

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

3  
4  
5 **Attending:** Alan Bailey (Director), Phil Barton (Trustees), Amy Brake (CUS), Wanda  
6 Brown (Past President, Nominating, SELA Rep), Anthony Chow (Legislative), Harry  
7 Cooke (Endowment), Dale Cousins (President), Mike Crumpton (Leadership), Laura  
8 Davidson (Constitution), Angela Davis (CJCLS), David Durant (GRS), Denelle Eads  
9 (Archives), Dana Eure (ALA Councilor), Forrest Foster (REMCO), Harry Frank (NCLPA),  
10 Betty Garrison (BLINC), Larry Gavin (LAMS), Brandy Hamilton (Continuing Ed),  
11 Jennifer Hanft (Secretary, Marketing), Amy Harris (Director), Crystal Holland (RASS),  
12 Billy King (PLS), Carol Laing (WILR), Priscilla Lewis (Operations), Rodney Lippard (Vice-  
13 President, Conference), Kim Parrott (Admin Asst), LaJuan Pringle (Legislative), Lorrie  
14 Russell (Treasurer-Elect), Kathy Shields (TNT), Lisa Shores (Membership), Debbie Shreve  
15 (YSS), Nicole Spoor (NMRT), Libby Stone (Scholarship), Dave Trudeau (Intellectual  
16 Freedom), Molly Westmoreland (LIT), Laura Wiegand (Web), MJ Wilkerson (Treasurer),  
17 Melanie Wood (NMRT), Cathy Wright (NCLPA).

18  
19 The meeting was called to order at 10:32am by Dale Cousins.

20  
21 **Welcome** (Koury Convention Center staff):

22 Looking forward to conference in October 2015  
23 Recent renovations to guest rooms, enhancements of meeting spaces  
24 Tour offered after Board Meeting

25  
26 **Motion** to adopt meeting agenda—**approved**

27 **Motion** to approve January 2014 Executive Board meeting minutes—**approved**

28  
29 **Treasurer's Report** (MJ Wilkerson/handouts):

30 Handouts: Fund accounts, financial report, budget  
31 Still learning duties; treasurer transition still in process  
32 Accounts look good; association appears to be doing fine  
33 Questions about North Carolina Libraries Royalties & Endowment lines  
34 ~is income listed correctly?  
35 ~is remaining budget correctly reflected?  
36 ~MJ will check on answers  
37 Questions about SECU interest rates for accounts  
38 ~Finance Committee and Treasurer are investigating

39 **Motion** to accept—**approved**

40  
41 **President's Report** (Dale Cousins):

42 Thanks to everyone for participation and leadership  
43 Special thanks to everyone who represented NCLA in special ways this quarter  
44 ~congratulations to Rodney Lippard—UNCG alum of the year  
45 ~Brandy and Dale represented NCLA at UNC SILS Leadership Symposium  
46 ~Dale attended NCPLDA meeting, gave NCLA report

- 47 ~Dale on Planning Committee for NC Literary Festival in early April at  
48 NCSU Hunt Library  
49 ~Wanda & Rodney represented NCLA at NCCCLRA workshop  
50 Membership recruitment is everyone's responsibility  
51 ~every section except NCLPA is down in membership  
52 ~be responsive when members communicate; reach out to new members  
53 Nothing new in biennium goals—no need to reinvent, just focus  
54 Marketing Committee will create elevator speech for Board members  
55 ~key points as to NCLA benefits, NCLA initiatives, importance of being  
56 active in NCLA  
57

58 **Legislative & Advocacy Committee Report (Anthony Chow & LaJuan Pringle):**

- 59 NC Library Legislative Day  
60 ~headed to Washington DC next week (first week of May), 20 student  
61 ambassadors with guardians  
62 ~meetings scheduled with 12 Representatives and 2 Senators  
63 ~plans to participate in library rally and flash mob  
64 ~4000 nclibraryadvocacy.wordpress.com web page views in April  
65 ~thank you for support of student ambassador program  
66 #MyNCLibrary (Brandy Hamilton)  
67 ~still compiling results  
68 ~paper results still trickling in  
69 ~winners selected when results are totaled; will be publicized  
70 ~data and stories from campaign will be used for library advocacy  
71

72 **Leadership Institute (Mike Crumpton):**

- 73 ~Institute will be October 30-November 2, 2014  
74 ~Planning committee tweaking model based on feedback  
75 ~Working to make it sustainable—don't want to rely on State Library funds  
76 applied for a smaller LSTA grant, to pay for speaker (Cheryl Gould)  
77 ~Working to update application process to be smoother  
78 ~Will clarify process for bill payers (scholarship and institutional)  
79 ~Call for applications beginning of May through July 7  
80 ~Acceptance letters out in late August/early September  
81

82 **Board Restructure Committee Report (Lorrie Russell):**

- 83 Considerations:  
84 ~“If we could start this Board over today, what would it look like?”  
85 ~clarification of report format, possible geographical representatives  
86 ~size of Board, Director-at-Large duties  
87 Proposals:  
88 1) clarify Director duties, increase number to 4, geographical tie/liaison,  
89 stagger terms so not all expire at the same time, assigned role on  
90 Membership Committee  
91 ~proposal would need to go before general membership for approval in 2015

- 92 2) strictly enforce report limits to two minutes each & only on upcoming  
93 information, stress importance of posting reports two weeks before Board  
94 meetings  
95 3) define minimum activity level for Section/Round Tables, eliminate NC  
96 School Librarians Section based on inactivity (absorb existing members  
97 into other Sections/Round Tables)  
98 4) endowment funds be managed inside finance committee, Endowment  
99 Committee renamed Development and focus on growth  
100

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

105 Discussion:

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

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

112 Discussion:

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

121 Question called.

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

126 Motion is **approved**.  
127

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

135 Discussion:

- 136 ~acknowledged as noble aim; concerns about likelihood of being accomplished  
137 ~noted as similar to NCLPA's Regional Director & community college

138 Director models  
139 ~need for flexibility of definition of regions, clarification of Director  
140 responsibilities/charge  
141 ~increases ease of outreach to regional groups, forming personal relationships  
142 with NCLA members  
143 ~could make collaboration with NMRT for networking events easier  
144 ~take to membership in 2015, so plenty of time to work out logistics

145 Motion is **approved**.

146  
147 **Motion #3:** *The Board Restructure Committee proposes a motion to change the name of the*  
148 *current Endowment Committee to Development Committee. The funds currently*  
149 *managed by the Endowment Committee should be moved under the management of*  
150 *the Finance Committee, and the purpose of the Development Committee will be to*  
151 *explore and initiate further fundraising opportunities for scholarship.*

152 Discussion:

153 ~question about constitutionality of motion  
154 ~need to hold a virtual meeting on motions from last biennium (to amend the  
155 constitution to remove list of committees and change Kim's title), this is  
156 bylaws change and is constitutional

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

158 Discussion:

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

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

177 Motion is **approved**

178  
179 **Board Restructure Committee Recommendations (Lorrie Russell):**

- 180 1) Board should draft a document to include in handbook: specific instructions and  
181 guidelines for Sections/Round Tables
- 182 2) Parliamentarian be appointed to enforce new structure of Section/Round  
183 Table/Committee reports

- 184 3) Move to “old business”/”new business” model for meetings  
185 4) Only Sections/Round Tables/Committees with events/business in upcoming  
186 quarter report at meetings  
187

188 Discussion on the benefits/drawbacks of all Section/Round Tables/Committees  
189 giving reports at each Board Meeting:  
190 ~S/RT/Cs can get perspective of Board/create awareness with reports  
191 ~potential for oral reports to duplicate written reports already circulated  
192 ~concern about hiding "issues" facing libraries/librarians represented by  
193 Sections/Round Tables  
194 ~sharing reports creates accountability, helps chairs stay on task throughout  
195 quarter  
196

197 **Role of Continuing Education Committee** (Brandy Hamilton):

198 Discussion of the role and purpose of the Continuing Education Committee  
199 ~ handbook: committee charge mirrors State Library CE Advisory Committee  
200 ~propose to convert committee to a liaison to State Library CEAC  
201 ~will come back to Board in July with a motion  
202

203 **Section/Round Table Responsibilities** (Dale Cousins):

204 Articulating measures of success helps transition in leadership  
205 Minimum standards:  
206 ~host biennial elections  
207 ~participate in conference events  
208 ~actively refer to biennial association goals  
209 ~recruit membership  
210 ~host off conference year event(s)  
211 ~keep bylaws up-to-date, keep records to share with successors  
212 ~communicate with and actively engage Section/Round Table members  
213 ~submit quarterly & biennial reports, share with archives  
214 Other expectations as determined by current Section/Round Table Chairs  
215 Reminder: every section and roundtable needs to review their section of the handbook  
216 to ensure they're reflecting current practice  
217

218 **Conference 2015 Site Selection** (Wanda Brown):

219 **Motion:** *The NCLA executive board approve Winston-Salem as the site for the 2017*  
220 *conference.*  
221 Discussion of other venues considered  
222 ~Raleigh and Asheville too expensive, Wilmington has no current viable  
223 venue, Greenville conference location wasn't successful  
224 ~Winston-Salem conference had more energy and higher attendance than  
225 Hickory and venue offered more  
226 Motion is **approved.**  
227 Considering 2015 conference dates: first or third week of October  
228  
229

230 **Section & Round Table Reports:**

231

232 BLINC (Betty Garrison)

233 Past activity: recommended databases for NCLIVE purchase

234 Upcoming: workshops on NCLIVE resources for librarians who are not business  
235 specialists

236

237 CUS (Amy Brake)

238 Upcoming: one-day mini-conference

239 ~discussion group to select themes

240 ~at UNC-C during the first half of November

241 Upcoming NCBIG: MOOC on instructional design in 2015, Unconference in 2014

242

243 CJCLS (Angela Davis)

244 Upcoming: collaboration with NCCLRA

245 ~doing webinars rather than in-person, so as not to conflict

246 ~looking for suggestions on what community college colleagues want to see

247

248 GRS (David Durant)

249 Upcoming: workshop, June 13, limited to members and students (free)

250 ~Help! webinars will continue

251

252 LAMS (Larry Gavin)

253 Upcoming: monthly LAMS Letters newsletter sent to library leaders

254 ~experienced manager discussion panel in September

255 ~NMRT/LAMS program planned for July

256

257 Literacy (Molly Westmoreland)

258 No report.

259 ~Plan to develop a report on literacy in NC

260 ~Dale: Reach out to NC Literacy Association

261

262 NMRT (Melanie Wood/Nicole Spoor)

263 Upcoming: summer workshop with LAMS

264 ~four networking events in 1<sup>st</sup> Quarter 2014

265

266 NCLPA (Harry Frank/Cathy Wright)

267 Upcoming: working on NCLPA Conference planning

268 ~networking event before Conference

269 ~looking for a Region 4 director (far western NC)

270

271 Trustees, Friends & Advocates (Phil Barton)

272 Upcoming: working on rebuilding Section

273 ~will get membership up, then elect board

274

275 PLS (Billy King)

276 Upcoming: Fabulous Fridays fall mini-conferences  
277 ~Asheville 9/26, Charlotte 10/3, Fayetteville 10/10  
278 ~Cal Shepard keynote speaker  
279  
280 RASS (Crystal Holland)  
281 Upcoming: virtual membership meeting June 18<sup>th</sup>  
282 ~developed volunteer corps (9 volunteers), meeting early May  
283 ~outreach to NC library schools  
284 ~fall workshop in Raleigh September 12th at Cameron Village Library  
285 ~working on engaging RASS members  
286  
287 REMCO (Forrest Foster)  
288 Upcoming: currently planning June workshop  
289  
290 RTSS (Betty Garrison reporting)  
291 Upcoming: planning fall workshop, collaboration between Tech and Public services  
292 ~redesigning website section  
293  
294 Special Collections  
295 Did not attend. No report.  
296  
297 TNT (Kathy Shields)  
298 Upcoming: planning webinars through August  
299 ~RFID webinar held, others forthcoming  
300  
301 WILR (Carol Laing)  
302 Upcoming: working on spring 2015 workshop/retreat  
303 ~working on Facebook page and how to better connect with members  
304 ~considered relevancy of the roundtable  
305  
306 YSS (Debbie Shreve)  
307 Upcoming: fall author retreat, Oct. 16-17 in Greensboro  
308 ~considering how to engage members, what to do beyond State Library  
309 services  
310  
311  
312 **Committee Reports:**  
313  
314 Archives (Denelle Eads)  
315 ~beginning to organize the collection  
316  
317 Operations (Priscilla Lewis)  
318 ~current focus is on Legislative Day and conference site selection visits  
319  
320 Conference (Rodney Lippard)

321 ~identifying committee chairs  
322 ~will tour facilities after Board Meeting  
323 **Motion:** Transfer merchandise from the 2011 conference store inventory to the  
324 Marketing Committee for marketing purposes. Furthermore, transfer 2013  
325 merchandise to the incoming Conference Store Committee for sale at the  
326 conference in 2015.  
327 Motion is **approved**.  
328  
329 Constitution (Laura Davidson)  
330 ~no report  
331  
332 Continuing Education (Brandy Hamilton)  
333 ~attended CEAC  
334 ~asked Membership Committee for membership drive for conference scholarship  
335 recipients  
336 ~future of the committee: convert role to liaison; be a resource for Executive Board  
337  
338 Endowment (Harry Cooke)  
339 ~gave endowment financial report  
340 ~planning to work with Membership, Marketing, Web Committees to raise  
341 endowment awareness  
342 ~working on updating website, possibly online payment or printable online pdf for  
343 endowment donation  
344 ~planning outreach to members: “make NCLA your favorite charity”  
345 ~goal to increase endowment fund to \$200k by biennium’s end  
346 ~considering levels of donations, categories of donors  
347  
348 Intellectual Freedom (Dave Trudeau)  
349 ~update on *House of the Spirits* controversy in Watauga County  
350 ~have developed partnership with NC ACLU  
351  
352 Membership (Lisa Shores)  
353 ~April is NCLA Membership Month  
354 ~looking at other library associations’ membership for ideas on maintaining  
355 members, member benefits  
356 ~planning outreach to library schools and directors  
357  
358 Marketing (Jennifer Hanft)  
359 ~working with graphic designer on mobile/tablet format in new website design  
360 ~working with Membership Committee to revise membership application, brochure,  
361 and banner  
362 ~working with Web Committee on Facebook page transition  
363 ~exploring options to resurrect *Tarheel Libraries* Scholarships (Libby Stone)  
364 ~working on reviewing and correcting the website  
365 ~will update dates in handbook on deadlines for scholarships  
366



367 Website (Laura Wiegand)  
368 ~conducted Webex sessions on web administration, updated documentation  
369 ~working on dividing responsibilities among committee members  
370 ~impending NCLA Facebook page transition (beginning of May)  
371 ~planning usability testing for the new website's navigation  
372

373

374 **Other Reports:**

375

376 ALA Councilor (Dana Eure)  
377 ~ ALA elections upcoming—please vote, lots of NC candidates  
378 ~annual conference in Las Vegas in June  
379

380 SELA Representative (Wanda Brown)  
381 ~SELA Conference Augusta, GA, October 1-3  
382

383 *North Carolina Libraries*  
384 ~did not attend; no report  
385

386 State Librarian  
387 ~did not attend; no report  
388 ~Dale: suggestion to watch State Librarian's webinar  
389

390  
391 Next meeting at East Carolina University, July 25<sup>th</sup>  
392 Chairs should be prepared to report review of the handbook.  
393

394 Meeting adjourned at 2:28pm.



## Membership Report

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

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