

1 **North Carolina Library Association Executive Board Meeting**

2 **Friday, July 25, 2014 — East Carolina University, Joyner Library, Greenville, NC**

3
4
5 **Attending:** Shaunta Alvarez (Archives), Randall Bowman (CUS), Wanda Brown (Past
6 President, Nominating, SELA Rep), Robert Burgin (Finance), Anthony Chow (Legislative),
7 Dale Cousins (President), Mike Crumpton (Leadership), Jenny Dale (TnT), Laura Davidson
8 (Constitution), Angela Davis (CJCLS), David Durant (GRS), Denelle Eads (Archives),
9 Dana Eure (ALA Councilor), Harry Frank (NCLPA), Betty Garrison, (BLINC), Larry
10 Gavin (LAMS), Brandy Hamilton (Continuing Ed), Jennifer Hanft (Secretary, Marketing),
11 Amy Harris (Director), Crystal Holland (RASS), Billy King (PLS), Rodney Lippard (Vice-
12 President, Conference), Sandra Lovely (Operations), Jan Mayo (RTSS), Kim Parrott
13 (Admin Asst), LaJuan Pringle (Legislative), Matt Reynolds (RTSC), Lorrie Russell
14 (Treasurer-Elect), Ralph Scott (NCL), Cal Shepard (State Librarian), Lisa Shores
15 (Membership), Dave Trudeau (Intellectual Freedom), Molly Westmoreland (LIT), Laura
16 Wiegand (Web), MJ Wilkerson (Treasurer).

17
18 The meeting was called to order at 10:31 am by Dale Cousins.

19
20 **Welcome** (Mark Sanders, ECU):

21 Tour of library offered after Board Meeting

22
23 **Motion** to adopt meeting agenda—**approved**

24 New Board Meeting attendees introduced themselves.

25 **Motion** to approve April 25 Executive Board meeting minutes—**approved**

26
27 **Treasurer's Report** (MJ Wilkerson/handouts):

28 Handouts: Fund accounts, financial report, budget

29 Switched to Quickbooks online; some irregularities, not posted online yet

30 No endowment information, working on getting figures

31 Questions about what to do with school librarian memberships that come in

32 ~currently directing membership funds into NCASL scholarship

33 ~what to do with NCASL scholarship?

34 ~further discussion in President's Report

35 **Motion** to accept—**approved**

36
37 **Finance Committee** (Robert Burgin)

38 No report

39
40 **President's Report** (Dale Cousins)

41 Thanked Board for commitment and dedication to the organization

42 Advised to be more cognizant of deadlines: submit reports two weeks in advance of
43 meetings via web form

44 Thanks to Dana and Rodney for representation at ALA Annual Conference

45 Decision at last Board meeting to dissolve NC School Librarians Section

46 ~followed up with 20 current members; three responses to date

47 ~will consider—with Treasurer (MJ), Finance Committee chair (Robert),
48 NCLA admin (Kim)—what to do with scholarship funds
49 Communication from an author rep, let Dale know if interested in event
50 Attended Public Library Directors meeting
51 Reminders: membership is everyone’s responsibility
52 take ownership of NCLA biennium goals
53 Notification of bequest: \$22,727.20 from Mary-Ruth Yow Duncan
54 ~largest NCLA gift
55 ~discussion on what to do with money: part should go into Endowment, part
56 for charitable/memorial action (possibly children’s library in El Salvador),
57 part reserved for other projects
58 ~suggestions welcome, email Dale
59

60 **Biennium Goals Review** (Anthony Chow/handout):

61 Handout: draft biennium goals
62 Biennium goals allow us to share purpose across Sections/Roundtables while
63 maintaining association focus
64 Discussion:

65 ~revise goal 3.4: change “librarians” to “library workers”
66 ~consider action verb for literacy goal (2.3)
67 ~how will success be measured?
68 ~goals are a big picture document

69 **Motion** to accept—**approved**

70 Questions:

71 ~can goals be posted online for reference writing/submitting quarterly reports?
72 (yes. Laura W. will post goals on website)
73 ~can reports be changed after submitted? (yes. if signed in when submitting
74 report, can return and edit; if not signed in, send revisions to Laura W.)

75 File upload option will be added to report submission form
76
77

78 **New Business:**
79

80 “Successful” Sections/Roundtables Summary (Lorrie Russell/handout)

81 Handout: summary of decisions made at last Board meeting defining “success,”
82 recommended changes for NCLA handbook

83 ~submitting reports in timely manner
84 ~section liaisons for NCL, communications
85 ~conference and off-conference events
86 ~conference business meeting
87 ~inform Constitution, Codes & Handbook Committee of changes to handbook
88 ~keep good biennium records
89 ~promote NCLA membership as well as Section/Roundtable
90 ~send substitute to Executive Board meetings when chair cannot attend
91 ~inactive Sections/Roundtables subject to being disbanded

92 Will bring a motion to October Executive Board meeting to approve changes

93
94 Leadership Institute (Mike Crumpton)
95 ~Institute will be held October 30th-November 2nd
96 ~next meeting of planning committee in two weeks
97 ~site visit to Caraway: building new auditorium, new patio completed
98 ~finalizing speakers and agenda in early August, Cheryl Gould back as facilitator
99 ~currently evaluating applications, will select participants in early August
100 ~will publish list of accepted participants August 9-11 (approx.), Sections/Roundtables
101 should select individuals to sponsor and notify Kim/MJ by September 2nd
102 ~registration fees due by September 15th
103 ~thanks to the State Library for support
104

105 ALA Conference News (Dane Eure/handout & Rodney Lippard)
106 Handout: ALA resolutions (also on ALA website)
107 ~amendments to Intellectual Freedom Manual (changes coming in 9th edition)
108 ~memorial resolutions for NC librarians: Emily Stewart Boyce and Marilyn
109 Miller
110 Chapter Relations: chapter leaders' forum (preconference for chapter leaders)
111 ~Washington Library Association on member engagement: Library
112 Ambassador program (ambassador in every library to disseminate
113 information about association)
114 ~Pinterest: should we consider using it?
115 ~Capwiz: moving to new system (Engage) to incorporate social media
116 ~New President: Courtney Young, will continue previous President's
117 initiatives (one year's not long enough)
118 ~Library Bill of Rights will continue
119
120

121 **Section & Round Table Reports:**

122

123 BLINC (Betty Garrison)
124 Upcoming: next quarterly workshop in Morrisville
125 ~focus on presentation skills and instructional design
126

127 CUS (Randall Bowman)
128 Upcoming: one-day miniconference on December 5th @ UNC Center City
129 (Academic Libraries: present and future)
130 ~includes three tracks: physical libraries, virtual libraries, professional
131 marketplace
132

133 CJCLS (Angela Davis)
134 Upcoming: planning webinar or workshop for mid-November
135 **Motion:** CJCLS moves the proposed bylaw changes for their section be approved by
136 the NCLA Executive Board. The bylaw changes includes the following:
137 officers shall be elected prior to the regular biennial meeting instead of
138 waiting until the biennial meeting (Article IV); voting vs. non-voting

139 members of the Executive Committee was clarified (Article V); various
140 aspects of committees such as creation, responsibilities, reporting, and
141 dissolution were clarified (Article V); it was decided that a section meeting
142 would take place at the biennial conference and that additional meetings
143 (virtual or in-person) would take place during the remainder of the biennium
144 as scheduled by the Executive Committee (Article VII); it was decided that a
145 quorum for the transaction of business would consist of those members who
146 are present (Article VI); text was added to include email notification of
147 nominations and voting via electronic means (Article VII); text was added
148 that would allow section members to submit bylaw change votes via email or
149 electronic ballot (Article X); and text was added to clarify the process of
150 getting approval for bylaw changes before a section vote takes place (Article
151 X).

152 Motion is **approved**.

153

154 GRS (David Durant)

155 Past activity: hosted annual meeting June 15th, 23 attendees

156 ~discussed ways to increase section membership/improve member
157 engagement

158 Upcoming: planning fall membership survey to better understand GRS members'
159 needs

160

161 LAMS (Larry Gavin)

162 Past activity: workshop with NMRT (Marketing Yourself), 40 attendees

163 Upcoming activity: free workshop planned for September 10th @ Cumberland Co. PL

164 ~member survey to focus on improving LAMS Letters
165 ~will sponsor Leadership Institute attendee

166

167 Literacy (Molly Westmoreland)

168 Upcoming: creating list of all NC literacy programs by county

169 ~planning white paper on current state of adult literacy in NC
170 ~planning workshop for December
171 ~section focusing on adult literacy

172

173 NMRT (Nicole Spoor)

174 Did not attend. No report.

175

176 NCLPA (Harry Frank)

177 Upcoming: planning regional meet & greets in the fall

178 ~working on logo redesign

179 ~communication chair forced to resign

180 ~further discussion about the need to communicate with library directors
181 about staff involvement in NCLA

182 Dale and MJ will talk to public library directors

183 Rodney and Laura will talk to college library directors

184 Cal will send out a statewide message to libraries

185 Marketing Committee will create elevator speech on NCLA volunteer
186 benefits to help ensure uniform message
187 ~Harry Frank leaving library employment on August 18th
188
189 Trustees, Friends & Advocates (Phil Barton)
190 Did not attend. No report.
191
192 PLS (Billy King)
193 Upcoming: continuing Fabulous Fridays; theme: Reconnect, Refresh, and Recharge
194 ~offering two Leadership Institute scholarships
195
196 RASS (Crystal Holland)
197 Past activity: meet & greet, Volunteer Corps membership up to 16
198 Upcoming: fall workshop on September 12th
199 ~call for volunteers to replace Community College rep on RASS Board
200
201 RTSS (Jan Mayo)
202 Upcoming: fall workshop on October 17th, focus on cross departmental collaboration
203
204 SCRT (Matt Reynolds)
205 Upcoming: planning for August meeting
206 ~brainstorming on membership communication strategies
207 ~planning fall programming
208 ~will sponsor one Leadership Institute attendee
209
210 TnT (Jenny Dale)
211 Past activity: hosted several webinars, April-July
212 Upcoming: two more webinars planned for the summer
213 ~working on fall webinar schedule
214 ~working on members-only page for NCLA website
215
216 WILR (Carol Laing)
217 Did not attend. No report.
218
219 YSS (Debbie Shreve)
220 Did not attend. No report.
221
222
223 Reminder from Dale: when Section/Roundtable chairs can't attend Executive Board meeting,
224 vice-chair or other representative should be designated to represent and give report.
225
226
227 **Committee Reports:**
228
229 State Librarian (Cal Shepard/handout)
230 Handout: flyer from CREST, useful URLs

231 State budget: no information yet (probable 2% cut to state aid, possibly to
232 Wake/Mecklenburg counties)
233 ~LSTA awards announced: 56 competitive awards funded (half of federal
234 funds allocated to grants)
235 ~2014-15 grant awards will be posted online with info about projects
236 ~NC Cardinal: 19 participants, weaning itself from State Library
237 Continuing Education: refurbishing NC LIVE workshops
238 ~rolling out basic workshop asap to help ease NC LIVE transition
239 ~looking at on-demand workshops
240 ~Train Station: new page for State Library-sponsored workshops
241 ~developing new soft skills workshops (change, conflict resolution, etc.)
242 ~updating technology competencies (contact Kelly Brannock, Cal, Molly with
243 interests)
244 EDGE assessment: (public libraries) help libraries make strategic decisions on
245 technology and digital literacy (NC public library standards
246 modeled on EDGE benchmark standards)
247 Impact Survey Results: (public libraries) NC in pilot, got benchmarks early & free
248 ~Lowest evaluation: Strategy & Evaluation, Devices & Bandwidth,
249 Technology Inclusiveness
250 ~26% of NC branch libraries did not meet minimum bandwidth requirements
251 ~56% at level 3 (highest level recognized)
252 ~significantly, consistently lower bandwidth in comparison with internet
253 providers advertised levels
254 ~38 libraries (45%) completed survey
255 ~report available online under "Impact Survey Reports"
256 ~344 people successfully hired after using library computers to search and
257 apply for jobs
258 Center for the Book: Molly will represent NC at National Book Festival in
259 Washington, DC on August 30th
260 ~continuing to offer "Let's Talk About It" series
261 ~online summer reading management tool for children, 39 libraries used it
262 ~evaluation of product forthcoming
263 CREST flyer: Cultural Resources Emergency Support Team helps with
264 disaster recovery, but prefers to help with disaster plan
265 ~NC ranks 4th in nation with amount of damage sustained in natural disasters
266 Future priorities:
267 ~Workforce Investment Act: expanded definition includes libraries
268 ~focus on data to prove impact of libraries, need to help feds use that data
269 ~survey assessing NC Knows to determine best way to move forward
270
271 Archives (Denelle Eads/Shunta Alvarez)
272 ~continuing to process collection
273 ~hoping to complete processing by next biennium
274
275 Conference (Rodney Lippard)
276 ~Conference Committee had first meeting, 45 members with good energy

277 ~new committees: Assessment, Librarians Build Communities (e.g. Habitat house)
278 ~goals: create a preliminary budget and finalize theme
279 **Motion:** Conference Committee moves that the Executive Board approve the 2015
280 conference theme “Make It Matter.”
281 Motion is **approved**.

282
283 Constitution (Laura Davidson)
284 ~no report

285
286 Continuing Education (Brandy Hamilton)
287 ~met with CEAC, interested in partnering with libraries
288 ~CEAC will meet in September
289 ~Master Trainer program under review, details forthcoming
290 **Motion:** Due to the increased level of support provided by The State Library, I move
291 that the Continuing Education Committee discontinue in favor of a
292 Continuing Education Liaison position. Furthermore, I move that the
293 handbook language change in accordingly.

- 294
295 1. I move that the heading for “Standing Committees “change to
296 “Standing Committees and Liaisons” (to allow for future
297 development of Liaison type positions).
298
299 2. I move that we change the current language of the handbook from
300 the following:

301
302 **Continuing Education Committee**

303
304 ***The Role of the Continuing Education Committee***

305 *The Continuing Education Committee provides advice to the North*
306 *Carolina Library Association’s Executive Board, Sections, Round Tables,*
307 *and Committees on policies and procedures for continuing education and*
308 *professional development of members.*

309
310 ***Guiding Principles***

311 *The following principles and strategies serve as a framework for building a*
312 *statewide planning and implementation network of CE providers:*

313 *NCLA takes a collaborative statewide approach in providing an*
314 *administrative and technological infrastructure for delivery of continuing*
315 *education.*

316 *Continuing education offerings are developed based on need assessments,*
317 *feedback on CE activities/experiences, and shared information.*

318 *Where the need for multiple CE offerings is shown to exist, providers are*
319 *encouraged to offer programs in competition with each other. However,*
320 *enrollments in these activities are monitored to ensure that all programs*
321 *continue to be needed.*

322 *Inter-organizational programs are developed in instances where multiple*
323 *sections/round tables wish to offer CE activities on the same topic(s) and*
324 *the need is not great enough to justify mounting more than one program.*
325 *For shared programs, common pricing for the activity is the rule.*
326 *In functional and operational areas that are critical to effective statewide*
327 *information access, certification of program completion is offered as an*
328 *accountability mechanism for competencies gained through CE.*

329
330 **Strategies**

331 * *Web-based statewide surveys are conducted for needs assessments,*
332 *program evaluations, feedback on CE activities/experiences, and sharing of*
333 *information.*

334 * *Web-based statewide listings of CE activities and events are placed on*
335 *the State Library of North Carolina.*

336 * *A statewide member/customer database is maintained for communication*
337 *and financial management purposes.*

338 * *A speaker's list is maintained.*

339
340 To a more simplified entry:

341
342 **Continuing Education**

343
344 ***The Role of the Continuing Education Liaison***

345 *The Continuing Education Liaison is appointed by the president to serve as*
346 *a liaison between the association and other continuing education initiatives*
347 *on the state and national level. Duties include (but are not limited to)*
348 *advising sections and roundtables on continuing education opportunities as*
349 *requested and serve on the State Library's Continuing Education*
350 *Committee during the appointed term.*

351
352 Motion is **approved**.

353
354 Endowment (Harry Cooke)
355 ~did not attend; no report

356
357 Intellectual Freedom (Dave Trudeau)
358 ~Banned Books Week will be September 21st-27th
359 ~looking for volunteers for ALA Intellectual Freedom RT and NCLA IF Committee
360 ~please share any NC book challenges and Dave will share nationally

361
362 Legislative & Advocacy (Anthony Chow & LaJuan Pringle)
363 ~two UNCG cyberadvocates communicating with legislators, some legislators
364 already responding
365 ~National Library Legislative Day trip was Monday, May 4th & Tuesday, May 5th
366 student ambassadors did a great job, will continue student ambassadors
367 ALA Washington office and President joined in NCLA "Happy" flash mob

368 ~NCLPDA Advocacy Day date TBD, possible BBQ to entice legislators to come
369 ~thanks to LaJuan for all the advocacy communication on NCLA listserv
370 ~working on strategies for advocacy engagement, educating users about online tools
371 ~encourage library visits for legislators

372

373 Membership (Lisa Shores)

374 ~April membership promotion: only five new members
375 ~developed survey to promote membership
376 ~looking at other library associations to find out how they promote membership
377 ~working on library school visits
378 ~membership brochure and application updated and downloadable online
379 ~be sure to promote membership at webinars and workshops
380 ~Sections/Roundtables can use revenues for further promotion of \$5 off for joining
381 Section/Roundtable at events

382

383 Marketing (Jennifer Hanft)

384 ~revised membership brochure and application, copies to be posted on website
385 ~working on updating membership banner
386 ~handbook charge revision in progress
387 ~working on elevator speeches (brief and expanded) on benefits of NCLA
388 membership, getting involved with NCLA

389

390 Nominating (Wanda Brown)

391 ~no report

392

393 Operations (Sandra Lovely)

394 ~Kim is doing a wonderful job

395

396 Scholarships (Libby Stone)

397 ~did not attend; no report

398

399 Website (Laura Wiegand)

400 ~working on usability study
401 ~reminder to put events of website calendar
402 ~Sections/Roundtables can post as NCLA, be sure to log in as NCLA before posting

403

404

405 **Other Reports:**

406

407 SELA Representative (Wanda Brown)

408 ~SELA/GA Council of Media Orgs conference Oct 1st-3rd in Augusta, three NCLA
409 proposals accepted
410 ~membership up to 250+, can help boost by encouraging SELA membership in
411 addition to NCLA

412

413 *North Carolina Libraries* (Ralph Scott)

414 ~work underway on Spring/Summer issue
415 ~digitizing issues back to 1942, hosted on ECU's institutional repository (.pdfs)
416 ~2017 is the 75th anniversary of NCL, consider some type of celebration?
417 ~please encourage colleagues to submit articles
418

419

420 Presidents Council (Dale Cousins)

421 ~How do we keep former NCLA Presidents engaged and involved in the association?
422 interested in forming President's Council for past-Presidents to consult/give
423 guidance to Executive Board
424 meet annually, at Conference and in off-year
425 possibly speak to new members
426 opportunity to pull together the oral history of NCLA
427 no other venue where past-Presidents come together
428 could become training ground for incoming Presidents
429

430 Next meeting at Durham Public Library (Southwest Regional branch), October 24th

431 Executive Board took a moment in remembrance of the late Lisa Williams.

432

433 Meeting adjourned at 1:41pm.



Membership Report

Total Membership: 1088 (as of 7/17/14) *Last Report: 1172 (as of 4/14/14)

<u>Sections and Roundtables</u>	Last Report	Current Report
BLINC	27	27
College and University Section	137	128
Community & Junior College Libraries Section	56	61
Government Resources Section	19	16
Library Administration & Management Section	120	120
Literacy Round Table	21	20
NC Association of School Librarians	22	20
NC Library Paraprofessional Association	67	62
New Members Round Table	384	344
Public Library Section	233	235
Reference & Adult Services Section	108	110
Resources & Technical Services Section	71	64
Round Table for Ethnic Minority Concerns	30	28
Round Table on Special Collections	45	43
Technology and Trends Round Table	99	104
Trustees, Friends, and Advocates	41	51
Women's Issues in Library Round Table	42	42
Youth Services Section	82	79
*NCLA/ALA Joint Student Members	258	222
*NCLA/ALA Paraprofessional Joint Members	24	21