North Carolina Library Association Executive Board

July 26, 2013 10:30 am
Winston-Salem Marriott
420 N Cherry Street, Winston Salem, NC 27357

Attending:
Phil Barton (Endowment), Robin Boltz (NCSLMA/NCSSM), Ginny Boyer (Web Admin), Wanda Brown (President), Cathy Campbell (Director), Anthony Chow (Legislative & Advocacy), Eleanor Cook (Secretary), Jackie Cornette (NCLPA), Dale Cousins (VP/Conference), Carol Cramer (Finance), Michael Crumpton (Leadership Institute), Jenny Dale (Technology & Trends RT), Laura Davidson (Constitution), Denelle Eads, (Archives), Christy Earp (Scholarships), Larry Gavin (LAMS), Brandy Hamilton (Legislative & Advocacy), Jennifer Hanft (Marketing), Amy Harris Houk (RASS), Crystal Holland (RASS), Pam Jaskot (PLA), Avis Jones (REMCO), Priscilla Lewis (Operations), Rodney Lippard (ALA Councilor), Kim Parrott (Administrative Assistant), Lorrie Russell (LAMS), Mary Scanlon (BLINC), Ralph Scott (NCL), Joan Sherif (Women’s Issues RT), Kathy Shields (Technology & Trends RT), Cindy Shirkey (RTSS), Mary Sizemore (Treasurer), Libby Stone (Scholarships), Jason Tomberlin (Spec Coll RT), David Trudeau (Intellectual Freedom), Carol Walters (Trustees, Advocates, Friends)

Call to Order and Welcome
Ron Stevens and others from his staff welcomed us to the City of Winston Salem.

Adoption of the Agenda – Approved
Minutes of April 26, 2013 meeting were approved

- President’s Report — Wanda Brown (No written report)
  Guests and vice-chairs were welcomed and introduced.
  Brown encourages librarians to register for the conference—promote, promote, promote!

IMPORTANT: Biennium reports should submit written reports by November 1 (Section and committee chairs) — Accomplishments, challenges, conference, etc.
Submit to Secretary and NCL
Cook will give Brown a report about missing reports on Nov. 5th.

Be sure to share reports and meeting notes with vice-chairs.

Strategic Initiative Taskforce reports due by Sept. 1st.
Initial report, what achieved, what still needed

Tuesday night, October 15, President’s dinner – please RSVP.

- Treasurer’s Report — Mary Sizemore
Motion to approve the Treasurer’s report was made and seconded. Motion passed. Treasurer report details are found on the NCLA web site.
Highlights:

- The Moldova project now has a line in the operating expense budget ($3,000)
- Liability insurance was a little more than expected (line 26)
- Membership is on target and all, and all, we are in good shape heading into the conference

Finance Committee Report—Carol Cramer—No report

Task Force on Automated Payment Options—Carol Cramer

The task force met asynchronously via email and Google Drive. Kim Parrott, Priscilla Lewis and Carol Cramer participated actively. The other members may have participated more passively (i.e. reading the documents), but did not add comments.

Kim researched the transactional costs for auto-drafting payments. The data is attached as an Appendix.

There is a $0.15 flat charge as well as a 2.34% charge for each transaction. When applied to the lower levels of dues, and applied monthly instead of annually, these charges eat up over 20% of revenue, and this is before opportunity costs (e.g. Kim's time, treasurer's time) are considered.

If auto-payments were adopted, and 100% of members used the option, we would need to bring in
- 18 extra $50 members (annual auto-renew only)
- 41 extra $50 members (monthly payment option)

... Just to break even on the transactional fees.

The presumed benefits of an auto-drafting plan are better member retention and additional members who find the one-time payments too steep. We question whether auto-renew would prevent that many lapses because only deeply committed members would agree to an auto-renew plan. Committed members are the least likely to lapse in the first place.

Regarding the monthly payment option, dues are already inexpensive and furthermore are tied to income. Breaking up an inexpensive obligation into even smaller micropayments is unlikely to be the deciding factor in a non-member choosing to join.

In conclusion, the recommendation of this task force is not to pursue auto-payments further. The monthly payment option in particular is likely to be a drain on financial resources rather than a boost.

Ideas to explore next biennium: Consideration of biennial dues and other ideas should be considered.

Lippard wishes to continue the discussion.

Section/Round Table Reports

- Business Librarianship Section—Mary Scanlon

May Workshop

BLINC held its May workshop at WCU’s Asheville campus. Our guest speaker was Scott Hamilton the CEO of Advantage West, an Asheville organization that supports small business development in Asheville and western North Carolina. We had an interactive exchange in which he told BLINC about Advantage West, its mission, and activities, and we shared with him the types of support the local business librarians could be providing his clients.

Support for Regional Economic Development:
BLINC member Martha Larson, former business librarian at Greensboro Public Library and currently the Director of the Davidson County Small Business Center organized a Small Business Summit, “Growth and Prosperity” on May 23rd. Several other BLINC librarians provided training on key NCLive business databases. Betty Garrison, business librarian at Elon University, provided training on NCLive business databases at Edgecombe County Public Library’s staff development day.

Dana Edge Memorial Scholarship
Dana Edge was a BLINC member until she succumbed to cancer several years ago; the section’s scholarship is named in her honor. This year, BLINC will provide one $300 scholarship to a BLINC member to help cover the costs of attending NCLA’s 60th Biennial Conference.

Elections
BLINC will hold elections for chair, vice-chair and secretary/treasurer in the coming weeks. Newly-elected officers will take office at the end of the conference.

- **College and University Section** — Lisa Williams/Amy Harris reporting
  CUS will be sponsoring 5 programs and a luncheon with author Drew Perry for the NCLA conference. We will begin the election process next week and have a completed slate in time for the conference. The newly elected committee members will join the current committee at our business meeting during the conference.

- **Community and Junior College Libraries Section** — Penny Sermons — (No written report)

- **Government Resources Section** — Lynda Kellam
  We have continued with our webinar series entitled “Help! I’m an Accidental Government Information Librarian." Since the last report in April we have had two webinars:
  - May 14: Legal Research...without the Law Library by Jennifer Behrens at Duke University Law Library
  - June 12: Just the Facts, Ma’am! : Getting started with the US Census and American FactFinder by Katharine Peter at the University of Southern California
  While we took a break in July, we have two webinars planned for August and one for September. The series continues to have fabulous attendance and we got a shout-out at the Social Sciences Boot Camp at Tufts University. We also have been contacted by several librarians asking if they can link to our webinar series on their course guides. We have three conference sessions planned for the NCLA 2013 conference, plus one in conjunction with BLINC. The Executive Board will meet in July or early August.

- **Library Administration and Management Section** — Lorrie Russell
  The LAMS board is moving forward with planning for NCLA’s Biennial Conference. LAMS will be partnering with the Leadership Institute to present a pre-conference event featuring Adair Cates and Emotional Intelligence for managers. Cost for the pre-conference will be $25 per person, and each attendee will receive two books.
  LAMS will also be partnering with the New Member’s Round Table to present a Speed Interviewing Event. LAMS members will serve as part of the speed interviewing panel.
  We are working on purchasing items for our raffle baskets, and are making plans for our membership table in the registration area. The latest edition of LAMS Letters was emailed out on Monday, July 15th. A partial list of our slate of officers with photos and bios were included. The remaining officers will be
LAMS will hold a general meeting at conference to introduce our new offices to our members in person.

- Literacy Roundtable — Donna Phillips (written only)

NCLA Literacy Round Table Executive Board Meeting, Library Development Conference Room State Library Building, June 10, 2013, Chair Donna Phillips called the meeting to order at 11:05 AM.

Members Present: Jane Blackburn, Donna Phillips, & Steve Sumerford.

State Library Staff Present: Kelly Brannock and Molly Westmoreland

- Welcome by Kelly Brannock, State Library of NC. After welcoming the members to the State Library, Kelly informed the executive board that while she has to step down from serving as the Literacy Round Table’s liaison Molly Westmoreland is now available to serve in this role. Molly was welcomed by the group.

- Members of the executive board then gave Molly a quick orientation by sharing the history of the NCLA Literacy Round Table. Steve Sumerford shared that years ago a survey had been developed by the Literacy Round Table and was sent to libraries in the State to collect information about the types of literacy activities libraries conducted or participated in. The group then talked about the need to develop a new survey in order to identify what information related to literacy librarians around the State would most benefit from today. It was decided that this would be a goal to work on in the coming year.

- Donna informed the group that the proposed conference session had been approved. The Literacy Round Table will sponsor the NCLA conference session Public Libraries as Leaders in Grade-Level Reading on Wednesday, October 16th at 2:15. The session will be conducted as a panel discussion and will included participants from Charlotte Mecklenburg, Southern Pines, and Wake County Public Libraries, as well as Jennifer Pratt from the State Library. The group then discussed the need to develop a basket to be raffled at the conference and decided on a N.C. theme. The proceeds from the raffle will be split between NCLA and the Literacy Round Table.

- In other business the following slate of officers was proposed:

  Molly Westmoreland, Chair
  Jane Blackburn, Vice Chair
  Becky Callison, Secretary

- New Members Round Table — Jennifer Hanft for Katrina Vernon

  The board consists of:
  Katrina Vernon, North Regional Library, Wake County Public Libraries (Chair)
  Melanie Wood, Central Piedmont Community College, Charlotte (Vice Chair/Chair Elect)
  Lorrie Russell, High Point Public Library (Secretary)
  Sarah Lyon, Wake Forest Community Library, Wake County Public Libraries (Treasurer)
  Marian Fragola, NC State University, Raleigh (Programming Director)
  Stephen Bollinger, NC A&T State University, Greensboro (Publicity Director)
  Alan Unsworth, Surry County Community College, Dobson (ALA-NMRT Affiliates Council Representative)
  Jennifer Hanft, Meredith College, Raleigh (Mentoring Committee)
  Alicia Finley, (Students to NCLA Committee)

Networking Events:
Hosted 5 networking events (in Raleigh, Chapel Hill, Greensboro and Charlotte) with an average attendance of 14.

**Services:**

One resume review and cover letter submission (May)

NC Citations was published in early July.

Matched 2 mentees with mentors.

- We have an interest in re-envisioning this program to broaden its scope. We have found that applicants are often looking for a much different experience than traditional mentoring, and we would like to meet their needs. We are thinking about other professional development services that applicants might find useful.

**Conference:**

NMRT is hosting the following events/services at this year’s conference:

- Networking Breakfast
- Speed Interviewing (partnering with LAMs)
- Tips and Tricks for Job Seekers
- Conference Mentoring
- Breakfast with author Rebecca Lee
- Un-oddment Pub Crawl

**Board Meetings:**

The board met on Friday, July 19th to confirm all conference planning details and discuss upcoming elections.

- **NC Association of School Librarians — Vacant**

At this point in the meeting, Robin Boltz was again recognized and thanked for attending. Boltz is a member of NCLA and also serves as the NCSLMA Educational Partnership Liaison. April Dawkins (NCSLMA past-president) will be serving as liaison in the future. Boltz reported on their conference plans, and mentioned issues of concern including the many legislative challenges facing teachers and media coordinators in the public schools.

- **NC Library Paraprofessional Association — Jackie Cornett**

North Carolina Paraprofessional Association met at Randolph Public Library, Asheboro, May 16, 2013. Members Present: Jackie Cornette, Chair; Harry Frank, Chair-Elect; Linda Haynes, Treasurer; Beth Lyles, Region 2 Director; LaNita Williams, Region 3, Cathy Wright, Communications Chair; Tamara Krause, Nominations Chair, and Gloria Nelson, Secretary. A Regional Workshop was held May 24, 2013 at the Watauga County Public Library, “Exploring Steven Covey’s ‘The 7 Habits of Highly Effective People.’” Alan Bailey, Associate Professor, J.Y Joyner Library (ECU) highlighted the foundational principles. Conference Plans: October, 2013 - Meralyn G. Meadows North Carolina Library Paraprofessional Scholarship to attend the NCLA 60th Biennial Conference. Information is on NCLPA page, included this year is an online application cover sheet form. Deadline for application was Monday, July 15, 2013. NCLPA Board will select recipient during August 8 meeting and notification will be by August 19, 2013.

Conference Programs: NCLPA Luncheon & Business Meeting
“Gaming Together” with Christopher Harris

"The Evolution of e-Books" with Christopher Harris

“Top 10 Tips for Teen Programming" with Katie Huneycutt

“We’re Dumbledore’s Army: How the Harry Potter Alliance and Libraries Have Changed the World" with Sarah Davis

Elections: NCLPA held elections using survey monkey.

Link was sent to current NCLPA members, resulting in 52% voter turnout. Voter deadline was July 1, 2013.

NCLPA 2013-2015 Board

Harry Frank, Chair  frankh@ecu.edu
Cathy Wright, Chair Elect  cwright@alamancelibraries.org
Tamara Krause, Secretary  tkrause@hickorync.gov
Linda Haynes, Treasurer  lindagato@yahoo.com
Angela Duncan, Region 1 Director  anuncan@methodist.edu
Beth Lyles, Region 2 Director  blyles@perrylibrary.org
LaNita Williams, Region 3 Director  nwilliam@highpoint.edu

Next Meeting - August 8, 2013

- Public Library Section — Pam Jaskot

The committee met on June 14, 2013 in Chapel Hill. A quorum was in attendance so the following documents were voted on an approved. Minutes of March 15, 2013.

Committee Reports:

Awards Committee: It was voted to approve funding for up to $250 for registration and lunch for the Roberts Award recipient. A $2000 check was received from Bill Roberts and the committee wants to deposit it in the disbursement fund, rather than the endowment fund. Motion moved and seconded and passed unanimously.

Since our last meeting committees have been working on finalizing their programs. Many proposals were submitted to the conference planning committee. Currently this is what has been approved so far:

Wednesday

Luncheon featuring speaker Allan Wolf (co-sponsored with YSS).
4:00, Community Reads Panel (Adult Services). Panelists seem mostly in place. Still need a moderator.
5:00-7:00, Wine & Cheese Reception, with author Amy Stewart.

Thursday

8:30, Service to the Homeless (Adult Services)
9:45, Serving the C (Connected) Generation (co-sponsored with YSS)
Luncheon, featuring Charles Todd. Roberts Award will be bestowed.

Friday

8:00, Non-Fiction Readers Advisory Panel (Adult Services). Panelists in place.
8:30, Library Services to Latinos and Spanish Speakers (Branch Services). Panelists and moderators in place.

9:45, Innovative Genealogy Research (Genealogy & Local History).

9:45, Bite-Sized Marketing and Beyond. Pam and Nancy Dowd presenters.

We did not have information about the Onslow County history program, but it appears that the presenters took care of submitting program information to Conference planners. Neither Catherine nor Billy has received a confirmation about the Video DIY program (Collection Management). Planning Council members need to be mindful to send details about Conference programs to Billy as they firm up. The process for submitting proposals was cumbersome this year. We had asked that all acceptances be sent through our vice-chair but that did not occur and it was very confusing as to what was accepted and what was not.

MJ Wilkerson will assemble a nominating committee for the next slate of PLS offers. The slate is for a Vice-President, 2 Directors and Secretary.

- **Reference and Adult Services Section** — Amy Harris Houk

RASS is currently preparing for the biennial conference with our raffle basket, four programs and the luncheon with Jill McCorkle. We’re also working on a slate of officers for the members to vote on electronically. We will have our final meeting of the biennium on August 9 in High Point. The new board will be presented at the business meeting preceding the luncheon.

- **Round Table for Ethnic Minority Concerns** — Avis Jones for Phil Cherry

I. Members met several times via email to plan for the upcoming Fall Conference.

II. Participating members:

- Avis Jones, Vice-Chair
- Wanda Brown, President, NCLA
- Alan Bailey, Co-Director
- Gerald Holmes, member
- H. Jamane Yeager, member

III. Agenda Items:

**Pre-conference**- In the morning we’d like to feature library leaders and Library HR personnel in a conversation around cross cultural competence. How do you make sure your library has a welcoming, inclusive presence? What challenges do you face recruiting, and what major hurdles. What has worked?

Recommendation: In the afternoon Shayla Herndon-Edmonds will lead us through the GATEKEEPERS series. A “gatekeeper” is defined as any member who represents the Library through his or her interaction with the community at large.

**GateKeepers 1 (GK1): Enhancing our Community through Inclusion** introduces gatekeepers to the meaning and value of diversity, multiculturalism, and inclusion; enhances participants’ knowledge and understanding of cultural differences, similarities, and perceptions; and provides tools that help participants effectively engage in building and maintaining a more diverse and inclusive community.

Panelists not confirmed- this panel discussion and diversity action plan workshop is co-sponsored by the Roundtable for Ethnic & Minority Concerns (REMC0) and the Women's Issues in Librarianship Roundtable (WILR).

**Luncheon** — Our featured speaker is Dr. Tara T. Green, PHD, UNCG. She is the author of “Presenting
Oprah Winfrey, Her Films, and African American Literature.” Her book is a collection of essays that examine the role Ms. Winfrey played in her role as an actress and producer of films that interpret works which were published by African American writers. Roadbuilder award will be presented during the luncheon.

**Programs:**

- Alan Bailey submitted a program proposal on Coretta Scott King award winners and will partner with other sections and/or roundtables such as Youth Services featuring author, Kelly Starling Lyons.
- H. Jamane Yeager will present how to use software and other social media technologies to create a family page. The goal is to push this information to younger generations using Facebook, Twitter and other social media methods.

- **Resources and Technical Services Section — Cindy Shirkey** (No written report)
  Conference plans were reported at our last executive board meeting. No new news.

- **Special Collections Round Table — Jason Tomberlin**
  RTSC will sponsor the following sessions at NCLA’s Biennial Conference:
  - teaching with special collections
  - social media efforts in special collections libraries

- A Nominating Committee, consisting of Dale Sauter, Suzanne Wise, and Ralph Scott, is working on a slate of nominees, which is almost ready to send out to the RTSC membership. This will be done at some point during the week of July 29, 2013.

- **Technology and Trends Round Table — Kathy Shields**
  TNT held its third webinar of 2013 on April 26 on Free Image Editing Tools.

  - The TNT board met in person in Carrboro, NC on June 7. At this meeting, we discussed our plans for the upcoming year, including our programming as well as other activities at the NCLA Biennial Conference. In addition to our three programs at the conference, we will hold a business meeting to conduct elections and a social event for our members.

  - We have a series of webinars planned from August through December:
    - August: Citation Tools
    - September: Mobile Devices; Presentation Tools
    - August or October: RDA
    - November: Makerspaces
    - December: Assistive Technology

  - We will be meeting virtually on July 24 to discuss further plans and confirm dates for the webinar series. We are open to co-presenting webinars with any interested section or round table.

- **Trustees, Friends, and Advocates — Carol G. Walters**
  Peggy Hildreth, Theron Bell, Clara Bryson & Carol Walters met to discuss program for October 2013.

- Our section will sponsor a program called WIN THE BUDGET CYCLE WITH THE RIGHT TOOLS.
- Lawrence Gatewood, County Manager for Anson County will demonstrate in an entertaining way how he has and how you can secure funds for your department, library or volunteer group. The program is
directed not only for trustees and friends but also staff, directors and advocates. Participants will leave with common sense tools and learn how to craft a winning presentation to fill their needs. A program not to be missed. Lawrence Gatewood has presented Anson challenges to a Board in one of NC’s poorest counties and somehow those needs were met. We can all learn from this amazing man.

It is scheduled for 9:30 am Thursday @ the NCLA Conference in Winston Salem.

We plan to promote through NCPLDA Directors since they have the most current Trustee & Friends lists.

We will also send to Kim to forward to NCLA Members.

- **Women’s Issues in Libraries Round Table** — Joan Sherif

Boards members: Carol Laing, Wake County Public Library

Jahala Simuel, Shaw University

Jenny Boneno, Forsyth County Public Library

Jenny Hunt, Peeler Open Elementary School (Greensboro)

Laura Weigand, Forsyth County Public Library

Mary McAfee, Forsyth County Public Library

Ruth Hoyle, formerly Davie County Public Library

Sarah Jeong, Wake Forest University

Jenny Hunt, Peeler Open Elementary School (Greensboro)

Laura Weigand, Forsyth County Public Library

Mary McAfee, Forsyth County Public Library

Ruth Hoyle, formerly Davie County Public Library

Sarah Jeong, Wake Forest University

Joan Sherif, Northwestern Regional Library

**NCLA Conference Planning**

The Roundtable continued to plan for the NCLA Biennial Conference. WILR will be co-sponsoring a pre-conference with REMCO. WILR will sponsor an author luncheon with B.A. Shapiro, author of *The Art Forger* (Algonquin). WILR will have a table at the conference with giveaways, contests, and a picture station. WILR will create a basket for the NCLA auction.

**Marilyn Miller Award for Professional Commitment**

Nominations for the Marilyn Miller Award have been sent to NCLA membership, WILR members, NCLA Facebook and Twitter, and the State Library blog. Nominations are being received. The deadline for submission is August 23. A plaque and $200 award will be presented to the recipient at the NCLA conference. WILR will meet in late August to review the nominations and make a selection.

**WIRL NEWS**

Website news updates will be sent to all members including an interview with Wanda Brown. Other updates will follow featuring interviews with NCLA members and leaders.

**Executive Board**

Sarah Jeong will be leaving the Roundtable in October since she will be serving on the Executive Board of the Asian Pacific American Library Association. Discussion of new officers and new members is ongoing.

Next meeting is set for August 30 at the Mebane Public Library.

- **Youth Services Section** — Mary Kleinfeldt (Written only))

YSS met on June 3, 2013 at the Orange County Main Library in Hillsborough
Members Present: Mary Kleinfeldt (Chair), Debbie Shreve (Vice-chair), Jacky Miller (Secretary/Treasurer), Meg Smith (Director); Melissa Davidson (Chapbook editor), Jane Deacle (NCCBA rep) and Lori Special (State Library)

Conference Plans
Details are being finalized for the following YSS sponsored events:
  - YSS/PLS author luncheon with Allan Wolf
  - YSS Breakfast with Kelly Starling Lyons

Chapbook / Marketing Efforts
Our last issue of Chapbook was published online in May. We are working on more creative ways to connect with our members. We set up a Pinterest account and will invite our members to join. We also set up a gmail account to communicate more frequently with our members about events, program ideas, cool sites, etc. We are exciting about these new marketing efforts.

** Our Director position, in charge of these projects, has resigned due to her family relocating to Tennessee. We are eagerly recruiting for this position, so these efforts will not be suspended. **

NCCBA (NC Children's Book Award)
Preliminary plans are being made to offer a webinar later this fall to highlight the titles for 2014. Lori Special will work with Jane Deacle, our NCCBA representative, and Jacky Miller. The objective is to get more schools and libraries involved.

State Library
The Youth Services Advisory Committee (YSAC) has been reinstated and Lori Special invited the incoming chair, Debbie Shreve, to serve on this committee. The goals of YSAC are:

1. To identify statewide youth services needs and program development options
2. To assess statewide continuing education and professional development for youth services staff
3. To collaborate with appropriate government agencies, institutions of higher education and community organizations in response to professional development needs
4. To create, implement and evaluate an annual fiscal year plan.

The charge for 2013/2014:

1. Conduct online and conference call to develop a plan of activities
2. Explore options to address literacy, specifically Grade Level Achievement

First meeting to take place in late summer/early fall and we plan to meet at the conference.

State of Candidates for next biennium:
Chair: Debbie Shreve
Vice-Chair: Tanika Martin
Secretary/Treasurer: Jacky Miller
Director: Meg Smith
Director: VACANT

*Next YSS meeting will be on August 12 @ the Orange County Main Library in Hillsborough

Committee Reports
• **Archives** — Denelle Eads

Due to the absence of the chair of the Archives Committee from the April meeting, no action was taken on the proposal for the NCLA Archives Committee Partnership with the North Carolina Central University School of Library and Information Studies. Further discussion on the proposal has been postponed to the new biennium.

• **Conference 2013** — Dale Cousins

The committee continues to meet at 4-6 week intervals. 140 program proposals, nearly 40 poster sessions and all of the all conference events have been confirmed with the presenters. There are two events to support the Endowment: a pub crawl in downtown Winston Salem and a plated dinner at the Salem Tavern in Old Salem (E-vites to be issued soon). June 28 was the deadline for materials/information for the registration packet. Local Arrangements will be coordinating the menus for all meal events and there will be set prices for each breakfast and luncheon. Registration materials will be distributed electronically and via the US Mail no later than the end of July. The deadline for advanced registration is currently September 23. As of June 27, 48 hotel rooms have been reserved; in addition, the State Library is providing 50 scholarships for conference registration. July 12 was the deadline for materials/information for the printed conference program. An overview of the program will also be posted on the website. Electronic “Save the Dates”, reminders and additional information are being issued via the list serve biweekly. The current push for the committee is to confirm additional exhibitors and sponsors. If members of the Executive Board can assist, please contact Amy Harris Houk (a_harris2@uncg.edu) for exhibits and Dave Trudeau (trudeaud@vgcc.edu) for sponsorships. The President’s Dinner for the Executive Board (outgoing and incoming) and the Conference Planning Committee is Tuesday evening, October 15 and invitations requiring RSVPs will be issued soon. The Executive Board is reminded that all raffle baskets should be delivered by late Tuesday afternoon to either the Conference Store/Att: Brandy Hamilton or to the Registration Desk if the Exhibit Hall is not accessible. Volunteers are currently being recruited from the membership, library school students, from the local area institutions, and from the Leadership Institute attendees. Should sections desire info tables in the registration area, contact Kim Parrott who will collect the data and forward to the Exhibits Committee for the Hollins contract. The committee has two additional meetings before arrival on site Monday, October 14.

• **Constitution, Codes and Handbook** — Laura Davidson — No written report — however:

There was discussion about a motion that was suggested back in January 2012 that had been tabled. It had been suggested to change Kim Parrott’s title from Administrative Assistant to Executive Assistant. Because this title appears in the NCLA Constitution, in order to change it, it must go before the whole membership at the annual meeting. In order to not have to deal with such changes like this in the future, it is good practice to leave such details out of the Constitution and bylaws whenever possible.

**MOTION:** Change the title of Administrative Assistant to Executive Assistant wherever it appears in the constitution and bylaws. (Note: This is a change in name only – no change in job duties.)

**MOTION PASSED**

There was also discussion about removing the specific naming of Standing Committees in the Constitution and Bylaws, for similar reasons.

**Change standing committees:  Article XI, Section 1**
MOTION:  Reword Article XI, Section 1 as follows:

Section 1. Standing Committees. The Executive Board may establish standing committees to perform the continuing functions of the Association. Standing committees shall report to the Executive Board.  

MOTION PASSED
The list of committees is in the Executive Board Handbook and can be changed at the will of the board.

Each of these changes will be presented to the membership during the conference. The Secretary has been tasked to search out any other constitutional issues and report them to the CCH Committee. Any additional changes will come before the Board as an electronic vote prior to the conference.

[Note: No other constitutional issues were brought forward before the conference]

Once these changes are made official, the CCH Committee will be responsible for updating all documentation in order to comply with the changes.

- **Continuing Education** — Iyanna Sims
  The committee is planning to meet in a few weeks to prepare for the conference program - Continuing Education: A Necessary Colloquy. The session will discuss best practices for continuing education, helpful resources, communicating continuing education needs, and developing and evaluating a staff training plan.

- **Endowment** — Phil Barton
  Please see the web site for this report (mostly figures)

- **Intellectual Freedom** — David Trudeau

Sparked by recent headlines highlighting whistleblowers and government transparency concerns, many of the fundamental issues associated with intellectual freedom are now squarely under the national and international spotlight. In this state of heightened awareness — and concern — IF advocates — including our NCLA IFC — have an unprecedented opportunity to educate our libraries’ users and staffs through such events as Banned Books Week (September 22-28, 2013) and Choose Privacy Week (May 2014). We are anticipating the NCLA IFC members, utilizing the support of the ALA Office of Intellectual Freedom (OIF) and our fellow advocates with the Freedom to Read Foundation (FTRF), will be focused in the coming months on expanding awareness and understanding of these signature events and related activities across our state.

During the recent ALA Annual Conference, intellectual freedom focused discussion and activities took center-stage – from the Intellectual Freedom Round Table 40th Anniversary Celebration to sessions addressing how to handle book challenges and “Why Does Intellectual Freedom Matter to Academic Libraries?” In an action that clearly defines the standing of intellectual freedom principles within librarianship; the ALA Council passed the following resolution in support of whistleblowers and government transparency.
RESOLUTION ON THE NEED FOR REFORMS FOR THE INTELLIGENCE COMMUNITY TO SUPPORT PRIVACY, OPEN GOVERNMENT, GOVERNMENT TRANSPARENCY, AND ACCOUNTABILITY

Whereas, Public access to information by and about the government is essential for the healthy functioning of a democratic society and a necessary predicate for an informed and engaged citizenry empowered to hold the government accountable for its actions; and

Whereas, “The guarding of military and diplomatic secrets at the expense of informed representative government provides no real security for our Republic”; and

Whereas, The ALA values access to the documents disclosing the extent of public surveillance and government secrecy as access to these documents now enables the critical public discourse and debate needed to address the balance between our civil liberties and national security; and

Whereas, These disclosures enable libraries to support such discourse and debate by providing information and resources and for deliberative dialogue and community engagement; and

Whereas, The American Library Association remains concerned about due process for the people who have led us to these revelations; and

Whereas, Libraries are essential to the free flow of ideas and to ensuring the public’s right to know; and

Whereas, Since 1939 the American Library Association (ALA) has affirmed the right to privacy in its Code of Ethics, which currently states, “We protect each library user’s right to privacy and confidentiality with respect to information sought or received and resources consulted, borrowed, acquired or transmitted”; and

Whereas, In “Principles for the Networked World” (2002) the ALA included among the “principles of privacy” the fact that “privacy is a right of all people and must be protected in the networked world” and the recognition that “the rights of anonymity and privacy while people retrieve and communicate information must be protected as an essential element of intellectual freedom”; and

Whereas, “Privacy: An Interpretation of the Library Bill of Rights” ALA recognized that “privacy is essential to the exercise of free speech, free thought, and free association”; and

Whereas, In 2003 ALA criticized the “USA PATRIOT Act and other recently enacted laws, regulations, and guidelines” on the grounds that they “increase the likelihood that the activities of library users, including their use of computers to browse the Web or access e-mail, may be under government surveillance without their knowledge or consent”; and

Whereas, Since 2010 ALA has sponsored “Choose Privacy Week,” a campaign designed to raise public awareness about personal privacy rights by encouraging local libraries to provide programming, online education, and special events to help individuals to learn, think critically and make more informed choices about their privacy, especially in an era of pervasive surveillance; and ALA has created a website, www.ala.org/liberty, that provides substantive information about privacy, surveillance, open government, and overclassification as well as civic engagement tools to facilitate deliberative dialogues to help support libraries and librarians who create opportunities for public dialogues addressing these topics; and
Whereas, The public recently learned that the National Security Agency (NSA) is collecting the telephone call metadata of millions of U.S. customers of Verizon Business Services, AT&T, and Sprint pursuant to an order issued by the Foreign Intelligent Surveillance Court (FISC) under Section 215 of the USA PATRIOT Act; and

Whereas, Pursuant to a court order issued by the FISC under Section 702 of the FISA Amendments Act (FAA) the NSA is operating a program called PRISM that is collecting and retaining vast quantities of data on internet usage, including internet search histories, email, video and voice chat, videos, photos, voice-over-IP chats, file transfers, and social networking details, from internet service providers in the United States. Though intended to target communications of foreign persons, the NSA admits that it collects and stores Internet data from U.S. persons; now, therefore be it

Resolved, that the American Library Association (ALA):

- Reaffirms its unwavering support for the fundamental principles that are the foundation of our free and democratic society, including a system of public accountability, government transparency, and oversight that supports people’s right to know about and participate in our government;
- In light of present revelations related to NSA’s surveillance activities conducted pursuant to orders issued by the Foreign Intelligent Surveillance Court (FISC) under Sections 215 and 702 of the USA PATRIOT Act the American Library Association calls upon the U.S. Congress, President Obama, and the Courts to reform our nation’s climate of secrecy, overclassification, and secret law regarding national security and surveillance, to align with these democratic principles;
- Urges the U.S. Congress and President Obama to provide authentic protections that prevent government intimidation and criminal prosecution of government employees and private contractors who make disclosures of wrong doing in the intelligence community;
- Calls upon the public to engage in and our members to lead public dialogues discussing the right to privacy, open government and balancing civil liberties and national security;
- Encourage the public to support bills and other proposals that both secure and protect our rights to privacy, free expression and free association and promote a more open, transparent government and be further resolved, that
- ALA expresses its thanks and appreciation to the members of Congress who work to protect our privacy and civil liberties.

Our Intellectual Freedom Committee continues to communicate via email and work on building our awareness and education focused efforts. We are carrying on our work to grow our membership roster and welcome interest and inquiries from individuals from all areas of librarianship.

In an effort to encourage our role as advocates for intellectual freedom across our state and beyond, we are continuing to utilize and promote our Twitter site IFC_NCLA to help keep us informed of IF related news and activities – and to tweet about news and issues impacting our NC libraries and communities. The committee members and other interested individuals also are able to follow IF issues and news through a blog managed by the ALA Office for Intellectual Freedom (OIF) http://www.oif.ala.org/oif/.

- **Leadership Institute** — Michael Crumpton

Following the April 25, 2013 “Bridge” meeting with Leadership Institute participants, mentors and the planning committee, a survey was sent out to assess some particulars of the content and presentation,
as well as request feedback on the learning outcomes related to the published learning objectives.

**Survey results**

This information will be used in several ways; most notably it will serve as a planning document for the 2014 Leadership Institute Planning Committee. A recap is expected to be included in an article for *North Carolina Libraries* related to the more recent activities of the Leadership Institute.

Sites are already being considered for the 2014 Leadership Institute so that at the 2013 Biennial Conference dates can be announced. It is expected that at the 2013 Biennial Conference we will recognize the 2012 participants and mentors, most of who are involved in multiple ways with the conference.

- **Legislative and Advocacy Committee** — Brandy Hamilton

**National Legislative Day**

Expenses for National Legislative Day were reconciled.

**Library Snapshot Event**

An interest group met to brainstorm ideas for a Library Snapshot Event in 2014.

**Library Snapshot Week Meeting Notes:**

- **In attendance:**
  - Brandy Hamilton, Jennifer Hanft, Jill Morris, Tamara Rhodes

- **Purpose:**
  - Define Library Snapshot event to take place in 2014.

- **Question:**
  - What is the result we would like to achieve with the snapshot idea?

- **Answer:**
  - It should be interactive, driven by librarians and provide "visual evidence" of what libraries do and what they need.

- **Methods:**
  - Do it over the course of a week not a day...a day is not long enough
  - Identify audience and target them.
  - Repackage the ALA model. Make it interactive.
  - Library staff work together to "feed" it
  - Use social media. Establish a twitter # (i.e. #NCLibrary)
  - Incorporate Facebook, Instagram, etc.
  - Ask Questions of patrons/members/students: What's your favorite book, why do you use the library?

- **Action Items:**
  - 1. State Library maintains all public library Facebook and twitter information for libraries- get this list
  - 2. Establish an interest group (start now and work at during conference)
  - 3. Establish guidelines for the event (use Google docs)
  - 4. Establish timelines for the event (we discussed National Library Week 2014) *I think this would be fantastic!
  - 5. Create banner/poster for conference
  - 6. Design website with info? Links? -how can we promote and tie together
Legislative and Advocacy would like to request a table near exhibits to highlight some advocacy projects and provide some basic information. In addition, several of us will be participating in a poster session entitled “North Carolina Libraries Matter - An Exploration of NCLA Advocacy Projects” Learn about NCLA advocacy initiatives past, present and future. Discover valuable tools you can use to promote libraries and their value to North Carolina Citizens.

The idea is to highlight past and future projects (Telling Our Story Event, Legislative Days, and Library Snapshot Day 2014!)

Marketing -- Jennifer Hanft

NCLA logo/website: The Meredith College Circus Design Studio submitted a second draft of the NCLA logo/website design, addressing the changes the Marketing Committee requested. The Marketing Committee is submitting a proposal to the Executive Board for the approval of this recommended logo/website design.

Marketing Plan: The BUS 360 Marketing class at Meredith College created and presented a marketing plan for NCLA. The plan has been shared with the Marketing Committee, who will meet in August to review and revise the plan.

MOTION: (The motion was presented, seconded and passed)

The Marketing Committee seeks approval from the Executive Board for a new NCLA logo and website design. The design recommended by the Marketing Committee is both attached and linked to the Executive Board Google Group. The new logo will be unveiled to the NCLA membership at the NCLA Conference on Friday, October 18, 2013. The new website will be implemented in conjunction with the Web & Technologies Committee, with a go-live date no earlier than January 2014.

Membership — Jennifer Meyer (written only)

1. Call for nominations for the NCLA awards. First call sent out in early June through listserv with a reminder sent out on June 21st. Deadline was set as July 1st. Message also posted to Facebook group on June 6th

2. Received two nominations. One for Life Membership and the other for Honorary Membership. No nomination was received for Distinguished Service, but a nomination is forthcoming. (This will be dealt with via GoogleGroups.)

3. Compiled listing of deceased librarians from the last biennium.

Nominating — Priscilla Lewis for Sherwin Rice (no written report)
30% of membership voting (normal)

Candidates are being contacted

Newly elected officers will be announced on Monday and need to be present at the Friday business meeting of the conference

- **Operations** — Priscilla Lewis

Kim on Vacation August 14-21 – please let her enjoy it!

Evaluation of Kim—how to get board feedback

- **Office Operations**

As part of her daily routine, Kim maintained and updated the listserv and processed incoming membership applications and payments.

Kim made routine bank deposits and work with treasurer to reconcile monthly expenses and resolve any issues.

Kim provided section and roundtable reports as requested for mailers, membership information, etc.

Kim coordinated and provided documents for the Executive Board meeting in April.

- **Conference**

Kim conducted site visits with Dale Cousins and the planning committee to locate potential venues for the 60th Executive Board Retreat and the 2014 Leadership Institute.

Kim attended 2 conference 2013 planning meetings (Durham PL, UNCG Jackson Library-Greensboro).

Kim worked with the exhibits and sponsorship chairs with processing incoming registration.

Kim created and tested the online registration module for the conference.

- **NCLA Leadership Program**

Kim prepared the final State reimbursement form for the 2012 Leadership Institute by compiling financial data including receipts and invoices.

- **Pay Equity- VACANT**

- **Scholarships** – Christy Earp

Current committee membership includes:

Amy Funderburk, 2013-2019, Wake County Public Library

Carolyn McCallum 2009-2015, Wake Forest University

Rachel Holderied 2009-2015, GTCC

Luba Sawczyn 2009-2015, Chapel Hill Public Library

Libby Stone 2009-2015, Gaston College

Christy Earp 2006-2013, Wilkes Community College

The Scholarship Committee received 15 complete applications for scholarships. The committee voted in July to award the scholarships as follows. Award letters will go out next week asking winners to submit proof of enrollment to Kim Parrott by August 15th.

NCLA MEMORIAL SCHOLARSHIP, $1000: Julianne Clark Moore, Appalachian State University

MCLENDON SCHOLARSHIP, $400: Stefanie Rae Keller, Appalachian State University

QUERY – LONG SCHOLARSHIP, $1000: Lisa Williams Hartzell, UNC Greensboro

APPALACHIAN SCHOLARSHIP, $1000: Melanie Ross Sherrill, Appalachian State University
A. New site feature added: Password protect a page

Your page maintainers can now password protect pages on the NCLA website.

Instructions: When you create or edit content, you’ll now see a collapsed field for “Password protect this page” (towards the bottom of the form). Enter your desired password and save the page.

You can then email the page URL and password to those who need access to it.

New YouTube Channel and Policy Created

In time for the conference, we have created a new Google account "NCLibraryAssociation" so that we can have a YouTube channel for organization use: http://www.youtube.com/user/NCLibraryAssociation

Account username and password will be stored on this password protected webpage: http://www.nclaonline.org/organization/social-media-accounts. The password will be distributed to the Executive Board next week. Passwords will be changed regularly by the Web and Technologies Support Committee.

We have formulated an "NCLA YouTube Channel Use Policy," http://www.nclaonline.org/organization/ncla-youtube-channel-use-policy (handout provided) that outlines how and what to add to YouTube.

Still to do: downloading an archiving YouTube content on the nclaonline account.

Facebook Page launch (see Motion)

In conjunction with the Marketing committee, we have begun setting up a new Facebook "Page" (not Group) which will be the official Facebook page of NCLA.

We are still working on a policy, but wanted to get the page launched for conference use.

Please see below separate motion for details. MOTION (was seconded and passed)

It was also mentioned that in the coming biennium, the group will work on creating a webform to streamline Executive Board reporting and motions.

Many thanks to committee members Chad Haefele, Michelle Underhill, Ginny Boyer, and Stephen Bollinger for their work.

Text of the Motion mentioned above:

Motion: Facebook Page Launch - Submitted by Web and Technologies Support Committee and Marketing Committee July 2013

The Web and Technologies Committee in conjunction with the Marketing Committee propose that we launch our official Facebook Page in August 2013.

* We will notify members of the existing Facebook Group and the NCLA members listserv that we now have an official page and they should "Like" it to get updates from NCLA.
* We will leaving commenting and posting open so that our members can continue to interact.

* People with the role of "Managers" will be Chair of Marketing, Chair of Web and Technologies Support, and the Administrative Assistant.

* People with the role of "Content Creator" meaning that they can post AS NCLA (not as themselves) will be chairs of sections, roundtables, committees and/or their representatives. To be added/removed as a Content Creator, please contact the Chair of Web and Technologies Support.

* Sections, Roundtables, Committees will be responsible for posting their content on the page by working with their Chair and/or the Chair of the Marketing Committee. Assistance with or questions about posting content should be directed to the Chair of the Marketing Committee.

* Moderating posts: Will be the responsibility of the Chair of the Marketing Committee.

* Responding to comments: Will be the responsibility of the person who posted the content. Additionally, the Chair of the Marketing Committee (with the Chair of the Web and Technologies Support as backup) will monitor posts and follow up with comments as necessary.

* Additional policies regarding content and maintenance are being developed by the Web and Technologies Committee in conjunction with the Marketing Committee.

**Other Reports**

- **ALA Council — Rodney Lippard**  (No written report)

- **SELA Representative — Carol Walker Jordan**  (No written report)

- **North Carolina Libraries — Ralph Scott**
  1. We are currently proofing the Spring/Summer 2013 issue and expect it to be on the web shortly.
  2. I am exploring an upgraded interface with a new version of the OJS software. You can see a sample of what it might look like by viewing another journal here: [http://www.jopj.ecu.edu/index.php/jopj/index](http://www.jopj.ecu.edu/index.php/jopj/index)
  3. On the NCLA membership form there was a place where members could select North Carolina Libraries as an interest. Some members thought this was a round table they could join if they were interested in North Carolina libraries. The name has been changed to “North Carolina Libraries Editorial Board” to better reflect what the group is about.
  4. Always interested in new board members ... if you would like to appoint a member from your section to the Editorial Board please let me know.

There was also discussion about the Ray Moore Award. It may be issued at the Conference. Possibly give one $200 award, if there is an eligible article in NCL that meets the criteria. (Scott notes there has only been one article about public libraries published in the last 2 years)

- **State Librarian — Cal Shepard**  (No written report)

**Meeting Adjourned 2:15 pm**