North Carolina Library Association Executive Board Meeting
Friday, July 25, 2014 — East Carolina University, Joyner Library, Greenville, NC

Attending: Shaunta Alvarez (Archives), Randall Bowman (CUS), Wanda Brown (Past President, Nominating, SELA Rep), Robert Burgin (Finance), Anthony Chow (Legislative), Dale Cousins (President), Mike Crumpton (Leadership), Jenny Dale (TnT), Laura Davidson (Constitution), Angela Davis (CJCLS), David Durant (GRS), Denelle Eads (Archives), Dana Eure (ALA Councilor), Harry Frank (NCLPA), Betty Garrison, (BLINO), Larry Gavin (LAMS), Brandy Hamilton (Continuing Ed), Jennifer Hanft (Secretary, Marketing), Amy Harris (Director), Crystal Holland (RASS), Billy King (PLS), Rodney Lippard (Vice-President, Conference), Sandra Lovely (Operations), Jan Mayo (RTSS), Kim Parrott (Admin Asst), LaJuan Pringle (Legislative), Matt Reynolds (RTSC), Lorrie Russell (Treasurer-Elect), Ralph Scott (NCL), Cal Shepard (State Librarian), Lisa Shores (Membership), Dave Trudeau (Intellectual Freedom), Molly Westmoreland (LIT), Laura Wiegand (Web), MJ Wilkerson (Treasurer).

The meeting was called to order at 10:31 am by Dale Cousins.

Welcome (Mark Sanders, ECU):
Tour of library offered after Board Meeting

Motion to adopt meeting agenda—approved
New Board Meeting attendees introduced themselves.

Motion to approve April 25 Executive Board meeting minutes—approved

Treasurer’s Report (MJ Wilkerson/handouts):
Handouts: Fund accounts, financial report, budget
Switched to Quickbooks online; some irregularities, not posted online yet
No endowment information, working on getting figures
Questions about what to do with school librarian memberships that come in
~currently directing membership funds into NCASL scholarship
~what to do with NCASL scholarship?
~further discussion in President’s Report

Motion to accept—approved

Finance Committee (Robert Burgin)
No report

President’s Report (Dale Cousins)
Thanked Board for commitment and dedication to the organization
Advised to be more cognizant of deadlines: submit reports two weeks in advance of meetings via web form
Thanks to Dana and Rodney for representation at ALA Annual Conference
Decision at last Board meeting to dissolve NC School Librarians Section
~followed up with 20 current members; three responses to date
will consider—with Treasurer (MJ), Finance Committee chair (Robert), NCLA admin (Kim)—what to do with scholarship funds

Communication from an author rep, let Dale know if interested in event

Attended Public Library Directors meeting

Reminders: membership is everyone’s responsibility
take ownership of NCLA biennium goals

Notification of bequest: $22,727.20 from Mary-Ruth Yow Duncan

- largest NCLA gift
-discussion on what to do with money: part should go into Endowment, part for charitable/memorial action (possibly children’s library in El Salvador),
-part reserved for other projects

-suggestions welcome, email Dale

Biennium Goals Review (Anthony Chow/handout):

Handout: draft biennium goals
Biennium goals allow us to share purpose across Sections/Roundtables while maintaining association focus

Discussion:
-revise goal 3.4: change “librarians” to “library workers’
-consider action verb for literacy goal (2.3)
-how will success be measured?
-goals are a big picture document

Motion to accept—approved

Questions:
-can goals be posted online for reference writing/submitting quarterly reports? (yes. Laura W. will post goals on website)
-can reports be changed after submitted? (yes. if signed in when submitting report, can return and edit; if not signed in, send revisions to Laura W.)

File upload option will be added to report submission form

New Business:

“Successful” Sections/Roundtables Summary (Lorrie Russell/handout)

Handout: summary of decisions made at last Board meeting defining “success,” recommended changes for NCLA handbook

-submitting reports in timely manner
-section liaisons for NCL, communications
-conference and off-conference events
-conference business meeting
-inform Constitution, Codes & Handbook Committee of changes to handbook
-keep good biennium records
-promote NCLA membership as well as Section/Roundtable
-send substitute to Executive Board meetings when chair cannot attend
-inactive Sections/Roundtables subject to being disbanded

Will bring a motion to October Executive Board meeting to approve changes
Leadership Institute (Mike Crumpton)

- Institute will be held October 30th-November 2nd
- next meeting of planning committee in two weeks
- site visit to Caraway: building new auditorium, new patio completed
- finalizing speakers and agenda in early August, Cheryl Gould back as facilitator
- currently evaluating applications, will select participants in early August
- will publish list of accepted participants August 9-11 (approx.), Sections/Roundtables
  should select individuals to sponsor and notify Kim/MJ by September 2nd
- registration fees due by September 15th
- thanks to the State Library for support

ALA Conference News (Dane Eure/handout & Rodney Lippard)

Handout: ALA resolutions (also on ALA website)
- amendments to Intellectual Freedom Manual (changes coming in 9th edition)
- memorial resolutions for NC librarians: Emily Stewart Boyce and Marilyn Miller

Chapter Relations: chapter leaders’ forum (preconference for chapter leaders)
- Washington Library Association on member engagement: Library Ambassador program (ambassador in every library to disseminate information about association)
- Pinterest: should we consider using it?
- Capwiz: moving to new system (Engage) to incorporate social media
- New President: Courtney Young, will continue previous President’s initiatives (one year’s not long enough)
- Library Bill of Rights will continue

Section & Round Table Reports:

BLINC (Betty Garrison)

Upcoming: next quarterly workshop in Morrisville
- focus on presentation skills and instructional design

CUS (Randall Bowman)

Upcoming: one-day miniconference on December 5th @ UNC Center City
- (Academic Libraries: present and future)
  - includes three tracks: physical libraries, virtual libraries, professional marketplace

CJCLS (Angela Davis)

Upcoming: planning webinar or workshop for mid-November

Motion: CJCLS moves the proposed bylaw changes for their section be approved by
the NCLA Executive Board. The bylaw changes includes the following:
- officers shall be elected prior to the regular biennial meeting instead of
  waiting until the biennial meeting (Article IV); voting vs. non-voting
members of the Executive Committee was clarified (Article V); various aspects of committees such as creation, responsibilities, reporting, and dissolution were clarified (Article V); it was decided that a section meeting would take place at the biennial conference and that additional meetings (virtual or in-person) would take place during the remainder of the biennium as scheduled by the Executive Committee (Article VII); it was decided that a quorum for the transaction of business would consist of those members who are present (Article VI); text was added to include email notification of nominations and voting via electronic means (Article VII); text was added that would allow section members to submit bylaw change votes via email or electronic ballot (Article X); and text was added to clarify the process of getting approval for bylaw changes before a section vote takes place (Article X).

Motion is approved.

GRS (David Durant)
Past activity: hosted annual meeting June 15th, 23 attendees
~discussed ways to increase section membership/improve member engagement

Upcoming: planning fall membership survey to better understand GRS members’ needs

LAMS (Larry Gavin)
Past activity: workshop with NMRT (Marketing Yourself), 40 attendees
Upcoming activity: free workshop planned for September 10th @ Cumberland Co. PL
~member survey to focus on improving LAMS Letters
~will sponsor Leadership Institute attendee

Literacy (Molly Westmoreland)
Upcoming: creating list of all NC literacy programs by county
~planning white paper on current state of adult literacy in NC
~planning workshop for December
~section focusing on adult literacy

NMRT (Nicole Spoor)
Did not attend. No report.

NCLPA (Harry Frank)
Upcoming: planning regional meet & greets in the fall
~working on logo redesign
~communication chair forced to resign
~further discussion about the need to communicate with library directors about staff involvement in NCLA
Dale and MJ will talk to public library directors
Rodney and Laura will talk to college library directors
Cal will send out a statewide message to libraries
Marketing Committee will create elevator speech on NCLA volunteer benefits to help ensure uniform message
~Harry Frank leaving library employment on August 18th

Trustees, Friends & Advocates (Phil Barton)
Did not attend. No report.

PLS (Billy King)
Upcoming: continuing Fabulous Fridays; theme: Reconnect, Refresh, and Recharge
~offering two Leadership Institute scholarships

RASS (Crystal Holland)
Past activity: meet & greet, Volunteer Corps membership up to 16
Upcoming: fall workshop on September 12th
~call for volunteers to replace Community College rep on RASS Board

RTSS (Jan Mayo)
Upcoming: fall workshop on October 17th, focus on cross departmental collaboration

SCRT (Matt Reynolds)
Upcoming: planning for August meeting
~brainstorming on membership communication strategies
~planning fall programming
~will sponsor one Leadership Institute attendee

TnT (Jenny Dale)
Past activity: hosted several webinars, April-July
Upcoming: two more webinars planned for the summer
~working on fall webinar schedule
~working on members-only page for NCLA website

WILR (Carol Laing)
Did not attend. No report.

YSS (Debbie Shreve)
Did not attend. No report.

Reminder from Dale: when Section/Roundtable chairs can’t attend Executive Board meeting, vice-chair or other representative should be designated to represent and give report.

Committee Reports:
State Librarian (Cal Shepard/handout)
Handout: flyer from CREST, useful URLs
State budget: no information yet (probable 2% cut to state aid, possibly to Wake/Mecklenburg counties)

- LSTA awards announced: 56 competitive awards funded (half of federal funds allocated to grants)
- 2014-15 grant awards will be posted online with info about projects
- NC Cardinal: 19 participants, weaning itself from State Library

Continuing Education: refurbishing NC LIVE workshops
- rolling out basic workshop asap to help ease NC LIVE transition
- looking at on-demand workshops
- Train Station: new page for State Library-sponsored workshops
- developing new soft skills workshops (change, conflict resolution, etc.)
- updating technology competencies (contact Kelly Brannock, Cal, Molly with interests)

EDGE assessment: (public libraries) help libraries make strategic decisions on technology and digital literacy (NC public library standards modeled on EDGE benchmark standards)

Impact Survey Results: (public libraries) NC in pilot, got benchmarks early & free
- Lowest evaluation: Strategy & Evaluation, Devices & Bandwidth, Technology Inclusiveness
- 26% of NC branch libraries did not meet minimum bandwidth requirements
- 56% at level 3 (highest level recognized)
- significantly, consistently lower bandwidth in comparison with internet providers advertised levels
- 38 libraries (45%) completed survey
- report available online under “Impact Survey Reports”
- 344 people successfully hired after using library computers to search and apply for jobs

Center for the Book: Molly will represent NC at National Book Festival in Washington, DC on August 30th
- continuing to offer “Let’s Talk About It” series
- online summer reading management tool for children, 39 libraries used it
- evaluation of product forthcoming

CREST flyer: Cultural Resources Emergency Support Team helps with disaster recovery, but prefers to help with disaster plan
- NC ranks 4th in nation with amount of damage sustained in natural disasters

Future priorities:
- Workforce Investment Act: expanded definition includes libraries
- focus on data to prove impact of libraries, need to help feds use that data
- survey assessing NC Knows to determine best way to move forward

Archives (Denelle Eads/Shaunta Alvarez)
- continuing to process collection
- hoping to complete processing by next biennium

Conference (Rodney Lippard)
- Conference Committee had first meeting, 45 members with good energy
-new committees: Assessment, Librarians Build Communities (e.g. Habitat house)
-goals: create a preliminary budget and finalize theme

**Motion:** Conference Committee moves that the Executive Board approve the 2015 conference theme “Make It Matter.”
Motion is approved.

Constitution (Laura Davidson)
-no report

Continuing Education (Brandy Hamilton)
-met with CEAC, interested in partnering with libraries
-CEAC will meet in September
-Master Trainer program under review, details forthcoming

**Motion:** Due to the increased level of support provided by The State Library, I move that the Continuing Education Committee discontinue in favor of a Continuing Education Liaison position. Furthermore, I move that the handbook language change in accordingly.

1. I move that the heading for “Standing Committees” change to “Standing Committees and Liaisons” (to allow for future development of Liaison type positions).

2. I move that we change the current language of the handbook from the following:

**Continuing Education Committee**

The Role of the Continuing Education Committee
The Continuing Education Committee provides advice to the North Carolina Library Association’s Executive Board, Sections, Round Tables, and Committees on policies and procedures for continuing education and professional development of members.

Guiding Principles
The following principles and strategies serve as a framework for building a statewide planning and implementation network of CE providers:
NCLA takes a collaborative statewide approach in providing an administrative and technological infrastructure for delivery of continuing education.
Continuing education offerings are developed based on need assessments, feedback on CE activities/experiences, and shared information.
Where the need for multiple CE offerings is shown to exit, providers are encouraged to offer programs in competition with each other. However, enrollments in these programs continue to be needed.
Inter-organizational programs are developed in instances where multiple sections/round tables wish to offer CE activities on the same topic(s) and the need is not great enough to justify mounting more than one program. For shared programs, common pricing for the activity is the rule. In functional and operational areas that are critical to effective statewide information access, certification of program completion is offered as an accountability mechanism for competencies gained through CE.

**Strategies**

* Web-based statewide surveys are conducted for needs assessments, program evaluations, feedback on CE activities/experiences, and sharing of information.
* Web-based statewide listings of CE activities and events are placed on the State Library of North Carolina.
* A statewide member/customer database is maintained for communication and financial management purposes.
* A speaker’s list is maintained.

To a more simplified entry:

**Continuing Education**

*The Role of the Continuing Education Liaison*

The Continuing Education Liaison is appointed by the president to serve as a liaison between the association and other continuing education initiatives on the state and national level. Duties include (but are not limited to) advising sections and roundtables on continuing education opportunities as requested and serve on the State Library’s Continuing Education Committee during the appointed term.

Motion is **approved**.

**Endowment (Harry Cooke)**

- did not attend; no report

**Intellectual Freedom (Dave Trudeau)**

- Banned Books Week will be September 21\(^{st}\)-27\(^{th}\)
- looking for volunteers for ALA Intellectual Freedom RT and NCLA IF Committee
- please share any NC book challenges and Dave will share nationally

**Legislative & Advocacy (Anthony Chow & LaJuan Pringle)**

- two UNCG cyberadvocates communicating with legislators, some legislators already responding
- National Library Legislative Day trip was Monday, May 4\(^{th}\) & Tuesday, May 5\(^{th}\)
  - student ambassadors did a great job, will continue student ambassadors
  - ALA Washington office and President joined in NCLA “Happy” flash mob
NCLPDA Advocacy Day date TBD, possible BBQ to entice legislators to come
-thanks to LaJuan for all the advocacy communication on NCLA listserv
-working on strategies for advocacy engagement, educating users about online tools
-encourage library visits for legislators

Membership (Lisa Shores)
-April membership promotion: only five new members
-developed survey to promote membership
-looking at other library associations to find out how they promote membership
-working on library school visits
-membership brochure and application updated and downloadable online
-be sure to promote membership at webinars and workshops
-Sections/Roundtables can use revenues for further promotion of $5 off for joining
Section/Roundtable at events

Marketing (Jennifer Hanft)
-revised membership brochure and application, copies to be posted on website
-working on updating membership banner
-handbook charge revision in progress
-working on elevator speeches (brief and expanded) on benefits of NCLA membership, getting involved with NCLA

Nominating (Wanda Brown)
-no report

Operations (Sandra Lovely)
-Kim is doing a wonderful job

Scholarships (Libby Stone)
-did not attend; no report

Website (Laura Wiegand)
-working on usability study
-reminder to put events of website calendar
-Sections/Roundtables can post as NCLA, be sure to log in as NCLA before posting

Other Reports:

SELA Representative (Wanda Brown)
-SELA/GA Council of Media Orgs conference Oct 1st-3rd in Augusta, three NCLA proposals accepted
-membership up to 250+, can help boost by encouraging SELA membership in addition to NCLA

North Carolina Libraries (Ralph Scott)
- work underway on Spring/Summer issue
- digitizing issues back to 1942, hosted on ECU's institutional repository (.pdfs)
- 2017 is the 75th anniversary of NCL, consider some type of celebration?
- please encourage colleagues to submit articles

Presidents Council (Dale Cousins)

- How do we keep former NCLA Presidents engaged and involved in the association?
  - interested in forming President’s Council for past-Presidents to consult/give
  - guidance to Executive Board
  - meet annually, at Conference and in off-year
  - possibly speak to new members
  - opportunity to pull together the oral history of NCLA
  - no other venue where past-Presidents come together
  - could become training ground for incoming Presidents

Next meeting at Durham Public Library (Southwest Regional branch), October 24th

Executive Board took a moment in remembrance of the late Lisa Williams.

Meeting adjourned at 1:41pm.
### Membership Report

**Total Membership:** 1088 (as of 7/17/14)  
*Last Report: 1172 (as of 4/14/14)*

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