

ACRL/NEC Annual Board Retreat
Tower Hill Botanic Garden, Worcester, MA
6/19/14
9:00 am – 3:00 pm

Meeting notes

Attending: Waterman, Bretthauer, Exline, Witt, Learned, Adamick, Malik, Kohl, Hartsfield, Cerbo, Cochrane, Thibodeau, Kolasinski, Vadnais, Hutton, Gallagher, George, Amber, Geisser, Kelehan, Chilton, Maxwell, King, Obien, Ayton, Clemente, Corbett, Rathemacher, Bastone, Dennis, Kay

Introductions:

Phil went over the agenda and welcomed all new, continuing and outgoing members. Each Board member introduced themselves and gave their institution and position on the Board and how they became involved.

1. Brief overview of President's responsibilities – Phil Waterman
 - Phil will schedule board meetings, set agendas, and determine locations. There are five official Board meetings; the next one will be in August or September, possibly at UNH. Others to follow are in November, January and April. Annual conference business meeting is the last one. Phil will try to schedule these soon. At least one meeting will be held at Assumption, but anyone can volunteer to host; let Phil know.
 - Attendance at Board meetings: committee and SIG co-chairs should plan on attending. Need at least one co-chair as a voting member to attend. Designate a proxy from your committee if you and your co-chair cannot attend. Do not designate another voting board member as your proxy.
 - Reports: submit a report for your group prior to every meeting. Send them to the Board listserv (Google Groups) at least one week prior to the meeting. SIGS are not required to do an annual report. The President does an annual report for ACRL national. Program reports included in the SIG reports help the President prepare his/her report for national. They also help inform the chapter council newsletter. If you have no activity since your last report, indicate that in a message to the list.

Acceptance of minutes:

Phil explained that according to the manual, the minutes from the annual conference business meeting need to be accepted at the retreat. A motion was made to accept the annual conference business meeting minutes by Dave Bretthauer and seconded by Laura Kohl. *Motion passed unanimously.*

Chapter Business:

1. Annual Conference Summary: Phil Waterman

- Budget: Projected revenue: \$35,000, actual revenue: \$34,800, due to the slightly lower number of attendees. We had higher vendor revenue thanks to Mike and Scott.
- Projected expenses: \$23,000, actual expenses: \$21,000, due to actual attendance and thus lower catering. Projected net revenue: \$11,900, actual net revenue: \$13,500.
- Committee wrap up meeting: Over 60% of attendees filled out the survey, overall very positive. Main “complaint” was too much good programming.

2. Web/Communications Group – Sarah Hutton & Eleta Exline

- Update on the Supergroup: the group itself was based on an initiative that started a year ago because the website needed a makeover after the self-replicating Javascript error of 2012.
 - The error was due to a mistaken copy and paste of a self-replicating java by a previous content manager. Thus there will be a split between regular users and content managers.
- Talked about engaging a designer for a new logo, put out a survey with the membership to find what they wanted the website to do.
 - There has been some progress on the designer issue.
- For past 2 years, there have been 2 communications co-chairs; positions have been split up and now they have a working document for a new organization.
 - Positions in the committee will be split up into server admin, Drupal admin, com manager, training and documentation, archivist, marketing.
- People have committed to being in the Supergroup and Eleta has all of those names.
- Next couple months will be spent filling positions and communicating with the membership and getting the process off the ground.
- **Eleta:** My role is to bring people together as a group and advocate as an extra hand to get it all done.

3. Board Website – Sarah Hutton & Cody Kolasinski

- There will be two types of users: Authenticated users or Content Managers.
- It has...
 - Dates for meetings, minutes posted by secretary.
 - Links to the main site and membership info for various SIGs and the board.
 - The full Calendar of upcoming events.
 - Forms and the Certificate of Exemption, as well as reports of money receipts and requests for payments.

- The Constitution and bylaws.
- Links to mailing lists.
- Tressa Santillo from WPI is managing the board website and is the person to contact if you are having issues.
- If you are an Authenticated User you can add two types of content.
 - A Post to the homepage by going to Content in the upper left, then click on Add Content in the center. Add a title and put your post in the body, then select a date and click save. Very user friendly! **Eleta** If you choose a date does it connect to the calendar? **Yes**
- If you are a Content Manager the process is basically the same.
 - The biggest difference is that you have a list of types of things you can add.
 - Announcement and Event is the same as above.
 - Article is just on the news feed.
 - Basic Page creates a basic page; **Sarah** It's useful for having something to link to when doing things like elections.
 - Content Managers can also edit other people's posts.
 - **Lynn** Can interest group members edit their own sites? **Eleta** Tressa wanted to know who would be added to those sites. If you're on a Sig and need to be added to your site to edit, send a message to Cody or Sarah. **Sarah** Communications will probably make a list serve you can email. SIGs can come up with their own chain of responsibility for editing. Then contact Communications and they will do the necessary permissions. Communications will also manage candidate info for election time.
- **Cody** is thinking of creating screencasts as how-to for website editing.
- We should put a login link on the website. **Dave B.** We should tweak the banner color to be different for the board site.

4. Online voting – Betsy Peck Learned

- Often online voting is an approval of a budget process.
- Motions are made and president calls for a vote.
- Secretary then sets up Doodle poll; Alan will include the name of the maker of the motion, the name of the person who seconds, the text of the motion and a deadline for voting.
- Online voting takes place through a Doodle poll which is a simple link to a ballot form online. A quorum or simple majority of the board is needed to vote (currently 11). At least 4 of the voters have to be elected board members. Only one voting member is allowed among co-chairs of committees and SIGs. Let Alan know who that member will be.
- President announces results of poll.
- Secretary announces results at the next board meeting.

5. Chapter manual – Patrick Hartsfield

- It is available under the "About us" link on the main website.

- The Constitution and Bylaws covers the structure of the chapter and the roles of the officers, who are voting members, what a quorum is, procedural and structural questions.
- The manual describes each position in detail including SIG officers.
- It has info on financial procedures that Melinda will talk about later. It also has a history of revisions, meetings, and past officers.
- When we make changes, they will post the updated PDF on the website and then Patrick will message the board with specific changes and their corresponding page numbers.
- They will be looking at giving everyone a chance to go through the manual to make sure it was up to date and current. It is in a Drupal doc that he will be sharing with the board. Procedure to be determined.
- First, anything that changes in the manual is voted on by the board first. In the manual, they can be voted on and changed quickly. Changes to Constitution and Bylaws have to be approved by the board and then put to the membership. If it is really important, a special online ballot can be set up, but otherwise it can be wrapped in with the election. **Eleta:** We're switching from 2 members at large to 6 state reps, but a ballot will be put out this summer to confirm that change. Needs 2/3 of VOTING members. Eleta will be putting together these ballots.

6. State Representatives Laura Kohl

- If you have suggestions for people to be volunteered for the State Representative position, let Laura Kohl know.
- The person can live, work or go to school in the state in order to be considered for the position.

7. Treasurer issues Melinda Malik

- Kudos to Jessica for joining the Treasurer cohort.
- If you contact Melinda, include Jessica in the email so she can get accustomed to the business.
- Listing of forms:
 - W9 request for taxpayer id. There is a blank form on the website. Contact Melinda for a copy.
 - MA Certificate for Exemption: Only valid for Massachusetts. New Hampshire will not do any tax exempt form. Sandra Van Der Ploeg has a list of state regulations that you can refer to.
 - Request for Payment form: most challenging AND most important form.
 - All you need to know is on the handout. If you incur expenses while planning programming, you can either have the chapter pay the vendor directly or you can pay and Melinda can reimburse you. BOTH require the original receipts, just in case auditing happens.
 - If you have an expense to be paid, fill out the Request for Payment form.

- Give Melinda name of form filler, who the check is going to, breakdown of costs, and mail her the originals.
 - If you need it done faster, scan and email Melinda, Jessica, Phil and Dave (in addition to sending out paper originals). Either Phil or Dave needs to sign off and then Melinda can get started while the originals are in the mail.
 - Mileage reimbursement:
 - Because we are nonprofit we follow federal guidelines for Nonprofits.
 - Nonprofits' rate is significantly smaller than for profit rate 14 cents vs 56 cents or so.
 - There are creative workarounds to appease speakers.
- Timeliness:
 - All bills are paid, yay! We are nicely set up for the next year.
 - Manual says receipts are **no longer than 2 months** after the event. Make sure we replicate this year's success.
- Forms:
 - Receipt of Payment
 - If you accept payment in any way for any reason involved with the chapter, fill out the form along with the checks and send to Melinda.
 - They should have only **your** signature and **Melinda's**.
- Budgets:
 - There is a budget template to use as a tool. You are required to create a budget and get it approved as long as it meets criteria.
 - If your revenue or expenses exceeds \$1,000 or you charge more than \$20 or pay any honorarium to a speaker.
 - You get \$1,500 a year to use over the entire year. Make sure that your expenses minus revenue are lower than the budget.
 - If you do multiple events, keep track!
 - The spreadsheet is designed to help this process. The hard part is at the bottom.
 - Debits and Credits (Outgoing and Incoming)
 - Keep track of expenses and income
 - Actual vs. Budgeted
 - Also includes option for different fees for different types of attendees
 - JUST ADDED
 - Different categories: Fees, projected attendance
 - Set up with equations in the spreadsheet now.
 - Comments are enabled on certain fields to tell you what to enter or add.

- **Hillary** You can always set credit as the default and then tweak on an ad-hoc basis.
- Transaction fees are not that much, basically a drop in the bucket due to our healthy financial situation.
- **Hillary** Eventbrite DOESN'T notify people if they make duplicate reservations; this pops up often when we send out reminder emails. People just forget.
- It is very easy to do refunds in the system. It also has an excellent waitlist feature that is automatic.
- One question that Kerri asks is who has the access to manage Eventbrite. The other is who should get the confirmation emails and question emails.

8. ACRL National proposal Eleta Exline

- During this last year we developed a proposal for the ACRL chapter's council (where all chapter reps meet at 2 ALA national meetings and have a liaison to ACRL national.)
- Proposal accepted at last meeting.
- Proposal is that at next ACRL meeting we would get a booth at the conference.
- Eleta got a phone call from an ACRL staffer saying we would get a free peripheral table in the exhibition area for free.
- On the agenda for next week's chapters council.
- She will report back next week (or Phil will) with more information?
- **Phil:** What is the contentious history of this; does national consider us a threat?
 - **Eleta:** They see our purpose as bringing them members; we think the relationship should be more symbiotic. They feel we're a mechanism for people to get their feet wet before then moving into the national membership.
- **Eleta** has agreed to run for the position of chapter's council Vice-Chair/Chair-Elect in order to make changes and take the lead.

Strategic Planning

- **Phil** Do we need a formal strategic plan? **Betsy** Trending away from long term plan and instead a short term action plan (1 year) is a better idea. **Elita** We used to do an action plan for the year. The leadership committee came out of that process. **Phil** Was this a formal statement of the process? *No.*
- What level of formality do we need? Should we do a new direction?
 - **Elita:** Administrative overhead should be minimized; keep unnecessary stuff out of it.
 - **Mike:** Long range and short range plans are just a matter of patience. Long ranging stuff requires long ranging solutions.
 - **Phil:** It's not a failure necessarily to carry over plans to the next year.
- **Phil:** Reviewed objectives: Is that what we still need to be doing? We should reexamine why we do what we do rather than just because the predecessor did it that way.
- Brainstorming: SOAR: Strengths, Opportunities, Aspirations, Reality (A more positive light than other evaluative techniques.)

- **Strengths: Where are we now?**
 1. Vertical integration: both experienced and new members.
 - Easy to get involved/low barrier to entry/not exclusive.
 2. Strong regional identity: very active grassroots, most active chapter in the ACRL.
 3. Dedicated and diverse pool of volunteers due to a large population of libraries with diverse foci.
 4. Good organizational structure: mini committees reporting to a larger structure, good turnover rate for positions. Correct scale to do what we do.
 - SIG internal structure is also very strong.
 5. Cycle of continuous improvement: we assess our own processes and improve.
 6. Financially healthy organization.
 7. Annual conference provides national scale opportunities at the local level, with affordability.
 8. Programming, both from SIGs and Annual Conference, is excellent.
- **Opportunities: What could we be doing?**
 1. Start an open access ACRL NEC professional journal.
 2. Expand branding and marketing (ex: We're a SIG of ACRL-NEC.)
 - Promoting scholarships and awards.
 - Better outreach to newly employed librarians and paraprofessionals.
 - Better recognition from ACRL national and influence on the National organization from our chapter.
 3. Better inclusion of Northern New England members (state rep program may help.)
 4. Continue the excellent programming in our conferences.
 5. Creating a YouTube channel to promulgate conference sessions (DONE.)
 6. Establish pathways to involve diverse populations.
 7. Extending mentorship to SIGs and reverse mentorship with new librarians teaching more established ones for new technologies and ideas.
 8. Make virtual meeting the responsibility of the host in terms of testing.
 9. More ready volunteer opportunities for people to join that are somewhat short term; gentle pathway to continue involvement after ending a long term position.
- **Aspirations: What would we like to have accomplished a year from now and where should we be?**
 1. Be the go-to professional academic organization for professional librarians in New England.
 2. Expanded outreach to HR and library directors to market ourselves.
 3. Task force of paraprofessional and task force of library students to look into what the organization can do for them and identify their needs. Perhaps a paraprofessional SIG?

4. Become an advocate for our staff members.
 5. Have a committee thoroughly explore the challenges and issues a professional ACRL NEC journal would face.
 6. Sig chairs would have dedicated time during board meetings to meet and exchange information. Piggyback on the end of the board meeting?
 7. Task forces could be populated by the membership at large instead of solely from board members.
 8. Membership would continue to be strong and active, with many people wishing to participate in leadership roles.
 9. Expanded outreach and participation from community colleges.
 10. Greater participation and opportunities for northern state members, with the state reps pushing the process.
- **Reality: How can we make these aspirations a reality in the coming year?**
 1. **Go-to Organization**
 - *Open Access Journal.*
 - *Marketing Outreach-State Reps.*
 - *Task Forces.*
 - *Leadership opportunities.*
 - *Expand our appeal to Paraprofessionals and Community Colleges.*
 - **SIG Meetings**
 - Piggyback meetings onto board meetings; put ½ hour on Aug/Sept Board agenda for SIGs and other small groups to meet.
 - **Open Access Journal**
 - Determine a host institution/Find someone with an Open Journal System or Bepress Digital Commons.
 - Contact editorial board of the Journal of Librarianship and Scholarly Communication (JLSC.)
 - Create a task force to study this and report back next year with an action plan.
 - Decide whether it would be peer-reviewed, practical versus theoretical topics?
 2. **Communications Infrastructure**
 - *New Logo.*
 - *New Website.*
 - *Student Reps.*
 - *Chapter vs. SIG Identity*
 - *Outreach to directors and/or Library HR for info on the chapter to new hires and existing staff.*
 - *Contact infolist, draft letters, send letters, deal with call backs.*
 - *Web/Comm group coalesce- determine their roles.*

- *Create data visualizations of our existing membership using membership database for this AND prospective membership.*
- *Analyze data/visualizations to see if we have optimized our opportunities.*
- **Task Force: What do Paraprofessionals Need?**
 - Ask them with a survey or have them create their own survey
 - Create a task force for ParaProfessionals.
 - Advocate for their inclusion in the larger professional community.
 - Create affordable programming.
 - Need affordable training opportunities; need a forum to meet and network.
 - Many requests for technical training.
- **Task Force: What do Library School Students Need?**
 - Conduct survey with GSLIS in different regions to determine their needs.
 - Have students form their own task group and identify what they want or need.
 - Offer a liaison from the Board to coordinate communication that will result in action.
 - Offer free/low-cost programming.
 - Provide students with mentors from the chapter.
 - Master calendar of professional development activities by region, kind of like inalj.com (also good for us!)
- **Community Colleges**
 - Survey membership & ask Community College members what they need.
 - Include private 2 year colleges as well.
 - Survey non-members.
 - Keep programming affordable and geared to a varied audience.
 - SIG for CC/2-year colleges?
- **State Reps + Northern States**
 - In defining State Rep. role – develop a means for State Reps to do outreach and marketing in their state.
 - Give SIGs extra stipend to cover programs in ME or VT.
 - Give State Reps a travel fund
 - Create Database of contacts of people/locations willing to host events in not-Boston (and Boston too). List good locations.

3. Develop member leadership Opportunities

- *Build on the task force idea.*

- *Mentoring opportunity: "Day in the Life..." pairing w/leadership positions.*
 - *Open cattle call to membership for task forces.*
 - *Encourage members to submit projects that they in turn manage.*
 - **Creating Task Forces (Using membership instead of board)**
 - Survey paraprofessional members on needs.
 - Put calls out for task force members to newslists.
 - Put task forces in charge of designing and implementing their own surveys to increase engagement, empowerment etc.
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- Priorities going forward: The goal is to have some goals to focus on for the next board meeting.
 - What are the easy things and what are the hard things?
 - We should have a statement of the objectives public on the website.
 - We will implement the SIG idea immediately as of the next board meeting.

Meeting was adjourned at 2:52 PM

Respectfully submitted,

Alan Witt
ACRL/NEC Secretary