

1 **North Carolina Library Association Executive Board**
2 **February 15, 2013 10:30 am**
3 **Wake County Public Library**
4 **Cameron Village Library, 1930 Clark Avenue, Raleigh, NC 27605**

5 **Attending:**

6 Jane Blackburn (Literacy); Wanda Brown (President); Cathy Campbell (Director); Eleanor Cook
7 (Secretary); Dale Cousins (VP/Conference); Carol Cramer (Finance); Michael Crumpton (Leadership
8 Institute); Laura Davidson (Constitution); Angela Davis (CJCL); David Durant (Gov. Resources); Christy
9 Earp (Scholarships) ; Jean Ellis (Leg. & Advocacy); Harry Frank (NCLPA); Brandy Hamilton (Leg. &
10 Advocacy); Amy Harris (RASS); Pam Jaskot (PLA); Avis Jones (REMCO); Billy King (PLA); Priscilla Lewis
11 (Operations); Rodney Lippard (ALA Councilor); Kim Parrott (Administrative Assistant); Kathe Rauch
12 (BLINC); Ralph Scott (NCL); Joan Sherif (Women’s Issues RT); Kathy Shields (Technology & Trends RT);
13 Cindy Shirkey (RTSS); Lisa Shores (Membership); Debra Shreve (Youth Services); Iyanna Sims (Cont. Ed.);
14 Mary Sizemore (Treasurer); Jason Tomberlin (Special Coll RT); Katrina Vernon (NMRT); Laura Wiegand
15 (Web Admin); M.J. Wilkerson (Treasurer-Elect)

16
17 **Call to Order and Welcome**

18
19 **Adoption of the Agenda**

20
21 **Approve Minutes of October 19, 2012 Meeting.**

22 Minutes of the October meeting were approved.

23 **Announcements**

24 Reminder from Secretary, Eleanor Cook: Section, Round Table and Committee reports are ***due two***
25 ***weeks prior to the meeting.*** Please send your reports either through direct email or through the Google
26 Groups, preferably as a Word document or a pdf file. Those of you handing me paper copies of your
27 reports today should follow up afterwards and send an electronic copy if at all possible. Thank you!

28
29 **President's Report — Wanda Brown**

30 Wanda welcomed everyone and thanked the folks at Wake County PL for hosting us. Review of 1/16/13
31 membership report—most sections have fewer members. Why? She stressed the importance of
32 communicating with members. Need to push ourselves out—use the NMRT newsletter, communicate
33 with members, reach out to prospective members (look for opportunities), show benefits.

34 **Treasurer's Reports — Mary Sizemore**

35 Motion to approve the Treasurer’s report was made and seconded. Motion passed.

36 **Finance Committee Report— Carol Cramer (Proposed 2013 Budget)**

37 **The two motions put forth related to the proposed budget and the audit were passed.**

38 The Finance Committee met on January 15, 2013 to determine a proposed budget for 2013 and to
 39 address other matters. We also "met" via email and resolved two issues that arose after the January 15
 40 meeting.

41 **Improvements to Treasurer's Reports:** The Fund Account sheets show \$68,500 of our Endowment as
 42 designated for specific purposes, e.g. scholarships. The Bank Account sheets show the total Endowment
 43 amount is approximately \$128,000. The Finance Committee recommends to the Treasurer that an
 44 additional line be added to the Fund Account sheets to make clear that the remaining \$59,500 is
 45 Unrestricted Endowment whose earnings can be applied to any need within the mission of the
 46 Endowment. In 2013, as in 2012, the Committee proposes applying the earnings to Legislative Day.

47 **Proposed Budget:** Details included as a separate handout. In the 2012 budget presentation, the
 48 Committee argued for the responsible use of Conference 2011 profits. Here is an update on the use of
 49 these profits.

	2012 Proposed	2012 Actual/ 2013 Proposed
Total 2011 Conference Profits	\$ 61,711.00	\$ 61,711.00
Hold back for 2013 Conference	\$ 10,000.00	\$ 10,000.00
Hold back for unrestricted reserve	\$ 25,000.00	\$ 25,000.00
Use for 2012 operations	\$ 7,428.00	\$ 7,451.88
Use for 2013 operations	\$ 16,000.00	\$ 17,987.24
Remaining	\$ 3,283.00	\$ 1,271.88

50

51 **Audit/Financial Review:** For several years, the Board has debated several options for conducting an
 52 Audit of our Finances. The two main proposals are (1) hire an external Auditor (expensive) and (2)
 53 nominate an Audit Committee (logistically difficult). The Finance Committee has a third proposal. We
 54 suggest that the Treasurer-Elect perform a financial review in the year before assuming the office of
 55 Treasurer. This would work because the Treasurer-Elect does not touch the books until becoming
 56 Treasurer (thus preserving neutrality). It would have the added benefit of making the Treasurer-Elect
 57 intimately familiar with our financial procedures before assuming office. Our current Treasurer-Elect,
 58 M.J. Wilkerson, has expressed a willingness to conduct this review in 2013.

59 **Conference Budget and the Endowment Dinner:** On behalf of the Conference Committee, we were
 60 charged with investigating the financial situation of the Endowment Dinner held at Conference. Thanks
 61 to research done by Mary Sizemore, Andrea Tullos and Kim Parrott, we discovered that the 2011 Dinner

62 made a profit of \$1010 (after clearing expenses of \$1770). The \$1010 was duly transferred into the
63 Endowment. We make the following recommendation to the Conference Committee and the Treasurer:
64 If an Endowment Dinner is held in 2013, the money should be accounted for more explicitly in the 2013
65 Conference Budget. The gross ticket sales for the Endowment Dinner should be a line item in the income
66 section. The profit that is transferred to the Endowment would be listed in the Expense section. (That
67 profit should equal the gross income less the overhead expense of providing the dinner.)

68 **Handbook Compliance:** The Finance Committee officially commends the Constitution, Codes &
69 Handbook Committee for their work on our governing documents. In their review, they found three
70 items that require Finance Committee attention. The first was to add the Chair of the NCLA Conference
71 Program Committee as a member of the Finance Committee. That has been achieved. The second was
72 "The Association should maintain an unrestricted reserve fund equal to at least ten percent of annual
73 operating expenses." In 2012, the Finance Committee independently advocated for that same idea using
74 some of the 2011 Conference Profits. Beginning in 2013, we are now labeling this money "unrestricted
75 reserve" to comply with the Handbook.

76 **NCLA Handbook discrepancies regarding Project Grants:** The third item highlighted by the Constitution,
77 Codes & Handbook Committee was the problem of three separate and conflicting entries in our
78 governing documents regarding Project Grants. The Finance Committee proposes to resolve this conflict
79 by eliminating Project Grants. We cite several reasons:

- 80 • NCLA did not award Project Grants during the lean fiscal years of 2010 and 2011. They were not
81 restored in the relatively flush year of 2012, and no one on the Board objected.
- 82 • The Project Grants that were awarded in the most recent round (2009) went to sections that
83 already had sufficient money in their accounts, so arguably the projects could have happened
84 anyway without the Project Grants.
- 85 • Committees with special projects have successfully received money by applying directly to the
86 Board (e.g. Legislative Day, presumed success of Archives Committee project).

87

88 **Section/Round Table Reports**

- 89 • [Business Librarianship Section](#) —Kathe Rauche for Mary Scanlon

90 BLINC's officers consist of:

- 91 Mary Scanlon, Chair, Wake Forest University
- 92 Leslie Farison, Vice-Chair, Appalachian State University
- 93 Sara Thynne, Secretary/Treasurer, Alamance Regional Public Library
- 94 Nina Exner, Web Master, North Carolina A&T State University

95 BLINC's most recent quarterly workshop was held January 10th at UNC-Greensboro. The workshop
96 attracted about 23 librarians, one of whom was joining us for the first time. At this meeting we
97 celebrated BLINC's 10th anniversary with a cake and some storytelling from our founding members
98 about how they started the organization.

99 NCLA 60th Biennial Conference:

100 We developed a slate of 6 presentations we'll propose for the October conference, one of which we'll
101 co-sponsor with GRS.

102
103 Database Review:

104 We reviewed the results of trials we conducted for NCLive on the following databases: ReferenceUSA,
105 AtoZ, PrivCo, Hoover's Online and Mergent Intellect. A panel of BLINC members consisting of half
106 academic and half public librarians evaluated compared and ranked the resources. The panel shared
107 their results with the members at the workshop who then discussed their merits and shortcomings. At
108 Jill Morris' request, we distilled the databases down to their primary functions and content types, and
109 ranked the importance of each parameter; directory-style information on domestic companies led the
110 rankings.

111
112 Support for Regional Economic Development:

113 BLINC has been exploring a greater support role for regional economic development; we've been talking
114 with directors at several Small Business Development Centers (SBDC) to see if and how we might
115 support their counselors. At this workshop, the conversation continued. In February, BLINC librarians
116 will accompany Jill Morris (NCLive) to 6 regional SBDC meetings to conduct training on NCLive
117 databases. In addition, we held a session on the structure and roles of various organizations supporting
118 regional economic growth, such as the SBA, SBDC, SBTDC, and the NC Rural Economic Development
119 Center.

120
121 New Member RT Initiative:

122 At the last meeting, NMRT asked sections to conduct outreach to LIS students. BLINC's plan to fulfill this
123 request is to approach the business reference instructors at the state's LIS programs; we would ask if
124 we could send a BLINC librarian to a class and provide an NCLA/BLINC info session, or distribute BLINC
125 brochures and invitations to attend our workshops. Unfortunately, business reference isn't taught every
126 semester and instructors change regularly, but we're still pursuing it.

127 Our next workshop will be held May 3rd at Western Carolina' business school's new facility in Asheville.

128 • [College and University Section](#) — Amy Harris for Lisa Williams

129 CUS recently partnered with the Community and Junior Collection Section to offer a mini-conference,
130 **"Assessment Beyond Statistics,"** with Yvonne Belanger from Duke University's Center for Instructional
131 Technology as the keynote speaker. Turnout for this one day conference was great, considering the
132 financial strain libraries are currently experiencing. Sessions presented included: "Measuring What You
133 Value: Assessment of Student Learning Outcomes in Library Information Literacy Instruction," "Assessing
134 Sustainable Practices in an Academic Library," "Shop Your Way to Service Excellence: Mystery Shopping
135 in an Academic Library," and "Retention Matters: The Academic Library's Role in Student Success."

136 Our section sponsored newly elected Vice-Chair/Chair-elect Randall Bowman to attend the NCLA
137 Leadership institute.

138 The CUS Distance Learning Interest Group will be partnering with the Reference and Adult Services
139 Section to hold a virtual conference in March 2013 with the theme: "Current Trends in Reference." If
140 anyone is interested in submitting a proposal you can find more information on the RASS website.

141 CUS will be more active in ACRL Council meetings and chapters' newsletter postings. Lisa Williams will
142 be attending the ACRL Chapters Council and ALA Midwinter and she posted a chapter report to the ACRL
143 Chapter Topics Newsletter winter 2012 issue:
144 <http://www.ala.org/acrl/aboutacrl/directoryofleadership/chapters/topics/chaptertopics>

- 145 • [Community and Junior College Libraries Section](#) —Angela Davis for Penny Sermons

146 The Officers of the Community and Junior College Libraries Section of NCLA have communicated by
147 e-mail and conference calls. Activities the committee is focusing on include: Increasing the Section's
148 membership by at least 5 percent using e-mail and conferences to recruit and working as co-
149 sponsors with the College and University Section for the 2012 conference held at Davidson
150 Community College. Committee members Angela Davis and Deanna Lewis assisted with conference
151 preparations by creating the program, securing the hotel, and scheduling the session attendants.

152 CJCLS will meet in March at the NC CCLRA Conference, which will be held at Cape Fear Community
153 College in Wilmington.

154 Vice-chair Jason Setzer resigned in October. New officers will be elected at the NCLA Conference in the
155 fall of 2013.

- 156 • [Government Resources Section](#) — David Durant for Lynda Kellam

157 We have continued with our webinar series entitled "Help! I'm an Accidental Government
158 Information Librarian." Since the last report in October we have had three webinars.

159
160 November 14: UN Statistics and Data Resources
161 December 13: British and Commonwealth Legal Materials
162 January 16: Information for International Development

163
164 We have had fabulous attendance at all three with over 50 people signed up for each webinar, and
165 we have webinars scheduled tentatively through July 2013.
166 We created a mailing list of people interested in the webinars and have had 60 people sign up so far.
167 We held a workshop and business meeting on November 16 at East Carolina University in Greenville,
168 NC on changes with ProQuest Congressional. We also in advance of the meeting held an electronic
169 vote on our bylaw changes. With 15 votes for yes out of 26 members, we had a majority vote
170 required for the change. We are in the process of implementing the change on our website. The
171 executive committee will meet after the January NCLA executive board meeting. We are planning
172 three conference sessions for the NCLA 2013 conference, one in conjunction with BLINC. We will
173 probably hold a brief business meeting in spring 2013.
174 Our membership holds steady and we have had several volunteers to work with our section.

175
176 The GRS Bylaws change proposal was passed.

- 177 • [Library Administration and Management Section](#) —Lorrie Russell (written only)

178 LAMS hosted an Unconference on Change Management for 37 attendees on November 15th, at the
179 High Point Public library. Those who participated seemed to feel that the even addressed issues facing

180 not only seasoned managers, but also beginning level and first time supervisors. Lois Kilkka from
181 Charlotte Mecklenburg was an engaging and informative speaker. Brandy Hamilton and Lorrie Russell
182 facilitated the discussions, and all members of the LAMS board were involved in the planning and
183 presentation of the event.

184
185 The LAMS board is now beginning to focus on programming for the 2013 Biennial Conference. The
186 next edition of the LAMS Letters will be sent out in late January, and will include a call for
187 programming proposals. Meg Smith of Cumberland County Public Library has expressed an interest
188 in working with the board to help with program.

- 189 • [Literacy Roundtable](#) —Jane Blackburn reporting for Donna Phillips

190 The following are notes from the RT's conference call on Feb. 1, 2013.

191
192 The purposes of the meeting were to report on Family Literacy Day activities; review the
193 membership list and discuss the possibility of calling each member; discuss plans for the
194 development of the Libraries & Literacy survey and start making plans for the NCLA Conference.
195 Members reviewed the feedback from libraries that held Family Literacy Day activities on November
196 1st. There was a good response from libraries considering the small amount of time the committee
197 spent in revising and disseminating the toolkit. Donna shared her spreadsheet listing current
198 members' names and contact information. She will divide the list equally and each member will be
199 called and asked specific questions regarding their areas of interest and expectations. It was
200 suggested that we email the members first to let them know we would be calling them. Donna
201 reported that Joyce Chapman Communications and Data Analysis Consultant from the State Library
202 will work with us to develop an instrument in Survey Monkey and will help us to analyze the data
203 that is received. Our committee just needs to decide what information we are hoping to receive
204 from the survey. A brief discussion was held regarding plans for holding a session or two at the NCLA
205 Conference. It may be possible to discuss the findings from the survey. It was also suggested that we
206 try to get a rep from Dollar General to discuss their grant program The American Dream Begins @
207 Your Library. It was reported that 100 libraries have been funded thus far and more money is
208 available from Dollar General. Nothing was finalized as yet. The group was reminded that Kelly
209 Brannock is the liaison from the State Library for our group and that she might be able to help us
210 with the plans mentioned at today's meeting. Donna reported that Jane Blackburn will represent the
211 group at the February 15th NCLA Executive Board meeting to be held in Raleigh.

- 212 • [New Members Round Table](#) — Katrina Vernon

213 The board consists of:
214 Katrina Vernon, North Regional Library, Wake County Public Libraries (Chair)
215 Melanie Wood, Central Piedmont Community College, Charlotte(Vice Chair/Chair Elect)
216 Lorrie Russell, High Point Public Library (Secretary)
217 Patrick Holt, Durham County Library (Treasurer)
218 Marian Fragola, NC State University, Raleigh (Programming Director)
219 Stephen Bollinger, NC A&T State University, Greensboro (Publicity Director)
220 Alan Unsworth, Surry County Community College, Dobson (ALA -NMRT Affiliates Council
221 Representative)
222 Jennifer Hanft, Meredith College, Raleigh (Mentoring Committee)
223 Alicia Finley, (Students to NCLA Committee)

224
225 Networking Events:
226 Created a Best Practices for Hosting a Networking Event
227
228 Other Events:
229 Since the last meeting, NMRT has:
230 ✓ Assisted in the publicity & planning of 1 networking event in Lexington that drew a crowd of 8;
231 ✓ Set up a table at a WILR workshop, promoting events and membership;
232 ✓ Held a Networking Event/Trivia night in collaboration with the Metrolina Library Association
233 with attendance of 20.
234
235 We are planning a series of “Tips and Tricks for Job Seekers” programs to span the state.
236
237 NC Citations: The winter issue was sent out in early January. The remainder of the issues this year
238 will be focused heavily on the upcoming conference.
239
240 Board Meetings: NMRT is meeting every other month at different locations throughout the state.
241 The board will next meet on Friday, January 25th in Raleigh. We will begin to discuss how we would
242 like to be involved in conference programming and activities at this meeting.
243
244 • NC Association of School Librarians — Vacant No Report
245
246 • [NC Library Paraprofessional Association](#) —Harry Frank reporting for Jackie Cornette
247 NCLPA’s Last meeting was held November 8- Randolph Public Library

248 Upcoming programs/ networking events:

249 **Meet & Greet @ Hickory Public Library:** for late January/ early February- may now be March.

250 **Exploring Steven Covey’s 7 Habits of Highly Effective People-** May 24 -10:00-12:30- Watauga County
251 Public Library, Boone, - Presenter- Alan R. Bailey-Assistant Head of Services & Education Curriculum
252 Librarian at ECU.

253 **2013 NCLA Biennial Conference**
254 The board is beginning to plan for programming for the 2013 NCLA Biennial Conference in Winston
255 Salem.

256 Next meeting scheduled for: February 14- Randolph Public Library- Asheboro

257 • [Public Library Section](#) — Pam Jaskot

258 PLS met at Mebane Public Library on November 9, 2012. Members attending: Pam Jaskot, Kelly
259 Brannock, Chuck Ebert, Arthur Erickson, Billy King, Jane McAllister, JR Rogers, Joan Sherif, Martha
260 Sink, Decca Slaughter and MJ Wilkerson. (10 constitutes a quorum; we had 9 voting members
261 present)

262 There was a lengthy discussion how we could generate new members. Suggestions included
263 encouraging current members to renew, have members talk to their staff members and encourage
264 membership from library students.

265 Fabulous Friday workshops were held in three different locations in November; Asheville, Rocky
266 Mount and Winston Salem. There was a total attendance of 89, with the majority of
267 paraprofessionals. All committee members participated in the programs, providing presentations,
268 organizing registration, coordinating sites and arranging for lunches. The evaluations were very
269 positive.

270 The Awards Committee covered the costs for two librarians to attend the Leadership Institute:
271 Jennifer Lohmann, Durham County Library and JR Rogers, Wake County Library.

272 YSS committee members participated in the Youth Services biennial workshop.

273 Next meeting is scheduled in February in Durham.

274 • [Reference and Adult Services Section](#) — Amy Harris

275 RASS continues to work on its off-year virtual conference “Current Trends in Reference.” Proposals
276 are due on 1/18, and we will send out acceptances on February 1. A call for registration will come
277 out on February 8.

278 We are also starting to think about programs for the upcoming conference and will be meeting in
279 the very near future to begin fleshing that out.

280 • [Round Table for Ethnic Minority Concerns](#) — Avis Jones

281 Current Board:

282 **Vice-Chair/Chair Elect**-Avis Jones, Southgate Community Library, Wake County Public Libraries

283 **Past Chair**-Evelyn Blount, Guilford College, Greensboro

284 **Secretary/Treasurer**-Shamella Cromartie, Fayetteville State University, Fayetteville

285 **Co-Director**-Alan R. Bailey, East Carolina University, Greenville

286 **Co-Director**-Forrest Foster, Winston-Salem State University, Winston-Salem

287 **Webmaster**-Iyanna Sims, North Carolina A&T State University, Greensboro

288 **I. We met via teleconference at 11:00 a.m., on Wednesday, February 13, 2013. Members**
289 **present were:**

290 Avis Jones, Vice-Chair Wanda Brown, President, NCLA

291 Alan Bailey, Co-Director Iyanna Sims, Webmaster

292 **II. Agenda Items:**

293A. Fulfilling goal of creating or co-branding, outside of the NCLA conference, at least one significant
294 program or workshop featuring minority librarianship; minority-centered library services; or minority
295 focused collections was discussed. The group agreed to search for various minority speakers on the
296 topic of *Diversity*. Several attended the JCLC conference in Kansas City, and developed contacts in other

297 minority associations. Speakers recommended will be considered for the upcoming 2013 Biennial
298 Conference, October 15-18 in Winston-Salem, NC.

299B. Officers agreed to prepare information for a proposed newsletter to promote continuous
300 communication and sharing among REMCo members and to assist with encouraging all minority
301 librarians to join the roundtable.

302 **III. Miscellaneous:**

303A. Vice-Chair, Avis Jones will attend the NCLA Executive Board meeting, Friday, February 15, 2013 in
304 Raleigh, NC.

305B. We will meet next month, March, in Greensboro, to complete our plans for the proposed
306 luncheon/workshop and presentation of awards. Date and time TBA.

307 **IV. We adjourned the meeting at 11:38 a.m.**

- 308
- [Resources and Technical Services Section](#) — Cindy Shirkey

309 RTSS held its Fall Workshop on advocacy this past October. The workshop was attended by about 40
310 people and was a success. There were two keynote speakers, one closing speaker and a variety of
311 sessions held in the morning and the afternoon. A survey was distributed to attendees and will be
312 looked at to provide ideas for both improving future Fall Workshops and for programming for the
313 upcoming NCLA conference. And finally, the chair would like to thank everyone on the RTSS board
314 for helping make the Workshop a success.

- 315
- Special Collections Round Table — Jason Tomberlin No Report

- 316•
- [Technology and Trends Round Table](#) — Kathy Shields
- 317

318 TNT added over 30 new members in the second half of 2012.

319
320 TNT held a virtual discussion through Blackboard Collaborate on November 19 on technology uses and
321 trends in libraries. We had about 12 people attend this online discussion. The TNT executive committee
322 held a business meeting on December 13 in High Point, NC to discuss plans for the upcoming year. We
323 discussed potential changes to our group's bylaws and will be submitting a proposal to our membership
324 before the next Executive Board meeting. We are looking at adding a student representative to our
325 board as well. We have several webinars planned through March/April 2013 on topics that were
326 requested by members through the survey we conducted last fall. We will also be launching a blog this
327 spring to advertise our webinars and create a forum for our members.

328
329 The TNT executive committee will continue to meet virtually and in person throughout the spring. We
330 are planning three conference sessions, including a potential pre-conference for the NCLA 2013
331 conference and hope to offer one in conjunction with another NCLA group. We will also hold a business
332 meeting at the conference.

- 333
- Trustees, Friends, and Advocates - Carol G. Walters & Theron Bell – No report
- 334

- 335
- [Women's Issues in Libraries Round Table](#) —Joan Sherif
- 336

337 Board Members:

338 Joan Sherif, Northwestern Regional Library (Chair)

339 Carol Laing, North Regional Library (Wake County), (Vice Chair)
340 Jenny Hunt, Peeler Open Elementary School (Past Chair)
341 Jenny Barrett Boneno, Reynolda Manor Library (Secretary)
342 Ruth Hoyle, Davie County Public Library (retired)
343 Laura Weigand, Forsyth County Public Library (Director)
344 Jahala Simuel, Shaw University (Director)
345 Mary McAfee, Forsyth County Public Library (Director)
346 Sarah Jeong, Wake Forest University (Web Coordinator)

347 **Workshop:** The off conference year workshop was held November 2 at the Cameron Village Regional
348 Library in Wake County. The topic was “Insiders’ Guide to Your Career Potential: Trust, Leadership, and
349 Happiness in the Workplace”. The room was full, and the program was stimulating. The morning
350 session was a presentation by Stephanie Goddard, Work Stress Innovator with Wake County, who
351 discussed trust and leadership. The afternoon panel was a lively discussion with Wanda Brown (NCLA
352 President), Dale Cousins (NCLA Vice-Chair), and Cal Shepard (State Librarian of North Carolina) who led a
353 conversation about leadership and their own experiences.

354 Katrina Vernon did a presentation about NCLA membership and had information to hand out.

355 **Next Meeting:** The next Executive Board meeting will be January 25 at the Forsyth County Public Library.

356 **Upcoming Events:** Discussion will begin about the biennial Marilyn Miller Award for Professional
357 Commitment which will be announced at the NCLA Conference. Planning is underway for sessions at
358 the biennial conference in October including possibly a luncheon and a reception. WILR will begin a blog
359 to involve members and potential members.

- 360 • Youth Services Section — Debra Shreve (oral report only) for Mary Kleinfeldt
- 361 ○ YSS retreat—57 attending (recruited potential officers)
- 362 ○ Conference planning
- 363 ○ Chapbook future (usage is low)—perhaps Pinterest account
- 364 ○ NCLA web site and Facebook presence
- 365 ○ State library interest in Youth Services advisory council
- 366 ○ Exploring a YA/Adult Services Interest Group

367

368 **Committee Reports**

- 369 • [Archives](#) — Denelle Eads

370

371 Archives Committee Chair, Denelle Eads was unable to attend meeting. Priscilla Lewis, Operations Chair,
372 brought a motion to the floor on Denelle’s behalf. The motion/proposal is below:

373

374 Purpose: To process approximately 60 boxes of NCLA records currently stored at the State Library and to
375 have completed processed records archived and sent to State Archives.

376 The Archives Committee would like to propose a working partnership with one or more library students
377 attending North Carolina Central University School of Library and Information Sciences. The partnership
378 would provide a student or students the opportunity to gain field experience in processing, organizing

379 and working with archival material from the NCLA records which have been kept and preserved from
380 1904 until the present time. This partnership would be developed, organized and implemented under
381 the guidelines outlined in the North Carolina Central's course, Practicum (LSIS 5620). Training and
382 supervision would be a key component to this partnership, as the Archives Committee would provide
383 the necessary leadership in carrying out the mission of organizing and processing the NCLA Records.

384 In addition to asking for permission to pursue this partnership with the School of Library and
385 Information Sciences of North Carolina Central University, I am also requesting funds to support a
386 stipend to pay the student(s) for working on this project as well as funding to purchase the necessary
387 supplies to have the project completed.

388 My budget request is below:

389 Stipend—\$1,500 for student

390 Supplies—\$500 (archival boxes and folders)

391 Result of motion/proposal, February 15, 2013 Executive Board Meeting

392 The Executive Board included the requested funding for the partnership in the budget, but they decided
393 to hold off on a decision/vote until they were satisfied with answers to a few questions about the
394 partnership. The questions are below:

- 395 1. Can the boxes just move to Archives as they are?
- 396 2. Will State Archives support our records
- 397 3. Is there a grant provided by NC Preservation Consortium for supplies? Also supply budget seems
398 low.
- 399 4. How many students are you talking about, and is the professor aware he is supervising these
400 students?
- 401 5. Most internships and practicums cannot get paid if they are receiving credit or grade.
- 402 6. Why not digitize?

403 Jason Tomberlin said he would contact Eads to assist with guidance. Any decisions or motions
404 deferred until more information received.

- 405 • [Conference 2013](#) — Dale Cousins | [Motion](#)

406 Twenty-seven members of the conference planning committee met on site in Winston Salem on
407 November 30, 2012. After a briefing by all subcommittee members, the group had lunch and toured
408 the Benton Convention Center and the meeting rooms of the Marriott and Embassy Suites. Most of
409 the conference activity will occur in the Embassy Suites and the Convention Center will the Marriott
410 being used as needed. There was a second meeting on January 11 (20 attendees) in the Archdale
411 Public Library of the Randolph County Public Library system. Thanks to host Ross Holt.
412 Subcommittee reports were given by the following groups at both meetings:
413 Program, Vendors & Exhibits, Sponsorships, Local Arrangements, Marketing & Public Relations
414 (includes Publications), Conference Store (includes section baskets to be raffled), Registration

415 (includes Volunteers), and Poster Sessions. Every subcommittee had met at least once prior to the
416 general meetings and each has charted a path of activity leading up to the October conference. In
417 Winston Salem, President Wanda Brown was on hand to lend support and logistical advice. Harry
418 Frank, from ECU's Joyner Library has joined the committee in the Program Planning subcommittee
419 and Cathy Shields from High Point University has joined the Local Arrangements subcommittee.
420

421 At the second meeting, the Public Relations/Marketing/Publications subcommittee presented 3
422 black and white samples of the proposed logo for the committee's review. The subcommittee had
423 previously narrowed the choices to 3 from a general field of 12. After discussion, the Conference
424 Committee agreed on a logo and charged the subcommittee to add color to it. The intention is to
425 present the logo along with the branding strategy to the Executive Board on January 18
426 (rescheduled to February 15) and to begin the work of the conference in both online and print
427 fashion in early February. At the second meeting, the Local Arrangements Subcommittee proposed
428 making changes to the concept of the Endowment Dinner in order to encourage more attendance
429 and to make the event seem a bit less formal and imposing. Conversation included several ideas to
430 make that happen. Work continues. The Exhibits Subcommittee formed an email group for
431 communication about and suggestions for Exhibitors and Vendors. They want to encourage the
432 entire Executive Board to refer vendors and contractors with whom they work to
433 nclaexhibits@gmail.com . The first mailings for exhibits will go out the first week of February. After
434 much discussion, it was suggested by the Registration Committee that we maintain the rates of
435 registration from 2011. After discussion and an investigation of Border States' rates, it was
436 suggested by the Vendor & Exhibits Committee that rates for exhibitors be maintained at the 2011
437 levels. Upon looking at the sponsorship levels from 2011, the subcommittee for Sponsorships
438 recommended that rates of Sponsorship for Platinum and Gold sponsors be lowered for 2013. An
439 email group for sponsorships has been established:

440 nclasponsorship@gmail.com.

441
442 Efforts will be made to recruit attendees from ancillary groups and associations of interest, to recruit
443 vendors, exhibitors, and sponsors outside of the standard library world but of interest to conference
444 attendees. Groups will be in touch with the Visitors' Bureau for suggestions of alternate vendors.
445 The intention was to present the rates as a motion at the January 18 (rescheduled to February 15)
446 meeting. As the meeting was rescheduled motion to approve fees and rates was emailed to the
447 board for an electronic vote. The rates were approved as follows, with 19 affirmative votes; no
448 negative votes. The target date for mailing the first packets of sponsorship and exhibit information is
449 February 4.

450
451 **MOTION:** Pending Rates/costs for 2013 are as follows:

452 **Registration Rates for 2013**

453
454 **Advanced Registration:**

455 <u>Full Conference</u>	455 <u>One Day</u>
456 NCLA member \$90.00	456 NCLA member \$70.00
457 Non Member \$135.00	457 Non Member \$110.00
458 Student \$40.00	458 Student \$25.00

460
461 **Onsite registration:**

462

463	<u>Full Conference</u>	<u>One Day</u>
464	NCLA member \$105.00	NCLA member \$85.00
465	Non Member \$155.00	Non Member \$135.00
466	Student \$25.00	Student \$35.00

467
468 Exhibits Only – Daily rate of \$30.00

469
470 Exhibitor Rates: Full booth: \$500.00 with second adjacent booth at \$400.00
471 Two end caps booths: \$1100.00
472 Non Profit booth: \$100

473
474 Sponsorship Rates:
475 Platinum: \$3000
476 Gold: \$2000
477 Silver: \$1000
478 Bronze: \$ 500
479 Contributor: \$250

480
481 The Motion to accept the conference rates was passed.

482
483 The next meeting of the Conference Planning Committee will be February 22 at the Forsyth County
484 Public Library, beginning at 10:30 a.m. A meeting schedule has been established for the committee
485 to meet at 6 week intervals throughout the summer. Dale wants to remind the Executive Board
486 Chairs, Vice Chairs and Conference Planning Committee that they will be receiving an invitation to
487 the President’s Dinner on Tuesday evening, October 15. Please put this on your calendar and be on
488 the lookout for an invitation closer to the conference.

489 Also, each section should be planning for a gift basket to be raffled at the conference. Proceeds from
490 the raffle baskets (as determined by the ticket distribution) will be divided between the conference
491 revenue and the section that produced the basket. Baskets will be managed by the Conference Store
492 Subcommittee.

493
494• Constitution, Codes and Handbook — Laura Davidson -- No report

495
496• [Continuing Education](#) —Iyanna Sims

497 **Continuing Education Committee Members:**

- 498 Iyanna Sims, Chair, North Carolina A&T State University
- 499 Wright Adams, Greensboro Public Library
- 500 Kelly Brannock, State Library of North Carolina
- 501 Tiffany Russell, North Carolina A&T State University
- 502 Anders Selhorst, Guilford Technical Community College

503 **Committee Report:**

- 504 ○ The Continuing Education Committee has forwarded the results of the State Library continuing
505 education survey to the executive board. The survey analysis should provide insight on topics for
506 workshops, webinars, and conference programming.
- 507 ○ The committee attempted to meet on December 6, 2012. Unfortunately, the meeting was
508 postponed due to scheduling conflict. However, we will be continuing communication via email

509 to finalize content of web page via email. After completion, the committee will forward the
510 content to the marketing committee for review as suggested at the October board meeting.

511

512 • Endowment — Phil Barton -- No Report

513 • [Intellectual Freedom](#) — David Trudeau

514 After a period of limited activity, the Intellectual Freedom Committee (IFC) is seeking to revitalize its
515 awareness and education focused efforts. We are currently seeking to build our membership roster and
516 have received interest from individuals from across the state with backgrounds including academic and
517 public librarianship. Initial contacts have been made with these individuals, with no formal meeting
518 plans set at this time. In an effort to encourage our role as advocates for intellectual freedom across our
519 state and beyond, we have recently launched our own Twitter site IFC_NCLA to help keep us informed of
520 IF related news and activities – and to tweet about news and issues impacting our NC libraries and
521 communities. As an information and education tool, the IFC members have been encouraged to logon to
522 the site to follow other IF newsmakers and to post tweets relevant to our committee’s efforts. It is our
523 hope that the site will encourage the committee members to stay abreast of ongoing issues and
524 discussions – and to be active participants in these conversations. The committee members have also
525 been made aware of a blog managed by the ALA Office for Intellectual Freedom (OIF):

526 <http://www.oif.ala.org/oif/>

527

528 At the national level, we have recently seen a strong initiative from the ALA’s OIF to actively support and
529 enhance IF efforts at the state and local levels. Serving as the state’s IFC Chair, I participated in the
530 group’s first-ever web meeting in November and its follow-up survey. According to the OIF staff, the
531 survey responses have been extremely helpful in better understanding the current status of intellectual
532 freedom groups at the state and regional level. The OIF will host quarterly web meetings of the state
533 and regional IFC chairs during 2013, with the first meeting schedule for February.

534

535 • Leadership Institute — Michael Crumpton No written report
536 Bridge day planned for April
537 Expect to have a big Leadership Institute presence at the conference in Oct.

538

539 • [Legislative and Advocacy Committee](#) — Brandy Hamilton | [Motion](#) passed

540 **Name Change**

541 ○ The name change from Public Policy to Legislative and Advocacy has been implemented and the
542 website has been updated. In addition, a brief article about the committee and its name change
543 was submitted to *Citations*.

544 **Budgets**

545 ○ Committee budgets were due in December. The majority of our budget was allotted to National
546 Legislative Day (NLLD). We submitted two budgets to the Finance Committee that included
547 different logistics for NLD. Upon recommendation from President Wanda Brown, we will discuss
548 the two options with the Executive Board at the January meeting to get their thoughts before
549 proceeding.

550 **National Library Legislative Day Plans**

551 ○ The committee began planning for NCLA’s representation at National Library Legislative Day
552 (May 7- 8, 2013). The committee is recommending a change to the trip, making it a two night
553 stay. This will allow the group to attend ALA’s training held earlier in the day on May 7. In

554 previous years we were unable to attend the training because it was cost prohibitive with the
555 large group. At the time there was an interest in having a large delegation. After speaking with
556 ALA via conference call last year, they informed us that a well trained group of speakers was the
557 most important aspect from their perspective. Previously our goal was to have around 29
558 attendees. This year we would like to reduce that number to 20. Instead of focusing on the
559 political district of the attendees, we would strive to have good, well trained speakers and equal
560 representation from school, public and academic libraries. In addition, a call will be put out
561 encouraging NCLA members to participate on their own if they wish.

562 **Library Snap Shot Day**

- 563 ○ The committee would like to assist with getting Library Snap Shot Day planned. What is Library
564 Snapshot Day? According to ALA: *“Library Snapshot Day provides a way for libraries of all types
565 across a state, region, system or community to show what happens in a single day in their
566 libraries. How many books are checked out? How many people receive help finding a job? Doing
567 their taxes? Doing their homework? This initiative provides an easy means to collect statistics,
568 photos and stories that will enable library advocates to prove the value of their libraries to
569 decision-makers and increase public awareness.”*
- 570 ○ We would like the board to think about what month would be good to host this event. The
571 committee then can reach out to other organizations (and would love to have NCLive and the
572 State Library if possible) and would like participation from all types of libraries. See the
573 following for more information:
574 <http://www.ala.org/advocacy/advleg/statelocalefforts/snapshotday>

575 **Recognition:** The committee is charged with recognizing local and state officials or groups. We will
576 ask the board at each meeting if there are any recommendations. Respectfully Submitted, Brandy
577 Hamilton, Legislative and Advocacy Committee Chair

578 **Follows the content of the motion that passed after discussion:**

579 The Legislative and Advocacy Committee

580 MOVED that:

581 That the committee charges be altered in the following ways:

582 (Taken from the standing rules of the Executive Board)

583 Membership: Chairperson, plus five or more members, and the President of the Association, ex officio

584
585 Charges:

586 1. To keep the Association informed of all pending state and federal legislation affecting Libraries

587 **Keep**

588 2. To keep in touch with state and federal legislators, acquainting them with needs of libraries, and
589 justifying budget requests. **Keep**

590 3. To cooperate with other groups in promoting legislation which benefits libraries and librarianship.

591 **Keep**

592 4. To promote good relations between government at all levels and libraries of all types, and to explore
593 ways and means of improving these relationships.

594 5. To plan and promote State Legislative Days. **(Change)**

595 To assist with the planning and promotion of State Legislative Days with other state organizations.

596 6. To plan National Legislative Day on behalf of North Carolina Libraries and NCLA. **(Add)**

597 7. To recommend to the President up to 25 congressional and state officials for "special" membership in
598 NCLA **(Change)** To recommend persons or organizations for special recognition by NCLA.

- 599
- [Marketing](#) - Jennifer Hanft

600 At our last meeting, the Marketing Committee discussed the following initiatives:

- 601 ○ New NCLA listserve marketing—
- 602 ○ We talked about the new NCLA listserve and the factors still needing to be addressed prior to
- 603 launch. Jennifer solicited feedback for some marketing pieces to promote the listserve (web
- 604 graphic and email text) and is working on final drafts of each. We discussed who NCLA members
- 605 should contact for questions about the listserve;
- 606 ○ Laura Wiegand volunteered to create a web form that would automatically be submitted to
- 607 several people. The response would then come from the appropriate person, depending on the
- 608 nature of the question (technical problems, membership-related, etc.). This process would be
- 609 evaluated when assessment of the listserve takes place (six months after launch ?).
- 610 ○ Marketing to NC library schools
- 611
- 612 ○ Following a discussion at the Leadership Institute about NCLA interaction with NC library
- 613 schools, the issue was raised at a meeting of NC library school deans, who were most
- 614 enthusiastic about NCLA. They welcome our presence on campus and encourage us to interact
- 615 with their students. The committee brainstormed about ways we could be more involved with
- 616 library school students and promote not just NCLA membership, but involvement in the
- 617 association. One option is to start a competitive NCLA intern program, where a library school
- 618 student would attend Executive Board meetings, work on projects as assigned, and be mentored
- 619 by a Director-at-Large. The interns could also be recognized at the Executive Board dinner at the
- 620 NCLA conference. A Section/Round Table intern program was also an idea the committee
- 621 discussed.
- 622
- 623 ○ NCLA marketing plan & new logo/brand—This semester, Jennifer is partnering with two classes
- 624 at Meredith College to advance NCLA marketing efforts. A marketing class in the business school
- 625 will be assigning groups of students to create marketing plans for NCLA as part of a semester
- 626 project, and a graphic design studio class in the art department will be working on a new NCLA
- 627 logo. Both projects are still in their infancy and will draw heavily on direction and feedback from
- 628 the committee.

- 629
- [Membership](#) — Jennifer Meyer & Lisa Shores

- 630 1. The Membership Committee has decided at this time to not move forward with the
- 631 AchieveLinks benefits until a firm understanding of the marketing committee's goals is
- 632 established.
- 633 2. Budget was submitted for the next biennium
- 634 3. Moving forward with a web conferencing tool. WebEx seemed to be most successful. Before
- 635 creating subscription a search for free alternatives will be redone
- 636 4. Begin organizing for conference
- 637 5. Present for new student orientation at NCCU on Jan 11
- 638

- 639 • Nominating — Sherwin Rice --No report

- 640
- [Operations](#) — Priscilla Lewis
- 641

- 642 ○ Assisted with planning the section and roundtable off-conference workshops and events. Setup
- 643 online registration, collected funds, made deposits, provided reports.
- 644 ○ Attended the Leadership Institute planning meeting and actual Institute in Asheboro, NC.
- 645 Assisted with organizing the attendee onsite registrations and lodging check-in table. Provided
- 646 documents, reports, etc. that were needed. Worked with venue to make sure lodging needs and
- 647 meals were accommodated. Ran errands, assisted committee members, facilitators, and
- 648 mentors.
- 649 ○ Processed incoming membership and registrations payments for old and new members.
- 650 ○ Attended 2 conference 2013 planning meetings in Greensboro and Winston-Salem.
- 651 ○ Made routine bank deposits, work with treasurer to reconcile monthly expenses.
- 652 ○ Provided section and roundtable reports as requested for mailers, membership information, etc.
- 653
- 654 ● Pay Equity- VACANT
- 655 ● [Scholarships](#) — Christy Earp

656 Amy Funderburk of the Wake County Public Library has joined the Scholarship Committee, bringing us
657 up to the suggested number of 6 members.

658 Current committee membership includes:

- 659 ○ Amy Funderburk, 2013-2019, Wake County Public Library
- 660 ○ Carolyn McCallum 2009-2015, Wake Forest University
- 661 ○ Rachel Holderied 2009-2015, GTCC
- 662 ○ Luba Sawczyn 2009-2015, Chapel Hill Public Library
- 663 ○ Libby Stone 2009-2015, Gaston College
- 664 ○ Christy Earp 2006-2013, Wilkes Community College
- 665

666 The scholarship and professional development pages on the NCLA web site have been edited to remove
667 references to the McLendon Loan, which is now the McLendon Scholarship. Laura Wiegand created
668 online forms for scholarship applications and recommendation letters. Applicants can choose whether
669 to submit their applications online or by mail. Scholarship applications are due no later than May 30,
670 2013. Please encourage anyone you know who is attending or has been accepted to attend a Masters in
671 library studies program this year to apply.

672
673 Scholarships are as follows:

- 674 ○ THE NORTH CAROLINA LIBRARY ASSOCIATION MEMORIAL SCHOLARSHIP is a \$1000 scholarship.
- 675 Opportunities for this award will vary depending on how much funding is available from NCLA.
- 676 ○ THE MCLENDON SCHOLARSHIP is a \$400 scholarship awarded for original or continued study in
- 677 library science.
- 678 ○ THE QUERY – LONG SCHOLARSHIP for work with children or young adults is a \$1,000
- 679 scholarship.
- 680 ○ THE APPALACHIAN SCHOLARSHIP is a \$1000 scholarship awarded to a library science student
- 681 who plans to be a school library media specialist in NC. The recipient must be accepted or
- 682 currently enrolled in a graduate library science school of education media program approved for
- 683 certification by the NC State Board of Education.
- 684

- 685 ● Website — Laura Wiegand (oral report only)

- 686 ○ Adding committees to the volunteer form
- 687 ○ Have done updates and clean up in the handbook
- 688 ○ Conference web site will be up soon

689

690 **Other Reports**

- 691 • ALA Council — Rodney Lippard (Oral report only)
 - 692 ○ Leadership Institute
 - 693 ○ Joint trustee membership
 - 694 ○ Kim will indicate interest and have Carol Walters work on details
 - 695 ○ Dues increases—ongoing
 - 696 ○ Discussion about getting members to renew

697

698• SELA Representative — Carol Walker Jordan No report

699

700• [North Carolina Libraries](#) — Ralph Scott

- 701 ○ Volume 70 #2 Fall/Winter 2012 was recently published. Check it out on the web.
- 702 ○ Budget for 2013 submitted to include print publication of 2011 and 2012 issues in a single
- 703 volume. We can do either color or black/white depending on cost, but as you recall color was
- 704 very impressive. Please give this request serious consideration. Print issues are nice to pass out
- 705 to new members at the annual conference in 2013.
- 706 ○ Have a number of articles submitted but always interested in submissions from your colleagues
- 707 on any topic of interest to North Carolina librarians www.ncl.ecu.edu
- 708 ○ We will have some openings on the NCL Board in the Spring so if sections and roundtables want
- 709 to nominate candidates that would be appreciated.

710• [State Librarian](#) — Cal Shepard

711

712 **State Government Transition**

- 713 New DCR Secretary!
- 714 Susan Kluttz – former Mayor of Salisbury

715 **LSTA**

- 716 18 Letters of Intent (LOI) Received for Project Grants
- 717 Libraries will be notified on December 11, 2012

718

719 **REMINDER!! February 28, 2013** All LSTA Grant Applications Due

720

721 **Personnel**

- 722 New Staff
 - 723 Joyce Chapman – Consultant for Communication and Data Analysis
 - 724 David Green – Data Specialist, NC Cardinal
- 725 Promotions
 - 726 Laura O’Donoghue - Assistant State Librarian
 - 727 Michelle Underhill – Director of Digital Info. Mgt.
 - 728 Open Positions

729 LD Public Library Management Consultant

730 Other

731 Director - Chapel Hill Public Library (search re-opened)

732

733 **Government Heritage Library**

734 NCpedia

735 November 26 – 2 million pageviews! (1.7 million in 2011)

736 Completed loading all entries from the UNC Press Encyclopedia of North Carolina

737 Now loading entries from the UNC Press Dictionary of North Carolina Biography

738 <http://ncpedia.org/>

739 Fun NCpedia Fact

740 1919 – Miniature golf (in US) was born

741 First (private) course was in Pinehurst, NC

742 <http://www.ncpedia.org/origin-miniature-golf-and-thistle>

743

744 FREE Genealogy Workshops (in Raleigh)

745 January 26: Researching Your Revolutionary War Ancestors

746 April 27: Researching Your Civil War Ancestors

747 July 27: Researching Probate Records

748 October 26: Family History Fair (2nd annual)

749 Special topic guide on the Emancipation Proclamation was created in honor of the 150th

750 anniversary of its signing. It is easily accessed in the Explore NC digital collection as

751 <http://statelibrary.ncdcr.gov/ghl/themes/emancipation.html>

752

753 **Library Development**

754 Summer Reading Workshops

755 Sylva (April 2), Durham (March 8), Lincolnton (March 14), and

756 Henderson (March 26), and

757 Every Child Ready to Read

758 2nd edition

759 NCKids Listserv

760 <http://lists.ncmail.net/mailman/listinfo/nckids>

761 DCR Educational Resources – coming in April!

762 NC Cardinal

763 New Libraries Scheduled to join NC Cardinal:

764 Caswell County - Jan, 2013

765 Wayne County - Feb, 2013

766 Caldwell County - April, 2013

767 McDowell County - May, 2013

768 Version 2.3 software release – December 2012

769 Updated OPAC design

770 New Children's OPAC
771 Improved Acquisitions Module with EDI Invoicing capability
772 Patron Credit Card processing
773 Text messaging (SMS) notifications
774
775 Continuing Education Advisory Committee (CEAC)
776 CE Survey in October – 736 responses
777 High interest topics:
778 Community needs analysis (including - collecting, analyzing & using data)
779 Customer service
780 Tech tips & tricks in instruction
781 Social media tools & techniques
782 Emerging information sources, formats & devices
783 Digital resources in collection development & technical services
784 NC LIVE
785
786 Upcoming Workshops
787 NC LIVE Basics Full Day Workshop
788 multiple locations and also on-demand
789 Getting Started with LibGuides
790 5 additional sessions in spring
791 Fully Engaged Customer Service by Cheryl Gould
792 3 locations this spring
793 Train Station
794 <http://statelibrary.ncdcr.libguides.com/trainstation>
795
796 CEinfo listserv
797 113 members
798 Open to anyone in the library community
799 Subscribe: <http://lists.ncmail.net/mailman/listinfo/ceinfo>
800
801 Cal Shepard, Cal.shepard@ncdcr.gov, 919-807-7410
802• [Membership Chart](#) — Kim Parrott
803