North Carolina Library Association Executive Board Meeting
Friday, April 25, 2014 — Koury Convention Center, Greensboro, NC

Attending: Alan Bailey (Director), Phil Barton (Trustees), Amy Brake (CUS), Wanda Brown (Past President, Nominating, SELA Rep), Anthony Chow (Legislative), Harry Cooke (Endowment), Dale Cousins (President), Mike Crumpton (Leadership), Laura Davidson (Constitution), Angela Davis (CJCLS), David Durant (GRS), Denelle Eads (Archives), Dana Eure (ALA Councilor), Forrest Foster (REMCO), Harry Frank (NCLPA), Betty Garrison (BLINC), Larry Gavin (LAMS), Brandy Hamilton (Continuing Ed), Jennifer Hanft (Secretary, Marketing), Amy Harris (Director), Crystal Holland (RASS), Billy King (PLS), Carol Laing (WILR), Priscilla Lewis (Operations), Rodney Lippard (Vice-President, Conference), Kim Parrott (Admin Asst), LaJuan Pringle (Legislative), Lorrie Russell (Treasurer-Elect), Kathy Shields (TNT), Lisa Shores (Membership), Debbie Shreve (YSS), Nicole Spoor (NMRT), Libby Stone (Scholarship), Dave Trudeau (Intellectual Freedom), Molly Westmoreland (LIT), Laura Wiegand (Web), MJ Wilkerson (Treasurer), Melanie Wood (NMRT), Cathy Wright (NCLPA).

The meeting was called to order at 10:32am by Dale Cousins.

Welcome (Koury Convention Center staff):
- Looking forward to conference in October 2015
- Recent renovations to guest rooms, enhancements of meeting spaces
- Tour offered after Board Meeting

Motion to adopt meeting agenda—approved
Motion to approve January 2014 Executive Board meeting minutes—approved

Treasurer’s Report (MJ Wilkerson/handouts):
- Handouts: Fund accounts, financial report, budget
- Still learning duties; treasurer transition still in process
- Accounts look good; association appears to be doing fine
- Questions about North Carolina Libraries Royalties & Endowment lines
  - is income listed correctly?
  - is remaining budget correctly reflected?
  - MJ will check on answers
- Questions about SECU interest rates for accounts
  - Finance Committee and Treasurer are investigating

Motion to accept—approved

President’s Report (Dale Cousins):
- Thanks to everyone for participation and leadership
- Special thanks to everyone who represented NCLA in special ways this quarter
  - congratulations to Rodney Lippard—UNCG alum of the year
  - Brandy and Dale represented NCLA at UNC SILS Leadership Symposium
  - Dale attended NCPLDA meeting, gave NCLA report
- Dale on Planning Committee for NC Literary Festival in early April at NCSU Hunt Library
- Wanda & Rodney represented NCLA at NCCCLRA workshop

Membership recruitment is everyone's responsibility
- every section except NCLPA is down in membership
- be responsive when members communicate; reach out to new members

Nothing new in biennium goals—no need to reinvent, just focus
Marketing Committee will create elevator speech for Board members
- key points as to NCLA benefits, NCLA initiatives, importance of being active in NCLA

Legislative & Advocacy Committee Report (Anthony Chow & LaJuan Pringle):
NC Library Legislative Day
- headed to Washington DC next week (first week of May), 20 student ambassadors with guardians
- meetings scheduled with 12 Representatives and 2 Senators
- plans to participate in library rally and flash mob
- 4000 nclibraryadvocacy.wordpress.com web page views in April
- thank you for support of student ambassador program
#MyNCLibrary (Brandy Hamilton)
- still compiling results
- paper results still trickling in
- winners selected when results are totaled; will be publicized
- data and stories from campaign will be used for library advocacy

Leadership Institute (Mike Crumpton):
- Institute will be October 30-November 2, 2014
- Planning committee tweaking model based on feedback
- Working to make it sustainable—don't want to rely on State Library funds
  applied for a smaller LSTA grant, to pay for speaker (Cheryl Gould)
- Working to update application process to be smoother
- Will clarify process for bill payers (scholarship and institutional)
- Call for applications beginning of May through July
- Acceptance letters out in late August/early September

Board Restructure Committee Report (Lorrie Russell):
Considerations:
- “If we could start this Board over today, what would it look like?”
- clarification of report format, possible geographical representatives
- size of Board, Director-at-Large duties

Proposals:
1) clarify Director duties, increase number to 4, geographical tie/liaison,
   stagger terms so not all expire at the same time, assigned role on Membership Committee
- proposal would need to go before general membership for approval in 2015
2) strictly enforce report limits to two minutes each & only on upcoming
information, stress importance of posting reports two weeks before Board
meetings
3) define minimum activity level for Section/Round Tables, eliminate NC
School Librarians Section based on inactivity (absorb existing members
into other Sections/Round Tables)
4) endowment funds be managed inside finance committee, Endowment
Committee renamed Development and focus on growth

Motion #1: The Board Restructure Committee moves to disband the existing NC Association
of School Librarians from the sections and roundtables at the end of this fiscal
year, after offering memberships in other sections/roundtables to the existing
members.

Discussion:
~is motion constitutional? does it require general membership approval? (yes.
no. see article 10, section 7 of handbook)
~consider offering membership in up to two Sections/Round Tables so as to
determine area(s) of interest

Motion to amend: offer membership in up to two section/roundtables to have time to explore
best fit—approved

Discussion:
~send personalized letters to each of the 20 current members of NCASL
communicating offer; careful consideration of the best way to send message is key—
be specific to individual situations
~Dale will appoint a liaison to the NC Association of School Librarians
~concerns about eliminating NCASL seat on Executive Board
~clarification on change: not eliminating school librarians’ seat at NCLA table;
presence of liaison at Board meetings may strengthen
relationship/partnership

Question called.

Amended motion: The Board Restructure Committee moves to disband the existing NC
Association of School Librarians from the sections and roundtables at
the end of this fiscal year, after offering memberships in up to two
sections/roundtables to the existing members.

Motion is approved.

Motion #2: The Board Restructure Committee proposes a motion to increase the number of
directors at large to four, with staggered four year terms. Each director will be
responsible for reporting back to a predefined geographic area of the state, and
will also serve as members of the Membership Committee, with one of them also
serving as the Membership Chair. This will require a constitutional amendment
and a bylaws amendment. Amendment language, including greater specificity of
geographic areas, will be brought to the board later in the biennium.

Discussion:
~acknowledged as noble aim; concerns about likelihood of being accomplished
~noted as similar to NCLPA’s Regional Director & community college
Director models
- need for flexibility of definition of regions, clarification of Director responsibilities/charge
- increases ease of outreach to regional groups, forming personal relationships with NCLA members
- could make collaboration with NMRT for networking events easier
- take to membership in 2015, so plenty of time to work out logistics

Motion is approved.

**Motion #3:** The Board Restructure Committee proposes a motion to change the name of the current Endowment Committee to Development Committee. The funds currently managed by the Endowment Committee should be moved under the management of the Finance Committee, and the purpose of the Development Committee will be to explore and initiate further fundraising opportunities for scholarship.

**Discussion:**
- question about constitutionality of motion
- need to hold a virtual meeting on motions from last biennium (to amend the constitution to remove list of committees and change Kim’s title), this is bylaws change and is constitutional

**Motion to amend:** strike "for scholarship" — approved

**Discussion:**
- “Development” needs clarification—should it be changed to “Fundraising”?
- concern about conflict between conference fundraising and association fundraising
- other parts of the association that also fundraise
- primary focus is to market to members
- need to change outreach for endowment donors—solicit a couple of times per year, to both members and corporate friends
- need for continuity and to improve website, email, stationary—will work with Marketing, Membership, and Web Committees to strengthen message and profile
- should be an umbrella group for all NCLA fundraising with conference fundraising as a subcommittee

**Amended motion:** The Board Restructure Committee proposes a motion to change the name of the current Endowment Committee to Development Committee. The funds currently managed by the Endowment Committee should be moved under the management of the Finance Committee, and the purpose of the Development Committee will be to explore and initiate further fundraising opportunities

Motion is approved

**Board Restructure Committee Recommendations** (Lorrie Russell):
1) Board should draft a document to include in handbook: specific instructions and guidelines for Sections/Round Tables
2) Parliamentarian be appointed to enforce new structure of Section/Round Table/Committee reports
3) Move to “old business”/”new business” model for meetings
4) Only Sections/Round Tables/Committees with events/business in upcoming quarter report at meetings

Discussion on the benefits/drawbacks of all Section/Round Tables/Committees giving reports at each Board Meeting:
- S/RT/Cs can get perspective of Board/create awareness with reports
- potential for oral reports to duplicate written reports already circulated
- concern about hiding “issues” facing libraries/librarians represented by Sections/Round Tables
- sharing reports creates accountability, helps chairs stay on task throughout quarter

Role of Continuing Education Committee (Brandy Hamilton):
Discussion of the role and purpose of the Continuing Education Committee
- handbook: committee charge mirrors State Library CE Advisory Committee
- propose to convert committee to a liaison to State Library CEAC
- will come back to Board in July with a motion

Section/Round Table Responsibilities (Dale Cousins):
Articulating measures of success helps transition in leadership
Minimum standards:
- host biennial elections
- participate in conference events
- actively refer to biennial association goals
- recruit membership
- host off conference year event(s)
- keep bylaws up-to-date, keep records to share with successors
- communicate with and actively engage Section/Round Table members
- submit quarterly & biennial reports, share with archives
Other expectations as determined by current Section/Round Table Chairs
Reminder: every section and roundtable needs to review their section of the handbook to ensure they’re reflecting current practice

Conference 2015 Site Selection (Wanda Brown):
Motion: The NCLA executive board approve Winston-Salem as the site for the 2017 conference.
Discussion of other venues considered
- Raleigh and Asheville too expensive, Wilmington has no current viable venue, Greenville conference location wasn’t successful
- Winston-Salem conference had more energy and higher attendance than Hickory and venue offered more

Motion is approved.
Considering 2015 conference dates: first or third week of October
Section & Round Table Reports:

BLINC (Betty Garrison)
Past activity: recommended databases for NCLIVE purchase
Upcoming: workshops on NCLIVE resources for librarians who are not business specialists

CUS (Amy Brake)
Upcoming: one-day mini-conference
- discussion group to select themes
- at UNC-C during the first half of November
Upcoming NCBIG: MOOC on instructional design in 2015, Unconference in 2014

CJCLS (Angela Davis)
Upcoming: collaboration with NCCLRA
- doing webinars rather than in-person, so as not to conflict
- looking for suggestions on what community college colleagues want to see

GRS (David Durant)
Upcoming: workshop, June 13, limited to members and students (free)
- Help! webinars will continue

LAMS (Larry Gavin)
Upcoming: monthly LAMS Letters newsletter sent to library leaders
- experienced manager discussion panel in September
- NMRT/LAMS program planned for July

Literacy (Molly Westmoreland)
No report.
- Plan to develop a report on literacy in NC
- Dale: Reach out to NC Literacy Association

NMRT (Melanie Wood/Nicole Spoor)
Upcoming: summer workshop with LAMS
- four networking events in 1st Quarter 2014

NCLPA (Harry Frank/Cathy Wright)
Upcoming: working on NCLPA Conference planning
- networking event before Conference
- looking for a Region 4 director (far western NC)

Trustees, Friends & Advocates (Phil Barton)
Upcoming: working on rebuilding Section
- will get membership up, then elect board

PLS (Billy King)
Upcoming: Fabulous Fridays fall mini-conferences
- Asheville 9/26, Charlotte 10/3, Fayetteville 10/10
- Cal Shepard keynote speaker

RASS (Crystal Holland)
Upcoming: virtual membership meeting June 18th
- developed volunteer corps (9 volunteers), meeting early May
- outreach to NC library schools
- fall workshop in Raleigh September 12th at Cameron Village Library
- working on engaging RASS members

REMCO (Forrest Foster)
Upcoming: currently planning June workshop

RTSS (Betty Garrison reporting)
Upcoming: planning fall workshop, collaboration between Tech and Public services
- redesigning website section

Special Collections
Did not attend. No report.

TNT (Kathy Shields)
Upcoming: planning webinars through August
- RFID webinar held, others forthcoming

WILR (Carol Laing)
Upcoming: working on spring 2015 workshop/retreat
- working on Facebook page and how to better connect with members
- considered relevancy of the roundtable

YSS (Debbie Shreve)
Upcoming: fall author retreat, Oct. 16-17 in Greensboro
- considering how to engage members, what to do beyond State Library services

Committee Reports:

Archives (Denelle Eads)
- beginning to organize the collection

Operations (Priscilla Lewis)
- current focus is on Legislative Day and conference site selection visits

Conference (Rodney Lippard)
Motion: Transfer merchandise from the 2011 conference store inventory to the
Marketing Committee for marketing purposes. Furthermore, transfer 2013
merchandise to the incoming Conference Store Committee for sale at the
conference in 2015.
Motion is approved.

Constitution (Laura Davidson)
- no report

Continuing Education (Brandy Hamilton)
- attended CEAC
- asked Membership Committee for membership drive for conference scholarship recipients
- future of the committee: convert role to liaison; be a resource for Executive Board

Endowment (Harry Cooke)
- gave endowment financial report
- planning to work with Membership, Marketing, Web Committees to raise endowment awareness
- working on updating website, possibly online payment or printable online pdf for endowment donation
- planning outreach to members: “make NCLA your favorite charity”
- goal to increase endowment fund to $200k by biennium’s end
- considering levels of donations, categories of donors

Intellectual Freedom (Dave Trudeau)
- update on House of the Spirits controversy in Watauga County
- have developed partnership with NC ACLU

Membership (Lisa Shores)
- April is NCLA Membership Month
- looking at other library associations’ membership for ideas on maintaining members, member benefits
- planning outreach to library schools and directors

Marketing (Jennifer Hanft)
- working with graphic designer on mobile/tablet format in new website design
- working with Membership Committee to revise membership application, brochure, and banner
- working with Web Committee on Facebook page transition
- exploring options to resurrect Tarheel Libraries Scholarships (Libby Stone)
- working on reviewing and correcting the website
- will update dates in handbook on deadlines for scholarships
Website (Laura Wiegand)
- conducted Webex sessions on web administration, updated documentation
- working on dividing responsibilities among committee members
- impending NCLA Facebook page transition (beginning of May)
- planning usability testing for the new website’s navigation

Other Reports:

ALA Councilor (Dana Eure)
- ALA elections upcoming—please vote, lots of NC candidates
- annual conference in Las Vegas in June

SELA Representative (Wanda Brown)
- SELA Conference Augusta, GA, October 1-3

North Carolina Libraries
- did not attend; no report

State Librarian
- did not attend; no report
- Dale: suggestion to watch State Librarian’s webinar

Next meeting at East Carolina University, July 25th
Chairs should be prepared to report review of the handbook.

Meeting adjourned at 2:28pm.
# Membership Report

**Total Membership:** 1172 (as of 4/14/14)  
*Last Report: (as of 1/22/14)*

<table>
<thead>
<tr>
<th>Sections and Roundtables</th>
<th>Last Report</th>
<th>Current Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLINC</td>
<td>29</td>
<td>27</td>
</tr>
<tr>
<td>College and University Section</td>
<td>148</td>
<td>137</td>
</tr>
<tr>
<td>Community &amp; Junior College Libraries Section</td>
<td>64</td>
<td>56</td>
</tr>
<tr>
<td>Government Resources Section</td>
<td>24</td>
<td>19</td>
</tr>
<tr>
<td>Library Administration &amp; Management Section</td>
<td>124</td>
<td>120</td>
</tr>
<tr>
<td>Literacy Round Table</td>
<td>24</td>
<td>21</td>
</tr>
<tr>
<td>NC Association of School Librarians</td>
<td>26</td>
<td>22</td>
</tr>
<tr>
<td>NC Library Paraprofessional Association</td>
<td>63</td>
<td>67</td>
</tr>
<tr>
<td>New Members Round Table</td>
<td>415</td>
<td>384</td>
</tr>
<tr>
<td>Public Library Section</td>
<td>258</td>
<td>233</td>
</tr>
<tr>
<td>Reference &amp; Adult Services Section</td>
<td>124</td>
<td>108</td>
</tr>
<tr>
<td>Resources &amp; Technical Services Section</td>
<td>71</td>
<td>64</td>
</tr>
<tr>
<td>Round Table for Ethnic Minority Concerns</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>Round Table on Special Collections</td>
<td>47</td>
<td>45</td>
</tr>
<tr>
<td>Technology and Trends Round Table</td>
<td>108</td>
<td>99</td>
</tr>
<tr>
<td>Trustees, Friends, and Advocates</td>
<td>33</td>
<td>41</td>
</tr>
<tr>
<td>Women’s Issues in Library Round Table</td>
<td>49</td>
<td>42</td>
</tr>
<tr>
<td>Youth Services Section</td>
<td>82</td>
<td>79</td>
</tr>
<tr>
<td>*NCLA/ALA Joint Student Members</td>
<td>278</td>
<td>258</td>
</tr>
<tr>
<td>*NCLA/ALA Paraprofessional Joint Members</td>
<td>20</td>
<td>24</td>
</tr>
</tbody>
</table>