MLA will form a collaborative statewide advocacy network, amplifying the importance and value of libraries throughout Michigan.

GOAL II: KNOWLEDGE

MLA will inspire and inform all library personnel through high-quality professional development, educational workshops and leadership opportunities.

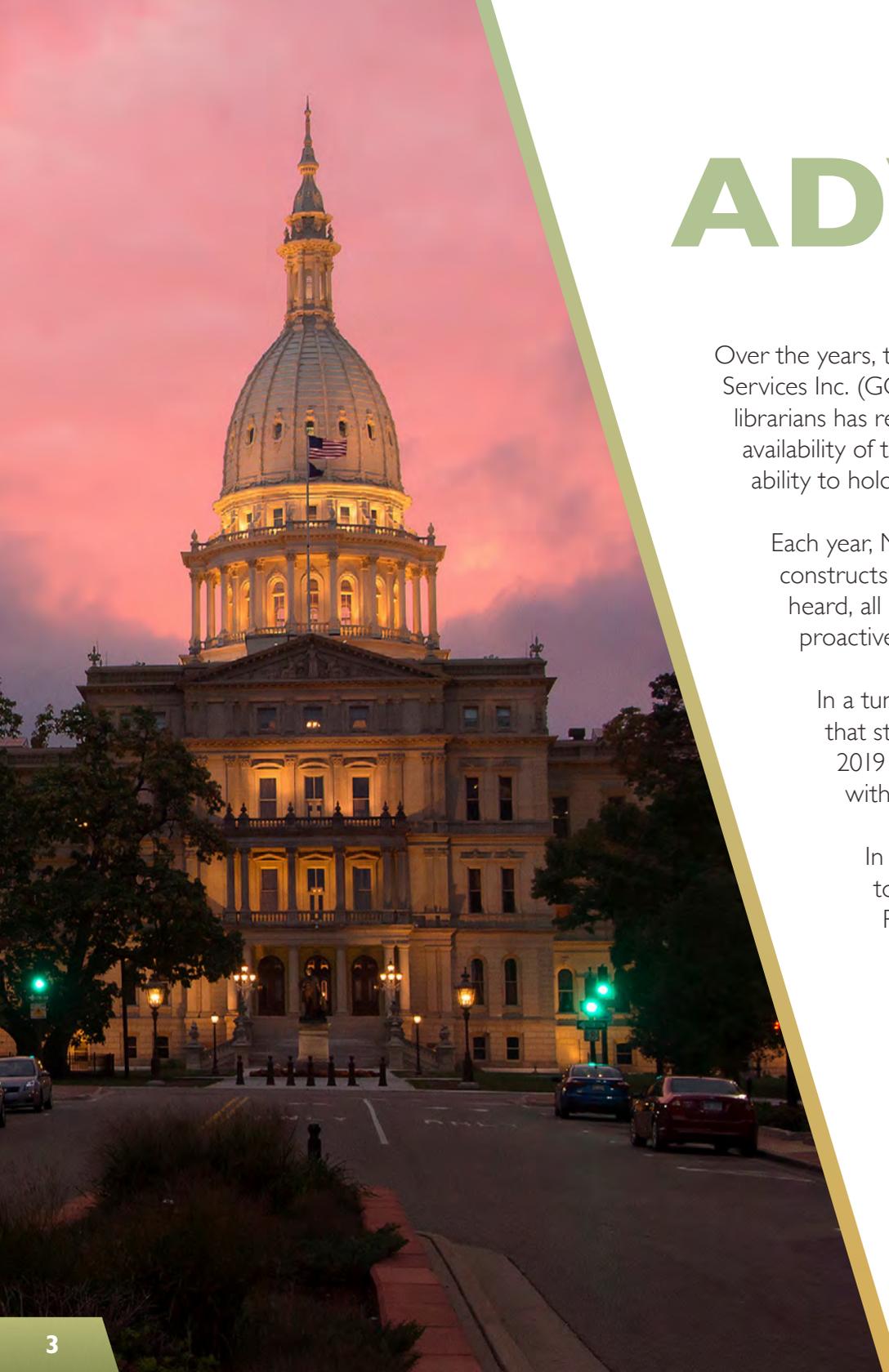
GOAL III: COMMUNITY

MLA will be a welcoming and inclusive professional community of key stakeholders.

GOAL IV: ORGANIZATIONAL EXCELLENCE

MLA will be an innovative and creative association that advances our mission by maintaining the highest professional standards in its internal operations.



A photograph of the Michigan State Capitol building at dusk. The building is illuminated with warm lights, and the sky is a mix of pink, orange, and purple. The building's dome is prominent, and there are cars and streetlights visible in the foreground.

ADVOCACY

Over the years, the advocacy work done by MLA, our lobby firm Governmental Consultant Services Inc. (GCSI), the MLA Advocacy and Legislative Committee and numerous engaged librarians has resulted in increased state aid to libraries, relief from tax captures, continuing availability of the May, August or November ballot for library millage questions, and the ability to hold sacred the privacy of library patrons at its highest levels.

Each year, MLA's Advocacy and Legislative Committee surveys our membership and constructs a priority list of goals and topics to address. MLA values all voices being heard, all possible solutions being vetted, and each year, a fresh approach and a proactive agenda is created. This year though, has been one for the record books.

In a tumultuous legislative environment and budget cycle like FY2020, we are thankful that state aid to libraries was untouched. (The budget was adopted on October 1, 2019 – the day it went into effect.) Long-held relationships and daily dialogue with leaders in the House and Senate went a long way in protecting these funds.

In October 2019, MLA staff, Board and other statewide partners worked together to address Senate Bill 611 – which included amendments to the Michigan Library Privacy Act. After many changes, the proposed bill removes obstacles and legal barriers libraries sometimes face when a crime has been committed in the library, while providing for continued protection to a core foundational value of libraries: protecting patron privacy, including patron reading histories, materials borrowed, resources reviewed, or services used at the library. The greatest change to the Michigan Library Privacy Act as proposed in SB611 is clarification that a library record does not include video surveillance and that video surveillance can be turned over to law enforcement without a court order if it shows no identifying records. The pandemic stalled the movement of the bill for a few months, but MLA continues to actively support its movement from the State Senate to the House, and hopefully to be signed into law by Governor Whitmer before December 31, 2020.

With the global pandemic looming in March 2020, MLA stepped forward and used our role as a leader and advocate of Michigan libraries to call on all libraries in Michigan to close their doors to reduce the spread of this deadly disease. Since that time, we helped address reopening plans, advocated for curbside services, and participated in Governor Whitmer's subcommittee to address specific reopening plans. We used our social media and direct communication vehicles to constantly and consistently share essential and critical communications with the library community. We continue to use our voice in these unprecedented times of uncertainty as we face this worldwide pandemic, and libraries must do their part to minimize the spread of COVID-19 and protect our citizens and library staff from exposure.

Not only did we address the global pandemic, but in June 2020, MLA Board of Directors and staff stood in solidarity and issued a statement in support of Black Lives Matter. MLA continues to stand firm in condemning the systemic and systematic social injustices endured by Black people and People of Color.

In 2019-20, MLA joined forces with the American Library Association (ALA) in denouncing Macmillan Publishers' new library eBook lending model; addressed President Trump's proposed FY2021 budget proposing the elimination of federal funding for libraries and museums; advocated for COVID-19 relief and economic stimulus legislation and resources; asked our members to support the Library Stabilization Fund Act introduced by Michigan Congressman

Andy Levin; and requested that Johns Hopkins' published report, "Public Health Principles for a Phased Reopening During COVID-19 Guidance for Governors" be reassessed to correct their misrepresentation that libraries are low contact, low risk spaces for the spread of the coronavirus.

MLA was one of eight organizations to lead the formation of the Cultural Advocacy Network of Michigan, a consortium of statewide cultural organizations including the Michigan Library Association, Historical Society of Michigan, Michigan Museums Association, Michigan Presenters Network, Michigan Festivals and Events Association, Michigan Youth Arts, Michigan Historic Preservation Network, and Michigan Humanities. The Cultural Advocacy Network of Michigan strives to bring a collective voice to advocacy for cultural organizations in Michigan.

MLA also provided support for a package of bills aimed at addressing the state's ongoing literacy crisis by requiring credentialed libraries and certified librarians in every public school in the state. While the bills haven't seen any movement from the legislature, MLA will continue to monitor this package of bills and fully support our sister organization, the Michigan Association for Media in Education (MAME), to reintroduce the bills in the next legislative cycle.

MLA will continue to work on behalf of libraries to advocate daily. Local and state elected officials and community leaders need to be educated and reminded of the importance and value of libraries and MLA stands ready to help tell that story.



Signing of the Narcan Bill with Governor Gretchen Whitmer



The Michigan Senate passed SB611 - The Library Privacy Act

EDUCATION

One of the primary goals in the MLA strategic plan incorporates our values when it comes to sharing and delivering knowledge as we inspire and inform all library personnel through high-quality professional development, educational workshops and leadership opportunities. It is of utmost importance that MLA staff, Board and work groups outline high-quality, unsurpassed education and training for library administrators, staff members, trustees, and friends. Staying on top of trends and challenges that are faced in the library community makes MLA a credible and relevant association.

Educational highlights of the 2019-20 year include welcoming 592 attendees to the MLA 2019 Annual Conference: Open Doors. The Annual Conference hosted in Novi, Michigan focused on improving equity, diversity, and inclusion in the library profession. MLA was honored to spotlight diversity experts Dr. Steve Robbins and Dr. Derrick Gay, as well as Kent District Library Executive Director Lance Werner. Approximately 200 attendees completed our post-event satisfaction survey, and 91% agreed that the event met their professional development needs.

In early March 2020, MLA relaunched our Mentor Program with seven new mentor/mentee partnerships. The program connects emerging professionals with established leaders and creates a mutually beneficial support system.

As MLA prepared for our Spring Institute for Youth Services and a full schedule of Spring Workshops, a global pandemic surrounded us. Only one week before it was scheduled to occur, we canceled the Spring Institute for Youth Services. The Institute was titled People First, and MLA put that message into action immediately in order to keep members and partners safe. Attendees were offered a full refund or the option to transfer to a future event. We also canceled the Spring workshops, including Advocacy Day, that were scheduled throughout the state in April and May.



MLA 2019
ANNUAL CONFERENCE
OPEN DOORS
OCTOBER 16-18

And while the MLA Leadership Academy began in-person in Auburn Hills, March 3-4, 2020, all future sessions were redesigned as virtual events and those classes were held in May, August, September, and October 2020. Thankfully, all 30 Academy students remained in the program. Of the 30 students that participated, 10 completed our event survey and 100% of respondents agreed that the event was a success, even given the abrupt change.

MLA was quick to pivot online, and in April 2020 we officially launched the MLA Connect brand, including webinars and new weekly coffee hours to help keep members engaged with each other and abreast of quickly changing rules and expectations in the face of COVID-19. MLA hosted 12 coffee hours, which were completely free and open to members and non-members alike.

Most coffee hours focused on COVID-19 implications for funding, human resources, and mental health. Between March and July 2020 over 1,000 attendees logged into MLA Connect for virtual education and networking.

We are thankful for our staff and work group members who stepped up and helped us reformat all of our in-person programming to a virtual platform. Our educational programs ultimately play a key role in assessing MLA's success and impact – allowing learning experiences and educational sessions to be rich and complex.



The MLA 2019 Annual Conference: Open Doors, focused on improving equity, diversity, and inclusion in the library profession



Community Collaborations: The Library as a Social Service Nexus

MONDAY, APRIL 20, 2020

Jackson District Library — Carnegie Branch
244 West Michigan Ave., Jackson, MI 49201

The 2019 MLA Spring Workshops were canceled due to the onset of COVID-19 and rescheduled for the Spring of 2021



We introduced the MLA Connect webinars and weekly virtual coffee hours to keep our members engaged and updated





COMMITMENT TO EQUITY, DIVERSITY & INCLUSION

The MLA Board of Directors, staff, members, and volunteers are committed to recognizing, enhancing and promoting diversity, equity and inclusion in all forms. MLA is committed to creating an equitable and inclusive environment that fully supports and promotes our commitment to modeling diversity and inclusion for the entire library community, and to maintaining an inclusive environment with equitable treatment for all. On October 17, 2019, MLA took to the stage at the Annual Meeting and signed our first statement of commitment to equity, diversity and inclusion.

Black lives matter.

MLA is committed to doing everything we can, in our libraries and our communities to promote justice and equality for all.

We stand firm in condemning racism and the systemic and systematic social injustices endured by Black people and People of Color.



LIBRARY APPRECIATION MONTH

Plans came together very quickly for a celebration of Michigan libraries in October 2019. For the first time ever, MLA coordinated a month long celebration and media campaign to highlight the value and importance of libraries throughout October. We asked all of our members to step forward and help us highlight the cultural and educational riches that libraries hold and recognize Michigan's librarians, library professionals and supporters for their contributions to enrich Michigan communities.

The celebration began with resolutions presented on the floors of the Michigan House and Senate extolling the value of libraries and continued each day with coordinated social media postings of fun facts, stats and inspirational quotes, proclamations by local elected officials, and ideas to celebrate for libraries to institute locally.

Uniting the Michigan Library Community

MLA is proud to partner with organizations serving the library community.



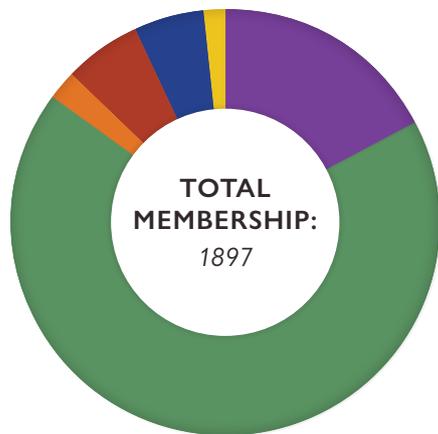
MICHIGAN

LIBRARY

APPRECIATION MONTH

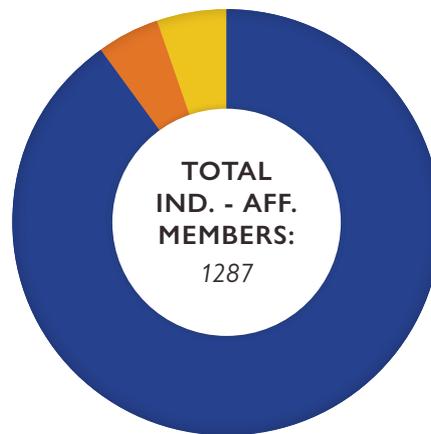
MEMBERSHIP

The Michigan Library Association is a collaborative network of libraries and library professionals working together to advance the library profession in Michigan. Our network of over 1800 organizations and individuals are dedicated to advocating for libraries, growing professionally as leaders in the library community and advancing the profession through sharing of best practices, innovative ideas and new programs and services that benefit library personnel, library patrons and the communities we serve. Membership with MLA connects you to a powerful network of libraries, library staff and supporters, who are passionate about the library profession and the critical importance of libraries to our society.



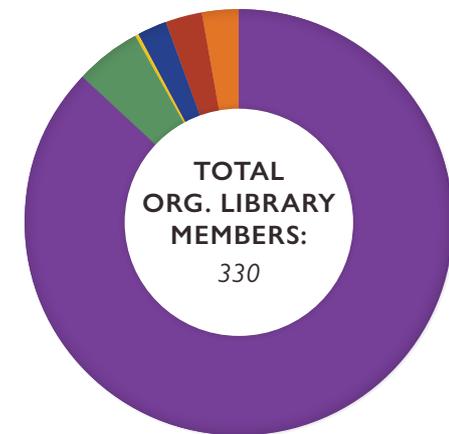
**MEMBERSHIP
MAKEUP**

- Affiliated Individuals: 1287
- Organizations: 330
- Trustees: 113
- Student: 100
- Unaffiliated Individuals: 38
- Retiree/Life: 29



**INDIVIDUAL — AFFILIATED
MEMBERS**

- Public: 1069
- K-12, Special, Co-ops, Other: 60
- Academic: 58



**ORGANIZATIONAL
LIBRARY MEMBERS**

- Public: 287
- Academic: 17
- Strategic Partners: 9
- Co-ops: 9
- Special: 7
- K-12: 1

COMMITTEES AND WORK GROUPS

MLA would not be able to do all that we envision without the expertise and wisdom of committee and work group members. More than 150 individuals are selected during an annual call for volunteers and in 2019-20 they stepped up to help guide the work of MLA through identifying and developing future leaders, advising on the legislative challenges, planning educational events such as conferences and workshops, and selecting award winners. Through their participation, they also increased their own individual leadership skills and grew their professional networks.

- Advocacy and Legislative Committee
- Nominating and Leadership Development Committee
- Professional Development and Leadership Committee
- Finance Committee
- Annual Conference Work Group
- Fall Institute and Spring Institute Work Group
- Academic Library Work Group
- Trustee Work Group
- Michigan Library Awards Work Group
- Michigan Literary Awards Work Groups
 - Mitten Award
 - YouPer (Young Person) Award
 - Thumbs Up! Award
 - Michigan Author Award



AWARDS

MICHIGAN LIBRARY AWARDS 2019

The MLA Awards are awarded annually and are considered the state's highest honors within the library community. These awards celebrate the excellence, accomplishments, dedication and service of library staff, trustees and supporters in the Michigan library community.

Cathleen Russ — Librarian of the Year Award

State Senator Paul Wojno — Legislator of the Year Award

Cathy Chesher — Frances H. Pletz Award for Excellence in Service to Youth

Danielle DiAmico — Rising Star Award

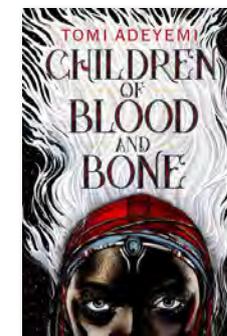
Donna Adams — Heart of a Champion Award

LITERARY AWARDS 2019

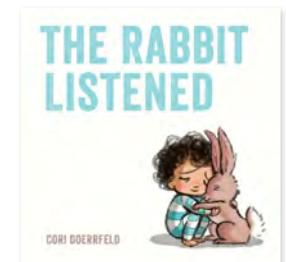
The MLA Youth Literary Awards promote excellence in three categories of literature for youth and the Michigan Author Award honors a Michigan author with a lifetime achievement award. Each year work groups spend thousands of hours reading, reviewing and discussing hundreds of books to come up with the top titles and award winners.



Front Desk
Mitten Award Winner



Children of Blood and Bone
Thumbs Up! Award Winner



The Rabbit Listened
Mitten Award Winner

FINANCIALS

Less spending and an increase in members during the 2019-20 fiscal year created a small surplus for MLA of \$38,784. The surplus was due in part to less spending during the global pandemic, reduction in staff, and the success of MLA 2019 Annual Conference. The Leadership Academy was also highly successful with an increase in attendance. MLA increased our membership base for all membership types: individual as well as organizational members — bringing in additional membership dues by over \$7,000 from the previous fiscal year. While professional development fees came in significantly lower, most of this was due to the cancellation of the Spring Institute and all Spring programming due to COVID-19.

REVENUE AND EXPENSES (AS OF 6/30/20)

REVENUES	CURRENT Y-T-D	PREVIOUS Y-T-D	ANNUAL BUDGET
Membership Dues	387,259	380,821	383,436
Professional Dev.	270,594	327,229	284,383
Other Revenues	50,277	14,180	48,050
Total Revenues	708,129	722,230	715,869

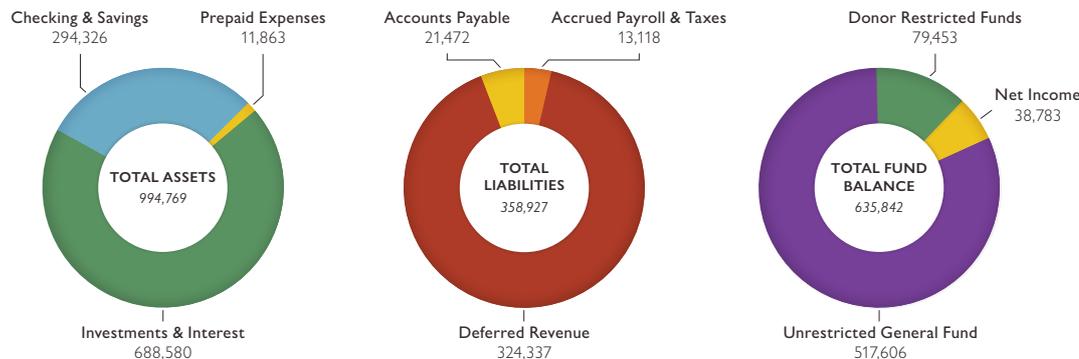
EXPENSES	CURRENT Y-T-D	PREVIOUS Y-T-D	ANNUAL BUDGET
Advocacy & PR	56,346	49,277	57,000
Board & Committees	10,787	12,680	18,700
Membership	6,429	5,604	9,950
Professional Dev.	156,222	178,504	165,560
Facilities	44,995	46,855	50,900
Admin Support Services	46,739	49,890	48,190
Salaries, Benefits & Taxes	347,827	348,035	377,905
Total Expenses	669,345	690,845	728,205

CHANGE IN NET ASSETS

Total Change in Net Assets	38,784	31,385	(12,336)
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BALANCE SHEET (AS OF 6/30/20)

TOTAL LIABILITIES AND FUND BALANCE: 994,769



YEAR IN REVIEW

JUNE - JULY 2019

- New Executive Director hired and two additional new team members onboarded within the past three months
- Narcan Bill signed into law by Governor Whitmer
- 2nd highest scoring grant in the state – awarded \$23,500 grant from the Michigan Council of Arts and Cultural Affairs
- Statewide library “listening tour” begins for Executive Director

OCTOBER - NOVEMBER 2019

- Michigan Library Month celebrated and legislative resolutions adopted
- Annual Conference in Novi, Michigan with 590 in attendance
- MLA Awards – Five outstanding library staff and supporters recognized
- Style in the Stacks Fashion Show raises \$820 for scholarship fund
- New MLA Diversity Statement signed by members
- SB611 Introduced – Michigan Library Privacy Act

MARCH 2020

- Remote work for all staff begins on March 13 due to the global pandemic
- 1st ALA Chapter recommends closure of libraries (15 states adopt MLA's position word-for-word)
- Strategic Plan adopted
- Financial Policies and Procedures adopted
- Leadership Academy begins in person and continues virtually (graduation Oct. 2020)
- Spring Institute for Youth Services 2020: People First canceled. Plans for a virtual event immediately begin
- 1st Reading of SB611 at the Senate Judiciary and Safety Committee
- Youth Literary Awards Top 10 titles announced
- New “MLA Connect” brand for virtual engagement launched
- Bookkeeper and Payroll Service contracted

JUNE 2020

- New Board members elected and Board orientation held
- Jennifer Dean appointed as President
- Kelly Richards elected as President-Elect
- Scott Duimstra appointed as Secretary/Treasurer
- New budget accepted with revenue reductions due to COVID-19
- Regional legislative meetings held with Cultural Advocacy Network
- ALA's Virtual Conference and United for Libraries attended
- Coffee Hours and Webinars under new “MLA Connect” brand in full swing
- MLA Equity Fund grants unveiled

AUGUST - SEPTEMBER 2019

- MLA's 128th Birthday celebrated
- MLA joins the Cultural Advocacy Network of Michigan, MLA Exec. Director chosen as first President
- Strategic Planning by MLA Board begins
- New Newsletters unveiled – “Primary Source” and “New and Views”
- New Strategic Partner Memberships offered
- Michigan Author Award announced

DECEMBER 2019 - FEBRUARY 2020

- New MLA Website unveiled
- MLA joins the Michigan Townships Association at the Michigan Court of Appeals on FOIA Matters
- MLA receives invitation from the Michigan Council for the Arts to apply for a \$40,000 Services to the Field Grant
- New/Renewed Mentor Program launched
- 1st National Library Conference – PLA attended by Amber and Debbie

APRIL - MAY 2020

- Interest Groups disbanded, new work groups formed, new volunteers appointed to work groups
- Virtual Advocacy Day training held
- Coffee Hours and Webinars under new “MLA Connect” brand in full swing
- New Accounting Software installed
- PPP Loan and Emergency Relief Small Business Loan (all forgivable) secured
- MLA partners with LinkedIn to offer Lynda.com to members at discounted rates
- Creative Caucus legislative meetings held

JUNE 2019

JUNE 2020

MLA Board of Directors

Jennifer Dean / President

University of Detroit Mercy Library

Kelly Richards / President-Elect

Muskegon Area District Library

Kristin Shelley / Past President

East Lansing Public Library

Scott Duimstra / Secretary/Treasurer

Capital Area District Libraries

Amber Alexander

Presque Isle District Library

Mollie Freier

Lydia Olson Library, Northern Michigan University

Tim Gleisner

Library of Michigan

Anne Heidemann

Saginaw Chippewa Tribal Libraries

Loretta Hunter

Wayne County Community College Library

Karen Knox

Orion Township Public Library

Deborah E. Mikula

Michigan Library Association

Jasmine Parker

Ferndale Public Library

Randy Riley

Library of Michigan

Kate Van Auken

White Pine Library Cooperative

Ryan Wieber

Kalamazoo Public Library

Cynthia Zervos

Michigan Association for Media in Education

THANK YOU

The Board of Directors of the Michigan Library Association offers its most sincere thanks to its members, who continue to join, participate and share their expertise with us. Thanks also to our staff who implement MLA's mission of leading all libraries through advocacy, education and engagement. Many thanks to those that step up to serve on MLA committees and work groups – we couldn't do it without you. And last but not least, thank you to our legislators for valuing libraries and to our collaborating partners who work together for a common cause. The inspiration and progress we achieve would not be possible without the passion and dedication of each of these groups. We look forward to continuing to provide exceptional services through ongoing cooperation and collaboration.

“Libraries store the energy that fuels the imagination. They open up windows to the world and inspire us to explore and achieve and contribute to improving our quality of life.”

~Sidney Sheldon



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