

North Carolina Library Association Executive Board Retreat

Blue Ridge Assembly, Black Mountain, NC

Thurs. 4/21/16

Business Meeting

Attending:

Alan Bailey (Director), Paul Birkhead (Finance), Jane Blackburn (Literacy), Jenny Boneno (Women's Issues in Libraries), Amy Brake (College and University), Stephanie Brown (Marketing), Anthony Chow (Legislative and Advocacy), Dale Cousins (Past President, Development, Nominating), Christine Fischer (Resources and Technical Services), Michael Crumpton (Leadership Institute, VP Elect), Jenny Dale (Technology and Trends), Laura Davidson (Constitution, Codes, and Handbook), Denelle Eads (Archives), Dana Eure (ALA Council), Karen Grigg (STEM), Brandy Hamilton (Continuing Education Liaison), Michele Hayslett (Government Resources Section), Erin Holmes (Website), Jeanne Hoover (Reference and Adult Services), Julie Humphrey (Secretary), Rodney Lippard (President), Sandra Lovely (Operations), Siobhan Loendorf (Treasurer), Marian Lytle (Intellectual Freedom), Meg Smith (Youth Services), Kim Parrott (Executive Assistant), Lorrie Russell (Treasurer), Elizabeth Nowicki (Library Administration and Management Section), Decca Slaughter (Public Library), Libby Stone (Scholarships), Staci Wilson (Community and Junior College Libraries), Alan Unsworth (Director)

Meeting called to order by Rodney Lippard at 2:30 pm.

Motion to adopt the Agenda, and second. Motion carries.

Motion to adopt Minutes of January 29, 2016 meeting. One correction noted: Jan. 2017 meeting will be held at High Point Museum. Motion carries.

Treasurer's Reports —Lorrie Russell

[Pink handout] (NCLA Budget)

[Blue handout] (1st Quarter Financial Report 2016)

[Yellow handout] (NCLA Fund Accounts) This will be the last printed copy we receive. This information will be emailed in the future.

Finance Committee – Paul Birkhead

Paul has completed the paperwork to release \$6,950.00 – which is what we put in the budget and was approved at the January 2016 meeting. The check will be cut and sent by NCCF.

In January, Paul was asked to look into moving money from Line 26 of the budget (NCASL Memorial Scholarship) into Line 32 (Unrestricted Endowment). Apparently, this action was already approved as a motion in October 2014. So, I directed Lorrie Russell, NCLA Treasurer, to move that money.

The Finance Committee was working on a motion to move funds belonging to the dissolved Trustees, Friends, & Advocates section into the NCLA Endowment Fund. We were also going to add to that motion that a policy be put into place for the future disbursement of dissolved sections' funds in the same fashion. This motion was not made and will hopefully be presented in July 2016: The TF&A section members had not been notified of their section being dissolved in January 2016 and the proper section in the NCLA Handbook for the 'future disbursement' policy has not been determined.

Committee and Liaison Reports:

Archives — Denelle Eads

Their group had a work day in Feb. to shred old documents. There is still a lot of work to be done. A future work day will be planned for summer.

Conference 2017 — Michael Crumpton

If you are interested in serving, please talk to Mike. After ALA in June, the conference planning committee will convene. Mike thinks he could hold a conference planning meeting after our July 22 Exec. Board Meeting at UNCG.

Site Selection 2019 – Dale Cousins (motion)

Motion: The Board authorizes the Site Selection Committee (Dale, Rodney, Mike, Kim) for the 2019 NCLA Conference to continue negotiations with both Winston Salem and Wilmington and to select from these two the agreement and location that best fits the need of the Association.

Discussion: Wilmington and Winston Salem were the only two cities that responded to our bid request to host the 2019 conference. Charlotte, Greensboro, and Raleigh did not respond. Greenville is too small for us now and when the 2009 conference was held there, attendance was low and we lost money. Hickory is probably too small for us and many conference rooms were inadequate – thin walls, etc... Wilmington is more expensive and there may not be enough hotels close to Convention Center.

We should go to a city that welcomes us. Forsyth Public likes to be host city. There are several colleges and universities there as well. New downtown public library should be completed in 2017. Convention center is very walkable, nice facilities. There are lots of pubs for the NMRT Pub crawl.

Motion carries.

Constitution, Codes and Handbook — Laura Davidson

Laura worked with the new STEM-LINC Roundtable on their bylaws and with the Finance Committee on a motion regarding the finances of discontinued sections that was not presented at this meeting. Her committee is hoping to review the handbook for missing updates from the last biennium. Sections and roundtables are encouraged to check their parts of the handbook for missing or needed updates.

Development — Dale Cousins

Dale and Susan met. They have ideas they will share with us soon. Does anyone know of Silent Auction apps or free tools that can be used for fundraising?

Intellectual Freedom — Marian Lytle

Next year, NCLA should do events to support National Privacy Week in May, 2017.

Leadership Institute-Michael Crumpton

Will be held at Blue Ridge Assembly in Sept. We are here for our retreat so we can see what it will be like for the LI. New model – facilitator and call on experts throughout the state to share content. Mentors are now in place from 2014 cohort. Cost for participants to attend is \$400. Applications due May 2. Sections & Round Tables should plan to give scholarships if you can. Applicants can share application materials – essay, letter with SRT but LI committee will not share those materials with SRT. SRT should have own application process to accept applicants and award scholarships.

Marketing –Stephanie Brown

Please take photos at your events and share with Stephanie to post on Facebook page and on Twitter, Instagram, etc. Stephanie's group can help with graphic design work for events that your SRT are hosting.

Membership – NCLA Regional Directors – Alan Bailey, Amy Harris, Alan Unsworth, Mary Sizemore

Met recently and will meet again in the summer. This group can attend your SRT events regionally to promote NCLA. Let them know how they can help you with recruiting new members.

Nominating — Dale Cousins

By the end of the year, Dale would like to have names in place for the next elections. If you're interested in running, please contact Dale. Elections will be held in Summer 17.

Operations — Sandra Lovely

Kim is doing a great job processing new members, and she did a fantastic job planning our retreat and handled all logistics for it.

Legislative and Advocacy — Anthony Chow

Program call went to entire state seeking entries for the 2016 NCLA Student Ambassador Program.

National Library Legislative Day - planning and organization of NC delegation to Washington, DC from 5/1-5/3. Scheduled meetings with all 15 national legislators from NC (13 House of Representatives, 2 Senators).

NC Congressmen have been visiting our local libraries – Congressman Price in Burlington, Congressman Meadows in Transylvania, and Congressman Butterfield in Durham.

Scholarships — Libby Stone

This is a quiet time for scholarships.

Website — Erin Holmes

STEM was added to NCLA Website, reports can be now be uploaded from STEM. If you have issues uploading your reports, contact Erin. Denelle mentioned that Erin's training of how to upload reports was very helpful.

Continuing Education Liaison - Brandy Hamilton

Kelly Brannock has now retired. Jeffrey Hamilton is handling CE for State Library. The State Library has paid access to Adobe Connect webinar software.

ALA Council and ALA Conference update -Dana Eure

ALSC has pulled their fall 2016 conference from Charlotte because of HB2.

If NCLA members want to meet up at ALA in Orlando in June, Dana can help facilitate that.

STEM – LINC- Karen Grigg

Karen and Nina have worked with Laura Davidson to write their bylaws and they closely mirror BLINC's bylaws.

Motion: We move that the attached Bylaws be incorporated into the NCLA Handbook and adopted as the governing bylaws to formalize the creation of STEM-LINC as a Round Table of the North Carolina Library Association. These bylaws have been reviewed by the Handbook committee.

Motion carries.

President's Report — Rodney Lippard

Rodney attended the North Carolina Public Library Directors' Meeting on Friday, March 18 on behalf of NCLA and informed them of our upcoming (at that time) retreat and also informed them about the Leadership Institute and that a call for nominations would be forthcoming.

Rodney and Mike Crumpton presented on Leadership Matters at the North Carolina Community College Library Association Meeting on Thursday, March 10.

Mike also attended the Deans and Directors of LIS in NC meeting on Monday, April 18 on behalf of the Association.

Rodney has also been attending Leadership Institute meetings and was invited to attend the LAMS Meeting on Monday, February 1 to talk about the Presentation Academy. He has now appointed Brandy Hamilton to lead the Presentation Academy efforts and have asked Mark Sanders, Current LAMS President, to co-chair this committee.

HB 2 Discussion

[White handout] Rodney's letter to Governor McCrory and Members of the General Assembly

Discussion: HB 2 impacts everyone in this room and all libraries in NC. Libraries are places that many youth learn information, feel safe, and explore identity. This could also be addressed in the letter. We strongly believe that all librarians and library staff members need to feel safe coming to NC. We need to send this letter now and we can't wait. NCLA is expected to respond. Other library groups and associations are looking

to us to respond. We need to alert other groups, PLDA, NCCCLA, School Librarians' Association, Metrolina, Azalea Coast, etc... of our intent to send this letter. We hope they will also draft their own responses for power in numbers.

Rodney will continue to work with Dale and Mike to shape and revise draft. We need to address it to heads of both House and Senate. Send comments and ideas to Rodney as soon as you can.

Motion: The NCLA Executive Board will send a letter to Governor McCrory and the heads of the General Assembly opposing HB2.

Motion carries. Applause.

Presentation Academy- Brandy Hamilton

[White handout and Powerpoint slides] – Illustrating the Virginia Library Association's model

Discussion:

How will ours differ?

How does it tie into the conference, LI?

Naming it is very important.

We should keep it simple at first and work to develop future academies: Writing for publication, Grant Writing, Instructional Design, etc...

All are in favor of moving forward to continue to research and develop plans for an NCLA Presentation Academy. LAMS will be very involved with the planning. Any interested members should let Brandy know that you would like to work with this group.

Timeline:

We will have a "commercial/overview" ready by the Leadership Institute in Sept. 2016. Planning to develop that "commercial/overview" will take place over the summer 2016. Rodney would like the Academy to be held in Spring (March or April) 2017.

Minutes respectfully submitted by Julie Humphrey 5/3/16

North Carolina Library Association Executive Board Retreat

Friday, April 22, 2016 Blue Ridge Assembly, Black Mountain NC

Attending:

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Humphrey (Secretary), Rodney Lippard (President), Sandra Lovely (Operations), Siobhan Loendorf (Treasurer), Marian Lytle (Intellectual Freedom), Kim Parrott (Executive Assistant), Lorrie Russell (Treasurer), Elizabeth Nowicki (Library Administration and Management Section), Decca Slaughter (Public Library), Mary Sizemore (Director), Meg Smith (Youth Services), Libby Stone (Scholarships), Staci Wilson (Community and Junior College Libraries), Alan Unsworth (Director)

The Meeting was called to order at 9:00 am by Rodney Lippard

We had a discussion of how different generations can be engaged by NCLA. Gen Z- learn by pictures and Millennials learn by words.

Career motivation – Millennials are motivated by salary, Gen Z will be motivated by career path

Canadian Library Association has dissolved.

IF NCLA wasn't here, what would be missing out on? How can we engage Gen Z librarians in their career development? This is our future. We will need to have some of these librarians at our table.

NCLA Values and Radical Changes from Group Brainstorming:

Group 1 Values:

Affordability, Networking, Representation, Education and Engagement

Radical Changes:

Empower exec. committee

Regularly review Bylaws and Handbook

Allow President to have more power in decision-making

Investigate needs of generational groups, recruit from each group

More real-time data should be shared with SRT chairs, networking and partnerships among SRT

Better advertising and marketing of our services and programs

Renewed focus on employment support – LIS schools

Is Avectra the best tool for managing membership?

Website enhancements, improve usability

Develop new tools - NCLA App

We need a centralized site to gather webinars from all SRT

Recording exec. board meetings and share them with the membership

Record Fabulous Fridays and share them

Explore a virtual conference option

Group 2 Values: 3 Major themes

Connecting =networking, job hunting, community engagement, conferences, connectivity across the state, communication and support, commitment to ILS students

Tools

Continuing ed, mentoring, conference programs, sharing resources, Using tools like social media, listserv, website, meetings

Advocacy

Lobbying, community building, collective action

Radical changes:

Contracting out for webmaster, budget to hire someone

Empower exec. board to make faster decisions

Explore more options for membership: biennial membership, explore membership options and levels – allow people to just join SRT even if they don't want to fully join organization.

LIS students and paraprofessionals need to be engaged

Make it easy to join, renew

There is major disconnect across platforms, we need cross communication

We need a calendar of events on the NCLA website that lists activities for all SRT and the organization overall.

If we have a hired Webmaster they could maintain calendar or individual chairs could post to the calendar.

Group 3 Values:

Networking – each SRT host an engagement activity once per year

We need to have fun

Chairs should email each new member – welcome them with an email, make them feel connected

Mentoring

Job announcements, opportunities – take that further

Prof Dev – LI, Presentation Academy, learning about new technologies

Concentrate on off-conf. years

Look into other leadership dev. activities

Engaging LIS students and faculty, seems like we're forgetting this huge and important population

Est. student group as part of NCLA?

LIS students – volunteer opportunities with SRT

Direction from president, goal setting, suggestions for programming ideas

SRT do annual report

Strategic planning

General membership meetings off-conf. year, regional meetings, virtual meetings

Branding with logo, tshirts, mugs, deeper branding for organization incorporating our mission, vision, values

Group 4 Values:

Synergy between different types of libraries

Professional Development: offering Camtasia, Photoshop, temporary logins for librarians to learn

Conference – fewer sessions, more rigorous acceptance practices- don't accept every proposal. We might have different conference tracks, fewer sessions might lead to better sessions

Software for webinars and meetings, can be used by SRT

Crossover between similar groups - NCCCLA and CJCLS

Joint membership discounts

Offering special discounts for those that agree to serve

Investigate Member Planet or other back end software options

Consistent use of software across SRT – like TNT’s communication platform

Discounts for conferences for retirees

Could all new members be eligible for all SRT to explore for first year?

Virtual membership? For librarians out of state, or people just interested in a section.

Can we look at other membership tools and software? There are new and better tools now.

There may be a need for a Tech group or committee to look at these issues.

Group 5 Values:

Information

Need for focused conferences, being more selective about what we accept, unconferences

Need for assessment and review of new programs

Need to develop a technology plan

Collect and review member data – design good surveys to see what member needs are

Board meeting evaluation and feedback

Job descriptions for the board members are needed

Should the conference be driving everything?

Group 6:

Values: **Professional Development, Networking**

Changing structure of board, streamline to a smaller group, Combining some groups and topical issues

Create a database of members, members would create and edit profile – like a private NCLA LinkedIn system

Paraprofessionals are hugely untapped

Develop a technology plan, more investment as an organization on technology

Membership – new options, joint memberships,

Look at other revenue sources.

Current strategic plan goes through this year. Future planning? How will it be done?

Organizational audit

Student engagement

NCLA as a buyer's club for software?

We will pay to boost important things like Leadership Institute on fb.

Next steps:

What are the top 4 pressing issues that we want to work on in the short term as priority?

- Develop Technology plan
- Organizational audit to look at governance structure
- 4 regional directors will explore membership options and ideas.
- Investigate other revenue sources.

Groups will send group notes and brainstorming to Kim Parrott to compile.

Panel discussion with guests:

Leah Dunn, UNCA University Librarian

Marlon Brinkley, McDowell County Lib. Director

We should show practical examples and success stories of how networking has worked and benefitted members.

Regional workshops focused on specialized topics and areas of interest

Azalea Coast association – could there be a western counterpart?

Metrolina association- Charlotte

TALA- Triad area

Triangle Area Librarians – new meetup group

There might be a need for regional subgroups or chapters

4 regional directors could be involved with these groups

At UNCA – confusion about where they fit in the organization

Greensboro was a good location for the conference for library staff from UNCA

For paraprofessionals, in person meetings work well, virtual conf. wouldn't work as well for this group.

Suggestions for Professional development topics: ILL, collections management, might be an alternative to Charleston Conf.

Ref & Instruction already provided at NCLA

NCLA meetup at other conferences – ACRL, ALA, Charleston Conf,

Paraprofessional conf. could rotate to west, central part of the state

ACRL subchapter – College and University Section – Needs to market itself, Leah didn't know about this group

Market special collections, tech services, those aspects of NCLA

Parts of NCLA are very discrete. Publicizing info about each SRT is critical.

UNCA would like to be connected to LIS students for practicums, interns, etc.. because they don't have a library school nearby.

Meeting adjourned at 2:45 pm by Rodney Lippard.

Next meeting: July 22 -UNCG

Future meetings: Oct. 28 –Durham Technical Community College

Jan. 27, 2017-High Point Museum

Minutes respectfully submitted by Julie Humphrey 5/3/16