

North Carolina Library Association Executive Board Meeting

High Point Museum, High Point, NC, Friday January 27, 2017

Attending:

Alan Bailey (Director), Paul Birkhead (Finance), Jenny Boneno (Women's Issues in Libraries), Wanda Brown (SELA), Dale Cousins (Past President, Development, Nominating), Anna Craft (Resources and Technical Services), Shamella Cromartie (Ethnic and Minority Concerns), Michael Crumpton (Leadership Institute, VP Elect), Jenny Dale (Technology and Trends), Laura Davidson (Constitution, Codes, and Handbook), Denelle Eads (Archives), Dana Eure (ALA Council), Brandy Hamilton (Continuing Education Liaison), Kate Hanson (Guest), Amy Harris (Director), Michele Hayslett (Government Resources Section), Erin Holmes (Website), Jeanne Hoover (Reference and Adult Services), Julie Humphrey (Secretary), Rodney Lippard (President), Sandra Lovely (Operations), Randall Bowman (College and University Section), Jennifer Motszko (Special Collections), Kim Parrott (Executive Assistant), Lajuan Pringle (Advocacy), Lorrie Russell (Treasurer), Mark Sanders (Library Administration and Management Section), Ralph Scott (NC Libraries), Cal Shepard (State Librarian), Mary Sizemore (Director), Decca Slaughter (Public Library), Libby Stone (Scholarships), Lydia Towery (Business Librarianship), Alan Unsworth (Director), Jenny Walters (Guest), Alisha Webb (Community and Junior College Libraries), Molly Westmoreland (Literacy), Nita Williams (Paraprofessionals).

We were welcomed by Edith Brady, Museum Director. The museum is a division of the High Point Public Library. She invited us to visit exhibits, pick up their programming flyer, and visit the museum store.

Meeting called to order by Rodney Lippard at 10:39 a.m.

Motion to adopt the Agenda. Second and Motion carries.

Motion to approve Minutes of October 28, 2016. Second and Motion carries.

Business Meeting:

Treasurer's Reports —Lorrie Russell

Gold handout NCLA Profit and Loss Summary: We did not quite make the revenue that we expected to. We were \$1,100 short but we didn't spend as much as we had planned so things came out fairly evenly.

Blue handout Fourth Quarter Financial Report 2016: We are always a quarter behind on Endowment report. We are healthy overall. Current Net Worth is \$83, 041.46.

Purple handout Fourth Quarter Fund Accounts 2016: This shows balances of all Sections and Round Tables (SRT). Endowment is up. Rodney says we need to grow membership and sustain members year to year. The target is to add 120 members this year and not lose any.

Motion to adopt Treasurer's report. Second and Motion carries. Report approved.

Finance Committee – Paul Birkhead

Salmon handout Proposed budget for 2017: Biggest revenue generator is our membership dues. It's a conference year but we don't want to overestimate. We still need to take funds from the Endowment this year- \$6,950. Total expenses for the organization are \$79, 860.00.

Discussion about expenses budgeted for 2017:

Membership – Can we determine how many of our members have retired? Are retirees the members we have lost? We also need to look at students. 25% of our membership is students. We need to convert those students to regular members.

Executive Assistant's salary- Kim exited the room. A proposed 2% salary increase for Kim would take effect Jan. 30. A \$250 bonus for Kim is proposed upon completion of her annual review.

Dale: I've relied heavily on Kim for 8 years. Not everyone works with her as closely and may not see the value of all she does.

Sandra: We need to hold on to Kim, she is a vital asset to the organization. She has helped with many events on the off-conference year such as retreats, advocacy trips, and assisting each of the SRT. I would hate for us to lose her.

Molly: She has a wonderful customer service orientation and is approachable, friendly, and a great first contact for the organization.

Wanda: One of the reasons our conferences are so successful is Kim's working knowledge, history, and experience with the organization. She plays an instrumental role.

Rodney: Her continuity and institutional knowledge is essential. She helps us as we go forward from biennium to biennium. Rodney talks to Kim weekly. 2% is a basic cost of living raise and we wish we could give more but unfortunately it's not in the budget to do so.

Send feedback to Sandra Lovely, director of operations to support Kim's annual review. She will send a call to the board for comments for Kim's next evaluation. Kim is evaluated Dec. to Dec. (calendar year) so her review just took place.

Other Expenses:

Equipment: Kim needs a new laptop. We have deferred purchase for 2 years and it's time to replace it.

Software costs– Avila, Quickbooks

Scholarships - \$3,500 is budgeted because it's a conference year and we will fund all named scholarships.

Libby is meeting with her committee next week. They will discuss whether or not to offer as many scholarships in order to let the funds grow. She will report back to Paul to share what decisions were made.

Lunch and Learns budgeted with School Media Librarians, will shift to a preconference around the issues of college readiness – conversations with High School Media Specialists, community college, public, college, and university librarians. Their conference is 2 weeks before our Oct. conference.

NC Libraries publication

We have a balanced budget with income and expenses.

Rodney wishes we could add more for software and technology but right now we don't have the funds to support this.

Motion to adopt budget proposal. Budget is passed.

President's Report-Rodney Lippard

Mike and Rodney attended a preconference at ALA Midwinter on Chapter Leadership. Almost all chapters are going through similar issues – how to grow membership, shrinking revenues, etc... TN Library Association is reducing their board membership. For most other associations the conference is just a break even endeavor and revenue is not generated. Rodney was surprised by that.

Libraries Build communities might be able to participate with Hurricane Matthew relief in Eastern NC . We would like to be of service but not get in the way. Perhaps we could set up a Go Fund Me or Emergency Relief fund. The TX Library Association an emergency relief fund.

Do we as NCLA want to extend a welcome to our new governor? Rodney and Cal will work to draft something and will send it to the board for approval.

Lydia: How can NCLA and the State Library be better aligned to partner and help with libraries in need? We should talk about this. Tracking manpower, volunteer hours, and in-kind donations is important. Lydia is willing to work on this. Rodney, Lydia, Cal, and Jennifer will talk and discuss this partnership. It's important to be ahead of emergencies instead of being reactive.

Cal Shepard: State Library Report

There is LSTA funding for recovery relief for Hurricane Matthew.

Section/Round Table Reports

BLINC- Lydia Towery

They put together resource suggestions to NC LIVE's Resource Advisory Committee for the next resource selection cycle. Membership is slightly down but there have been retirements.

College and University Section — Randall Bowman for Kelly McCallister

They are planning a virtual conference in March, web only and will focus on innovation- technology, services, outreach, instruction. Presentations will be 30 minutes in length followed by 15 minutes for questions. Sessions will be presented through Zoom, an easy-to-use screensharing and meeting software. The Executive board has met virtually to plan and are excited to do something different.

Community and Junior College Libraries Section — Alisha Webb

Their section had a workshop in Nov. about ADA web accessibility led by Alan Unsworth. They are talking about what to sponsor at the conference.

Government Resources Section — Michele Hayslett

Webinars are going strong. Upcoming topics include research data management, the USGS, and NASA data. Will be partnering with STEM-LINC on science related topics. They hope to collaborate with YSS and PLS for conference programming.

Library Administration and Management Section — Mark Sanders

They are meeting next week to discuss programming. *Read to Lead* book club is going strong. Their section newsletter was revamped.

Literacy Roundtable — Molly Westmoreland

Should this section be fought for or be dissolved? Members see literacy as something that all libraries do. There are other ways that literacy can be supported. They currently have 16 members but it is more and more difficult to get people to serve on board. Rodney suggested that a motion can be brought forward at any time in the future to dissolve this group.

NC Library Paraprofessional Association — Nita Williams

Meeting in Feb. to discuss conference.

Public Library Section — Decca Slaughter

Programming for NCLA conference is underway. Ideas and pitches they have received have fit well with the conference theme. One of their Eastern NC Fabulous Fridays was unfortunately cancelled by the hurricane in the fall.

Reference and Adult Services Section — Jeanne Hoover

They are meeting in February and planning a spring webinar in April.

Round Table for Ethnic Minority Concerns — Shamella Cromartie

Newsletter went out on Monday. Three Webinars were presented in the fall. 80 participants attended the Social Justice webinar. The next webinar will be with the new NCCU Library School dean about the digital divide.

Resources and Technical Services Section — Anna Craft

They sponsored a "New Directions in Technical Services" workshop at NC A&T State University. There were over fifty registrants for this event. They surveyed attendees after the workshop and received lots of positive feedback about the program, as well as suggestions for future programming for the conference.

Special Collections Round Table Liaison — Jennifer Motszko

They conducted a survey to their membership in Oct. about interests and are gathering information for conference sessions.

Technology and Trends Round Table —Jenny Dale

They hosted a webinar on instructional design that went well and have an upcoming workshop on free polling tools on Feb. 13. The communication tool they were using is going away so they are changing to Tidy HQ. They will share the research they conducted about communication tools with other SRT. Membership has gone down slightly so they are thinking about how to attract new members. They are planning for conference programming.

Women's Issues in Libraries Round Table — Jenny Boneno

Conference planning is underway and their chair-elect has stepped down. The workshop they sponsored in the fall about gender is a topic they hope to build on for the conference.

STEM-LINC –Nina Exner for Karen Grigg

Building awareness and a name is their key focus area right now. They are partnering with GRS webinar series. They want to partner with SLA for a co-conference. They are concentrating on establishing themselves.

Archives – Denelle

They have plans to work on archives and conference programming.

Committee and Liaison Reports:

Conference 2017 — Michael Crumpton

Next planning meeting, is in-person, Feb. 17 at UNCG. They are glad to hear about all the programming initiatives from SRT. The general call for conference proposals will be March 17. They will write a second newsletter about the conference after the Feb. meeting to share more info and try to generate excitement. Local arrangements committee met and the new central library will be used as a conference site.

Constitution, Codes and Handbook — Laura Davidson

No report.

Development — Dale Cousins

We received \$1100 from former leadership Institute attendees and the next appeal will go to library directors. They look forward to talking to Local Arrangements committee about Endowment activities at the conference.

Intellectual Freedom- Marion Lytle

Everyone is encouraged to follow the ALA Intellectual Freedom blog: <http://www.oif.ala.org/oif/>

Leadership Institute-Michael Crumpton

Midyear meeting in April will be at High Point. The current cohort will present on their projects. LI participants are serving as liaisons to conference programming.

Marketing

Stephanie Brown has stepped down due to work commitments. Rodney is working on filling vacancy. We need to determine new social media liaison asap. How do we go about posting to Facebook? If you have questions for this committee, send them to Rodney for now.

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

The first round of welcome emails went out to new members. They are sharing contact information, promoting conference, and making connections.

Nominating — Dale Cousins

2018-2019 Proposed Slate of Officers

Vice President/President Elect:

Dana Eure Charlotte Mecklenburg Public Library

Lorrie Russell High Point Public Library

Secretary

Jenny Barrett Boneno Forsyth County Public Library

Denelle Eads University of NC-Charlotte

Emily Leachman Central Piedmont Community College

Assistant Treasurer/Treasurer-Elect

Amy Harris Houk University of NC-Greensboro

Marcellaus Joyner High Point Public Library

Georgia Williams Chowan University

Directors At Large

Triangle: Catherine Tinglestad Wake Technical College

Katrina Vernon Wake County Public Libraries

Eastern: Tiffany Hayes Cumberland County Public Library
 Jeanne Hoover East Carolina University
 Joetta Pittman Braswell Public Library

ALA Councilor:

Lisa Coats University of NC-Wilmington
Sarah Lyon Wake County Public Libraries

SELA Representative:

Wanda Brown Winston Salem State University
Jamane Yeager Elon University

Motion to accept proposed slate of officers for the NCLA 2018-2019. Second. Motion carries.

Legislative and Advocacy — Lajuan Pringle

Visits with student ambassadors and representatives went well. May 2 is National Library Legislative Day. ILMS reauthorization is the focus for this year. Cal: NC Senators will vote yes. You can now focus your efforts elsewhere. Lajuan says they will regroup and change their focus.

Scholarships — Libby Stone

They will meet next week to discuss which scholarships will be offered.

Website — Erin Holmes

They are attempting to standardize each SRT web page and will upgrade to Drupal 7.

Continuing Education Liaison – Brandy Hamilton

State Library Continuing Education Advisory committee analyzed results from survey. They have developed curriculum for “Present Like a Pro” workshop scheduled May 17 at the High Point Museum. They will give an abbreviated workshop for LI participants. They are working on conference planning. Visit the State Library Train Station and sign up for the CE listserv: <http://statelibrary.ncdcr.libguides.com/trainstation>

Student Relations- Mike Crumpton for Breanne Crumpton

They met in Nov. with representatives from all library schools. They did a survey about conference needs and programming.

State Library – Cal Shepard

The State Library is currently evaluating the last 5 years of LSTA which informs future planning. Please complete survey if you have received it. Disaster Relief grants are on their webpage. The new Secretary at the Dept. of Cultural Resources, Susie Hamilton, is a library advocate.

ALA Council -Dana Eure

Midwinter was held last week and there was lower attendance this year. Read Dana's full report:

<http://www.nclaonline.org/sites/default/files/webform/reports/ALA%20MW%202017%20Report.pdf>

ALA annual will be held in Chicago in June.

SELA Representative- Wanda Brown

A future joint conference is being discussed with West Virginia's Library Association.

NC Libraries- Ralph Scott

A special issue will be published this year about library management. He is going through the archive file and indexing for easier access.

New Business

Initiative Groups met during lunch:

Membership Engagement, Organizational Audit, Revenue, Technology

Group Reports:

Organizational Audit- Dana Eure

They want to make some changes to bylaws and handbook. They want to improve communication throughout the association. They will share recommendations with other committees. Recommendations will be coming at the April meeting.

Laura: Constitutional changes need to be given to members 30 days prior to voting. In July, all changes will be confirmed by board and shared with membership in late summer. Changes are instituted in October at conference.

Membership Engagement- Alan Bailey

Key themes:

Professional development, networking, and employment opportunities

They wonder how much support members are getting from their directors and deans to attend the conference. Can Rodney send a letter to inform directors and deans about the value of NCLA with encouragement to send employees to the conference for professional development in Oct?

If you can, contact former members from your SRT by sending an email to invite them back. Tell them they are missed and needed.

They would like to see the advertising of events more topically, instead of by library type.

They really want to explore a membership deal –Perhaps joining for two years with a discount.

Discussion: PLA is now in the same fiscal year as our conference. Primarily administrators go to PLA, not library staff. We may need to look at this. ACRL is also biannual. Conflicts with other national conferences will be inevitable.

Technology-Jenny Dale

They looked at other state library association member websites to see what other groups are using.

They want to work with Kim and Erin to look at other potential software that was used most often by other library associations – Member Clicks and Your Membership

They would aim to implement any new software after the conference. They are developing a survey about technology use and technology needs to go to all chairs of SRT to find out what technologies are needed. They will share survey results in April.

Kim: We do have ReadyTalk, a conference calling tool, with a cost charged back to SRT.

Revenue-Amy Harris

Ideas:

Percentage of SRT membership fees go to overall operating budget

Reduced fees for joining multiple sections

SRT give a set percentage of budget back to operating budget each year

Apply for grants

Could we invite school media librarians back and offer a joint membership of both organizations at reduced cost?

Sustainer model – like NPR or PBS

Amazon smile

NC author donates profits from book to organization

Partnering with other nonprofits – example Animal Rescue Organization for a reading to dogs event

Wealthy donor gala library ball

Programming around critical thinking, fake news, and partnering with other nonprofits around this issue.

Getting the word out that libraries are more relevant now than ever

Research is needed related to 501 3c legal issues

NCLA buying time on NPR stations asking for donations in December. Many companies give major donations at the end of the year. We can advertise that NCLA are defenders of information and democracy when we ask for financial support.

Discussion:

Rodney: We should think about estate planning. We should combine this Revenue group with the Development committee.

Action Item for Member Engagement: Develop proposal about membership dues by April meeting. By July, membership changes will be ready to go. We will make sure membership is informed.

When were membership dues last raised for NCLA?

Kim thanked us for the raise and the opportunity to work with such a fantastic group of people in the library profession.

Next Meeting: Cameron Village Public Library, Friday, April 28

Motion to adjourn the meeting at 2:00 pm.

Minutes respectfully submitted by Julie Humphrey, 2/2/17.