

Minutes of the DC/SLA Board Meeting
August 4, 2011

Attendees:

Executive Board

Dave Hemingway*
Lois Ireland
James King*
Victor Monte*
Gretchen Sauvey
Hannah Sommers
Mary Talley
Chris Vestal*
Lea Wade

Committee Chairs and Others

Lorraine Bell
Nate Evans*
Kathy Kelly*
Beth Kirton-Crane
Hannah Miller
Greta Ober
Diane Schnurrrpusch*
Terry Wheeler*

*Attended via conference call and DimDim web conference.

The meeting was called to order at 6:07pm by Mary Talley.

Lois Ireland moved to approve the agenda, Gretchen Sauvey seconded. Motion approved.

Hannah Sommers moved to approve the may minutes, Lois Ireland seconded. Motion approved.

Mary Talley - President's Report

Loyalty project: James Kane was the closing speaker at SLA and made the announcement that DC will be part of the project along with a number of other chapters. This is an extraordinary opportunity to extend our membership. We approved the \$5000 funding to participate, and James has offered advice on how to potentially recoup this cost by finding him a speaking engagement. We have a wiki and our first meeting is Sept. 1 – 2 representatives from Maryland will attend, along with Lois, Mary, James, Chris, and Victor.

Board Restructuring: I wanted to look at whether we're structured to meet the future. In the spring I picked up a book that talked about obese organizations and the importance of

saying goodbye to the old. It's important that people have meaningful positions to move the chapter forward. I spoke to Lea Wade about this, we voted to not fill the Second Vice President position for the coming year, we will look at it and decide whether or not to keep it by the end of this year. Lea has taken on projects that could be handled by the immediate past president, which is how it's handled by most other chapters. We will also discuss the creation of a Director of Technology and Innovation position and decide whether it's a director or committee position. Finally, the Communications Director currently only serves one year, but because of what we want to do and the volume of change, one year doesn't seem to be enough. Chris has just gotten started on some things like Diverse Universe and other things which for continuity's sake it would be better to do over a two year period. There's no reason in the bylaws that it can't be changed to a 2 year position, and Chris has agreed to stay another year so that in 2012 we would elect someone for a new 2 year term.

SLA Funding: SLA has asked us to help underwrite some of their operations. Dan Trefethen gave us a report of how they've cut expenses to the bone: let go 33% of their staff, put off building maintenance, had no salary increases, required greater benefit contributions, and put off other projects. The Finance Committee came up with the idea to ask the divisions and chapters to pony up to help out, because we have a lot of money in the pooled fund that's doing nothing right now. SLA met their conference goal, and is very close to making their budget right now. Some divisions have already agreed to contributions. One big remaining area that needs funds is the membership survey – they're about \$10,000 short – I recommend that we fund \$5,000. We are doing really well financially; if we do nothing we will have 60k in the pooled fund that's just sitting there. We will vote on this later in the meeting.

Chapter notes: This has become a big enterprise. Chris did a good job revitalizing it, and discovered that it takes some knowledge of putting it together to keep it going, our two current volunteers are spending way too much time on it. I asked Lisa Pogue who has lots of newsletter experience and she has agreed to step in and help, she has already set up a wiki and things are on track.

Metrics: Cheri Widowski has done a fabulous job of giving us the metrics. I can tell you that we've had a participation rate of 413 people, 246 unique individuals, including 82 non-members. This is useful for program planning and membership, particularly knowing that some non-members have come more than once. April is the best month for participation (because of the Dine Arounds), but as we look at programming we may need to spread things around the calendar a little. Groups have been good about getting the numbers in, and Lois has worked on a registration module in the new website to capture non-paying events. We could perhaps have a contest for the person who attends the most events and give a prize at the annual banquet.

Chapter Manual: I am going to ask people to update it, and will send links to everyone to make that happen.

GoToMeeting: We are going to start using GoToMeeting as our web conference software for board meetings, which should do things better than DimDim. James is also looking at a free option. The software does allow for webinars which I'd like us to do.

Officer Reports

Lois Ireland – First Vice President

The Meet the Candidates event has about 20 people attending which isn't too bad, another 5 people are registered but unpaid. James figured out how to make Event Espresso and Pay Pal work together so we have a seamless registration and payment system. It works really well and has a reminder function for payments. There are a few other things to figure out, but they're more 'would be nice' than critical functions.

James King – Immediate Past President

Lois figured out Event Espresso, so thanks to her. This is part of Operation Vitality – SLA's effort to go in a better direction with websites – they negotiated and bought access to a hosting company plus Wordpress with a standard template to bring units into a common look and feel. The SLA logo is standard, and the top picture is actually ad space that we could use. We officially launched this week, but there are still a number of things to move or archive – old calendars in Google, HTML need to be archived. Chapter Notes has been moved over but not all of them (only the ones already in PDF, the HTML ones need to be converted to PDF). I'm also in discussions to digitize all of them back to the beginning and possibly even the whole archive of directories/rosters/minutes/etc. possibly for free with some co-branding of the archive with the scanning company. The Military Libraries group is one of the more active, they had a lot of old event info that hasn't moved yet but is coming.

We can now do online event registration seamlessly. There is the ability to add some social media so you can tweet about the event, and I'm looking to also add Facebook to post about the event. So far the big use driver is DC/SLA Radio, both in terms of bandwidth and number of times used. I've started looking at usage statistics and July was very big, but August is already half of that in just 4 days, so I think we'll see good usage, and people are spending a good amount of time on the site. It's also mobile friendly for viewing on a phone, and there are already 120 hits from such devices.

Mary Talley – This is a phenomenal job you've done, we wouldn't have this without you James. There's info on here about board member duties so you all might take a look at that. One of the things we're talking about is moving the chapter manual into this for easier updating.

Lea Wade – Second Vice President

I'm working on an employment portal – Bethany McGowan, Beth Kirton-Crane and Kathy Kelly are on the committee and we have chatted virtually and brainstormed ideas for meet-ups, resource lists, and using Facebook and Linked In. James recommended rebooting DC/SLA's Linked In page as part of this effort.

Hannah Sommers - Treasurer

I want to start by applauding Lois and James again for Event Espresso, because strategically we can now spend our time on better things than the old time-consuming process.

The balance sheet is up, you can see a snapshot of where we were on July 31, since then we've transferred the Joint Spring Workshop funds over to them, so our total is \$60,395 in the bank at the moment between pooled fund and checking account. That puts us in a good position to do something meaningful and important, since we're ahead of budget by about \$7,000, and have talked already about our remaining big-ticket events and are confident that we'll be in the black through the end of the year. Mary and Lois have done a great job of restructuring things, including the revamped holiday party.

Chris Vestal – Communications Secretary

Mary already covered the Chapter Notes restructure, the next issue is out next week, we're just waiting on the list of candidates for election. We met with everyone over the summer and talked about best ways to leverage it, including fewer past event reports and more member accomplishments and professional development. The long-term goal is to transfer the whole thing over to Wordpress.

DC/SLA radio has put everything on the current site, and they appear to be pretty popular. The Future Ready 365 blog linked to us and have asked if they can put our panel up on their blog later. Demand for episodes actually exceeded our bandwidth allotment. So far we only have audio recordings of past events, but we're going to look at doing something with the library leaders series from last year and archiving them as DC/SLA radio episodes.

Dave Hemingway – Fundraising Director

The biggest hurdle we've had has been keeping the vendor contacts up to date. Because of turnover, whenever a request was sent, I would get 20 or more returns for bad addresses. I have been investigating to update our contacts, and sent a list to the board and got a good response to update some information, so I only got 5 bad addresses from the most recent mailing. I was at AALL's conference, and talked to a few marketing people who have also been added to our list. We had a number of vendors who asked us to come back after the July fiscal year turn over, so I'm reaching out to them now for the annual banquet, etc. Since we last talked, we had LAC as a sponsor for the June 15 event, and have had \$8,800 in sponsorships this far.

Victor Monti – Membership Director

Membership has gone down by 20 since June, I cannot tell you why, because we don't have a mechanism for feedback. The loyalty project will hopefully help address this. We thought it had leveled off but clearly that's not the case. Working with Jeanette again, I may be able to figure out if people are new by comparing our list against prior month's roster each month. Many divisions and chapters send out a message to all new members – we could do that, but would need to decide what the content of that message would be. I will also be requesting a roster with the pay categories as well to allow for projections based on new fee structures since our income's going down next year based proportionally on each member's dues level.

The Open House date is Tuesday, October 18, and Lois has already put up a link for the event on the website. We do need to define ‘buddy’ for new members, what that means in terms of tasks so people understand what it is.

Lois Ireland – The buddy idea was for people who didn’t want to attend alone, it would connect new DC/SLA members with veterans who volunteer when they register.

Committee Reports

Hannah Miller – International Relations Committee

We met the end of June to discuss our October event for UN day – October 24th at the UN information center here in DC. The topic will be Liberation Technology and Crisis Management and we have two speakers, one from Georgetown and one from Crisis Commons. The committee has two new members: Leah Dickerson and Aileen Marshall. We’re also looking ahead to the April 2012 ISLD event, thinking about featuring a library outreach project such as a foundation that builds rural libraries in Latin America.

Beth Kirton-Crane – Elections

Elections will be in September and they usually run for about 3 weeks. Last year we used Survey Monkey, but there was discussion about Google Docs since it would solve some confidentiality problems so we’ll use it this year. Also last year a lot of people wanted ballots mailed by snail mail, but 30 were mailed out and less than 5 sent back. Instead, we could post a PDF to print off and mail in if people really want to submit it by mail. Lorraine offered to have the ballots mailed to Dow Jones so no one’s personal address is used.

Janel White – Make a Connection (reported by Mary Talley)

The program was very successful, and they got lots of feedback to make it better. We will acknowledge them in Chapter Notes. Everyone was very accommodating; we even had distance students including people from California who did phone interviews.

Diane Schnurpush – Awards (reported by Mary Talley)

She intends to submit names in mid-September, and is currently soliciting nominations.

Other Business

Technology Director

Mary will send out the Technology Director position description via e-mail for discussion and votes.

Communications Director

Gretchen Sauvey moved to make the Communications Director a 2-year position, Victor Monti seconded.

Discussion: Making it a 2-year position makes sense, given our technology dependence and what is required of the position now it’s no longer really an entry-level position in the

way it used to be. Developing new ideas and seeing them through takes more than one year. Does this make it more difficult to get new people, who might not want a 2-year commitment, involved in the board? Possibly, though many people get involved via the committees, since committee work is a prerequisite for being on the board. We will look at making Recording Secretary a one-year position as an alternative entry-level lower commitment position.

Lois Ireland moved to open the vote on making Communications Director a two year position, Hannah Sommers seconded. Motion unanimously approved.

SLA Funding

Victor Monti moved to discuss financial support of \$5000 for SLA membership survey, Chris Vestal seconded.

Discussion: SLA cut costs but not quite as quickly as they probably should have when the the gap between projections and conference attendance was very low. There are ongoing discussions about how to adjust the conference-dependent revenue model, but the goal is for this request for support to be a one-time thing that covers the needs to a meaningful extent to avoid asking again in the future. Headquarters has done what it can to control costs, which does cause some concern about organization in general, but they've done what they can do. Other projects have already been funded by various divisions.

If we fund the member survey we'll get something for our members, and it won't harm us financially. The membership survey is still in need of some support (it has received some already from two other divisions).

Lois Ireland moved to vote on giving \$5000 to the SLA membership survey, Dave Hemmingway seconded. Motion unanimously approved.

Future Meeting Schedule: the next meeting is September 8th

James King moved to adjourn the meeting. Chris Vestal seconded. Motion approved.

Meeting adjourned at 7:40 p.m.

Executive Session (Board Members Only)

Nominations for DC/SLA's Elections

The DC/SLA Board went into an executive session to review the Nominations Committee's proposed slate of candidates for open positions on the 2012 Board of Directors. Greta Ober reviewed the slate of candidates for the president elect and director positions. It was noted that our Chapter bylaws state that the election must be completed 60 days before our Annual Meeting.

Dave Hemmingway moved that the Nominations Committee's slate of candidates be accepted. Hannah Sommers seconded. Motion approved.