

**ACRL/NEC Annual Board Retreat
Tower Hill Botanic Garden, Worcester, MA
6/19/12**

Meeting notes

Attending: Button, Exline, Learned, Klare, Malik, Cournoyer, Izenstark, Hartsfield, Cerbo, Cochrane, Hutton, Behney, Kenney, Myles, George, Galante, Geisser, Lewontin, Linden, Iglesias, Bretthauer, Emsellem Wichowski, Hibbler, Dollinger, VanDerPloeg, Corbett, Magnoni, Lurie, Bouchard, Heffernan, Richter, Corbett

Guests (MLIS students and/or recent graduates): Stephanie Friree, Alexa Roy, Erica Cataldi-Roberts

Absent: Gallagher, Thibodeau, Spindler, Kohl, Pusateri, Gore, Aiello, Robb

Welcome & Introductions

- Leslie welcomed all.
- Each Board member introduced themselves with name, position, and how she/he became involved with ACRL.
- Leslie welcomed library school students
- Please review your information on the Board members roster and send corrections to Leslie.

“Getting to know you” Facilitated by Melissa Behney and Barbara Kenney, Leadership Development Committee

- Members formed groups and were led through an activity.
- How did people feel about the process?
Comments included: the activity was fun, surprised people worked so well together as strangers, risk taking and thinking outside the box important.
Got to know each other in a non- threatening way. Engaged in big picture thinking.
Exploring possibilities is part of the process. Every group needs someone who can ask the hard questions.

Report from 2011 site visit committee and discussion: Mike Cerbo, Corina Cournoyer, Lisa Richter Spreadsheet handed out of costs associated with the 2011 conference at Holy Cross, and proposed costs for a 2-day conference in Manchester, NH for 2014

- Goal was to reach out to other locations beyond MA in New England
- Proposing a 2-day conference based on feedback from conference evaluations
- Committee prepared an RFP; considered two sites: Lowell, MA and Providence, RI
- Lowell a disappointment, not confident service would be there
- Michael and Corina visited Providence Marriott last year but not in downtown Prov. This year visited the Biltmore, good deal on rooms but problems included food costs, no parking (expensive) wanted to guarantee 50 rooms for Thurs., 100 for Fri. We can't guarantee that number
- No other bids from RFP except Crowne Plaza Warwick
- Vendors want to know the dates
- One day is a good moneymaker; what is our goal in a 2 day conference?

- Is it more important to reach out to northern states?
- Successful conferences at Radisson Manchester by NH lib. Assoc.; good vendor turnout
- More people register for single day, with a 2 day conference about 250 first
- Downtown Manchester convenient; easy to fly into Manchester Airport for vendors; they would only need to stay one night if start at 9:30.
- Might want to get info. from NELA--do 3 day conferences
- No final costs for ACRL 2012 conference yet
- Lisa's proposed budget for Manchester is worst-case scenario; not factoring in vendor contributions
- What risks are involved? Is a 2 day conference risky or even necessary with video conferencing options? Or does video conferencing reduce attendance? No choice in what they can see in video conference.
- 2 day conference goal was to provide more programming. One day conference is a moneymaker. What is the best use of money coming in? Can we subsidize a lower reg. price?
- Usually make \$16,000 year
- NASIG has vendor showcase at the first day of its conference allowing vendors to leave without staying overnight.
- Sondra says the academic librarians in NH need ACRL as NHLA is focused on public libraries; NH location would be serving people who need to network as they work far apart
- Potential audience in Canada if you have a northern conference; could we work with Canadian partners?
- Malinda - not difficult to plan a 2 day conference--take the risk!
- What are the numbers? How many librarians are in these areas? Need the data. Of the major cities in 6 states Manchester is most central for all. Trying to encourage attendance from all over NE. Laura - NELIG had 5 satellite locations for programming; worked well
- Barbara K. - Leadership committee is planning a pre-conference workshop.
- Naka - we need people in No NE to do the programming
- Leslie - need to get this year's numbers into the budget Come prepared to make a decision in Aug.

Strategic planning

The retreat provides an opportunity to brainstorm for the coming year. Leslie asked groups at tables to work together to brainstorm.

Two themes from last year: the 2-day conference and branding & marketing.

Break out group reports: (random order)

Group 1:

- Re-examining use of technology
 - Retain institutional knowledge through communication and documentation
 - Health of the website on the shoulders of one person
- Maintaining relationships with library schools
- Long-term solution for archiving chapter information
- How to groom our members to be new leaders?
- Who are our northern friends?
 - What do they need?
 - What makes them special?
- Target marketing focusing on chapter membership

- More transparency with members about rules—e.g. anyone can form a SIG.
- Do a better job facilitating group conversations/networking.
- At the annual conference have a special program to explain how to become involved.
- Sponsor a career day.
 - Resume/CV review
 - Mock interviewing
 - Assist under-/unemployed
 - Raise the number of vendors to better afford a 2-day conference.

Group 2:

- Bring in more members from the Northern states:
 - Through personal connection—e.g. raffle for those who bring a friend to events
 - Discount for registrants who post event to social media (NEASIST)
 - Contact active Northern members directly
- Outreach to library school students (Simmons, URI, UConn)
 - Personal overtures
 - Redefinition of Member-at-Large positions
 - Send ACRL/NEC speaker to library school classes (more effective than listserv blasts)
- Programming
 - Branding: co-host a big speaker with SIGS to focus on quality branding
 - Webinars: to be hosted by SIGS (45 min. for speaker then chat); improve ACRL/NEC brand with quality webinars
 - Co-hosting events with other SIGS or other library groups (Mass School libraries Assoc., library consortia: HELIN, Fenway, etc.)
 - Event Days – e.g. Providence Bruins, Portland Seadogs, Pawtucket Red Sox (McCoy Stadium)
- Branding:
 - Revisit logo: look at other ACRL chapters; member contest to design a new one or contact AIGA to host contest? Involve LIS students

Group 3:

- Archive ideas generated at meetings for future use
- Documentation storage on website e.g. minutes, updates, Board workspace
- Feature SIGS in all communication
- Create ACRL and SIG family tree on website a—click on SIG for more info., put also on brochures
- Dynamic message on the website that changes monthly
- Library/idea of the month on website
 - Could pull from conference ideas
- News from libraries e.g. “Intelligence for your library” on website
 - Did you know?
 - News in the industry
 - Publications
 - 2-page newsletter?
- Continue outreach to library schools both local and distance
- SIG programming in southern & northern New England

- Marketing & publicity:
 - Host table at other conferences—e.g. NELA, MLA, NHLA, etc. and at other consortia events (HELIN, NHCUC, etc.)
 - Create marketing committee
 - Create liaisons between committees
 - One person from each state on Membership Committee (state contact rep.?)
 - Create a generic “Contact us” e-mail address on ACRL/NEC website
- Offer more online that is affordable:
 - Chapter subscription to “Go to Meeting” or similar software
 - Promote videos for later viewing
 - Archive webcasts and in-person programs
- Expand Communications Committee
- Create necessary redundancy

Group 4:

- Establish student chapters at Library schools
 - Welcome packets for new members- targeted outreach
 - Rules of ACRL who can put together a SIG?
 - First-timers group
- Support for job seekers:
 - Resume review, help for unemployed at conference
 - Programming for job seekers needed
- Members-at-large: more fully integrate into committee structure, e.g. state representatives as members-at-large
- Examine use of technology:
 - acquire license and/or computer for virtual participation at meetings
- Long term solution for website
- Marketing & Communications:
 - Need formal plan for both
 - Create brochures for recruitment with suggestion of SIG, Board, national involvement
 - Expand membership of Communications Committee to include 5 members: Web I, Web II, Newsletter/listservs, Publications (print), Marketing (Member-at-large), Outreach (Member-at-large)
 - 2 members required to sit on conference committee each year
 - 1 member required to manage virtual meeting technology (MacBook “company car” for Board meetings)
 - Create a better logo for the chapter including a tagline (Need a graphic designer)
 - Run a contest for the logo with a grand prize (\$500, iTouch, iPad, etc.)
 - Use logo on buttons, t-shirts, toys, for marketing the chapter
 - Outreach: create local brown-bag lunches throughout the chapter

Group 5:

- Share regional expertise on Web, etc. Compile and use lists of resources we share: expertise, volunteers, sites
- New models to enable expanded programming (not just from SIGS):
 - Identifying potential sites and site coordinators for programs
 - Identify volunteers who want to get involved

- More regional programs and workshops
- More virtual programs
- More joint programs to share costs
- Smaller and more focused programs and workshops
- Partner with other orgs outside NE e.g. New York state
- Better control use of New England resources we have (expertise, volunteers, sites)
- More collaboration between SIGS
- Outside of ACRL/NEC establish more partnerships with other organizations

Group 6:

- Website needs improving:
 - Hire someone to do a complete redesign
 - Establish a website committee
- Online software for virtual programming needed
- Create a Toolkit for SIGS e.g. WebEx account or “Go to Meeting”
- Do we need an institutional repository?
- Marketing Committee needed separate from Communications Committee
- Expand membership:
 - update surveys of non-members
 - Searchable minutes and agendas in Google
- Student outreach through social networks

Discussion:

Common ideas between the groups: marketing committee needed, outreach to non-members in northern tier of NE, website improvements, communication, virtual programming

Eleta - increasing our capacity for programming and drawing in new members

Naka - create smaller group to deal with new Communications structure

Nancy - spend some of the money on someone to assist Tim with website

Amanda - need common software for virtual meetings

Barbara K. - need to operationalize Strategic Plan

Betsy – need a yearly action plan that supports Strategic Plan goals

Leslie - will need a Task Force for the Strategic Plan--let Leslie know if you want to volunteer (3-5)

Margaret - don't focus all attention on internal operations

Diane - we have the financial resources to do some things; assign action items to specific people and assess

Chapter 101:

Financial information – Diane Klare

- Forms on the chapter website:
 - Request for Payment: Attach original receipts; Diane doesn't need original RFP right away- can submit by email; need approval from VP or President; Can only reimburse at non-profit rate not business. e.g. Mileage; Can't merge 2 RFPs
 - Report of Money Receipts: E-mail Diane with questions; Don't let a request go into another fiscal year; Doesn't need to know online registrations
 - Copy Malinda on all requests to Diane (treasurer elect)

- Form W9: If you have a program and are paying an honorarium in excess of \$600 we will need to file a 1099 tax form. The payee has to sign a form W9 before a check can be issued.
- Certificate of Exemption in Mass. Don't have to pay sales tax; scan online to use if buying supplies

Online Voting -- Naka Ishi

- Voting between meetings:
 - E-votes very similar to in-person votes
 - Some exceptions: tweaks to language of the motion but no one nails down the language; amendments not included in vote
 - Once there is language for the motion the President calls the vote and the Secretary sets up a poll online and sends out the link with the motion and the deadline included
 - discussion happens before the motion is made
 - Secretary has to track whether there is a quorum (simple majority of the Board including 4 elected members with one Pres. or VP required)
 - Only one co-chair can vote for SIG or committee
 - A Board member can only vote once even if you represent 2 groups
 - vote immediately so we have a quorum on vote
 - Online votes go into the subsequent meeting minutes

Chapter manual -- Mike Cerbo and Patrick Hartsfield

- Assuring Robert's rules are used at meetings
- Changes to the manual: a message will be sent through Google groups. Most changes have to be ratified by membership

An assessment for the day will be forthcoming.

Question:

Retreat/Board orientation is not addressed in the manual, simply called the June meeting. What is supposed to happen with the minutes from the retreat?

Proposed meeting dates:

Doodle poll: Jan. 8 and April 2, 2013 are good; will re-poll for Aug. & Nov. 2012

Possible Board meeting venues: Bryant, UMass Amherst, Northeastern.

Respectfully submitted,

Betsy Peck Learned
Secretary, ACRL/NEC