

Minutes of the DC/SLA Board Meeting
Thursday, May 6, 2010
Final Version

Attendees

Executive Board

James King, President (W)
Mary Talley-Garcia, First Vice President / President Elect (W)
Greta Ober, Immediate Past President (W)
Hannah Sommers, Treasurer (W)
Martha Reifschneider, Assistant Treasurer (W)
Lois Ireland, Director (2010-2011) (W)
Dave Hemingway, Director (2010-2012) (W)
Eileen Deegan, Recording Secretary (W)

Committees and Programs

Kari Anderson, Student Scholarships Committee – Co-Chair (W)
Jessica Beauchamp, External/Community Relations Committee – Co-Chair (W)
Victor Monti, International Relations Committee – Chair (W)
Diane Schnurpusch – Awards Chair (W)
Chris Vestal, *Chapter Notes* -- Editor-in-Chief (W)
Lorette Weldon, Web Committee – Chair (W)

Call to Order

The May 6, 2010 meeting was held via WebEx (noted above with “W”). Two Board members, Greta Ober and Eileen Deegan, attended via the Dow Jones office’s WebEx connection, hosted by Mark Frawley. James King called the meeting to order at 6:05 p.m.

Mary Talley-Garcia moved to adopt the agenda. Greta Ober seconded. Motion approved

James King stated that he would like to have the draft April-meeting minutes entered into the record. Should anyone want to revise the record, he/she should contact Recording Secretary Eileen Deegan within the next week.

President’s Report

James King, President: James remarked that at the April 1 Board meeting he brought up the DC/SLA Marketplace idea, and that those attending were in favor of using Café Press to raise funds and help offset our 2011 Leadership Summit costs. He said he needs to corral this initiative together and find assistance from the Web Committee.

As a precursor to Lorette's meeting report, he said Lorette has detailed the Chapter's web pages that need updating, and that a number of webpages will not be made accessible until they are updated. He encouraged Chairs to tell Lorette if their Committee's webpage is fine as is, or which changes are needed. Overall, the pages need to explain what each Committee is doing and who is on it.

He announced that a joint Web Team / Web Ambassador meeting would take place via WebEx on May 7. It's a good time, he said, to look at the group's accomplishments and make sure there is agreement about where they need to go from here. The goal will be to bring the Board a description of where the group is going and obtain the Board's agreement. He said the Chapter needs an interactive Web presence that is easier to maintain, provides preservation and archiving functions, and reaches all of DC/SLA's members.

Officers' Reports

Mary Talley-Garcia, First Vice President/President Elect: Mary reported that April, with three Chapter programs, was a busy month, and that great feedback was received on all three (Speed Mentoring, Library Leaders with Blane Dessy, and Using Google Apps in the New Collaborative Environment). She observed that not as many people attended as she would have wanted, but that 55 did attend the May 5, Cinco de Mayo program. Following the May 25 New Members Reception, there will be a programming hiatus until mid-July. She thanked Lois Ireland for obtaining the sponsorships, which have enabled DC/SLA to break even on our programs.

Mary said there are ongoing PayPal glitches that have made some registrants unhappy. Greater Board / Committee Member representation at all programs is needed, as she would like to introduce Board Members at our meetings and ensure they meet the students and non-members who attend. She asked for our feedback about instituting a program sign-up sheet for the latter. More program venues are needed, and she suggested making the provision of meeting space a volunteer opportunity – in lieu of volunteering one's services, volunteer one's space. Mary will contact the new "Encore" Group about doing a Chapter program this fall.

Martha Reifschneider, Assistant Treasurer / Hannah Sommers, Treasurer: Martha reported that she is continuing to straighten out the banking situation, including changing the names of those who are authorized to sign the Chapter's checks. Hannah is handling all PayPal duties. Martha said she has received a couple of sponsorship payments and she gave kudos to Lois for bringing this money in. Her "to-do item," she said, is to get budget information about hosting the Leadership Summit from this past year's hosts.

James announced that Lynne McCay will be DC/SLA's Leadership Summit Coordinator. Mary will work with Lynne, and will connect her with the 2010 Summit's St. Louis Chapter hosts. It's James' recollection that the biggest expense will be hosting the Summit reception. Our goal is to make it as price-neutral as possible, via vendor

sponsorships and charging admission to DC/SLA members who are attending only the reception. Thus, he said, we need the budget numbers as soon as possible.

James King for Alison Raab-Labonte, Communications Secretary: James observed that the Communication Secretary's role has been expanded to emphasize *coordinating* the Discussion List, *Chapter Notes* and Website activities. For instance, Alison is compiling and distributing a roundup e-mail of the month's DC/SLA events. In addition, James said, we now have a Twitter account for which she is establishing guidelines, and she is considering changing our Facebook page from a fan page to an individual page. Overall, she is trying to figure out how to better integrate some of our Web presences. If we have ideas about this, James said we should send our suggestions to Alison and him.

Finally, Martha asked about an action item from Alison's 4/15/10 Communications and Marketing Committee meeting – "investigate getting a chapter video camera." What, Martha asked, will the costs for that be? James said he doesn't know if a cost has been determined yet, and that he will ask Alison about it.

Dave Hemingway, Membership Director: Dave reported that he has continued planning for the May 25th New Member Reception. The event's details have been finalized, and we are in "good shape." He thanked Lois for her work on the sponsorships.

He said he is working with SLA HQ to gain access to reports, and that as of April 10, DC/SLA's current membership numbers had not been posted to the Wiki. The Chapter's letters of retention and recruitment have been drafted, and he has been contacting prospects. In April, he noted, the Member Relations Committee received three inquiries, one of whom has become a new member.

Lois Ireland, Fundraising Director: Lois reported that her Vendor Relations Committee secured InfoCurrent and Proquest/Dialog as co-sponsors for the Cinco de Mayo event. Dow Jones has committed to provide two, \$1,000 sponsorships for the New Member Reception and the Annual Banquet. Both IEEE and the Financial Times have likewise committed \$1,000 to sponsor the Annual Banquet. Lois said that if we give her our suggestions for prospective Chapter sponsors, she will be happy to get in touch with those vendors.

James noted that he has connected Lois with Lynne McCay, so that work on the Summit can begin. He said he communicated with IOP Publishing and discussed vendor relations and the sponsor's main goals, including visibility, branding, loyalty and good will. If the latter are achieved, the vendor feels it is getting good value, and will continue to sponsor our Chapter.

Mary remarked that it is useful for those doing programming to know what vendors want, to ensure that they feel their sponsorship is a mutually beneficial arrangement. She said she wants to do what she can from her end. James agreed that we need to get a better understanding of the vendors' needs.

Lois suggested that following events, we send the sponsors thank-you notes containing the number of attendees and good feedback that we receive. James observed that Kimberly Ferguson is collecting the metrics. In addition, Martha requested that, after each event, Hannah send Mary summary registration information regarding the number of participants who payed at each rate (i.e., member, non-member, student/retiree/unemployed).

Committee/Group Reports

James King for Lynne McCay, 2011 Leadership Summit Chair: James reported that Lynne is organizing a steering committee for Summit planning, and is soliciting volunteers from the Congressional Research Service and the “Encore Group.” He noted that the Summit will take place at the downtown Renaissance Hotel. It’s up to us, the Chapter hosts, to determine the scale and location of the reception. He suggested that we might consider holding the reception in free, government agency space, or on a cruise ship.

Chris Vestal, *Chapter Notes (CN)*, Editor-in-Chief: Chris reported that he is working with Lorette Weldon to obtain the most recent website metrics from SLA, in order to gauge current *CN* readership. He noted the following about *CN* advertisements:

- The amount of paid advertising doubled from the January/February issue to the March/April issue.
- The March/April issue generated a \$634 profit, and included a free advertisement for the Chapter’s Cinco de Mayo event.

A print copy of the March/April issue was sent to 34 Chapter members. Extensive marketing of the latest issue included posting messages to the Chapter List and Leadership List; and promoting *CN* on DC/SLA’s Blog, Twitter feed, Website and Facebook. Chris said he has received positive feedback about the March/April issue, to which James added – “Great job Chris.”

Chris said he would like to establish a column that reviews websites and information resources; and make the Q&A section a recurring column called “The Last Word.” Because the next issue will be published the last week of June, featuring coverage of the Annual Conference in that issue will be difficult. Whether it appears in the June or the August issue, however, Chris is looking for people to write about different Conference events, and submit photos.

Jessica Beauchamp, Community Outreach Committee, Co-Chair: The main thing to report, Jessica said, is that the Committee has fulfilled all conditions of the Library Services and Technology Act money-match grant that DC/SLA gave the Hardy Middle School Library. The Committee has submitted an article about this project to Chris for publication in *CN*.

The Committee is looking at more hands-on volunteer opportunities for Chapter Members. Shortly, it will issue a mini-survey to Members to see what kinds of service projects they are interested in pursuing. Jessica noted that Members have already

expressed interest in having more short-term opportunities. She added that the Lubuto Library Project has an ongoing need for catalogers to process material.

James King for Susan Fifer Canby, Encore Group Chair: James reported that the mission of the six-month-old Encore Group is to develop a prototype in the DC Chapter that would be extensible to other Chapters. It seeks to engage retired or nearly retired SLA members in sharing knowledge; in continuing to participate and contribute leadership in SLA; and in mentoring, among other objectives. The Group has built a wiki at www.sla.wiki.org.

Victor Monti, International Relations Chair: Victor reported on the April 29th International Special Librarians Day program, noting that: 32 attended, the speakers were interesting, and the Board and Committee provided support. Program sponsor Arabia Inform paid for the food, so most of the money the Committee took in was contributed to Barbie Keiser's charitable project and to the Lubuto Library Project. In reply to Victor's question about the Chapter's procedure for making these contributions, Martha said the Treasurer needs some documentation. The latter could be an e-mail from Victor saying that his Committee is sending "X" amount from its receipts to this or that organization. He said the Committee is looking forward to holding a summer happy-hour event and a program during UN Week in October.

James King for David Shumaker, Mentoring Committee Chair: James reported that he discussed the Chapter's Spend a Day with a Special Librarian program with Dave Shumaker. Dave wants to get this program going and is willing to advise whoever leads it, sharing his past experience. James added that, he, too, wants to make it happen, and noted that a Library School Liaison has offered to help. Diane Schnurpusch and Greta Ober confirmed that Jane Sanchez coordinated the program last year. Diane said she would ask Jane if she wishes to be involved this year. It was suggested that the "Spend a Day" matchups could be done with Google Apps or Sign-Up Genius.

Kari Anderson, Student Scholarships Committee – Co-Chair: Kari noted that the Scholarship Committee's May 1 report is quite similar to its previous report. She reported that the Committee's research on other Chapters' scholarship activities indicated that those offering scholarships are located near library-science graduate programs, such as the Southern California Chapter which funds an annual \$3,000 memorial scholarship.

The Institute of Physics (IOP) has given DC/SLA \$3,000 for 2010 scholarship funding. IOP has indicated that as long as the Chapter supports the Institute's goals, it is fine with however the Board allocates the scholarship funds. The Committee believes that if possible, DC/SLA should fund two scholarships, and should decide between two options. The first option would be to fund two scholarships of \$1,500 each – one which would be called the IOP Student Scholarship, and the other, the Catherine Jones Memorial Scholarship funded by IOP. The second option would be to fund two scholarships of \$2,000 each, with the Chapter contributing \$1,000 to the Jones Scholarship.

Martha verified that the Board has not budgeted for the Chapter's \$1,000 scholarship expense that the second option entails. James asked if the Board wants to incur that budget expense for 2010, and observed that it could be viewed as making an investment in the future of our profession. Kari remarked that the Committee is looking at implementing fundraising for our scholarships, and that the Southern California Chapter holds annual fundraising activities. In response to Martha's question on how soon the Committee needs the Board's decision on the total award amount, Kari replied "fairly soon," as the Committee needs to widely publicize information announcing the 2010 scholarships.

Mary suggested that we consider asking our Members to contribute a small amount to a scholarship fund when they pay their program registration fee. James noted that PayPal has a donation option that Hannah could activate on the registration forms. Diane observed that Beta Phi Mu Members contribute scholarship money when paying their dues, and that the group awards two annual scholarships of up to \$1,000 each.

Regarding other scholarship issues, James said he agrees with the Committee's recommendation that the requirements be made tougher, and he encouraged the Board to look at the report and subsequent e-mail discussion. Greta said she would like to see a return on the scholarships from the recipients. To begin addressing this, Kari said the Committee is recommending that the list of past scholarship winners be posted on the Chapter website and that their essays be published in *Chapter Notes*. James also noted that while IOP has not committed to Chapter scholarship funding beyond 2010, if DC/SLA shows them good value for this, IOP may commit to future sponsorship. Kari added that her Committee is looking at ways to work with the Vendor Relations Committee on 2011 funding and will revisit the initiative this fall.

Mary Talley moved that DC/SLA award two, \$2,000 scholarships, and raise the additional \$1,000 not currently in the budget by having a donation attached to future registrations and by other methods. Eileen Deegan seconded. Motion approved.

Lorette Weldon, Web Committee Chair / Webmaster: Lorette noted that everything she has to say is also in her May 5 Webmaster Report. In summarizing, she said the May 7th meeting of the Web Committee will cover additional tasks that need to be done, including determining what avenue is best for DC/SLA's website now that Ning will charge for its sites. Should the Committee stay with the SLA platform, or move to Drupal, or some other alternative?

Website updating, she said, is ongoing. She completed the webpage for the Cinco de Mayo program, and needs to create a webpage for the two upcoming happy hours organized by the Students and New Professionals Group. Lorette said her intentions to provide Chris with updated *CN* website statistics were waylaid because SLA's Website tracker was down. Meanwhile she will use Google for this tracking.

James mentioned the SLA Webmasters' List's discussion about using a new platform, possibly Word Press. He said he has talked to SLA headquarters about using another source of usage statistics – the usage log data from the Web server. Overall, James observed, his goal is to have a more functional, easier to maintain website before his tenure is up.

Old Business

No old business was discussed.

New Business

James addressed the need to clarify the Chapter's rules regarding sponsors' admission to Chapter events. He said that his recollection is that a sponsor who contributes \$1,000 for the annual banquet, for instance, can send one representative free of (a registration) charge. Free admission for the sponsor of the recent International Special Librarians Day program is a different case, however. Because the sponsor provided the refreshments and served as one of the speakers for the ISLD program, the registration fees for the sponsor and his guests could be waived. James said he will work with Lorraine Bell to capture these rules correctly in the Chapter Manual so that future program planners will know what they are. The updated rules will also be brought before the Board for its consideration.

Awards Committee Chair Diane Schnurppusch raised the question of when the Board will be able to meet to approve the Committee's nominees for 2011 SLA awards. Traditionally, the Board briefly meets in an executive session at the December Annual Banquet. This year however, the banquet's cruise-ship location may not be conducive to holding this session. It was suggested that the Board could instead hold an e-mail vote, or vote on this during the Board's November 4th meeting should the Committee's list of nominees be available by that date.

James noted that the next Board meeting will be August 5th -- which is a change from the August 12th date it had been scheduled for. The August 5th, October 7th, and November 4th meetings will all be "in-person" meetings held at the Dow Jones Office. The September 2nd meeting will be conducted via WebEx, only. It was agreed that a meeting between James, Martha and Hannah would take place prior to the August 5th meeting to take stock of the Chapter's budget at mid-year. They will report on their meeting to the Board.

Adjournment

Mary Talley moved to adjourn the meeting. Martha Reifschneider seconded. Motion approved.

Executive Session of the DC/SLA Executive Officers

The DC/SLA Board's open meeting adjourned at 8:00 p.m. and the Board proceeded into a closed executive session to receive the recommendation of the Awards Committee for the recipient of the Chapter's 2010 Annual Conference stipend. Committee Chair Diane Schnurrpusch delivered the Committee's report. All Board members approved the formal motion, and the seconding of that motion, to accept the Committee's report and recommendation. The Board agreed to withhold the release of the recipient's name until Diane had notified the applicants and officially announced the stipend's recipient via the Chapter's listserv.

Minutes Submitted by Eileen Deegan, Recording Secretary