

**North Carolina Library Association Executive Board Meeting
Friday, January 31st, 2020**

UNC Greensboro Jackson Library—320 College Ave, Greensboro, NC – Learning Lab Room 177A

Attending:

Siobhan Loendorf (ALA Council), Summer Krstevska (Business Librarianship in NC), Dawn Behrend (College and University), Timothy Hunter, for Jennifer Seagraves (Community and Junior College Libraries), Laura Davidson (Constitution, Codes and Handbook), Nora Burmeister (Distance Learning), Rebecca Freeman (Government Resources), Juli Moore (Leadership Institute, Regional Director (Piedmont)- Membership), Anthony Chow (Legislative and Advocacy), Rase McCray (Librarians Build Communities), Brandy Hamilton (Leadership, Administration and Management), Breanne Crumpton (Literacy), Rachel Olsen (Marketing), Marcellaus Joiner (Minority & Ethnic Concerns), La'Nita Williams (NC Library Paraprofessionals), Amanda Glenn-Bradley (New Members), Mike Crumpton (Past President, Nominating), Lorrie Russell (President), Sandra Lovely (Public Library), Susana Goldman (Reference and Adult Services), Kristin Calvert (Resources and Technical Services), Amy Funderburk (Scholarships), Julie Raynor (Secretary), Gerald Holmes (SELA), Jennifer Daugherty (Special Collections), Timothy Owens (State Librarian [Ex Officio]), Sarah Jeong (STEM-LINC), Kate Hill, for Chad Haeefele (Technology and Trends), Amy Harris Houk (Treasurer), Lara Luck (Treasurer-Elect), Libby Stone (Vice President, President-Elect, 2021 Conference), Erin Holmes (Web and Technologies Support), Michelle Hildreth (Women in Libraries), Lisa Donaldson (Youth Services)

The meeting was called to order by Lorrie Russell at 10:10 a.m.

President, Lorrie Russell welcomed the new Executive Board. She described this meeting as not typical since it would focus on orientation and training. Lorrie asked everyone to introduce themselves to the group.

President's Remarks—Lorrie Russell

Lorrie shared that the 63rd Biennial Conference had been very successful and that we took in almost \$70,000, which was a significant increase over recent conferences.

She also mentioned that the association had experienced some recent operational changes. The Executive Assistant person had resigned in March of 2019 and the System Administrator that the association had hired in the interim has recently resigned as well. Some of the administrative duties have fallen to the Executive Committee and the intent is to hire a library school student part time to serve as an Administrative Assistant (10-15 hrs./wk.) to monitor the email account and answer questions as they are able. The association also no longer has office space, so that eliminated the need for phone/fax service expenses. This ultimately has resulted in cost savings for the association, which will be shared with the sections and committees in several ways. These savings will allow the association to handle section and committee event registrations through Wild Apricot, the current website platform. The association will also be investing in a Zoom account for sections and committees to use for web conferencing activities. An additional expense was the rental of a storage space for leftover materials from the conference store.

Lorrie encouraged everyone to read the NCLA Constitution and Bylaws and the Section/Committee Bylaws. The Executive Committee is made up of the elected officers of the association. That committee will come together before the Executive Board meetings to discuss things that need to be brought to the group. Executive Board Meetings will always follow the stated timeframe.

Motion to adopt the Agenda. Second and Motion carries.

Motion to approve minutes of October 17 28 meeting. Second and Motion carries.

Finance Committee Report—Amy Harris Houk (Treasurer) for Paul Birkhead (Finance Committee Chair)

The Finance Committee met, and they went over every line of the proposed budget. They were able to reconcile the post-conference income and expenditures and they completed the proposed budget that is balanced. Highlights from the budget presentation were:

REVENUE

Membership dues (Line 6) brought in around \$48,000 and they had expected about \$38,000 (always higher in a Conference year)

Conference profits (Line 8) were very strong, as Lorrie mentioned. Because of our decreased expenditure needs we will not use any of the conference profits in 2020

Endowment (Line 10) we will not need to use any of these funds in 2020 because of the reduced association expenses

Total Income projected **(Line 12)** is about \$43,000 for 2020

There was a question about how the profits from the conference would be used and Lorrie mentioned that it would go towards investing in the Zoom conferencing subscription for the association and some other expenses as mentioned above. There was a question about the Zoom conferencing subscription and it is expected that the service could be available within the next 60 days.

EXPENSES

Executive Assistant (Line 15) had been one of the association's largest expenses, but it will be significantly reduced for 2020 because in the changes described above.

Total Admin. Office (Line 38) will also be reduced due to not having office space.

Total Operational Support (Line 39) will be about \$32,000 (about half of last year) because of these reductions. The cost of Wild Apricot is one of these expenses and there may be funds to increase the number of contacts (the current limit is up to 2000 with login access) for 2021 in anticipation of conference activity.

White handout-Full Proposed Budget=Balanced Budget \$43,477.00

Blue handout-Fund Balances (as of 4th Quarter 2019)

Total Funds: \$263,813.07

Purple handout-Financial Report (as of 4th Quarter 2019)

NCLA assets: \$445,731.31

Net worth: \$181,918.24

There was no further discussion of the budget.

Finance Committee—Paul Birkhead

Motion:

The Finance Committee makes a motion that voting members of the NCLA Executive Board approve the budget at the January 31st meeting in Greensboro. NCLA is required to have a balanced budget and the proposed budget does balance income and expenditures. Motion passed.

There was a question about the proceeds from the conference raffle baskets and Libby Stone who ran the Conference Store over the past few years addressed this. Essentially the raffle baskets did not make enough profit for the sections and committees that prepared them to see funds coming in from them. There will be a discussion on how to handle these differently for the 2021 conference.

There was also a short discussion about the transitioning of Treasurer duties from Treasurer-Elect to Treasurer. The out-going and in-coming treasurers described the division of labor as:

The Treasurer-Elect enters deposits, allocates funds to sections, etc. while the Treasurer handles the outgoing funds, such as reimbursements, etc. Also, they mentioned that the quarterly Treasurer's Reports will be distributed at the Executive Board meetings. If you need your fund balance in between meetings, please send a

request to ncla.treasurer@gmail.com (currently); this address will be transitioning to treasurer@nclaonline.org soon.

Finally, they wanted to inform everyone that the budgets are closed out at the end of each month, so if you have a request for funds, its best to make those in the middle of the month. The reimbursement and check request forms are on the website under Executive Board > Forms: <https://nclaonline.wildapricot.org/forms>.

Web and Technologies Support Committee—Erin Holmes

Motion: The Web and Technologies Support Committee moves to recommend the adoption of this privacy policy for NCLA: [Motion document](#).

Discussion: Erin stated that the committee felt that it would be important for the association to have a privacy policy anticipating the transactions that we would be doing through Wild Apricot in the future. She adapted ALA's privacy policy for our document and it verifies that NCLA will not sell a person's data and will only use it for NCLA business purposes. Also, the association isn't able to see credit card data through Wild Apricot because credit card transactions are handled by a trustworthy third-party company. Erin also mentioned that it would be possible for sections and committees to send newsletters through Wild Apricot and she wanted to make sure this policy was in place before we started using that function.

There was a concern raised that the section/committee newsletters sent via Wild Apricot might conflict with the NCLA newsletter that the Marketing Committee prepares each month. The general feeling was that any newsletters sections or committees sent via Wild Apricot would be for their membership only, where the NCLA newsletter is for all members of the association. Sections and Committees were encouraged to send information of interest to the entire NCLA membership to the Marketing Committee for inclusion in its monthly newsletter.

With no further discussion about the motion, it was put to a vote and the Second and Motion carried.

Leadership, Administration and Management Section—Brandy Hamilton

Motion: NCLA via LAMS will enter into partnership with NC LIVE for the purposes of partnering on regional workshops that include a Leadership Development track. The partnership includes entering a MOU which is summarized in this motion: [Motion document](#).

Discussion: Brandy mentioned that this partnership idea came about because Rob Ross, NC Live Executive Director, had approached her to help promote some of the training that they were offering. NCLA would be the party officially entering into this with NC Live, so it will be listed in the MOU (Memorandum of Understanding). Brandy mentioned that shared branding would be created between LAMS and NC Live for promotional purposes. The discussion around this included that this would be a good opportunity to promote these training sessions with NCLA membership, which hadn't been done widely for previous sessions and that it could be used as a membership recruitment tool for NCLA as well.

With no further discussion about the motion, it was put to a vote and the Second and Motion carried.

Short Break

Board Orientation/Training

Website—Erin Holmes

Erin Holmes gave a demonstration on features of the website (www.nclaonline.org) that were of importance to Executive Board Members. She mentioned how to find the page to submit reports and motions prior to board meetings: <https://nclaonline.wildapricot.org/executive-board>. Motions and Reports that are submitted are automatically sent to: Lorrie (President), Julie (Secretary), Laura (Constitution, Codes and Handbook), and Erin (Web and Technologies Committee). She also passed out a list of website admin. contacts for the sections and committees and asked everyone to check names and email addresses to make sure everything was current. Erin then gave a short demonstration on how to edit your page and indicated that she would be doing some training on editing pages in the near future. She also encouraged that Sections and Committees have no more than two people designated as website administrators.

For any Section of Committee Events, Erin showed how to submit those to be included on the website using the Event Request Form: <https://nclaonline.wildapricot.org/conference-and-events>. Lorrie reminded everyone that it's important to advertise upcoming events in both the NCLA newsletter and submit them on the website to be included on the Event Calendar. This will be even more important in the future when Wild Apricot is handling event registrations.

Erin also mentioned that one of the benefits from the cost savings for this year's budget is the association purchased G-Suite for Nonprofits, which allowed her to create email addresses for the NCLA officers. If you would like to have a generic email address created for your section or committee, please let Erin know.

Treasurer Processes—Amy Harris Houk

If you need to fill out a Check Request, be sure to send it to your Section or Committee Chair for their signature, then send to the NCLA Treasurer with any related receipts. If the purchase is being made by the Section or Committee Chair, have another Committee member sign it, for transparency. Any expenditures or reimbursements will be included in the quarterly fund reports. Also, if you are paying for a Speaker and their fee is over \$600, you will need to fill out a Speaker Registration form for them (this form will be added to the website under Executive Board Forms) and ask them to complete a W-9 form. This does include contracts for locations, if an event is held at a location with a fee. Amy mentioned that section and committee quarterly reports will be emailed to section and committee chairs and they will be coming from QuickBooks. Lorrie mentioned that she and Amy have NCLA credit cards and they are available to make online purchases on your behalf, if you provide plenty of advance notice.

Erin followed-up by mentioning that section and committee chairs will receive a monthly membership roster emailed automatically, for your convenience. A full roster of NCLA members is also sent to the President, Vice President, and Membership Committee members. A question was asked about ways to designate who the new members are on those reports and Erin commented that she could look into that. She asked section and committee chairs to ask their members if this would be useful, since there might be a fee involved. Lorrie also mentioned that the Regional Directors had been sending out personalized messages to new members and the new members really seemed to appreciate that. She feels that all sections and committees should be making an effort to reach out to new members.

Lorrie mentioned the issues that we had been having by people sending spam emails using the generic association email addresses. She apologized for this and wanted to make everyone aware that this was happening and to be cautious about opening these messages.

NCLA Governing Documents—Laura Davidson

Laura passed out a handout and mentioned that the website addresses included on it are old and will be updated and added to the new website this Spring. She encouraged section and committee chairs to review their section or committee bylaws and let her know if something needed to be updated. Laura reviewed the items included on the handout, including the Executive Board Handbook, the Section Bylaws, and Motions.

Laura summarized the process for updating Bylaws: once you've decided on any changes to your Bylaws, send them to her for review, so she can verify that your changes align with NCLA's governing structure, then bring changes to the Executive Board for approval. After the Executive Board approves them, you need to take them back to your membership for a vote (which can happen electronically, where applicable). You need to be sure your Bylaws are included on your webpage. Erin has electronic copies of all the Bylaws that were on the old website, if needed.

Section and Committee Chairs should understand their role on the Executive Board and they should understand all of the duties assigned to the elected roles for your section or committee. If you don't currently have a complete Board, you will want to think about any changes that might be needed. If you are building a new board, you are authorized to advertise through the NCLA newsletter, NCLA listserv, and contacting your membership directly.

ALA Council Report, ALA Midwinter Conference, January 2020—Siobhan Loendorf

Siobhan, the newly elected ALA Council Representative, attended the ALA Midwinter Conference and gave a short report from the meetings she attended. She summarized that ALA is in a period of transition, similar to the kind of transition NCLA has just experienced. They have recently sold their headquarters building in Chicago and have invested the proceeds from that to ensure that the association has a strong endowment into the future. They also have had some significant staffing changes. President Wanda Brown outlined her areas of focus. The Steering Committee on Organizational Effectiveness (SCOE) has been working for several years to guide the association into the future and they presented their report. Establish a group called Forward Together to implement the plans. They have also created a new group called CORE, which will focus on leadership activities for ALA members.

Break for Lunch

Meeting Resumed at 1:10 p.m.

64th Biennium Overview—Lorrie Russell

Lorrie gave a summary of her overall initiatives for the biennium. She acknowledged that NCLA is in a transition phase and that she has no definite plans for the direction of the association. She believes the association should focus on four areas: Outreach, Education, Leadership, and Advocacy. She envisions there might be a need to create a Section for Advocacy and that its focus should be on advocating for the financial stabilities of NC libraries, as well as personal advocacy (fostering leadership potential in librarians across the state). She believes the association should place a strong emphasis on leadership. However, she believes that we should strive for balance: how to accomplish more without overextending ourselves.

She urged Section and Committee Chairs to think about the following things before the next meeting and check in with your section and committee boards:

- What are we doing as an association?
- What do we need to do?
- What do we want to do to make this biennium stand out?

She encouraged everyone to focus on offering a variety of workshops during the Off-Conference year to keep membership engaged. She wants to hear from everyone about the resources needed to make that happen. She encouraged everyone to seek out partnerships with other sections, committees, NC Live, the State Library, etc.

Lorrie presented the dates for the Executive Board Meetings this biennium:

April 24, 2020	<u>High Point Museum, High Point</u>
July 31, 2020	<u>Cameron Village Regional Library, Raleigh</u>
October 30, 2020	<u>Gaston College, Dallas, NC</u>
January 29, 2021	<u>Iredell County Public Library, Statesville Branch</u>
April 30, 2021	TBD
July 30, 2021	TBD

Final meeting of the biennium will be at the final luncheon at the 64th Biennium Conference in Winston-Salem, October 2021.

She asked for volunteers to host these upcoming meetings and to email her if you were interested in hosting. Venues need to have space to accommodate about 45 people from 9 a.m. to 1 p.m. with ample parking. Lunch will not be included at the meeting, but it is helpful if there are convenient lunch locations nearby if people want to eat lunch afterwards.

Meeting adjourned at 1:20 p.m.

Minutes respectfully submitted by Julie Raynor, Secretary, February 20, 2020