

1 **North Carolina Library Association Executive Board**

2 **October 19, 2012 10:30 am**

3 **High Point Public Library**

4 901 North Main Street, High Point, NC 27262

5 **Attending:**

6 Phil Barton (Endowment), Randall Bowen (CUS), Wanda Brown (President), Keith Burkhead (CJCLS);  
7 Eleanor Cook (Secretary), Jackie Cornette (NCLPA), Dale Cousins (VP/Conference), Carol Cramer  
8 (Finance), Michael Crumpton (Leadership Institute), Laura Davidson (Constitution), Denelle Eads  
9 (Archives), Brandy Hamilton (Public Policy), Jennifer Hanft (Marketing), Amy Harris (RASS), Rachel  
10 Holderied (RTSS), Pam Jaskot (PLA), Avis Jones (REMCO), Lynda Kellam (Gov. Resources Section), Emily  
11 King (Director), Rodney Lippard (ALA Councilor), Kim Parrott (Administrative Assistant), Lorrie Russell  
12 (LAMS), Tiffany Russell (Cont. Ed.), Mary Scanlon (BLINC), Ralph Scott (NCL), Joan Sherif (Women's  
13 Issues RT), Kathy Shields (Technology 'n Trends RT), Lisa Shores (Membership), Mary Sizemore  
14 (Treasurer), Jason Tomberlin (Special Coll RT), David Trudeau (Intell.Freedom), Carol Walters (co-chair,  
15 Trustees, Advocates, Friends), Laura Wiegand (Web Admin), M.J. Wilkerson (Treasurer-Elect), Melanie  
16 Wood (NMRT)

17 **Thanks to Mary Sizemore and Lorrie Russell for hosting the meeting today.**

18 **Minutes of the July meeting were approved.**

19 **Introductions:**

20 Lisa Shores - Membership

21 Jennifer Hanft - Marketing

22 David Trudeau – Intellectual Freedom

23

24 **Treasurer's Report Mary Sizemore (link is to all the detailed reports)**

25 We need more memberships in order to reach our budgetary goal – we budgeted \$38K but so  
26 far we are only at \$25,144.50. Discussion centered on how to anticipate and promote  
27 increased membership. Minimum of 2 trustees per library system is the goal, but not all  
28 systems can afford to pay their trustees' dues. Trustees, advocates and friends is what we are  
29 supposed to be calling them and this phrase needs to be corrected in all places within the web  
30 site and printed resources.

31 Section chairs request that Kim send quarterly lists of members for each section, including  
32 lapsed members.

33 The Endowment disbursement needs to have a budgetary amendment to show that the  
34 amount is \$2490 instead of \$2200. This was approved.

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

36 **President's Report (Wanda Brown)**

37 Good morning and welcome to this our final board meeting of 2012. Thank you so much for your  
38 continued support for NCLA and for your enthusiasm with respect to our profession. I think your  
39 presence here today exemplifies not only your commitment to NCLA, to your respective sections,  
40 roundtables and committees, but also to the spirit of collaboration that is necessary for us to grow and  
41 sustain our association. As we look to the next year and think upon the role each of your vice chairs will  
42 take, I strongly encourage you to bring them to the board meetings. Not only will this aid in the  
43 transitioning of the board, but more importantly, it will give them the historical perspective and insight  
44 into the strategies taken, decisions made and subsequent implications which will all become more  
45 relevant in their time as chair. This enables the next board to move forward with greater ease. This  
46 makes us stronger as a board and as an association.

47 I recently attended the SELA/COMO conference held in Macon, Georgia as well as the Joint Conference  
48 of Librarians of Color which was held in Kansas City. At both of these events I was amazed at the  
49 amount of LIS students there were in attendance. They encouraged and inspired me with their quest for  
50 knowledge and their eagerness to network. They asked how they might get involved within the  
51 profession now. Questions about the workings of NCLA were abundant. How can we engage these  
52 students and give them an up and close personal experience within NCLA? As I pondered upon the idea,  
53 I had several thoughts. Perhaps we could invite a couple to join us as guest during the quarterly board  
54 meetings. What about a link (for students only) to our webpage where they could identify themselves  
55 and express any specific areas of interest? What if each section solicited a student representative to  
56 join their boards? Just ideas, but I hope they get you thinking.

57 I do want to publicly mention the work of the New Members Round table's with "N.C. Citations." Not  
58 only did it make me proud, but it brought to remembrance something I do truly miss; Tarheel Libraries. I  
59 want to know who's new to the state, who's gotten a promotion or who's switched jobs within the  
60 state. Perhaps we could revisit the notion of how we communicate within our association via a similar  
61 mechanism. The wonderful LAMS publication could also be a vehicle for sharing the "who's done what  
62 stories." Just an idea, but I hope it gets you thinking.

63 Special thanks to all the sections and roundtables that have been busy planning what appears to be a  
64 wonderful array of programs for the fall. You are given back to your sections, but more importantly you  
65 are keeping the NCLA brand alive. Thank you. NCLA day I understand was also another huge success. I  
66 have attended many of the meetings of the Leadership Institute Planning Committee. I think we have  
67 much to look forward to in this year's institute. Also the work of the conference planning committee  
68 has begun and I am equally encouraged by the work done so far. Thanks especially to Kim who keeps us  
69 all in the get, know and go mode. Great work all!

70 During the last board meeting we began hearing the reports from the Strategic Initiatives working  
71 groups; reports that sparked a series of good and healthy conversations. The Executive Committee met  
72 to discuss some of the recommendations from the "Build Awareness of NCLA" taskforce. I am pleased  
73 to report that Jennifer Hanft has been appointed as the chair of the recently renamed Marketing  
74 Committee. She has been charged with convening group of interested folks to devise a marketing plan  
75 for NCLA. She has been asked to work closely with both the Membership and Web Committees. As a

76 follow up to the conversations to “increase membership within NCLA by 5%”, as well as queries from our  
77 members, we will explore the possibility of an un-moderated listserv. More details on that are  
78 forthcoming.

79 Before we hear reports from the sections and roundtables, let’s hear from the remaining strategic  
80 initiative taskforces.

81

## 82 **Initiative Reports**

83 [Financial Wellness Task Force Report](#) (Carol Cramer) --discussed ideas contained there

84

### 85 **NCLA Financial Task Force Report**

86 Readers are referred to the Finance Committee report from the January 2012 NCLA Board Meeting  
87 to freshen up on the current state of NCLA’s finances. In short, we currently have \$25,000  
88 designated as short-term reserve and about \$3000 in undesignated revenue. NCLA is currently in a  
89 position of strength, financially speaking. How do we ensure that we stay strong and not continue  
90 the boom & bust cycle where our fortunes depend on the financial success of the last conference?  
91 We quickly examined the three primary ways of improving one’s finances: Cutting expenses, raising  
92 revenue, and managing assets better. Cutting expenses further was dismissed quickly, since NCLA  
93 had cut just about everything possible during the most recent bust cycle. The other two possibilities  
94 are discussed in more detail below.

### 95 **Ideas for Raising Revenue**

96 These three ideas have the greatest potential:

97 1. Increase membership - Especially tapping the trustees, friends, advocates sector. (Further  
98 thoughts are delegated to the separate task force assigned to this purpose.)

99 2. Advertising on the website - furniture vendors, etc. Also local restaurants and the like  
100 immediately before a conference. Refer this idea to the Marketing/Website committee and Kim.

101 3. Ensure that future conferences are highly successful

102 These three ideas could raise revenue, but would cost more (in effort etc.) for the amount we  
103 would raise:

104 4. Grow the endowment - Solicit more gifts, NCLA transferring money

105 5. Fee charged when sect/rt have a program: will this really be new revenue or just shifting revenue  
106 from sect/rt (could be done as a percentage or as a flat fee). This idea has been floated several  
107 times, but has proven controversial within the board.

108 6. Raise dues - Would this go over in a year when we’re not desperate? However, when we are  
109 desperate is often when the economy is in the toilet and members are least able to pay more.

110 The following idea was discussed, but we decided that this would not ultimately increase revenue  
111 (especially when one considers the effort involved):

112 7. Go to an annual conference? Is this effectively what happens with the off-season programming?  
113 NCLA currently has **\$3000** (or \$1500 per year in the 2012-13 biennium) in completely

114 undesigned conference revenue. The board could consider applying some of the **undesigned**  
115 **revenue** to hire professionals to do some of the marketing for the top two items above.

116 **Ideas for Making Better Use of Current Surplus**

117 The Task Force members agreed that we need as much flexibility as possible, so we do not advise  
118 the board change its bylaws in such a way as to require NCLA to maintain a short-term reserve fund,  
119 or to transfer money to the endowment. However, we agreed that the principle of setting aside  
120 short-term revenue to cover future downturns is a good idea. The Endowment Committee could  
121 request that surplus revenue be added to the undesigned portion of the endowment. We should  
122 consider making organizational contributions to the Endowment when revenues are available  
123 beyond what is needed to be held aside for projected short-term needs. Submitted by the Financial  
124 Task Force: Carol Cramer, Chair, Phil Barton, Mary Sizemore

125

126 **Member engagement – Lorrie Russell reported for Katrina Vernon (This report was submitted**  
127 **in July)**

128

129 **Foster interest in NCLA between conferences - Jason Tomberlin reported for Cathy Campbell**  
130 **(This report was submitted in July)**

131

132 **Listserve proposal/motion (Laura Wiegand)**

133 Discussion surrounded its workability in terms of moderation, commercial content restrictions,  
134 list etiquette. Err on the side of openness. Assess the situation after a certain time period.  
135 Assess in October 2013. Motion was approved unanimously.

136

137 We will communicate with the membership about these changes. Discussed how to reach  
138 opted out members. Several ideas were offered. Marketing and Online will work together to  
139 craft the announcement and work out further communications.

140

141 **Section/Round Table Reports**

142 **[Business Librarianship Section](#) (Mary Scanlon)**

143 BLINC's officers consist of:

144 Mary Scanlon, Chair, Wake Forest University

145 Leslie Farison, Vice-Chair, Appalachian State University

146 Sara Thynne, Secretary/Treasurer, Alamance Regional Public Library

147 Nina Exner, Web Master, North Carolina A&T State University

148

149 BLINC's most recent quarterly workshop was held August 2<sup>nd</sup> at Wake Forest University. As this was our  
150 'back-to-school' workshop, we focused on instruction. Lauren Pressley, Head of Instruction at the Z.  
151 Smith Reynolds Library taught a session on instructional design.

152 In the afternoon, we met with three representatives from Mergent/Hoover's to provide feedback about  
153 a new interface the company is designing for one of the NCLive databases. We ended with a report from  
154 BLINC member Dan Maynard of Campbell University about an outreach program to Small Business  
155 Development Centers that he's been developing and a discussion about how we might support SBDC  
156 investment counselors.

157

158 Two BLINC librarians represented us at Meet NCLA Day.

159 Our next workshop will be held November 8<sup>th</sup> at Elon University.

160

161 **College and University Section (Randall Bowman)**

162 Registration is now open for The North Carolina Library Association (NCLA) College & University Section  
163 and Community & Junior College Libraries Section mini conference “**Assessment Beyond Statistics.**” The  
164 mini conference will take place on Friday, November 2, 2012 at the Davidson County Community College  
165 - Conference Center, Thomasville, NC.

166 Highlights include: **Keynote speaker:** Yvonne Belanger, the Head of Assessment and Planning for Duke  
167 University Libraries and Duke University’s Center for Instructional Technology (CIT); Lunchtime speakers:  
168 **Kathryn Crowe:** Associate Dean for Public Services at the University Libraries at the University of North  
169 Carolina at Greensboro and **A. Kathy Bradshaw:** Human Resources Librarian for University Libraries at  
170 University of North Carolina Greensboro. There will be three breakout sessions with three presentations  
171 in each breakout session and five poster presentations. As of October 9<sup>th</sup> we have 16 registrants. We  
172 are hoping to fill the 96 seats for the conference so please pass on the conference announcement to  
173 colleagues at your libraries. More information on the mini conference is posted on the CUS and CJCL  
174 section pages.

175 **Community and Junior College Libraries Section – K. Burkhead**

176 **No report**

177

178 **Government Resources (Lynda Kellam)**

179 We have continued with our webinar series entitled "Help! I'm an Accidental Government Information  
180 Librarian." Since the last report in July we have had two webinars (in August and September). We have  
181 three scheduled through January. The next one on November 14 is on UN Data resources.

182

183 We have explored the possibility of electronic voting for our officers in 2013. The Constitution, Codes  
184 and Handbook Committees has approved the language and the NCLA Executive Board voted for the  
185 change at the July 27<sup>th</sup> meeting. We presented the language to the membership via email and at our  
186 business meeting on June 1.

187

188 The next workshop and business meeting is planned for November 16 in Greenville, NC and will be on  
189 changes with ProQuest Congressional. At this meeting we will also vote on the bylaw changes to  
190 prepare for the 2013 elections.

191

192 Our executive committee met virtually on September 12 to plan our November 16 workshop and to  
193 discuss other matters. Our membership holds steady and we have had several volunteers to work with  
194 our section.

195

196 **Library Administration and Management Section (Lorrie Russell)**

197 The LAMS board has continued to plan and prepare for their Unconference. The date will be November  
198 15<sup>th</sup>, from 9:15 am to 3:00 pm at the High Point Public Library. The theme for the Unconference will be  
199 “Change Management,” and the speaker will be Lois Kilkka of the Charlotte/Mecklenburg Public Library.  
200 At their October meeting, the LAMS board agreed to offer up to 15 scholarships, if space allows, to the  
201 Unconference for the Leadership Institute applicants who were not accepted to the Institute.

202 This quarter, LAMS also agreed to sponsor Larry Gavin, of Cumberland County Public Library and  
203 Information Center, and a LAMS member, to pay for his participation in the NCLA Leadership Institute.

204 LAMS will also work with the Leadership Institute to prepare and host their April meeting, where the  
205 participants will gather to discuss the progress they have made on their individual projects.  
206 LAMS has sent out three issues of the new quarterly *LAMS Letters* at this time. The board is working on  
207 the next edition, which will be sent out to our membership in December. The LAMS board is also starting  
208 to plan for programming at the 2013 NCLA Biennial Conference in Winston-Salem.

209  
210 **Literacy Round Table** (written report only)

211 Literacy Round Table officers consist of:

212 Donna Phillips, Chair, Wayne County Public Library

213 Steve Sumerford, Vice-Chair, Greensboro Public Library

214 Becky Callison, Secretary, Wilson County Public Library

215 The Literacy Round Table held a conference call at the end of July to discuss our plans to update the  
216 Literacy Toolkit that was developed by our group last year. During late July and early August, board  
217 members made revisions to the Toolkit and the revised version was submitted so that it could be posted  
218 on the NCLA web site. See it here: [Literacy Toolkit 2012](#)

219  
220 During the month of August, all public library directors in attendance at the North Carolina Public Library  
221 Director's Association meeting, received a copy of the updated Literacy Toolkit and were asked to  
222 encourage their library staff to plan and report on any literacy related activities that took place in  
223 conjunction with the celebration of National Family Literacy Day. Additionally, Governor Perdue is being  
224 asked to proclaim November 1 as Family Literacy Day in North Carolina. Our next meeting will be held in  
225 November when we will begin discussions on building membership and plans for the 2013 NCLA  
226 Conference.

227

228 **New Members Round Table** (Melanie Wood)

229 The board consists of:

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

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

232 Lorrie Russell, High Point Public Library (Secretary)

233 Patrick Holt, Durham County Library (Treasurer)

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

235 \*Stephen Bollinger, NC A&T State University, Greensboro (Publicity Director)

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

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

238 \*Alicia Finley, (Students to NCLA Committee)

239 \* New board members!

240 **Networking Events:**

241 We hosted 6 networking events since the last meeting (in Asheville, Cary, Chapel Hill, Charlotte, Durham  
242 and Fayetteville), 2 of which were coordinated by volunteers. Average attendance at these events was  
243 12.

244

245 **Other Events:**

246 Since the last meeting, we hosted two other events and been involved in a third:

247 • Tips and Tricks for Job Seekers – 15 attendees

248 ○ We videotaped this presentation and posted it to YouTube

249 ○ We were so pleased with the program that we've decided to recreate it all across the  
250 state next spring! We're currently seeking librarians from all types of libraries in areas  
251 surrounding each of the NC library schools to participate.

- 252 • Meet NCLA Day – 23 attendees (resulted in several new members as well as some renewals)
- 253 • ALA/NCLA Panel at the SCALA Kickoff at UNC – around 50 attendees
- 254 • Library School Ambassador Program
- 255 ○ To help promote our events and activities to library schools, we are soliciting a student
- 256 from each of the NC schools with a library science program to be our contact for that
- 257 school. They would then promote our programs and services to their student listserves.

258 **NC Citations:**

259 The fall issue was sent out in early October. We're always happy to receive comments, constructive

260 criticism, etc! We want this to be a joint venture between all of NCLA.

261

262 **Board Meetings:**

263 NMRT is meeting every other month at different locations throughout the state. We recently used Free

264 Conference Call to meet virtually, and were pleased with how that worked.

265

266 **NC Association of School Librarians – VACANT**

267 Still need someone to represent for this group. We discussed some ideas on how to deal with this. D.

268 Cousins was asked by W. Brown to help recruit for this.

269

270 **North Carolina Library Paraprofessional Association (Jackie Cornette)**

271 NCLPA's Last meeting was held August 9- Randolph Public Library. Membership concerns were

272 discussed and a "hands on approach" will be pursued by board members, encouraging one-on-one

273 recruitment. NCLPA was invited by the H. Leslie Perry Memorial Library - Henderson to participate in

274 their staff development day "Black Belt Librarians" - Warren Graham- opening up their program to

275 NCLPA members- September 6. – Region 2 program.

276 2012 Update:

277 Hosted: - 3 regional workshops

278 ECU- Paraprofessional Preconference

279 Representation at Meet NCLA Day-

280 2- NCLA networking dinners

281 Joint-Scholarship-Leadership Institute

282 Discussions are underway to secure a time, date, and location, as well as presenter(s) for upcoming

283 spring workshops.

284 Next NCLPA meeting is scheduled for November 8-Randolph Public Library- Asheboro

285

286 **Trustees, Friends & Advocates Section (Carol Walters)**

287 Our task force for Legislative Day 2012 includes Adrienne Williams, Clara Bernicken, Martha Ferguson,

288 Bonita Collins, and Donnie Lewis. They plan to meet in November to plan for this coming year.

289 Developing a positive Network with Friends across NC is one goal, as well as maintaining connection

290 with NCPLDA, the University, and NCLA Public Policy Committee so that we can have a strong &

291 consistent voice for libraries.

292

293 **Public Library Section (Pam Jaskot)**

294 The Planning Council met at Cameron Village Library, Wake County Library on August 24, 2012.

295 Members attending: Pam Jaskot, Chuck Ebert, Arthur Erickson, Billy King, Terri Luke, Jason Rogers, Joan

296 Sherif, David Singleton, Martha Sink, Decca Slaughter, Deborah Wadleigh and Laura Weigand.

297 Fabulous Friday workshops are set and ready to go. The committee has been working diligently to

298 coordinate each session and have a variety of sessions for participants to choose from. Cal Shepard,

299 State Librarian, will be the keynote at all three sessions. The Fabulous Friday planning committee has  
300 done an excellent job organizing the programs and recruiting volunteers from the library field to provide  
301 the training.

302  
303 The Awards Committee, via email, selected 2 recipients for the Leadership Institute scholarship. PLS will  
304 provide \$300 for J.R. Rogers, Wake County, and Jennifer Lohemann, Durham County. The section  
305 members expressed some concern over the lack of organization in terms of selecting scholarship  
306 candidates. There was no process in place for how to select candidates.

307 Joan Sherif, YSS Liaison, is assisting with the YSS biennial retreat on November 1 & 2.

308 Each committee reported. Their focus for the last month has been to coordinate speakers for the  
309 Fabulous Fridays. Marketing committee is looking for new members.

310

#### 311 [Reference and Adult Services Section](#) (Amy Harris)

312 RASS met virtually on October 5 to discuss our off-year workshop. We decided to hold a virtual  
313 conference entitled "Current Trends in Reference" on March 14 from 10 AM-noon. There will be 4  
314 presentations, each lasting 20 minutes with 10 minutes in between for Q&A and switching between  
315 presenters. We will solicit proposals and give preference to RASS members and first-time virtual  
316 presenters. The timeline will be as follows:

317 Early November- call for proposals sent out on NCLA Listserve

318 Early January- reminder sent out

319 January 18- proposals due

320 February 1- acceptances sent out

321 Early February- call for registration

322 February 28- registration closes

323 February-March- scheduled times for each presenter to practice with Blackboard Collaborate

324 March 14- Workshop!

325

#### 326 **Round Table for Ethnic Minority Concerns (Avis Jones for Phillip Cherry)**

327 **Said something will send report**

328

#### 329 [Resources and Technical Services Section](#) (R. Holderied for Cindy Shirkey)

330 RTSS will hold its Fall Workshop on Monday, Oct. 22 at UNC Greensboro's Elliot Center. A tremendous  
331 amount of preparation has gone into this event, so RTSS has no other activities to report. RTSS is  
332 sponsoring Lisa Shores from RCCC to go to the Leadership Institute.

333

#### 334 **Special Collections Round Table (Jason Toberlin)**

335 No report

336 (Although Jason did note that a number of students have expressed interest in their section and he is  
337 energized now to do more outreach to them.)

338

#### 339 [Technology and Trends Round Table](#) (Kathy Shields)

340 At the Executive Board meeting on July 27, Wanda Brown appointed Kathy Shields (High Point  
341 University) as Chair of the Technology and Trends Round Table (TNT). In August, Kathy appointed the  
342 other members of the board based on those who had expressed interest in serving. These board  
343 members agreed to serve until the NCLA Biennial Conference, when a new board will be elected by the  
344 membership. The new board members are:

345 Jenny Dale, Vice Chair, UNC-Greensboro

346 Julie Raynor, Secretary/Treasurer, High Point Public Library



347 Chad Haefele, Director, UNC-Chapel Hill  
348 Amy Chadwell, Director, High Point University  
349 The board members met virtually on August 22 to discuss potential events and set meeting dates for the  
350 rest of the semester. We also discussed the possibility of amending our bylaws to include a student  
351 representative on the board. We plan to propose this to the membership later in the year. Jenny Dale  
352 and Kathy Shields (with input from the other board members) created a survey that was sent out to the  
353 membership via the Google Group for the Tech and Trends Round Table. We will use the results of this  
354 survey to plan events through the Biennial Conference in October 2013. We also compared our most  
355 recent list of current members to those in the Google Group and sent invitations to those who were  
356 members of TNT but not on the Google Group and encouraged them to join.

357  
358 Chad Haefele represented TNT at Meet NCLA Day on September 13 in Durham, where he promoted the  
359 virtual networking event and had the opportunity to speak to around 25 attendees.

360  
361 On October 5, 2012, we held a virtual networking event for the group through Blackboard Collaborate.  
362 The event had 5 attendees, and we plan to repeat this event in November with more marketing.  
363 The board will hold another virtual meeting in November and a face-to-face meeting in December 2012  
364 in High Point. At the meeting, we will plan the meetings and events for the rest of the year and begin  
365 making plans for the Biennial Conference.

#### 366 [Women's Issues in Librarianship Round Table](#) (Joan Sherif)

367 The WILR board has continued to plan and prepare for the fall workshop, "The Insider's Guide to Your  
368 Career Potential: Trust, Leadership, and Happiness in the Workplace: a workshop examining where you  
369 are and where you are going for all career stages". It will be held November 2 from 10:00 am to 3:00 pm  
370 at the Cameron Village Regional Library in Raleigh.

371 Featured speaker will be Stephanie Goddard, work stress solutions innovator, from the Wake County HR  
372 Department. Afternoon panelists will include Cal Shepard (North Carolina State Librarian), Wanda Brown  
373 (Associate Dean- Z. Smith Reynolds Library and NCLA President), and Dale Cousins (Library Manager for  
374 Communications/ Community Relations, Wake County).

375 Registration is \$45 for NCLA non-WILR members (includes membership), \$30 for WILR members, and  
376 \$60 for non-NCLA members. Lunch is included.

377 Scholarship for Leadership Institute

378 The board voted to sponsor Mark King from Craven Community College to the NCLA Leadership  
379 Institute.

380 E Newsletter

381 An e-newsletter is being developed and will be sent out the first of the year to new and prospective  
382 members with helpful information, links, and more.

383 2013 NCLA Biennial Conference

384 The board is beginning to plan for programming for the 2013 NCLA Biennial Conference in Winston-  
385 Salem.

386

387  
388 **Youth Services Section – No report**

389

### 390 **Committee Reports**

391

392 **State Librarian [no report]**

393

394 **Archives – Denelle Eads**

395 Since the last meeting, she has formed a committee, met with the former Archivist, to show her what to  
396 do. There are 60 boxes of unprocessed materials at the State Library; 6 more boxes from Kim, additional  
397 materials as well. She is assessing now, much work to do. Committee members are far-flung, so look  
398 into getting some student help who need experience in archival work. Jason Tomberlin mentioned that  
399 SNCC gives stipends to archival students. NC Central and/or UNC-CH may be willing to work with them.

400

401 **Conference 2013 (Dale Cousins)**

402 Planning is beginning for the 2013 60<sup>th</sup> Biennial Conference in Winston Salem, October 15-18,  
403 2013. The complete conference committee met at UNC Greensboro on September 21, 2012 in  
404 the Jackson Library. After initial welcomes and introductions, a draft budget was hammered out  
405 and a calendar of upcoming meetings was created through May 2013. The budget projects  
406 income of approximately \$45,000 for the Association. The calendar will be reexamined in the  
407 spring to determine the number of meetings needed in the final two quarters of the year prior  
408 to October. Additionally, the subcommittees made arrangements to meet during the month of  
409 October 2012 in order to have preliminary reports for the full committee on November 30  
410 when next we meet at the conference site, from 10:00 until 3:00ish. A tour of the facility and an  
411 extended conference calendar, working back from the conference dates, will be developed on  
412 that date along with preliminary reviews of a conference logo.

413

414 *MOTION ONE: I, Dale Cousins, on behalf of the 2013 Conference Committee, move that the assets*  
415 *(inventory of materials) remaining from the 2011 Conference Store be transferred to the 2013*  
416 *Conference Committee in the charge of Brandy Hamilton and Katrina Vernon, Store Managers.*

417 [Motion passed]

418 Additionally, the full committee considered ideas for a conference theme. Twenty suggestions were  
419 offered and discussed. Jill Morris created a survey monkey poll for members of the committee to vote  
420 on the suggested themes. Nearly 40% of the votes were cast for **NCLA: Stronger Together** as a  
421 conference theme. Generally, the committee felt that this theme is inclusive, which is to say....the  
422 association is strengthened if we are working together; the library community is strengthened if all types  
423 of libraries are working in concert; and the communities we serve are strengthened if we are  
424 collaborative and community-centered. With that, I would like to present the following motion.

425 *MOTION TWO: I, Dale Cousins, on behalf of the 2013 Conference Committee, move for approval of the*  
426 *theme for the 60<sup>th</sup> Biennial Conference to be held in Winston Salem, October 15-18, 2013. The theme*  
427 *being proposed by the committee is **NCLA: Stronger Together.***

428 [Motion passed]

429 In addition, Dale provided us a handout of the proposed budget. There was a question about logo  
430 design – the answer: we’re trying to do this internally. There was a question about the call for  
431 proposals—the answer: This will happen March/April. At the January 2013 board meeting there will a  
432 discussion of the conference program structure.

433 **Constitution, Codes, and Handbook Committee (Laura Davidson)**

434 The Constitution, Codes, and Handbook Committee met in September to review the online versions of  
435 the handbook. There are a number of changes we want to recommend.

436  
437 It is not clear where the official version of the NCLA Handbook is located. We recommend that the  
438 Handbook web pages of the NCLA website become the official version of the Handbook (as opposed to  
439 the “printer friendly” version or any printed version). At this point, we want Board permission to move  
440 forward with this concept. Once some of the corrections described below are implemented, we will  
441 bring this back as a formal motion for the Board to enact.

442  
443 We ask that each section and roundtable verify that the bylaws of their group listed in the handbook  
444 portion of the website are the correct, up-to-date versions. If they have posted a separate copy of their  
445 bylaws in their section’s website, we recommend that they take that down and link to the bylaws in the  
446 handbook (once corrected), to avoid proliferation of different versions of governing documents. Please  
447 send corrections or confirmations to Laura Davidson ([davidson@meredith.edu](mailto:davidson@meredith.edu))

448  
449 We recommend that information currently in the handbook that does not refer to governing the  
450 association be relocated to other portions of the website. Examples include lists of former officers and  
451 award winners and contact information.

452 Here is the proposed table of contents of the handbook—each bullet represents a web page:

- 453 • The Association
  - 454 ○ Who we are and what we do
  - 455 ○ Background
  - 456 ○ Contact the NCLA Office
  - 457 ○ Frequently Asked Questions
  - 458 ○ Scholarships and Loan Funds
  - 459 ○ Awards
  - 460 ○ Publications
- 461 • Constitution and Bylaws
  - 462 ○ NCLA Constitution
  - 463 ○ NCLA Bylaws
- 464 • Sections and Roundtable Bylaws
  - 465 ○ Sections
    - 466 ■ Business Librarianship in North Carolina (BLINC)
    - 467 ■ College and University Section and North Carolina Chapter of ACRL
    - 468 ■ Community and Junior College Libraries Section
    - 469 ■ Government Resources Section
    - 470 ■ Library Administration and Management Section
    - 471 ■ North Carolina Association of School Librarians
    - 472 ■ Public Library Section
    - 473 ■ Reference and Adult Services Section
    - 474 ■ Resources and Technical Services Section
    - 475 ■ Trustees, Friends and Advocates Section
    - 476 ■ Youth Services Section
  - 477 ○ Roundtables
    - 478 ■ Literacy Roundtable
    - 479 ■ New Members Roundtable

- 480                   ▪ North Carolina Library Paraprofessional Association
- 481                   ▪ Roundtable for Ethnic Minority Concerns
- 482                   ▪ Roundtable on Special Collections
- 483                   ▪ Roundtable on the Status of Women in Librarianship
- 484                   ▪ Technology and Trends Roundtable
- 485           • Executive Board Handbook
  - 486           ○ Standing Rules of the Executive Board
  - 487           ○ Non-codified policies adopted by the Executive Board
  - 488           ○ Officers
  - 489           ○ Standing Committees
  - 490           ○ North Carolina Libraries Editorial Board
  - 491           ○ Sections and Roundtables (general information)
  - 492           ○ Financial Procedures
  - 493           ○ Archives Committee Records Retention
  - 494           ○ Operations
  - 495           ○ Forms
    - 496           ▪ Membership application form
    - 497           ▪ Motion form
    - 498           ▪ Request for reimbursement of travel expenses
    - 499           ▪ Scholarship recommendation form
    - 500           ▪ Challenged work
    - 501           ▪ Sample by-laws
- 502           • Conference Handbook

503 A prototype handbook based on these recommendations can be found here:

504 <http://infotogo.meredith.edu/NCLAhandbook>

505 On this Libguide, each box represents a separate webpage. Each box also shows the source of the  
 506 information in the box. You can compare boxes with original sources to determine what is  
 507 recommended for omission from the Handbook section of the website.

508 **[Continuing Education](#) (Tiffany Russell for Iyanna Sims)**

509 The committee had to extend the launch date of the proposed CEC page on the NCLA website. Our new  
 510 target date is to launch the page in mid-November. The page will include information on the value of  
 511 continuing education, continuing education opportunities, trending topics, and further reading.

512

513 **[Endowment](#) (Phil Barton)**

514 The NCLA endowment ending fund balance as of June 30, the end of the second quarter of 2012, was  
 515 \$128,096.21. This latest fund balance represents a decrease of \$1,597.75 compared to our fund balance  
 516 as of the end of the first quarter, which was \$129,693.96.

517 According to the quarterly report from the North Carolina Community Foundation “The first quarter  
 518 givith, the second quarter taketh away.” The second quarter essentially reversed about one-quarter of  
 519 the equity gains realized during the first quarter. The greatest damage was during the month of May.  
 520 Issues affecting the market included the European debt situation, the slow rate of domestic job creation,  
 521 inaction in Washington and the uncertainty heading towards election.

522 However, the outlook is positive for long-term growth in the market with the sustained recovery of the  
523 U.S. economy, despite drags on equities and other obstacles. Bear in mind that our fund balance at the  
524 beginning of 2012 was \$123,203.77. The increase since then is the result of \$3,692.49 in earnings and  
525 \$1,305.00 in contributions. Also, an administrative fee of \$105.00 was paid out during the first quarter.

526 A request will be submitted later this month for an annual distribution of \$2,490.00.

#### 527 **Finance (Carol Cramer)**

528 No report

529

#### 530 **Intellect Freedom (David Trudeau)**

531 No written report since he was just appointed. He made a few comments, however. He's been  
532 appointed to ALA Intellectual Freedom Round Table's Promotion Committee. Also, please feel free to  
533 share stories and incidents. He's looking forward to revitalizing the Round Table.

534

#### 535 **Leadership Institute (Mike Crumpton)**

536 About ready to happen! No written report.

537

#### 538 **Marketing (Jennifer Hanft)**

539 Since being recently resurrected, the NCLA Marketing Committee has been actively trying to recruit  
540 members this quarter. Currently, the Committee consists of :

- 541 • Jennifer Hanft, Chair
- 542 • Lisa Shores
- 543 • Laura Wiegand
- 544 • Rodney Lippard

545

546 We will begin addressing our charge—to create a marketing plan for NCLA—at our first meeting in  
547 the next few weeks. Any questions, suggestions, or ideas are welcome.

548

#### 549 **Membership (Lisa Shores for Jennifer Meyer)**

550 Third quarter business

- 551 • Webinar with AchieveLink as possible new benefit of membership
- 552 • Mixed feelings about usefulness of platform. Concerns included: limited revenue, lack of use,  
553 survey indicated no interest from members
- 554 • Lisa Shores put together survey to poll current members for their experiences with NCLA and  
555 she is currently analyzing the results
- 556 • Kim Parrot looked into logistics of putting together "sustainable membership." Concern that it  
557 may be more expense to have a system put into place then would pay out with increased  
558 membership.

559

#### 560 **Nominating (Sherwin Rice)**

561 No report

562

#### 563 **Operations (Kim Parrott)**

- 564 • Worked with sections and roundtables in planning upcoming events.
- 565
- 566 • Attended the Leadership Institute committee planning meetings.

- 567
- 568 • Set up the event module for all section and roundtable events for online registration.
- 569
- 570 • Processed incoming membership and registrations payments.
- 571
- 572 • Attended 2013 conference planning meeting.
- 573
- 574 • Made bank deposits as needed.
- 575
- 576 • Provided section and roundtable reports as requested.
- 577
- 578 • Reconciled 3rd quarter expenses.
- 579
- 580 • Assisted as needed.

581 **Public Policy (Brandy Hamilton)**

582 **NCLA Day**

583 The Public Policy Committee participated NCLA day this quarter. During the event, we received several  
 584 requests for more information about advocacy related issues. A handout created by ALA entitled  
 585 “Speaking Out” was provided to every person who visited the table. This handout provided helpful ideas  
 586 on ways to advocate year-round.

587 It was also during NCLA day that we became aware that the terms “advocacy” and “legislative”  
 588 appeared to resonate more than “Public Policy,” this lead to a discussion about changing the name of  
 589 the committee.

590 **Proposed Change Committee Name and Charges**

591 After reviewing several other state association public policy, legislative, and advocacy committees, it  
 592 became apparent that we needed to adopt a new name that reflected the nature of our work. In  
 593 addition to define what we do in terms that were more identifiable. Therefore, Public Policy will present  
 594 a motion to the board at the next executive board meeting to change the name of the committee from  
 595 **Public Policy Committee to Advocacy and Legislative Committee**. In addition, after reviewing the  
 596 current charges, we would also like to make changes that more accurately reflect what we do, while  
 597 providing more flexibility.

598 **Co-Chair** Public policy is also recommending that the committee have the option of functioning under  
 599 the leadership of two co-chairs. This is due to the significant amount of planning involved in National  
 600 Legislative Day. We submitted the idea the president and received her approval pending discussion at  
 601 the executive board meeting.

602 **Legislative Actions**

603 In early October, the Institute of Museum and Library Services (IMLS) sponsored a Congressional briefing  
 604 titled “How Libraries Support Workforce Development.” ALA wanted to bring awareness to this issue  
 605 and asked that the public notify their representatives to make them aware of the briefing. Public Policy  
 606 posted this alert on the listserv and NCLA’s Facebook page.

607 We emailed ALA to find out how to embed a legislative action center on the NCLA website. This would  
 608 allow NCLA members and others to subscribe to legislative alerts that are relevant to NC Libraries.

609 **Training** Members watched and shared ALA’s webinar entitled “Making the Election Connection.” This  
 610 webinar focused on ways that library staff could take advantage of the election season for advocacy  
 611 efforts.

612 **Library Snapshot Day**

614 We emailed and followed up with a call to NCPLA's president Carol Wilson to inquire about the status of  
615 Library Snapshot day and offer Public Policy's assistance and are awaiting a response.

616

617 **Motion:**

618 There was discussion of the motion in general and in particular#6, in terms of whether to keep or revise.  
619 Suggested to keep something in #6 but change the wording.

620

621 Suggested we table the Motion and allow Brandy to take it back and revise the wording. We are  
622 supportive of the name change, but the wording in the Charge needs some more work.

623

624 The Motion about the name change was restated. It was approved.

625 The portion of the Motion concerning the changes in the Charge will be brought back to the next  
626 meeting.

627

628 **MOVED that:**

629 **The Public Policy Committee's named be changed to Advocacy and Legislative Committee. That the**  
630 **committee charges be altered in the following ways:**

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

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

633 Charges:

634 1. To keep the Association informed of all pending state and federal legislation affecting libraries. Keep

635 2. To keep in touch with state and federal legislators, acquainting them with needs of libraries, and

636 justifying budget requests. Keep

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

638 Keep

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

641 5. To plan and promote State Legislative Days. **Change:** To assist with the planning and promotion of  
642 State Legislative Days with other state organizations.

643 6. To recommend to the President up to 25 congressional and state officials for "special" membership in  
644 NCLA (remove)

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

646 **By:** Brandy Hamilton

647 **Seconded by:** \_\_\_\_\_

648 **Session:** \_\_\_\_\_

649 **Date:** \_\_\_\_\_

650 **Scholarship (Christy Earp)**

651 No report

652

653 **Web Site (Laura K. Wiegand)**

654 • **Site updates:** I continue to monitor, update and assist with content on nclaonline.org. This  
655 month I also updated all of the Drupal modules that had updates.

656 • **Committee formation:** The committee continues to remain essentially unformed, and without a  
657 charge. This is partially due to waiting for a formal decision regarding the recommendations  
658 made by the Strategic Task Force to Improve NLCA's Online Presence to change the name and

659 scope of the committee. I feel this is the first step towards revitalizing and recharging the  
660 committee.  
661

## 662 **Other Reports**

663

### 664 **ALA Council – R. Lippard**

665 Nothing to report from ALA. However, he did submit 2 resolutions.

666 1<sup>st</sup> resolution passed and Wanda will present it at the next State Libraries Commission meeting next  
667 week. [Resolution regarding 200th anniversary](#)

668

669 2<sup>nd</sup> resolution – Linda Carlisle

670 Waiting to January 2013 to revisit this

671

### 672 **SELA Representative – (Carol Jordan)**

#### 673 **No report**

674 W. Brown did attend SELA. She did a presentation there with C. Campbell. Cathy did a resume tips  
675 presentation that was very well attended. Well attended by library science students.

676

### 677 **[Editor, NC Libraries](#) (Ralph Scott)**

678 1. We are currently proofing the final copy of our Fall/Winter 2012 issue -- v. 70, no. 2.

679 2. Issue should be released by end of this month.

680 3. I continue to ask that all board members request that their section and roundtable members solicit  
681 articles for our future issues.

682 4. This is your journal, you need to support it both with articles and finances.

683 5. If the Executive Board wishes to have a 2010/2012 retrospective print issue we will need about an  
684 additional \$10,000 in our budget next year. Our last year of full funding for print was 2009.

685 6. Exact cost will depend on a number of factors including number of copies printed, paper/ink prices,  
686 etc.

687 7. It would be nice to have a print issue to distribute at the 2013 conference as we have done in the past  
688 to those who register for the conference.

689

690

691