

North Carolina Library Association Executive Board Meeting

Durham Technical Community College, Phail Wynn Jr. Student Services Center, Multipurpose Room

Friday, Oct. 28, 2016

Attending:

Alan Bailey (Director), Paul Birkhead (Finance), Jenny Boneno (Women's Issues in Libraries), Stephanie Brown (Marketing), Wanda Brown (SELA), Dale Cousins (Past President, Development, Nominating), Anna Craft (Resources and Technical Services), Shamella Cromartie (Ethnic and Minority Concerns), Michael Crumpton (Leadership Institute, VP Elect), Jenny Dale (Technology and Trends), Laura Davidson (Constitution, Codes, and Handbook), Angela Davis (Reference and Adult Services), Dana Eure (ALA Council), Amy Funderbrook (Scholarships), Karen Grigg (STEM-LINC), Brandy Hamilton (Continuing Education Liaison), Amy Harris (Director), Michele Hayslett (Government Resources Section), Erin Holmes (Website), Julie Humphrey (Secretary), Rodney Lippard (President), Sandra Lovely (Operations), Siobhan Loendorf (Treasurer), Sarah Lyon (New Members), Tanika Martin (Youth Services), Kelly McCallister (College and University Section), Jennifer Motzsko (Special Collections), Kim Parrott (Executive Assistant), Alena Principato (Marketing Committee), Lorrie Russell (Treasurer), Mark Sanders (Library Administration and Management Section), Debra Shreve (Leadership Institute), Mary Sizemore (Director), Decca Slaughter (Public Library), Alisha Webb (Community and Junior College Libraries), Molly Westmoreland (Literacy), Nita Williams (Paraprofessionals).

We were welcomed to campus by Irene Laube, Assistant Dean and Library Director.

Meeting called to order by Rodney Lippard at 10:39 a.m.

Motion to adopt the Agenda. Second and Motion carries.

Motion to approve Minutes of July 22, 2016. Second and Motion carries.

Business Meeting:

Treasurer's Reports —Lorrie Russell

Yellow handout (Profit and Loss)

Memberships pay for us to do our work of the association. One unexpected expense has occurred, a penalty and interest fee for a late income tax payment. This will show on the next quarter.

Purple handout (Financial Report)

Blue handout (SRT Expendures)

Reports are being emailed to SRT chairs and treasurers. If you aren't receiving them, let Lorrie know.

Overall, we're in good shape with our finances.

Motion to approve Treasurer's report. Approved.

Finance Committee – Paul Birkhead

Motion: The Finance Committee moves that the remaining funds from the dissolved Trustees/Friends/Advocates section of NCLA be deposited into the NCLA Endowment Fund before December 31, 2016.

Motion approved.

Motion: The Finance Committee moves that the Executive Board Handbook be amended to establish guidelines for managing the funds associated with a dissolved section or roundtable.

Discussion:

Should funds go to unrestricted endowment? How do we handle reimbursement?

Should the dues be transferred to the new section that the person joins?

What kinds of things are the Unrestricted Endowment funds used for? This fund can be used for any costs for the association, such as equipment, Kim's salary, printing, mailings, or any current or important need.

After discussion the following addition was recommended:

B. Non-codified policies adopted by the Executive Board Finances

In the event that the Executive Board dissolves a section or roundtable, any remaining funds assigned to that section or roundtable will be deposited into the NCLA Unrestricted Endowment Fund before the next meeting of the Board.

Motion approved.

President's Report-Rodney Lippard

Rodney attended the NC Public Libraries Director's Association meeting in Aug. He is settling in to his new job and role.

Rodney and Mike will attend the State Library Commission meeting on Monday. Kim and Rodney talk weekly on Wednesday mornings to take care of matters related to the association. Rodney attended the Leadership Institute and gave a presentation there. He is very excited about our new cohort of leaders.

Section/Round Table Reports

Youth Services Section — Tanika Martin

YSS hosted their 2016 Biennial retreat at Black Mountain YMCA. 72 library professionals attended. Their retreat featured YA and children's programming. She received a lot of positive feedback. Tanika thanked the board for their support of the retreat.

College and University Section — Kelly McCallister

Kelly has become the new chair, after Amy Brake retired. They are hosting CUS Webinar Wednesdays, free professional development webinars open to everyone. They are planning a one-day virtual conference for Feb. 2017. Sections that want to co-sponsor sessions are most welcome. Contact Kelly if you would like to present or sponsor a session.

Community and Junior College Libraries Section — Alisha Webb

Stacey Wilson resigned at the end of Sept. CJCLS will sponsor a Web Accessibility and VPATs workshop at Central Carolina Community College on Nov. 18.

Government Resources Section — Michele Hayslett

They are continuing to provide the Help Webinar series. There is an election information Help webinar coming next week. The series is going strong. Many future webinars are planned for 2017.

Library Administration and Management Section — Mark Sanders

The LAMS Book club, *Read to Lead*, had a meeting and book discussion. 8 people attended. Dale Cousins hosted in Raleigh. *LAMS letters*, a newsletter, will return after a year off. They are checking in with mentors to see how the program is going. The 2nd book is being selected for the book club.

Literacy Roundtable — Molly Westmoreland

Jane Blackburn resigned and Molly has stepped up as chair. The Roundtable feels that they don't have a clear sense of purpose. Adult literacy is supported in community colleges, all types of literacy are supported in public libraries, and early and emergent literacy are supported by youth services. This group wonders if the Roundtable might need to be dissolved in the way that the Friends and Trustees group was. Is there redundancy? She hopes this can be explored by the larger association.

New Members Round Table — Sarah Lyon

They held a networking event in Sept. in CH with good attendance by LIS students and job seekers. Raleigh event wasn't as successful. They plan to continue with the networking events. A Job Seeker tips and tricks panel is being developed and planned for the new year. If anyone wants to host a networking event in their area or help with the panel, contact Sarah.

NC Library Paraprofessional Association — Nita Williams

Nov. meeting is upcoming. Nita has stepped up to Vice Chair as there have been changes in their leadership.

Public Library Section — Decca Slaughter

Fabulous Friday events went very well. 30 people attended in High Point and Mike Crumpton gave the keynote presentation. There were 70 attendees in Asheville and Cal Shepard gave the keynote. Due to Hurricane Matthew and flooding, the Fayetteville event was cancelled and participants were refunded with Kim's help. They are meeting next week to begin planning for the NCLA conference.

Reference and Adult Services Section — Angela Davis

Virtual networking is planned this spring for RASS members. They plan to use Google hangouts. They will share ideas and connect their members.

Round Table for Ethnic Minority Concerns —Shamella Cromartie

The Recruiting and Retaining Underrepresented Populations to the Profession, event was a huge success. Their newsletter was released last month. In Nov. they are sponsoring a webinar, Race in the Professional Workplace: A Conversation with Dr. Adia Harvey Wingfield.

Resources and Technical Services Section — Anna Craft

The October workshop was a success and 50 people attended. They focused on "outside the box" topics and areas of interest within technical services. The workshop made it clear that Technical Services is very diverse and there are lots of different aspects of these services that people are interested in.

Special Collections Round Table Liaison — Jennifer Motszko

They are gaining momentum as group. A survey was conducted for programming ideas. In October they partnered for an advocacy discussion with the Society of North Carolina Archivists. They created a Facebook group, SNCA / NCLA Advocacy Cafe Discussion Group. They would like to host more webinars going forward.

Technology and Trends Round Table —Jenny Dale

The webinar series continues. The August session on Productivity tools was very successful. November's topic will be Instructional Technology. They surveyed the membership for topic ideas. They hope to do a Dec. webinar with favorite tech tools of the year. Visit the blog for Free Friday posts highlighting free tools and resources: <https://nclatechandtrends.wordpress.com/>

Women's Issues in Libraries Round Table — Jenny Boneno

They are hosting a workshop next week called Let's Talk: Genders & Generations: Approaching Communication Differently. It will be presented by Dr. Jody Natalle, Associate Professor of Communication Studies, UNC-G. Rodney will be on panel. They are starting to plan for the conference.

STEM-LINC —Karen Grigg

They are hosting an upcoming program on Makerspaces on Nov. 17 at UNC. They are collaborating with A&T and NCCU on a grant and will hold two symposia to bring faculty specialists in STEM learning together with

STEM librarians. They are planning to collaborate with GRS to host a webinar about science data. They currently have 14 members.

Committee and Liaison Reports:

Conference 2017 — Michael Crumpton

Planning committee has met twice now. The conference theme is: Collaborate, Innovate, Celebrate

Conference will be held in Winston Salem Oct. 17-Oct. 20 2017. Mary Scanlon from Wake Forest is chairing the programs committee. The Planning committee will have a conference call in Nov. Mike recognizes and thanks Decca for chairing the local arrangements committee. Committees are being formed and they hope to send a conference newsletter out before the end of the year. A student group at UNCG is working on logo development.

Motion to approve conference theme. Motion carries.

Constitution, Codes and Handbook — Laura Davidson

No report at this time.

Development — Dale Cousins

Dale and Susan sent a letter out to all Leadership Institute attendees since 1996, reminding them of their participation and asking participants to give back to the endowment. They hope this will be an effective way to grow funds for the endowment to support the Leadership Institute.

Leadership Institute-Debra Shreve and Michael Crumpton

Continuous improvement is the theme of this group. Mike gave a presentation to share the overall goals of the Institute. The Institute has clear learning objectives, multiple activities, reflection, collaboration, project management training and skills, and active learning. They have a new sustainable model in which mentors participate in the next institute. The pathway is for participants to become mentors and mentors become planning committee members. Current participants are now working on projects and there will be a meeting in April 2017 in High Point to check in on projects. They are rebranding and have a new logo for LI. All participants received a reflection journal. Many NC leaders participated in the programming this year: Wanda Brown, Anthony Chow, Rob Ross, Susan Brown, and many others. We want our participants to learn from experts in our state. Debra and Tiffany have created a LI LibGuide where resources, documents, books, can be added and updated. Tabs will be added going forward for future cohorts. Next step going forward is the evaluation and assessment of LI.

Marketing —Stephanie Brown

240 people responded to the survey that was conducted by UNC grad students. Stephanie shared a presentation of survey findings which measure satisfaction of the organization overall and how Sections and Roundtables are doing. Some of the issues explored in the survey include website, social media, conference, and membership.

Currently the Marketing team posts the following types of information on social media:

NCLA events, events from ALA, PLA, ACRL, fun library events, and news.

Ways in which we can reach our membership:

LinkedIn

982 Twitter followers

637 official Facebook page followers

764 members of unofficial Facebook group

Ways to help with NCLA's social media presence:

Simply like posts that you see. It expands the reach of the post and shares it more widely.

When you send announcements to Stephanie for posting, please include an image or photo. Text-based posts aren't as appealing as posts with visual images.

To submit content for social media, use hashtag #NCLA

Stephanie can then re-share or re-post.

When you email a photo to Stephanie, please send a description in 120-140 characters. Send URL to link to more info.

For Twitter use @nclaonline in your tweets so the membership can see them.

Your Section or RoundTable may want to come up with a unique hashtag such as #WILRNC

Just make sure the hashtag isn't being used for other purposes. You want to see "no records match your search" to know that the hashtag isn't in use.

Questions, ideas? Please contact Stephanie Brown.

Membership – NCLA Regional Directors – Alan Bailey, Amy Harris, Mary Sizemore

Our directors are taking the initiative to send out an email to all new members. They will also send a message to renewing members. Amy shared a draft of the email message. It offers a nice introduction and shares contact info so new members have a person they can reach out to with questions. This group will get a monthly list of new members and renewing members from Kim.

Nominating — Dale Cousins

Dale will come up with a slate of officers by the end of the year and present them to the board in January. Elections will be held in late spring, before the college and university academic year ends in May. Dale will

send an email to the membership at large asking for candidates they want to recommend for officer positions or asking for those that are ready to serve to please let Dale know their interest.

Operations — Sandra Lovely

Sandra thanked Kim for help with refunds for the cancelled Fabulous Friday in Fayetteville. Kim helped with LI, YS Retreat, REMCO workshop, and assists all the committees. When you are planning events, meetings, retreats, please talk to Kim to help you negotiate prices and contracts. She is a great resource for catering and lodging information.

Legislative and Advocacy — Dale gave report for Anthony

Nov. 18 Student Ambassadors for Legislative Day was excellent. They toured Hunt Library at NCSU and it was a very successful day.

Libraries Build Communities – Rodney for Jennifer

We're thinking of Eastern NC libraries and librarians and library staff impacted by Hurricane Matthew. We would like for NCLA to offer support and help. Perhaps NCLA could create a disaster relief fund in the future. The Texas Library Association has one. Rodney is exploring this idea. Maybe a team could help with a project or something that Eastern NC libraries need.

Scholarships — Amy Funderburk

We will revise online application form for scholarships by end of Dec. They will promote all scholarships to LIS students.

Website — Erin Holmes

Committee met a few weeks ago and wants to standardize Section and Roundtable web pages. They are incrementally making changes to the current site. Every SRT has a web content person. If you don't know who that is, talk to Erin. Or if you need one, Erin can set that up for you.

Continuing Education Liaison – Brandy Hamilton

Happenings at State Library:

Lauren Clossey's training interest survey went out and closes Nov. 4. The State Library will fund more InfoPeople scholarships since they were so popular.

The Presentation Academy has a new name: "Present Like a Pro! Presentation Skills At Any Stage." Their workshops will take place in Sp. 2017. The committee has met several times and finalized curriculum. The in-person workshop will be held in May 2017 at the High Point Museum. Curriculum has been developed and will include 4 online modules through Canvas. The committee hopes to do a trial run at LI Meeting in April. Presenters will include Amy Harris and Lauren Clossey. Please talk to Brandy if you want to help or learn more.

School Library Association – Alan Bailey

Alan attended the North Carolina School Library Media Association (NCSLMA) conference and really enjoyed being with this great group. He is pleased that their next conference is scheduled for Oct. 4-6, 2017. He hopes many school media librarians can attend our NCLA conference since the dates won't conflict.

ALA Council -Dana Eure

Dana will attend ALA midwinter in Atlanta in January and give us a full report at our Jan. meeting.

SELA Representative- Wanda Brown

SELA conference took place Oct. 5-7 in Athens, GA. Wanda made a proposal at the executive board meeting to develop a regional leadership institute. Other states would like to support it. 500 people attended the SELA conference this year.

Editor, NC Libraries — Mike Crumpton for Ralph

There will be a special issue of NC Libraries, focused on the Leadership Institute, telling the story, model, structure, and impact it's having on the profession and our institutions in the state. Some of the projects that have been done at the LI will be highlighted in the issue.

New Business

Student Interest Group – Rodney Lippard/Mike Crumpton

Breanne Crumpton is a recent LIS graduate has an interest in creating a Section or Roundtable for students in order to connect LIS programs and student chapters. She would like to have a seat at the conference planning table so there can be a student track for the conference. She would like us to create programs specific to resume help, mock interviewing, etc...

Discussion:

Is a Section or Roundtable the best place for this group? An interest group would give greater flexibility. Students are only engaged for 2 years. Could there be a seasoned board member to partner with this group?

Why not integrate students with New Member's Round Table?

What is NMRT's mission? Their group is struggling with this. They would be open to doing something with the student group. New members is a very broad audience, including students, new graduates, librarians and library workers at all stages of their careers but new to the organization or the state. NMRT board members need to understand what their mission is. They too have been in flux with different chairs and need direction from Rodney and Mike. They would like direction and a statement of purpose. They are willing to work with students.

It's important to make sure students aren't kept completely separate at conference. Interactions between students and professionals is vital. The networking that can happen is very valuable and having students

interact with professionals enhances everyone's conference experience. A completely separate student track is discouraged.

There could be an orientation approach to the association at the conference for students and new members.

Rodney asked the Board for permission to establish a Student Relations Committee. The Board agrees.

Breanne Crumpton will be chair. This group can plan to help these student members transition to full members.

Logo Approval- Stephanie and Rodney

A standardized logo will help with overall NCLA branding. We saw images of the new logo designed by Paul Foster, Catawba County Library System.

Discussion:

What about SRT that have already created their own logo? Can they still use it? TNT has developed its own. We are all encouraged to use the new logo. Each SRT will create their own tagline which comes from the SRT's charge and mission statement. The logos will be downloadable from NCLA website. It's the next natural step for us to all present ourselves as an association.

Each group needs to develop a tagline. (4 or 5 action words from your charge).

Board adopts this as new branding for Sections and Roundtables.

Talk to Stephanie about developing your SRT logo. All Sections and Roundtables will use the new logo by the end of January 2017.

Initiative Groups:

Continue to work in your groups. By April, work will begin on those initiatives. If there are other NCLA members who would be a good addition to a group, outside of board members, they are invited to participate. Let Kim and Rodney know their names. Kim has a list of names belonging to each group. Many people still have not joined a group. Let Kim and Rodney know which group you want to join. These are the 4 initiatives:

Membership Engagement, Organizational Audit, Revenue, Technology

We hope to have a presenter join us for professional development at our next meeting. Send topics and ideas to Rodney.

Next Meeting: January 27, 2017, High Point Museum, High Point, NC

Motion to adjourn the meeting at 2:06 pm.

Minutes respectfully submitted by Julie Humphrey, 11/2/16.