

1 **FINAL**

2 **North Carolina Library Association Executive Board**
3 **April 26, 2013 10:30 am**
4 **Durham County Public Library (South Regional Branch)**
5 **4505 South Alston Avenue, Durham, NC 27713**

6 **Attending:**

7 Phil Barton (Endowment), Wanda Brown (President), Kathy Claspell (Conference Planning & NCLA Office
8 Volunteer), Eleanor Cook (Secretary), Dale Cousins (VP/Conference), Carol Cramer (Finance), Michael
9 Crumpton (Leadership Institute), Laura Davidson (Constitution), Christy Earp (Scholarships), Harry Frank
10 (NCLPA), Brandy Hamilton (Public Policy), Jennifer Hanft (Marketing), Amy Harris Houk (RASS), Avis
11 Jones (REMCO), Billy King (PLA), Priscilla Lewis (Operations), Rodney Lippard (ALA Councilor), Kim
12 Parrott (Administrative Assistant), Donna Phillips (Literacy), Lorrie Russell (LAMS), Mary Scanlon
13 (BLINC), Ralph Scott (NCL), Penny Sermons (CJCLS), Cal Shepard (State Librarian), Joan Sherif (Women's
14 Issues RT), Kathy Shields (Technology & Trends RT), Cindy Shirkey (RTSS), Mary Sizemore (Treasurer),
15 David Trudeau (Intell.Freedom), Carol Walters (co-chair, Trustees, Advocates, Friends), Laura Wiegand
16 (Web Admin), Melanie Wood (NMRT)

17 **Thanks to Sandra Lovely for hosting the meeting today.**

18 **Call to Order and Welcome**

19
20 **Adoption of the Agenda – Approved** (*Note: R. Scott and C. Walters gave their reports early since they*
21 *needed to leave early, but these reports appear in the agenda in their normal order.*)
22

23 **Minutes of January/February, 2013 Meeting: These were approved.**

24 **President's Report — Wanda Brown** (No written report – this is from notes taken)

25 Brown would like to host some librarians from Moldova at our conference. She will be trying to get
26 some Wake Forest University money to help with this. There is some money left over from last
27 conference, along with some other funds not yet designated. R. Lippard will look into ALA Chapter
28 Relations funding. We will get specifics for the next meeting, to see if there is funding.

29 Is there a Moldova Society in the U.S.? Also check with AHEC -- there was an exchange with libraries in
30 Moldova with AHEC a few years ago.

31 Phil Barton moves: That the NCLA underwrite the travel expenses for 2 Moldovan librarians up to
32 \$3,000.

33 This was seconded. Motion passed.

34 Carol Cramer suggested we move money (\$3,000) to Operating budget now to cover these anticipated
35 expenses.

36 This was move and seconded. Motion passes.

37 Additional items for President's Report:

38 Brown was approached by a company called MultiView that manages advertising on your web site.
39 Discussion. The Michigan Library Association uses this company for this purpose. (MultiView gets 70%
40 and customer gets 30%) Who would advertise? Went to MLA to see what it looked like. It was
41 suggested we could manage this ourselves. It was also suggested that we wait until after this
42 conference is over since we are already collecting sponsoring vendors.

43 The N.C. Public Library Certification Commission needs a representative. Sylvia Sprinkle Hamlin wishes to
44 stay on as this representative. PLA will support this. Billy King nominated Sprinkle-Hamlin in a motion, it
45 was seconded. Motion passes.

46 Membership report: Disappointing that only around 1,000 librarians are members. We discussed
47 suggestions for increasing membership. Such as: each one/reach one; monthly payroll deduction for
48 dues (membership/operations/finance) -- Carol Cramer will convene a group (incl. R. Lippard) to look at
49 this and will report back in July.

50 Other ideas: Approach directors to get more support; the economy; anti-association culture; the need
51 for commitment; lack of printed journal—what physical takeaway can we offer in the future?; bring in
52 more paraprofessional members; influx of new people from other states who are not connected to
53 NCLA; Advocates for regional recruitment.

54 Biennial Reports from Sections and Round Tables are due NOV. 1. Please bring your Vice Chair to the
55 July meeting.

56 • [Treasurer's Reports](#) — Mary Sizemore

57 Motion to approve the Treasurer's report was made and seconded. Motion passed. Treasurer
58 report details are found on the web site.

59 • **Finance Committee Report— Carol Cramer – No Report**

60 **Section/Round Table Reports**

61 • [Business Librarianship Section](#) —Mary Scanlon

62 **Support for non-Business Librarians:**

63 BLINC has provided substantial support to NCLive this quarter. NCLive was invited to provide training on
64 its resources at a series of 6 regional meetings of the Small Business Development Centers around the
65 state and BLINC librarians conducted training on business databases at 5 of them. This collaboration
66 with NCLive fits perfectly with our initiative to support small business development by supporting the
67 organizations that promote and support that endeavor.

68 **Support for Regional Economic Development:**

69 The Davidson County Small Business Center will be holding its Small Business Summit, "Growth and
70 Prosperity" on May 23rd. BLINC librarians will attend the summit and provide training on business
71 databases.

72 **Next Meeting:**

73 Our next workshop will be on May 3rd at Western Carolina University's Asheville campus. We'll focus on
74 regional economic development in Asheville and the western part of the state beginning with a
75 presentation from the CEO of Advantage West, an organization that supports and promotes economic
76 development in Asheville and the surrounding 23 mountain counties. Our workshop will include a tour
77 of a local business: The Highland Brewing Company.

- 78 • [College and University Section](#) — Lisa Williams/ Amy Harris reporting [waiting for link]

79 CUS is sponsoring author Drew Perry from UNCG's English/Creative Writing program at a ticketed event
80 for the October conference. CUS sponsored two ACRL webinars with pretty good turnout at no cost to
81 the participants. NCBIG is sponsoring a un-conference at UNC Greensboro's Jackson Library on May 31
82 on all things teaching, learning, and outreach. We'll have breakout sessions throughout the day on topics
83 that you select in advance so that NCBIG Camp is relevant for attendees.

- 84 • [Community and Junior College Libraries Section](#) — Penny Sermons

85 The Officers of the Community and Junior College Library Section of the North Carolina Library
86 Association CJCLS met in March at the NCCCLRA Conference at Cape Fear Community College in
87 Wilmington, and have had numerous e-mail and conference calls.

88 Activities the committee is focusing on include: establishing a nominating committee for the election of
89 new officers, creating a Google Group for librarians interested in CJCLS, updating the CJCLS information
90 on the NCLA site, and increasing the Section's membership. CJCLS is sponsoring presentations for the
91 NCLA conference.

92 Vice Chair, Jason Setzer resigned; new officers will be elected at the NCLA Conference in the fall of 2013.

- 93 • [Government Resources Section](#) — Lynda Kellam (written only)

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

- 96 • February 27: Homeland Security Digital Library with Greta Marlatt
- 97 • March 27: All you ever wanted to know about Economic Indicators with Mary Scanlon
- 98 • April 22: Come to your Census: The development of the US Census from its inception to the
99 present

100 We have had fabulous attendance at all three with over 50 people signed up for each webinar, and we
101 have webinars scheduled tentatively through July 2013.

102 The executive committee met on March 22 to discuss the webinars and the NCLA 2013
103 conference. Jennifer Smith, our webmaster, created links to our individual webinar recordings. Several
104 attendees requested we create separate links so that they could link to them on their Libguides.

105 We are planning three conference sessions for the NCLA 2013 conference, one potentially in
106 conjunction with BLINC. Finally, we discussed our potential candidates for the board election in
107 October.

108 We have added one additional member since the last board meeting.

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

110 The LAMS board is moving forward with planning for conference. The board is working to engage a
111 speaker for a lunch function on Thursday, October 17th. We will partner with New Member’s Round
112 Table to participate in a Speed Interviewing session, and are interested in presenting a panel of
113 seasoned managers to speak to the topic of “I’m a manager now – what’s next?”

114
115 The board is also interested in polling the membership to see if they are willing to support a mentor
116 program partnering established managers with new managers/or those interested in learning new
117 managerial skills such as budget preparation. This will be addressed in a future edition of *LAMS Letters*.

118
119 LAMS has also agreed to prepare a basket for the conference raffle, and will request a table to provide
120 information to conference attendees about the benefits of joining our section.

- 121 • [Literacy Roundtable](#) — Donna Phillips

122 Note: this is copy of the minutes of their April conference call, recorded by Becky Callison, Secretary:

123 Donna began the meeting by thanking Jane for attending the last NCLA Executive Board meeting in her
124 absence. A short discussion was held concerning the raffle basket that we will provide for our Round
125 Table as to what it might contain and who is responsible for getting the tickets for it. Donna will get
126 more information.

127 Members reviewed topics discussed at the last meeting concerning the survey questions we had
128 previously planned to send to the membership as well as Joyce Chapman’s role in helping us to analyze
129 the data. Steve emailed a copy of the survey questions to those in attendance.

130 Jane and Becky reported on literacy items discussed at last week’s NCPLDA meeting most notably the
131 symposium on Public Libraries as Leaders in Achieving Grade-Level Reading. Directors heard a keynote
132 address by Kim Scott, Executive Director of Literacy Powerline. Kim is a member of the liaison team for
133 the national Campaign for Grade-Level Reading and also serves on ALA President-Elect Barbara
134 Stripling’s Advisory Committee. Directors also heard a panel discussion by leaders of 4 libraries in NC
135 and VA regarding their involvement and experiences in the campaign. Those on the panel included
136 Kelley Loftis and Amanda Snyder from Southern Pines; Lois Kilkka from Charlotte-Mecklenburg; Dale
137 Cousins from Wake County; and Marcy Sims from Virginia Beach Public Library. Jennifer Pratt presented
138 the results of data analysis of risk factors for school readiness as they relate to survey results of early
139 literacy services in NC public libraries. She also discussed possible statewide public library leadership
140 opportunities to increase school readiness and to achieve grade-level reading. Three parts to the
141 Campaign include pre-literacy and reading readiness; summer slide; and school attendance.

142 It was also reported that the State Librarian, Cal Shepard, would like to get more libraries involved in this
143 initiative and to get more data regarding the impact that public libraries have on school readiness.

144 Discussion moved to planning for the upcoming NCLA Conference and how we might be able to contact
145 the panel discussion members to see if they would be presenters at the conference in October. Donna
146 will contact the appropriate people. In light of this decision, the group decided not to pursue a survey at

147 this point. Steve suggested that we try to get more involvement with school media coordinators and
148 children’s services librarians on our Round Table.

149 Donna will attend the NCLA Executive Board meeting on Friday and then she will contact us early next
150 week to schedule a face-to-face meeting to finalize plans for the NCLA Conference.

151 The meeting was adjourned at 2:35pm.

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

153 The board consists of:

154 Katrina Vernon, North Regional Library, Wake County Public Libraries (Chair)

155 Melanie Wood, Central Piedmont Community College, Charlotte (Vice Chair/Chair Elect)

156 Lorrie Russell, High Point Public Library (Secretary)

157 *Sarah Lyon, Zebulon Community Library, Wake County Public Libraries (Treasurer)

158 Marian Fragola, NC State University, Raleigh (Programming Director)

159 Stephen Bollinger, NC A&T State University, Greensboro (Publicity Director)

160 Alan Unsworth, Surry County Community College, Dobson (ALA-NMRT Affiliates Council Representative)

161 Jennifer Hanft, Meredith College, Raleigh (Mentoring Committee)

162 Alicia Finley, (Students to NCLA Committee)

163 *New member!

164 **Networking Events:**

165 We have two events planned for the coming weeks; a happy hour in Raleigh and a member-driven
166 networking dinner in Greensboro.

167

168 **Other Events:**

169 In April, we hosted “Tips and Tricks for Job Seekers” in both Charlotte and Durham, with an average
170 attendance of 16. Results from the survey that we sent to attendees of both events included:

- 171 • Ideas for other panelist types (students, new librarians, people with an MLS in a non-library
172 setting) that would have been helpful
- 173 • Request for a speed networking program
- 174 • Request for more networking events with one-on-one time built in
- 175 • *A How to Use LinkedIn* program
- 176 • Request for internships through NCLA

177

178 **Conference:**

179 NMRT is proposing to host the following events/services at this year’s conference:

- 180 • Networking Breakfast
- 181 • Speed Interviewing (partnering with LAMs)
- 182 • Tips and Tricks for Job Seekers
- 183 • Conference Mentoring
- 184 • Lunch with author Rebecca Lee
- 185 • Behind the Scenes but not Behind the Times: Career Perspectives in Technical Services Panel
186 (partnering with RTSS)
- 187 • Un-dowment Pub Crawl

188

189 **NC Citations:**

190 Our April issue heavily featured conference activity, and has generated volunteers signing up to assist at
191 conference

192

193 **Board Meetings:**

194 NMRT is meeting every other month at different locations throughout the state. The board will next
195 meet on Friday, May 3rd in Raleigh.

196 • NC Association of School Librarians — Vacant

197 •

198 • [NC Library Paraprofessional Association](#) — Jackie Cornette/ Harry Franks reporting

199 North Carolina Paraprofessional Association met at Randolph Public Library, Asheboro- February 14,
200 2013. Members Present:- Jackie Cornette- Chair; Linda Haynes-Treasurer; Beth Lyles -Region 2 Director;
201 Cathy Wright- Communications Chair; Rita VanDuin- Scholarship Chair and Gloria Nelson- Secretary

202 **Networking Events:**

203 NCLPA Greet & Meet- Hickory, NC – Olde Hickory Taproom- March 21, 2013

204 NCLPA Greet & Meet- Benson, NC – Mary Duncan Public Library- April 19, 2013

205 **Regional Workshop-** May 24, 2013 Watauga County Public Library, - Exploring Steven Covey’s “ The 7
206 Habits of Highly Effective People” Alan R. Bailey, Associate Professor, J.Y Joyner Library (ECU) highlights
207 the foundational principles.

208 **Conference Plans: October, 2013**

209 NCLPA will again sponsor the Meralyn G. Meadows North Carolina Library Paraprofessional Scholarship
210 to attend the NCLA 60th Biennial Conference.

211 Information is on NCLPA page- included this year online application cover sheet form- ! Deadline for
212 application is Monday, July 15, 2013.

213 Planning to include NCLPA Raffle Basket - “It’s Great In North Carolina”-distinctive items made in NC.

214 Plans are to host our business Luncheon as well as 2-3 additional programs at the Conference.

215 Next Meeting- May 16-10:00am- Randolph Public Library- Asheboro

216 • [Public Library Section](#) — Pam Jaskot (Billy King reporting)

217 The committee met on March 15, 2013 in Raleigh. A quorum was in attendance so the following
218 documents were voted on an approved. Minutes of 4 May, 24 August and 9 November, 2012.

219 The majority of the meeting was to discuss the upcoming conference and what our section is interested
220 in pursuing for programs.

221 Our initial discussion included the following ideas:

222 Conference Planning (Oct. 15-18 in Winston-Salem)

223 We had a decided preference for another wine and cheese reception rather than an author luncheon. A
224 number of speakers were suggested. The four we will look into, in order of preference are: Charles
225 Todd, Daniel Wallace, Sarah Addison Allen and Pamela Duncan. We will probably co-sponsor a teen
226 author (TBD) luncheon with YSS. We will also provide a basket for the raffle again.

227 Initial Conference program ideas include:

- 228 • Adult Services. To be whittled down from their brainstorming session. Possibilities include—time
229 management; things I never learned in library school; something for new managers;
230 collaboration between libraries, publishers and authors; and how to talk to teens.
- 231 • Branch Services. Another Circulation Panel, but with a different spin (perhaps on Roving
232 Reference/Customer Service).
- 233 • Collection Management. TBD.
- 234 • Genealogy & Local History. Onslow Civil War presentation. Maybe also a panel on genealogy for
235 younger library users.
- 236 • Marketing. Bite-sized marketing

237 Each committee will meet prior to our next meeting and finalize their plans.

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

239 RASS, with the assistance of the Distance Learning Interest Group, held a successful virtual conference
240 on March 14, with over 70 people in attendance. Presenters talked about a variety of topics of interest
241 to reference librarians. The presentations were entitled: Web Gems for Librarians and Patrons, Virtual
242 Reference: Bringing the Library to your Living Room, Reference Templates for Distance Education
243 Students, and Cool Tools for Academic Reference/Instruction Librarians. The Powerpoints of all
244 presentations are available on the RASS website: <http://www.nclaonline.org/rass>

245 We are now in the process of planning our conference programming and are very excited to have Jill
246 McCorkle as our luncheon speaker.

247 We are making a motion to update our bylaws. The bylaw changes include: voting format changes to
248 allow for electronic voting, standardization of gender and titles, wording change for bringing up new
249 issues by non-Board members, and service term change for immediate past chair.

250 This motion was made and passed. No second was needed.

- 251 • [Round Table for Ethnic Minority Concerns](#) — Avis Jones for Phil Cherry

252 Current Board:

253 **Chair**-Phillip Cherry

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

255 **Past Chair**-Evelyn Blount, Guilford College, Greensboro
 256 **Secretary/Treasurer**-Shamella Cromartie, Fayetteville State University, Fayetteville
 257 **Co-Director**-Alan R. Bailey, East Carolina University, Greenville
 258 **Co-Director**-Forrest Foster, Winston-Salem State University, Winston-Salem
 259 **Webmaster**-Iyanna Sims, North Carolina A&T State University, Greensboro
 260 **I. We met at 10:00 a.m., on Wednesday, February 13, 2013 at the F.D. Bluford Library, North**
 261 **Carolina A&T State University.**
 262 **II. Members present were:**
 263 Avis Jones, Vice-Chair, Wanda Brown, President, NCLA, Forrest Foster, Co-Director, Alan Bailey, Co-
 264 Director, Iyanna Sims, Webmaster
 265 **III. Agenda Items:**
 266 The REMCo Board began to brainstorm ideas for the upcoming conference. Ideas include the
 267 following:
 268• **Pre-conference**- Offer an all-day preconference on diversity action planning with panel
 269 discussions in the morning and interactive workshop in the afternoon; possible speakers include
 270 Kathy Bradshaw (UNCG), Barbee Oakes (WFU), Sylvia Sprinkle-Hamlin (Forsyth County Library),
 271 students from UNCG’s Department of Library and Information Studies and HR librarians from
 272 Duke or NC State; REMCo could collaborate with other sections and roundtables such as LAMS
 273 for pre-conference activities.
 274 **Luncheon** – Co-sponsor a luncheon with PL section of NCLA; suggestions for luncheon speakers
 275 include Dr. Tara Green (UNCG), Dr. Keith Piques (NCCU), and Kelly Starling Lyons. Roadbuilder
 276 award will be presented during the luncheon.
 277 **Program** – Alan Bailey is considering submitting a program proposal on Coretta Scott King
 278 award winners and co-presenting with Carol Boston Weatherford. REMCo could possibly partner
 279 with other sections and roundtables such as Youth Services for this and other programming
 280 ideas.
 281 **Raffle Basket** - All sections and roundtables are encouraged to submit a gift basket for
 282 conference raffle. Ideas for basket content are teas from around the world, multicultural
 283 cookbooks, a self-published cookbook with recipes from NC librarians. The self-published
 284 cookbook could become a revenue source.
 285
 286

Conclusions/Action Items

The board will begin the conference planning in the upcoming weeks. Contacts will be made with potential speakers. Alan Bailey will contact Carol Boston Weatherford, Wanda Brown will contact Kathy Bradshaw (UNCG) and Barbee Oakes (WFU), Forrest Foster will select students for panel, and Avis Jones will contact Dr. Tara Green (UNCG). Avis will also speak with Dale about pre-conference planning and to sections and roundtables for possible collaboration. Call for Roadbuilder’s Award nominations will be sent in the summer.

Newsletter

Discussion

Reestablishing the REMCo newsletter

It was agreed the newsletter was an important communication media to members. The board will send out a call to members for information to include in the REMCo newsletter near conference time.

287• Next meeting, TBA

288 **IV. We adjourned the meeting at 1:15 p.m.**

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

290 RTSS met via a conference call and developed five ideas for programs for the biennial conference. We
291 will propose programs on the following topics: 1. Demystifying fund allocation formulas, 2. Transitioning
292 ILSs, 3. Introduction to technical services for new librarians, 4. RDA and 5. Gifts in public and academic
293 libraries.

- 294 • [Special Collections Round Table](#) — Jason Tomberlin (written only)

295 The RTSC Board met at Meredith College on April 8, 2013, to discuss plans for the upcoming NCLA
296 Biennial Conference in Winston Salem. We discussed the following ideas for sessions and/or workshops:

- 297 ✓ teaching with special collections (we never got around to planning an off-year workshop for
298 this!)
- 299 ✓ new products showcase/high interest showcase---maybe lightning talks for new initiatives
- 300 ✓ a potential update on DigitalNC
- 301 ✓ social media efforts in special collections libraries
- 302 ✓ genealogy workshop

303 We also sent out an email asking for session ideas from our membership, but as of April 25, 2013, we
304 have had no submissions.

305 RTSC is interested in collaborating with other sections and roundtables, so please contact me if you have
306 ideas.

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

308 TNT held its second webinar on March 20. The webinar was entitled “Teach Yourself How to Program”
309 and was led by Chad Haeefele of UNC-Chapel Hill. The webinar was well-attended, drawing nearly 50
310 attendees.

311 We will be holding our third webinar on April 26 on Free Image Editing Tools.

312 We are planning additional webinars to be held this summer and fall leading up to the NCLA conference.

313 We are planning three programs for the NCLA conference, one in conjunction with RASS.

- 314 • [Trustees, Friends, and Advocates](#) -- Carol G. Walters

315 Members: Theron Bell, Carol Walters (co-chairs), Clara Bryson, Martha Ferguson, Peggy Hildreth,
316 Adrienne Williams, Bonita Collins

317 Byrson met online with members. Group will contact public library systems and encourage them to have
318 a minimum of 1 Trustee and one Friend to join NCLA.

319 They would like to bring Jamie LaRue from Colorado as a speaker. See: <http://www.ilarue.com/bio.html>
320 for more information on this person. Do not know if they can get enough funds to support this speaker,
321 but he is looks like he would be worth it. (\$2500)

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

323 Members: Jenny Boneno, Ruth Hoyle, Jenny Hunt, Sarah Jeong, Carol Laing, Mary McAfee, Jahala
324 Simuel, Joan Sherif, Chair

325
326 Current Initiatives:

327
328 *WILR Features*

329 *WILR Features* was sent to all members and to the listserv to highlight the fall workshop and to contact
330 all members and potential members. A June update with an interview with NCLA President Wanda
331 Brown will follow.

332
333 Planning for NCLA Biennial Conference

334 Planning is underway for a luncheon and guest speaker at the NCLA Biennial Conference in Winston-
335 Salem in October. WILR is considering cosponsoring a preconference with REMCO.

336
337 Membership

338 A conference table will promote membership in NCLA and WILR.

339
340 Marilyn Miller Award for Professional Commitment

341 The announcement for nominations for the Marilyn Miller Award will begin in April. Nominations are
342 encouraged by all types of libraries. Announcement of the winner will be at the NCLA conference.

343
344 PURPOSE OF THE AWARD:

345 The purpose of this award is to recognize a professional librarian in North Carolina who has provided
346 outstanding leadership and service in furthering the status of women in librarianship, the mission of the
347 library community, and/or the support of women colleagues in the workplace.

348 • Youth Services Section — Mary Kleinfeldt -- No report

349 **Committee Reports**

350 • Archives — Denelle Eads [\[Motion – Response to Questions\]](#)

351 This discussion was postponed until the next meeting since Eads was not present.

352 • [Conference 2013](#) — Dale Cousins

353 The Conference Planning Committee has convened twice since the January NCLA Executive Board
354 meeting. Progress on the 60th Biennial Conference, *NCLA: Stronger Together* continues. Meetings are
355 scheduled to continue at approximately 6 week intervals until the October 15-18 conference in Winston
356 Salem.

357 The “Save the Date” mailers have been issued by the Marketing Committee to current and lapsed
358 members. Plans are to send routine notices via the listserve to members as programs and events are
359 confirmed. The working deadline for designing and mailing the registration mailer is early-to mid May.

360 The Program Committee has confirmed General Session speakers: Lee Smith to open the conference,
361 ALA President Elect Barbara Stripling for the Ogilvie Lecture and ACRL President Elect Trevor Dawes to
362 close the conference on Friday. The call for program proposals and poster session proposals has been
363 issued with a working deadline of April 26. The committee has toured the Benton Convention Center
364 and adjacent hotels twice to confirm meeting room locations. They have also confirmed that Algonquin
365 Books is an “in-kind” platinum sponsor, providing 7+ authors for the conference, gratis. Find this
366 sentence, and you’ll get a prize. A call for NCLA musicians has been issued for groups to play 15-20
367 minutes prior to each general session while attendees are finding seats.

368 The Conference Store Committee has issued a “Design the conference T Shirt” competition with a
369 deadline of June 1. The winner will receive a \$50 certificate to use at the store and “bragging rights” for
370 one’s portfolio. The committee is moving toward ordering stock in the coming weeks. The committee
371 will also coordinate raffle baskets from the sections and roundtables as a fundraiser (50/50) for NCLA
372 and the respective section or roundtable.

373 The Registration Committee is redesigning the registration form, in conjunction with the Marketing
374 Committee. They are also going to utilize VolunteerSpot to recruit, schedule and communicate with
375 conference volunteers for both the registration area and the conference store.

376 Exhibits and Sponsorship Committees are busy working with both previous and new supporters. To
377 date, we have 3 platinum sponsors and nearly 20 exhibitors. They are making follow-up calls and
378 continue to build support for the conference. Both committees request the aid of the entire NCLA
379 Executive Board in identifying potential library supporters for the conference. The committees will do
380 the work and make “the ask;” they just need the Board’s leads. nclaexhibits@gmail.com or
381 nclasponsorships@gmail.com. Exhibits Committee is nearly ready to confirm the carpet and drape
382 contract with the Hollins Company, the preferred vendor of the convention center.

383 The Local Arrangements Committee has confirmed that the All Conference Reception will be hosted at
384 the Forsyth County Public Library’s Main Library on Thursday evening. The Vendor Reception, on
385 Wednesday evening will be in the Exhibit Hall and may feature performances by the Black Repertory
386 Company. Planning is not yet confirmed for the Endowment Dinner and both a traditional endowment
387 event and an alternative event may be proposed. The committee is working with the AV company
388 preferred by the Convention Center.

389 The next meeting of the Conference Planning Committee will be May 24 at UNCG’s Jackson Library.

- 390 • Constitution, Codes and Handbook — Laura Davidson -- No report
- 391 • Continuing Education —lyanna Sims—No report
- 392 •
- 393 • [Endowment](#) — Phil Barton

394 **NCLA Endowment Committee Report**

April 25, 2013

395

NC Library Association Endowment		
000514		
January 1, 2012 thru December 31, 2012		
	Oct – Dec 2012	Jan – Dec 2012
BEGINNING FUND BALANCE as of 1/1/2012	\$123,203.77	
Investment Returns		
Interest & Dividend Income	1,150.00	3,433.75
Appreciation/(Depreciation) of Investments	-483.31	6,228.06
Total Investment Returns	\$666.69	\$9,661.81
Contributions (including special events)	\$0.00	\$1,305.00
Distributions - Grants & Scholarships approved	\$-2,490.00	\$-2,490.00
Expenses:		
Administrative Fees	0.00	-105.05
Fund Operating Expenses (including special events)	0.00	0.00
Total Expenses	\$0.00	\$-105.05
ENDING FUND BALANCE as of 12/31/2012	\$131,575.53	
2013 Available to Distribute: \$3,940.00		

396

Market Commentary and Investment Performance					
	Last 5 yrs.	Last 3 yrs.	Last 1 yr.	Q4 2012	
<p>Global equity markets behaved quite well in 2012 despite frequent declines in economic growth numbers and corporate earnings results throughout the year. US and non-US equities rose 16% and 17%, respectively, in the face of political turmoil in the US and growth concerns around the globe. Fixed income also performed nicely, buoyed by continued central bank stimulus. As for 2013, reduced uncertainties may encourage modest increases in economic growth, corporate spending and in both US and global equities. But another double-digit year for the markets may be overly optimistic.</p>	Overall NCCF				
	NCCF Total	2.6%	7.8%	11.2%	0.9%
	Overall Index	3.1%	8.9%	11.6%	-0.01%
	NCCF Investment Fund				
	NCCF Inv Fund	2.2%	7.7%	10.1%	0.5%
	All Other Mgrs	2.8%	8.0%	12.3%	1.2%
	<p>Notes: 3- and 5-year percentages are annualized. Returns are net of asset manager fees. The comparative indices are not similarly reduced for fees.</p>				

397•

398 **Contributions and Distributions Detail**

399 **October 1, 2012 – December 31, 2012**

400 **DISTRIBUTIONS:**

Grantee	Date	Amount
North Carolina Library Association	11/29/2012	\$2,490.00
		\$2,490.00

401

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

403 With a great boost from the ALA Office of Intellectual Freedom (OIF) and our fellow advocates with the
404 Freedom to Read Foundation (FTRF), our Intellectual Freedom Committee (IFC) has been actively
405 engaged in both participating in and promoting an ever increasing variety of intellectual freedom related
406 activities.

407
408 Recent events have included an excellent webinar/Q&A session featuring FTRF General Counsel Theresa
409 Chmara, who addressed the topic *Filtering, Leafleting and Book Banning: an overview of recent court*
410 *cases involving libraries*.

411
412 Both groups have been reporting and providing commentary associated with the recent banning by
413 Chicago Public Schools of Marjane Satrapi's graphic novel *Persepolis*.

414
415 Earlier this week, the ALA OIF offered a free, interactive webinar "Defend the Freedom to Read:
416 Reporting Challenges". According to the OIF, challenges to library materials take place in schools and
417 libraries across this country every day. One of the ALA Office for Intellectual Freedom's primary duties is
418 to track challenges and to provide support to librarians, teachers, library workers, trustees, and others
419 who are dealing with these challenges.

420
421 Our Intellectual Freedom Committee continues to communicate via email and work on building our
422 awareness and education focused efforts. We are carrying on our work to grow our membership roster
423 and welcome interest and inquiries from individuals from all areas of librarianship.

424
425 In an effort to encourage our role as advocates for intellectual freedom across our state and beyond, we
426 are continuing to utilize and promote our Twitter site IFC_NCLA to help keep us informed of IF related
427 news and activities – and to tweet about news and issues impacting our NC libraries and communities.
428 The committee members and other interested individuals also are able to follow IF issues and news
429 through a blog managed by the ALA Office for Intellectual Freedom (OIF) <http://www.oif.ala.org/oif/>.

430
431 • [Leadership Institute](#) — Michael Crumpton

432 Committee Members:

433 Mike Crumpton -UNC-Greensboro, chair, macrumpt@uncg.edu

434 Raye Oldham -State Library of North Carolina, raye.oldham@ncdcr.gov

435 Dale Cousins -Wake County Public Libraries, NCLA VP dale.cousins@wakegov.com

436 Lorrie Russell -High Point Public Library, lorrie [.russell@highpointnc.gov](mailto:russell@highpointnc.gov)

437 Marilyn Carney -Wake Tech Community College, mmcarney@waketech.edu

438 Rita Van Duinen -Central Carolina Community College LIS program rvanduin@cccc.edu

439 Tamika Barnes, EPA Library, Past-pres, NCSLA barnes.tamika@epa.gov

440 Linda Haynes -Mary Duncan Library-Benson, NC lindagato@yahoo.com

441 The L1PC has meet several times, including a March 25th meeting with the group mentors in
442 preparation for the mid-term meeting of all participants that took place yesterday, April 25th This
443 meeting was planned as a refresher, mid-way get together of all Leadership Institute participants,
444 mentors and committee members, between the LI and the upcoming biennial conference.

445 Attached to this report is the agenda and handouts from yesterday's meeting. [Please see NCLA web site
446 for these materials]

- 447 • [Legislative and Advocacy Committee](#) — Brandy Hamilton

448 **State Legislative Day**

449 Chair Brandy Hamilton participated in the State Legislative Day rally then completed visits with Dale
450 Cousins on behalf of Wake County.

451 **National Library Legislative Day**

452 A short NLLD video was completed and posted on the NCLA YouTube account, sent to the listserv then
453 shared with ALA, which posted it on their legislative website.

454 We have been working diligently finalizing the details for the NLLD trip. Registration has been
455 completed, the hotel has been booked, transportation has been planned and we are finalizing our
456 itinerary. At this point despite reducing our attendees, North Carolina still has the largest delegation
457 followed by Maryland.

458 We have been communicating with ALA and the State Library in finding data to use for our talking
459 points. We received several grant related impact stories that we will use while in Washington. Our focus
460 this year is positivity. We want to thank our representatives and senators for their past and future
461 support and educate the things that libraries do for North Carolina citizens.

462 **Legislative and Advocacy Actions**

463 On April 10, President Obama released the budget for the 2014 fiscal year, allocating \$177 million for
464 assistance to libraries through the Library Services and Technology Act (LSTA). While this was two million
465 dollars more than 2013, it is still less than what was allocated in 2012. We will advocate for additional
466 funding for the 2014 budget at our legislative talks.

467 Through ALA's legislative action center, we posted items to the NCLA listserv and Facebook account
468 regularly, including encouraging people to call our senators to have them sign the LSTA "Dear Colleague
469 Letter" to support LSTA in 2014.

470 **Website**

471 Added a piece of software called "Capwiz" to the NCLA Legislative site. This enables members to sign up
472 and receive legislative alerts.

473 **Snapshot Day**

474 We have a meeting set up to discuss plans for snapshot day, which we hope to hold in 2014. We hope to
475 do a poster session at the conference to generate interest.

476 **Incoming Chair Nomination Next Biennium**

477 The current Chair Brandy Hamilton would like to nominate Anthony Chow of UNC G to assume the role

478 of lead Chair next Biennium (pending approval from incoming NCLA President) We will meet Soon this
479 and will provide some hands on training.

- 480 • [Marketing](#) -- Jennifer Hanft

481 **Marketing Plan:** During the past quarter, Jennifer has been working with students from a
482 marketing class at Meredith College to create a marketing plan for NCLA. The students will have
483 the marketing plan completed the week of April 22nd and will share it with Jennifer the
484 following week. At that point, the Marketing Committee will review the plan and use it as a
485 draft, moving forward with the process of tweaking and finalizing it.

486
487 **NCLA logo/website:** The Meredith College Circus Design Studio has been hard at work
488 creating new NCLA logo and website concepts. They presented three options to Jennifer who
489 took them to the Marketing Committee for feedback. The Committee reviewed the three
490 options and made suggestions for revision of their preferred concept. Jennifer has taken the
491 suggestions and other questions back to the designer and the Committee is awaiting a second
492 draft of the design. Once the requested changes are addressed, the Committee will present
493 their recommendation to the Board. We plan to do this at the July Executive Board meeting.

- 494 • [Membership](#) — Lisa Shores

- 495 1. Currently looking to attend library school orientations this coming summer. Members of
496 committee are reaching out to school contacts for dates and times and possible attendance.
- 497 2. Committee has begun to discuss conference raffle baskets. Lisa Shores will be heading that up.
498 Three baskets will be purchased.
- 499 3. Currently discussing with Kim Parrot, Jen Hanft and Kathy Claspell the position and placement of
500 membership table at conference.
- 501 4. Many thanks to Dale Cousins for presenting NCLA membership applications at the recent Public
502 Library Directors Association.
- 503 5. Many thanks to David Trudeau for presenting NCLA membership applications at the recent
504 NCCCLRA Conference
- 505 6. Begin to timeline nominations for the NCLA awards in the coming weeks.

- 506 • [Nominating](#) — Sherwin Rice

507 The nominating committee has secured nominees for the 2013-2015 NCLA biennium. We are in the
508 process of working with Kim Parrott to prepare and distribute ballots. Thank you to everyone who
509 submitted names to the committee.

510
511 The actual names were not shared at the meeting, but the ballot information was posted in
512 June. The slate was:

513

514 Vice President/President Elect:
515 Rodney Lippard
516 David Wright
517 Secretary:
518 Jennifer Hanft
519 Shamella Cromartie
520
521 Treasurer-Elect:
522 Lorrie Russell
523 Paul Birkhead
524
525 Director-at-Large:
526 Alan Bailey
527 Amy Harris Houk
528 Sandra Lovely
529 Marian Lytle
530
531 ALA Councilor:
532 Dana Eure
533 Gloria Kelley
534
535 Southeastern Library Association Representative:
536 Ruth Ann Copley
537 Wanda Brown

538 • [Operations](#) — Priscilla Lewis

539 NCLA Operations Report -2013 Quarter 1

540

541 Office Operations

542 As part of her daily routine, Kim maintained and updated the listserv and processed incoming
543 membership applications and payments. Made routine bank deposits, work with treasurer to reconcile
544 monthly expenses. Provided section and roundtable reports as requested for mailers, membership
545 information, etc. Kim coordinated and provided documents for the Executive Board meeting in
546 February. Kim attended Finance Committee meeting in High Point Public. Kim Met with Treasurer and
547 Past Treasurer in Hillsborough to reconcile 2012. Met with merchant services provider to review
548 compliancy and renegotiate rates. Set up new electronic fax line to decrease NCLA cost for faxing by \$75
549 per month.

550

551 Conference

552 Kim worked with conference committee members in order to setup online capability for conference
553 sponsorship and exhibitor registration. Kim attended 2 conference 2013 planning meetings (Archdale,
554 Winston-Salem). Kim, Dale Cousins and the conference programming committee met with Algonquin
555 Books of Chapel Hill to discuss conference partnership interest.

556

557 Kim assisted the conference marketing committee to send 1500 save-the-date post cards by working
558 with the printer, setting up addresses, and forwarding to the mailing company for distribution. Kim and

559 Dale Cousins visited the NC Reading Association Conference Exhibit Hall in Raleigh for potential leads
560 and ideas.
561
562 NCLA Leadership Program
563 Attended LI meeting in Raleigh. Kim prepared State grant the reimbursement form for the 2012
564 Leadership Institute by compiling financial data including receipts and invoices. Kim, Dale Cousins, Lorrie
565 Russell and Mike Crumpton attended a site visit to the Grandover in Greensboro, for a potential location
566 for the NCLA Executive Board Retreat and 2014 Leadership Institute.
567
568 • Pay Equity- VACANT
569
570 • Scholarships — Christy Earp No written report
571 Scholarship applications will be accepted through May 30, 2013

572 • [Website](#) — Laura Wiegand [Motion 1](#) (Passed) [Motion 2](#) (Passed)

573 An actual committee has been formed! Members include Laura K. Wiegand (UNC Wilmington), Michelle
574 Underhill (State Library), Stephen Bollinger (North Carolina A&T State University), Ginny Boyer (East
575 Carolina University) and Chad Haeefe (UNC Chapel Hill).

576 We had our first meeting, virtually, on April 8th. We will have a meeting in May and again in July.

577 Ginny Boyer will be the Vice-chair.

578 We developed two motions that will be presented to the Executive Board in April 2013.
579 ○ The first motion concerns the committee name, members and charge.
580 Motion reads:

581 Update committee name, members and mission
582 Submitted by: Laura K. Wiegand
583 April 2013 Executive Board Meeting
584
585 We propose that the name of the Web Committee be changed Web and Technologies Support
586 Committee.
587
588 We propose that membership be defined as "Chairperson, plus three or more members, and the
589 President of the Association, ex officio. Membership shall be based on experience with web and other
590 technologies."
591
592 We propose to the Executive Board that our charge be defined as:
593 i. providing technical maintenance of the website, website training and content creation support
594 ii. providing other technology support, such as implementation recommendations and training on
595 technology and other related topics, such as webinars
596 iii. providing oversight on various existing and future technologies (i.e., Facebook, Twitter,
597 YouTube) by opening accounts, maintaining administrators, providing recommendations for content,
598 setting contribution guidelines
599

600 ○ The second motion concerns the NCLA YouTube Channel.

601 Motion reads:

602 Currently the NCLA YouTube channel is tied to the nclaonline@gmail.com account which is used for
603 association business; access to it cannot be shared with the sections and roundtables. This means either
604 individuals use their own channels, or have to ask Kim to upload. We propose that easier, collaborative
605 access to YouTube be set up.

- 606 • Our recommendation is that we create new Google account and YouTube channel for NCLA.
607 After research, we discovered that you cannot "unlink" accounts that were created after
608 2009. This account was created in Feb 2010, which means that we will have to set a new one
609 up. Unfortunately the Google username "NCLA" is taken. We propose using
610 "NCLibraryAssociation" instead.
- 611 • We propose that the channel currently associated with nclaonline be taken down. If possible
612 we will transfer the videos currently on the channel (keynotes from the 2009 Conference)
- 613 • We propose that the Web committee will maintain username & password. We will make the
614 access info accessible to section, roundtable and committee chairs.
- 615 • We propose that the Web Committee, in conjunction with the Marketing Committee, write
616 a content policy and how-to guide on using the Channel.
- 617 • We propose that sections and roundtables use the NCLA channel for their YouTube content
618 whenever possible.
- 619 • We will post this information in a password protected page on our website.
- 620 • We will then link to and/or embed the channel on our website.

621 Both of these Motions were passed after discussion.

622 Website archives - We talked about the website archival practices and needs. We have some questions
623 to answer and actions to follow-up on regarding retention policy & practices for the website and social
624 media.

625 Future agenda items will be taken from the Improve Online Presence Task Force Report.

626 **Other Reports**

- 627 • ALA Council — Rodney Lippard No written report
- 628
- 629 • SELA Representative — Carol Walker Jordan No written report
- 630 [2013 SELA/SCLA Conference](#) (joint conference with the South Carolina Library Association) will
631 be held in Greenville, South Carolina on November 13-15
- 632
- 633 • [North Carolina Libraries](#) — Ralph Scott

634 Work continues on the 2013 Spring/Summer issue

635

636 Test bulk mailing of new issue notification letters to registered *North Carolina Libraries* users was
637 successfully conducted in March. Received lots of bounce backs from email addresses in .ru

638
639 ECU (Joseph Thomas and Eleanor Cook) are hosting support group meetings with editors of publications
640 housed on ECU servers. An individual has been hired to help with the Open Journal System software.
641 This group is very helpful and consists of both experienced editors and newbies to the online journal
642 field.
643
644 Always happy to have new members join the board, remember NCL Board members must be appointed
645 by section and round table chairs.
646
647 *North Carolina Libraries* did not receive funding in 2013 from the North Carolina Library Association
648 Executive Board for any print issues.

649 • State Librarian — Cal Shepard No written report – [following notes from L. Davidson]

650 Funding
651 Federal sequester of 3.4% of LSTA (\$150,320)
652 State aid to public libraries 4.8% (\$657,517) cut in governor's budget
653 State aid formula review
654 New staff
655 Digital preservation information
656 GHL blog won an award
657 LSTA applications data 46 apps for \$3.2mil--\$2mil available (maybe)
658 Need advisory committee members from all COIs except NCICU
659 Summer reading workshops
660 Youth services staff census
661 DCR Educational Database in support of common core curriculum (primary sources)
662 NC Cardinal shared ILS (19 systems by next February)
663 Resource sharing (courier service)
664 LSTA funded for now--costs will be borne by libraries in the future
665 E-book advisory committee
666 Virtual petting zoo: public library technology training
667 Connect2compete / www.everyoneon.org
668 Digitallearn.org (digital literacy training)
669 State library commission vacancies
670
671