

1 **North Carolina Library Association Executive Board Meeting**  
2 **Friday, April 23, 2010, Hemphill Public Library**

3  
4 **Attending:** Tammy Baggett (Director), Phillip Barton (Past President), Evelyn Blount (REMCO),  
5 Mary Boone (State Library), Pauletta Brown Bracy (LIT), Wanda Brown (Vice-President), Robert  
6 Burgin (Website), Phillip Cherry (REMCO), Carol Cramer (Finance), Steven Cramer (BLINC),  
7 Mimi Curlee (GRS), Cynthia Dye (YSS), Kem Ellis (LAMS), Jacqueline Frye (NCLPA), Jennifer  
8 Hanft (Membership), Ruth Hoyle (PLS), Jennie Hunt (WILR), Rebecca Kemp (RTSS), Emily King  
9 (NMRT), Priscilla Lewis (Operations), Rodney Lippard (ALA Councilor), Elizabeth Meehan-Black  
10 (SELA Representative), Jennifer Noga (CJCS), Timothy Owens (Constitution), Kim Parrott  
11 (Admin Asst), Mark Sanders (RASS), Ralph Scott (NCL Editor), Elizabeth Skinner (Director),  
12 Carol Walters (Public Policy), Carolyn Willis (CUS)

13  
14 The meeting was called to order at 10:11 am by Past-President Phil Barton (for President Sherwin  
15 Rice). Brian Johnson, Hemphill Branch manager, welcomed everyone.

16  
17 The agenda was approved. The minutes of the January 22, 2010 meeting were approved.

18  
19 Treasurer's report –Carol Cramer for Andrea Tullos  
20 Budget will be filed as received.

21  
22 **Section/Round Table Reports**

23  
24 Business Librarianship Section: Steve Cramer

25 A workshop on the Economic Census was held on March 9 in Charlotte. Training on  
26 SimplyMap was held in Raleigh, Charlotte, Winston-Salem, and Greensboro in April. The  
27 AskBLINC service is active. More workshops are planned for the year.

28  
29 College and University Section: Carolyn Willis

30 Planning continues for a joint CUS/CJCL mini-conference in October. A workshop on  
31 student learning outcomes assessment is planned for May 21 at UNC-G. Bibliographic  
32 Instruction group officers have been named.

33  
34 **Motion:** *The NCLA Board approves the formation of a distance learning interest group under the*  
35 *NCLA College & University Section.*

36 There will be no additional fees for joining distance learning interest group if a member of  
37 CUS. CJCS members would be able to participate in distance learning interest group, though  
38 would not be considered a member of CUS for business purposes. The new interest group will  
39 have non-voting representation on the CUS Board. An online discussion group for the new  
40 interest group was suggested. The motion was **approved**.

41  
42 Community and Junior College Libraries Section: Jennifer Noga

43 CJCS met and brainstormed on marketing and growing section membership. CJCS board  
44 discussed the upcoming joint conference with CUS in the fall.

45  
46 Government Resources Section: Mimi Curlee

47 No report

48  
49 Library Administration and Management Section: Kem Ellis

50 LAMS board is planning a date to meet face-to-face, but will conduct a lot of business online.  
51 They are trying to brainstorm ideas on what to do this fall.  
52

53 Literacy Roundtable: Pauletta Bracy

54 **Motion:** *The Executive Board of the North Carolina Library Association supports the efforts of the*  
55 *Literacy Round Table to pursue an Office of the Governor proclamation of North Carolina Family*  
56 *Literacy Day. (The observance would be during Children’s Book Week in November. The target*  
57 *audience is NC citizens. Promotion is through public and school libraries via a toolkit.)*  
58

59 LRT working on programming for the fall—one idea is family literacy day. The roundtable will  
60 distribute toolkit to public and school libraries. The motion was **approved**.  
61

62 New Members Round Table: Emily King

63 **Motion:** *The NMRT would like to make a motion for the board to approve our updated by-laws. The*  
64 *member of the NMRT approved these by-laws in October in accordance with our by-laws.*

65 *These changes are:*

- 66 1. *Re-wording of the by-laws to allow ballots to be collected via online submission forms.*
- 67 2. *Splitting the role of treasurer/secretary into two positions.*
- 68 3. *Re-naming of the Conference and Workshop standing committees to match the current activities of*  
69 *the New Member’s Round Table. The new standing committees are Conference/Workshop*  
70 *planning and Mentoring Program. The duties’ associated with each committee where updated to*  
71 *match the new focus of each committee.*

72 *The full by-laws can to read at <http://nclaonline.org/nmrt/nmrt-bylaws>.*

73 The motion was **approved**.  
74

75 Networking dinners were held this quarter, some less well attended than they may have been in  
76 past. Possible reasons were inconvenient location or day. NMRT will partner with the  
77 membership committee more to visit Library Schools and promote NCLA. NCLA Board  
78 members (Mimi Curlee, Wanda Brown) who attended dinners this quarter said they enjoyed  
79 the dinner and networking opportunities. There was discussion about who is invited (all  
80 librarians) and ways to expand promotion and publicity for the events. The membership  
81 committee is working on a contact list to share with NMRT.  
82

83 NC Association of School Librarians: VACANT  
84

85 NC Library Paraprofessional Association: Jackie Frye

86 NCLPA is trying to increase membership with small programs. They are working with ECU  
87 for paraprofessional conference. They will work to ensure there is a membership table at  
88 conference.  
89

90 Both the membership committee and NCLPA are promoting the ALA/NCLA joint  
91 application.  
92

93 NC Public Library Trustees Association: VACANT  
94

95 Public Library Section: Ruth Hoyle for MJ Goodrum  
96

97 The Public Library Section has strong concerns regarding the 34% reductions in Section and  
98 Roundtable cash balances that were recently implemented. If a priority for the coming  
99 year(s) is for Sections and Roundtables to boost membership, it seems counterproductive to

100 handicap their ability to offer programs and workshops, which is the primary benefit that  
101 they offer to members. We have a particular concern for the ability of the smaller sections,  
102 whose fund balances may already have been quite small, to execute their missions with even  
103 less money available to them. That NCLA should find itself so suddenly, and seemingly  
104 unexpectedly, on such precarious financial footing is troubling. It suggests to us a lack of  
105 planning and foresight. The heavy-handed measure taken to address the shortfall was clearly  
106 a reactive, rather than a thoughtfully proactive, measure. It also seems arbitrary,  
107 disproportionate in its effects on different bodies within NCLA, and at the very least is  
108 clearly an unsustainable stop-gap solution to what must be regarded as a failure of process.  
109 We would like to see a total assessment of the overall NCLA budget occur, with a particular  
110 eye towards identifying which activities directly drive membership and meet the stated  
111 objectives of NCLA. Long term budgetary planning is paramount for the success of NCLA.

112  
113 Hoyle recommended better orientation for new NCLA board members. Barton suggested  
114 inviting vice-chairs to attend a board meeting to acclimate them.

115  
116 The PLS Board heard an update on the Charlotte/Mecklenburg state of funding. Legislative  
117 day in Raleigh Wed May 19<sup>th</sup> (Hats Off to Libraries). The Board is exploring the possibility  
118 of a mini-conference day.

119  
120 Anne Marie Elkins retiring from the State Library; she is expert on state aid, trustees, and  
121 much more. It will be a challenge to make transition to new person. The NCLA board  
122 discussed ways to honor her services to NCLA and the state.

123  
124 Reference and Adult Services Section: Mark Sanders

125 The RASS board discussed ways to invigorate online presence and facilitate  
126 discussion/collaboration, possibly with Google group or other means of communication.  
127 They also brainstormed about workshop in fall—will meet next week to firm up ideas on that.

128  
129 Resources and Technical Services Section: Rebecca Kemp

130 The sections is planning for fall workshop—will try not to conflict with other groups. They  
131 have a new Google group. A Board member is leaving.

132  
133 NCLA sections and round tables should use the web site resources (including the calendar) to  
134 ensure that conferences do not conflict.

135  
136 Round Table for Ethnic Minority Concerns: Evelyn Blount

137 REMCO hopes to publish newsletter in late June. Two REMCO board members will work as  
138 membership representatives. The section is still looking for webmaster.

139  
140 Special Collections Round Table: Ralph Scott for Dale Sauter

141 SCRT is looking at ways to increase membership and considering fall conference/workshop

142  
143 Technology and Trends Round Table: Ed Hirst

144 No report

145  
146 Women's Issues in Libraries Round Table: Jennie Hunt

147 The roundtable is seriously concerned with the way the finances were handled at the January  
148 board meeting, and they suggest that the board examines why this deficit occurred so that the  
149 same mistakes will not be made again. In particular, the roundtable suggests the board look at

150 conference management and less expensive options for the Leadership Institute. It is WILR's  
151 opinion that the entire association can be weakened by taking money from the sections and  
152 roundtables, the organizations that drive the association and the biennial conferences.

153  
154 The roundtable also discussed their fall workshop in Winston-Salem which deals with  
155 succession/passing torch, will be appropriate for public libraries.

156  
157 Discussion about the January financial vote followed with other sections echoing the  
158 concerns expressed. Further discussion was postponed until after section and committee  
159 reports.

160

161 Youth Services Section: Cynthia Dye

162 The Youth Services Section would like to express our concern and dismay over the  
163 appropriation of 34% of each NCLA section's funds. We recognize that this action is within  
164 the rights of the executive board but possibly not in NCLA's best interest as a whole. NCLA  
165 should consider that many smaller sections struggle to provide programs and workshops,  
166 which increase membership, on limited budgets. This action also discourages sections from  
167 fundraising. YSS uses its funds to promote and provide a biennial retreat for Children and  
168 Youth Librarians and Specialists across the state. This retreat is used to increase  
169 membership, provide exciting programs, and add to the financial viability of YSS. We feel  
170 we have been fiscally responsible with the YSS funds. We are concerned that NCLA's  
171 budgeted spending is so far off its projected income. We feel this alone requires another look  
172 at the NCLA budget procedures and each line item to determine its support of the NCLA  
173 mission and its desire to increase membership. If increasing membership is of utmost  
174 importance, and we agree it is for the financial viability of the organization, then this may be  
175 the year that other expenses are put on hold or significantly decreased.

176

177 In other business, YSS discussed the North Carolina children's book award (nominations  
178 closed at the end of March) and the October 7-8 retreat at the Caraway Conference Center.

179

180

#### 181 **Committee Reports**

182 Archives: Todd Nuckolls

183 No report

184

185 Conference 2011: Wanda Brown

186 The committee has not secured a venue yet. Six proposals were received; Winston-Salem,  
187 Concord, Greensboro, Greenville, Raleigh, Hickory are under consideration. The Committee  
188 is behind compared to previous years. The planning group will meet in September. If anyone  
189 interested in assisting with conference, let Wanda know. They will be working on both the  
190 2011 and 2013 conferences.

191

192 Constitution, Codes and Handbook: Timothy Owens

193 No report.

194

195 Continuing Education: VACANT

196

197 Finance: Carol Cramer

198 The Finance Committee is investigating moving scholarship money into the endowment  
199 fund to earn more interest. They also plan to determine if our non-profit status (501c3) is

200 appropriate for the organization's mission and goals. Of special concern are our legislative  
201 day activities.

202

203 Endowment: Phil Barton

204 Phil Barton will be the new endowment chair, while Bryna Coonin will continue to serve on  
205 the committee. The endowment, at the end of March had a balance of about \$51,600.00. This  
206 does not include the proceeds of the conference endowment dinner.

207

208 The board discussed pulling all endowed funds (scholarships, Roberts Award funds, etc.) into  
209 a single investment pool.

210

211 Intellectual Freedom: John Harer

212 No report

213

214 Leadership Institute: VACANT

215 Despite extensive promotion (at biennial conference, over Institute website, Facebook group,  
216 and teleconference, only one application for the Institute has been received. (Application  
217 period closes May 1.)

218

219 The Institute normally receives \$45,000.00 of the \$60,000 needed from attendees and the rest  
220 from NCLA. A non-refundable deposit to Caraway Conference Center has already been  
221 paid. (Possibly Caraway will allow the Institute to reschedule without losing the deposit.)

222

223 An extended discussion followed touching on depleted travel budgets, the effectiveness and  
224 impact of the institute, marketing, opening participation to non-NC librarians, restructuring  
225 the institute, among others. Further discussion was postponed until after section and  
226 committee reports.

227

228 Membership: Jennifer Hanft

229 Recent Membership events include: Jennifer spoke/staffed a membership table at Wake  
230 County Public Libraries' Staff Development Day; participated in a panel discussion with  
231 Emily King, chair of NMRT, at UNC-SILS; and attended the two NMRT Networking  
232 Dinners in the Triangle this spring.

233

234 A new ALA/NCLA Joint Student Membership Application has been requested from ALA to  
235 replace the current expired application. Membership Committee is working on a team  
236 approach to committee responsibilities, with individual committee member oversight of  
237 several initiatives, including working with section/round table representatives, library  
238 school/workplace recruiting visits, NCLA, and workshop/event administration.

239 Membership Committee is working to help promote membership in NCLA's sections and  
240 round tables. Will continue to offer \$5 discounts on NCLA membership dues to anyone who  
241 joins or renews at an event (workshop, mini-conference, networking dinner, etc.), plus an  
242 additional free gift (NCLA t-shirt, mug, tote bag, etc.) to first-time members.

243

244 The committee feels it's very important for both current and lapsed members to hear from  
245 sections/round tables they did not renew membership with, in addition to general letters  
246 NCLA Membership sends out. Section/round table representatives will be contacted soon to  
247 brainstorm on customizing letters to emphasize section/round table benefits, events, and  
248 opportunities for involvement. The committee is also working on ideas from Executive Board  
249 members: planning to roll out a survey to all expired members this July to determine reasons

250 for not renewing membership and gather feedback on other aspects of the NCLA experience;  
251 they are also currently developing details on a membership drive which they plan to kick off  
252 this summer or fall. It will be promoted with an article in *Tar Heel Libraries* and information  
253 on the NCLA website as well as other marketing.

254 Discussion followed, including the possibility of membership vouchers for displaced  
255 librarians and a funding opportunities section of the NCLA website.

257 Nominating: Phil Barton

258 No report.

260 Operations: Priscilla Lewis

261 Kim Parrott's evaluation was completed in March. RFPs for 2011/2013 conference sites were  
262 sent out, among other activities.

264 Public Policy: Carol Walters

265 Library advocacy is critical—we must send a delegation to Washington DC. A review of the  
266 details for plans for June 28-29 legislative day in DC followed.

268 Scholarships: Lisa Williams

269 No report

271 Website: Robert Burgin

272 The first training for the Drupal-based website was held in February. Another training  
273 session is planned.

## 275 Other Reports

276 ALA Council: Rodney Lippard

277 NC voter turnout was low for ALA elections (17-18%). Some people reported having trouble  
278 getting listserv messages about how to vote. Lippard will distribute information about the  
279 library bill of rights for prisoners and the Texas school board soon. Lippard met with UNC-  
280 G's foundations library school class, promoting both NCLA and ALA.

282 SELA Representative: Betty Meehan-Black

283 No report

285 Editor, NC Libraries: Ralph Scott

286 The March 2010 fall/winter issue released. The 2009 print issue has been sent to the printer,  
287 and should be ready to ship in about 30 days. The editorial board met at the conference in  
288 October and will meet again this summer. The editorial board explored the idea of members  
289 only web access to the journal, but felt everyone, member or not, should get access.

291 State Librarian: Mary Boone

292 Anne Marie Elkins is leaving the state library. Pam Toms, senior genealogy librarian, is  
293 leaving as well. The head of the cataloging unit, Kate Kluttz, is also leaving. The state library  
294 is losing very important people, there are lots of new library directors—there is a big  
295 generational shift going on in libraries across the state right now. Library development staff  
296 are busy. IMLS has given money to WebJunction to take the NC job search program  
297 national. There are 4 training sessions around the country—48 of 50 states on board.

299

300 **Revisit discussion on budget:**

301

302 The board further explored the idea of new board member orientation, especially to budget  
303 management and delaying the first board meeting of the biennium so that the board receives  
304 budget information (including a treasurer's report with conference fund information) a few  
305 days before the meeting.

306

307

308 **Revisit discussion of Leadership Institute:**

309 Robert Burgin made a **motion** to cancel 2010 Leadership Institute and focus on building the 2012  
310 Leadership Institute, unless 45 applicants appear by the May 1, 2010 deadline for application. The  
311 motion was seconded by Rebecca Kemp. The motion was **approved**.

312

313 The Board explored the amount of money already invested by NCLA (approximately  
314 \$12,000), options for recruiting participants, options for offering the Institute in another  
315 format, and the need to establish a committee to assess and support ongoing planning for the  
316 institute. If the Institute is cancelled, Kim will explore ways to salvage our Caraway deposit.  
317 Sherwin will need to terminate Mark Livingston's contract (by letter) before July 15.

318

319 **The meeting was adjourned at 2:11pm.**

320