Minutes of the DC/SLA Board Meeting
Thursday, August 5, 2010
Final Version

Attendees

Executive Board
James King, President
Lorraine Bell, Second Vice President
Hannah Sommers, Treasurer
Martha Reifschneider, Assistant Treasurer **(W)**
Lois Ireland, Director (2010-2011)
Dave Hemingway, Director (2010-2012) **(W)**
Alison Raab-Labonte, Communications Secretary **(W)**
Eileen Deegan, Recording Secretary

Committees and Programs
Kari Anderson, Student Scholarships Committee – Co-Chair **(W)**
Victor Monti, International Relations Committee – Chair **(W)**
Diane Schnurrpusch – Nominations and Awards Committees Chair **(W)**
Chris Vestal, *Chapter Notes* -- Editor-in-Chief **(W)**
Lorette Weldon, Web Committee – Chair **(W)**

Call to Order
The August 5, 2010 meeting was held at the Dow Jones office, hosted by Lorraine Bell. Several participants attended via WebEx (noted above with "**W**"). James King called the meeting to order at 6:04 p.m.

James welcomed the attendees back to the second half of the year, and asked if anyone had any objections to approving the meeting's agenda. Receiving none, the agenda was accepted.

Lorraine Bell moved to adopt the May meeting minutes, revised draft. Lois Ireland seconded. Motion approved.

President's Report

James King, President:
Chapter Checklist **--** James thanked members for their revisions to the DC/SLA Chapter Committee Checklist, which he sent out before the Board's summer hiatus. He said Lorraine Bell asked him to update this document for the Chapter Manual, as it was woefully outdated. For instance, the Checklist still reflected SLA's old fiscal year, and used the former name for SLA's January Leadership Summit. He noted that while updating some things is difficult, as he has not yet finished his year as President, he changed some items in accord with what the incoming President needs to do.

Because the Chapter's Board-transition period essentially begins in November when work on next year's budget begins, he proposed changes to the *Chapter Notes* publication timetable. *CN* would continue to be published six-times-a-year, but the year's first issue would be the December/January issue, published by the end of January. That issue would introduce the new Board, and call for Committee volunteers and conference-stipend candidates. The major theme of the February/March issue would be a Summit wrap-up; a Conference preview would be featured in April/May, and an Annual Conference review in June/July. He proposed making professional development the theme of the August/September issue, and making October/November the election wrap-up issue.

James asked Chris Vestal his opinion of this proposal, and Chris called it a good idea, as *CN* will be more aligned with what's going on. A benefit of making the October/November issue the year's last edition, Chris said, is that it can be distributed at the Annual Banquet. Because publication of the July/August *CN* is imminent, Chris suggested that the next *CN* edition – pending approval of James' proposal – should be a shortened September issue. The question was raised whether starting the new *CN* publishing year with a December/January issue was consistent with conventional publishing practices. It was observed that it would be consistent, as publications' serial numbers vary. Lacking a Board quorum, James said he will put his proposal to change the *CN* publishing schedule -- effective with the *CN* September 2010 issue -- to an e-vote. *[Note: Additional Board Members joined the meeting after this discussion.]*

James said another Checklist item needing revision is the timetable for the Board's approval of the Awards Committee's nominations for the annual SLA awards. Usually conducted in an executive session just prior to December's Annual Banquet, this year's Banquet -- on a cruise ship -- will not be conducive to holding that session. James recommends making the awards approvals at the Board's November meeting. Lorraine asked if that would be a permanent change, or a change for this year only. It was agreed that the Board must vote on James' proposed change.

Website Redesign -- James reported that work continues on the Chapter's website redesign, as does discussion about what the site needs to do. Because SLA will likely move to a new Content Management System this month, James and the Web Committee believe the redesign should be executed after SLA's new CMS is in place. He remarked that, realistically, he does not expect to produce a new DC/SLA website this year, and will work on that goal for his 2011 Past-President project.

On the meeting-room screen, he displayed DBIO's redesigned website (http://units.sla.org/division/dbio) which uses the CMS that SLA may adopt. He pointed out the site's good architecture and nice photos. He said he has asked Web Committee Chair Lorette Weldon and usability team member Bonnie Chojnacki to pull together a straw structure of top-level categories for DC/SLA's website redesign.

Library School Liaisons -- James said we need to ensure that the Chapter programs and dine-arounds of interest to our Student Groups are advertised through our Library School Liaisons' network. He remarked that he is not sure how much of that is being done.

Spend a Day with a Special Librarian -- He will be working to get our "Spend a Day with a Special Librarian" program moving this fall; and, next year, would like to hold it in both spring and fall. He has asked the Web team to streamline the program's administration and make it easier to manage, possibly through the use of webforms.

Leadership Summit – He reported that Lynne McCay has been taking care of preparations for the Leadership Summit reception at the Navy Memorial Museum, including making the deposit to Marco Polo Caterers. It's estimated that the cost will be $7,000.

Chapter Archive Digitization – To move ahead with digitization plans, James said he will meet the Archive Committee and figure out what should be digitized and how to do it. For example, he wants to obtain and preserve a copy of the Chapter website as it existed at the start of this year, prior to the addition of many plug-ins. Additional decisions need to be made regarding the years' worth of online minutes and financial reports – for example, should they be put onto the wiki's read-only section or on DVD or another format.

DC/SLA Martketplace –He said he will find time to develop the marketplace as part of our Summit fundraising efforts. The Chapter has authority to use the SLA logo, and can put the Summit logo on our merchandise.

Officers' Reports

Lorraine Bell, Second Vice President: Lorraine reported that she continued to update the Chapter Manual, including all the pages describing Board positions, the links to the bylaws, and the President's checklist. In addition, updated Treasurer's records have been posted to the Treasurer's page. Lorraine gave Lorette the Chapter's current mission statement and bulleted list of strategies, to update the Website's "About Us" section. The frequent need for updates makes this an ongoing project, she remarked.

James King for Mary Talley-Garcia, First Vice President/President Elect: James reported that Mary is putting together an August 31st "Meet the Candidates" program at SLA headquarters in Alexandria, which will feature a video conference with SLA President-Elect candidates Brent Mai and David Stern. She is also working with DC/SLA member Sandra Fox on the latter's proposal for a "dine-around / theatre-around" program for January.

Mary advised James that we are looking for a new 2011 Click U Coordinator to replace outgoing Coordinator Marie Kaddell. James remarked that Marie, who held the sessions at her office at LexisNexis, brought a lot of efficiencies to her Click-U role. Because

SLA is considering increasing the number of Click-U sessions, we may need to replace Marie with two people. Volunteer Coordinator Deena Adelman will send a message about the need for a Click-U Coordinator(s) and hosts. James remarked that an advantage to being a host is that if you host a Click-U with a topic of interest to your organization, your staff can easily attend that program. In reply to a Board-member's question about the size of Marie's facility, an estimate of 20 people was given.

Hannah Sommers, Treasurer: Hannah reported that while Martha has finished transferring the Treasurer's duties to Hannah, they will continue to work as a team for the rest of this year. She observed that "Martha is a great teacher." Hannah said this was the first month that she completed and posted the Chapter's monthly financial reports, and that our income and expenses balance is in good shape at this point. In addition, DC/SLA's July programs did well, the Chapter's first-quarter SLA Pooled Fund statement has been received, and $3,000 in sponsorships received after July 31 will appear in the next Treasurer's report.

She said PayPal, with its reporting limitations, remains a challenge that they are continuing to look at. One PayPal issue is whether it will accommodate the addition of a donation option for the Chapter's scholarship fundraising. James remarked that he does not know what impact SLA's new CMS will have on online payment.

Alison Raab-Labonte, Communications Secretary: Allison reported that she has been working to improve DC/SLA's FaceBook connectivity with Twitter and Flickr, to eliminate the need for manually updating our FaceBook status and DC/SLA photos. She hopes to report more news about this at the Board's next meeting. For the rest of 2010 she will continue to send out monthly "heads up" emails about upcoming Chapter events. She invited the Board and Committee Members to send her suggestions for additions to these emails. She remarked that she hopes SLA's new CMS will allow for a more seamless presentation of our material. James observed that he thinks it will provide a robust platform for our objectives.

Dave Hemingway, Membership Director: Dave reported that he has been working with SLA Headquarters to gain better access to Chapter membership reports. He said he has now received our membership numbers and expiring-membership reports, and information the Committee needs in order to get back into recruiting and retention activities. As of August 1, DC/SLA has 906 members. He observed that this count has risen from July's total of 900 members, and that DC/SLA is line with the overall SLA membership trend. Dave said he has been following-up with prospective members.

The May 25th New Member Reception, Dave said, was a great success. DC/SLA President Anne Caputo gave a great talk about the state of the information industry and where we are going, to more than 47 reception attendees.

Lois Ireland, Fundraising Director: Lois reported that the Chapter has received pledges totaling $5,000 to fund the Annual Banquet, and of that, $2,000 has been received. In addition, $5,250 has been pledged to DC/SLA to fund the Leadership Summit Reception, and $1,750 has been received. She announced that Markets.com pledged $2,000, effective October 1, to become a Chapter Sponsor at the Gold level. She said she has contacted about 25 vendors during and after the SLA Conference, and while several expressed interest in supporting DC/SLA, vendors on a January fiscal-year cycle won't make funding decisions until September or October.

Lois was asked by a vendor if a $250 contribution to the Leadership Summit Reception would entitle the vendor to a complimentary Reception ticket. Lois said her inclination was to say no. James remarked that there should be some donation threshold for receiving a complimentary ticket. Lois recommended that of the four sponsorship tiers, only the highest -- $1,000 – should earn the vendor a complimentary ticket. For the Annual Banquet, she recommended that a sponsorship of $500 and above earn the vendor a complimentary ticket. Dave said offering a complimentary ticket at the $1,000 tier is fair. James said it should be left up to the Vendor Relations Committee to decide.

Committee/Group Reports

Kari Anderson, Student Scholarships Committee – Co-Chair: Kari asked if the Board had a chance to read the Scholarship Committee's report recommending two recipients for DC/SLA's 2010 scholarship awards. Officers indicated they had read it. She noted that while the Committee did not receive many applications, the two applicants they are recommending for the awards will give DC/SLA and the sponsor a good return on investment.

Kari invited questions and comments about the Committee's recommendation. One Officer asked whether both recommended applicants are DC/SLA members. She replied that they are, and membership is required of all applicants. Another Officer asked why we had relatively fewer applicants this year. Kari said she was not sure, because the scholarship was widely advertised. It was noted that the Library School Liaisons should be able to get the word out about this opportunity, and that a redesigned website could make this information more prominent. James asked if the Committee is publishing news about the recipients in *CN*. Kari said she likes the idea of publishing the winning essays and recipients' bios in *CN's* September edition. She added that she thinks it would be a good idea for the winners to focus their volunteer efforts for the Chapter during the forthcoming January to December time frame.

James observed that the floor plans for the Annual Meeting and Banquet venue show a separate section of four round tables where the scholarship winners could be seated, as well as a representative of the scholarship sponsor, IOP. This would also facilitate the sponsor's presentation of the scholarship awards. Both the scholarship recipients and the sponsor's representative would attend the banquet as the Chapter's guests.

Martha Reifschneider moved that the DC/SLA Board accept the 2010 Scholarship Award Recommendations of the Scholarship Committee. Alison Raab-Labonte seconded. Motion approved.

Kari said she will notify the winners. James thanked Kari and her Committee for a great job.

Chris Vestal, *Chapter Notes* (*CN*), Editor-in-Chief: Chris reported that the website statistics provided by Lorette Weldon, show a 409 percent increase for *Chapter Notes* downloads from the November/December issue to the January/February issue. In June, the May/June issue had 820 views – more than the DC/SLA homepage. *CN* Readership, he stated, has gone up. James gave kudos to Chris and the *CN* columnists for making this a more relevant publication.

Chris said that at the June SLA Conference, he found out about a listserv for Association newsletter editors, which he has joined to get more ideas. *CN's* July/August issue, he noted, will include free, full-page ads for DC/SLA's sponsors. This is a change from the current practice of offering sponsors free, half-page ads. The full-page ad is more beneficial to both our sponsors and our Chapter, he observed. James and Lois endorsed this change. Chris also reported that 34 print copies of each *CN* issue are currently produced and mailed.

Lorette Weldon, Web Committee Chair / Webmaster: Lorette reported that she has all the Committee pages up, and has updated the Chapter award-winner list. She suggested we tell about any other statistics we want added to her monthly Webmaster Report. Currently, she observed, the report reflects general traffic on the DC/SLA website from December 2009 to August 4, 2010. In addition, the links on her Report are active.

She anticipates that a new SLA CMS would be wonderful for statistics and will give us more control. The CMS' blogging and calendar features will also be a plus for us, she said.

Victor Monti, International Relations Committee Chair: Victor reported that the Committee will soon meet to plan its second-annual UN Week event. Likewise, the Committee may host a social event, such as a dine-around.

Old Business

No old business was discussed.

New Business

James recommended that a future meeting agenda include a discussion of how to utilize the Board Members' committee reports in conjunction with the Board meeting minutes. Given that the reports tend to be more detailed, the meeting minutes could perhaps link to them to provide additional background. He asked Recording Secretary Eileen Deegan to look into that issue.

James reminded the Officers and Chairs that the next Board meeting on September 2nd will be conducted via WebEx, and that our Dow Jones colleagues will again host meeting participants who are without a WebEx connection. He encouraged the Officers and Chairs to look at the DC/SLA Chapter Committee Checklist to compare their activities with the Checklist's timeline. He noted that this will be a good tool for the transition to a new Board.

Adjournment

Lorraine Bell moved to adjourn the meeting. Lois Ireland seconded. Motion approved.

Executive Session (Board Members Only)

Nominations for DC/SLA's 2011 Board of Directors

The DC/SLA Board went into an executive session to review the Nominations Committee's proposed slate of candidates for positions on the 2011 Board of Directors. Committee Chair Diane Schnurrpusch reviewed the full-slate of candidates for 1st Vice President/President-Elect, 2nd Vice President, Director, Communications Secretary, Recording Secretary, and Treasurer. It was noted that our Chapter bylaws state that the election must be completed 60 days before our Annual Meeting. Diane said an article about the nominated candidates is planned for the July/August edition of *Chapter Notes*, and election information will also be posted on the DC/SLA Blog.

The Executive Session ended at 7:55 p.m.

Note: The vote to approve the Nominations Committee's slate of candidates was conducted via e-mail from August 6th until Noon, August 1th.
Martha Reifschneider moved that the Nominations Committee's slate of candidates be accepted. Lorraine Bell seconded. Motion approved.

Minutes Submitted by Eileen Deegan, Recording Secretary