

1 **North Carolina Library Association Executive Board Meeting**
2 **Friday, April 23, 2010, Hemphill Public Library**

3
4 **Attending:** Tammy Baggett (Director), Phillip Barton (Past President), Evelyn Blount (REMCO),
5 Mary Boone (State Library), Pauletta Brown Bracy (LIT), Wanda Brown (Vice-President), Robert
6 Burgin (Website), Phillip Cherry (REMCO), Carol Cramer (Finance), Steven Cramer (BLINC),
7 Mimi Curlee (GRS), Cynthia Dye (YSS), Kem Ellis (LAMS), Jacqueline Frye (NCLPA), Jennifer
8 Hanft (Membership), Ruth Hoyle (PLS), Jennie Hunt (WILR), Rebecca Kemp (RTSS), Emily King
9 (NMRT), Priscilla Lewis (Operations), Rodney Lippard (ALA Councilor), Elizabeth Meehan-Black
10 (SELA Representative), Jennifer Noga (CJCS), Timothy Owens (Constitution), Kim Parrott
11 (Admin Asst), Mark Sanders (RASS), Ralph Scott (NCL Editor), Elizabeth Skinner (Director),
12 Carol Walters (Public Policy), Carolyn Willis (CUS)

13
14 The meeting was called to order at 10:11 am by Phil Barton. Brian Thompson welcomed everyone.

15
16 The agenda was approved. The minutes of the January 22, 2010 meeting were approved.

17
18 Treasurer's report –Carol Cramer for Andrea Tullos
19 Budget will be filed as received.

20
21 **Section/Round Table Reports**

22
23 Business Librarianship Section: Steve Cramer

24 A workshop on the Economic Census was held on March 9 in Charlotte. Training on
25 SimplyMap was held in Raleigh, Charlotte, Winston-Salem, and Greensboro in April. The
26 AskBLINC service is active. More workshops are planned for the year.

27
28 College and University Section: Carolyn Willis

29 Planning continues for a joint CUS/CJCL mini-conference in October. A workshop on
30 student learning outcomes assessment is planned for May 21 at UNC-G. Bibliographic
31 Instruction group officers have been named.

32
33 **Motion:** *The NCLA Board approves the formation of a distance learning interest group under the*
34 *NCLA College & University Section.*

35 There will be no additional fees for joining distance learning interest group if a member of
36 CUS. CJCS members would be able to participate in distance learning interest group, though
37 would not be considered a member of CUS for business purposes. The new interest group will
38 have non-voting representation on the CUS Board. An online discussion group for the new
39 interest group was suggested. The motion was **approved**.

40
41 Community and Junior College Libraries Section: Jennifer Noga

42 CJCS met and brainstormed on marketing and growing section membership. CJCS board
43 discussed the upcoming joint conference with CUS in the fall.

44
45 Government Resources Section: Mimi Curlee

46 No report

47
48 Library Administration and Management Section: Kem Ellis

49 LAMS board is planning a date to meet face-to-face, but will conduct a lot of business online.
50 They are trying to brainstorm ideas on what to do this fall.

51
52
53
54
55
56
57
58
59
60
61
62
63
64
65
66
67
68
69
70
71
72
73
74
75
76
77
78
79
80
81
82
83
84
85
86
87
88
89
90
91
92
93
94
95
96
97
98
99
100

Literacy Roundtable: Pauletta Bracy

Motion: *The Executive Board of the North Carolina Library Association supports the efforts of the Literacy Round Table to pursue an Office of the Governor proclamation of North Carolina Family Literacy Day. (The observance would be during Children’s Book Week in November. The target audience is NC citizens. Promotion is through public and school libraries via a toolkit.)*

LRT working on programming for the fall—one idea is family literacy day. The roundtable will distribute toolkit to public and school libraries. The motion was **approved**.

New Members Round Table: Emily King

Motion: *The NMRT would like to make a motion for the board to approve our updated by-laws. The member of the NMRT approved these by-laws in October in accordance with our by-laws.*

These changes are:

1. *Re-wording of the by-laws to allow ballots to be collected via online submission forms.*
2. *Splitting the role of treasurer/secretary into two positions.*
3. *Re-naming of the Conference and Workshop standing committees to match the current activities of the New Member’s Round Table. The new standing committees are Conference/Workshop planning and Mentoring Program. The duties’ associated with each committee where updated to match the new focus of each committee.*

The full by-laws can be read at <http://nclaonline.org/nmrt/nmrt-bylaws>.

The motion was **approved**.

Networking dinners were held this quarter, some less well attended than they may have been in past. Possible reasons were inconvenient location or day. NMRT will partner with the membership committee more to visit Library Schools and promote NCLA. NCLA Board members (Mimi Curlee, Wanda Brown) who attended dinners this quarter said they enjoyed the dinner and networking opportunities. There was discussion about who is invited (all librarians) and ways to expand promotion and publicity for the events. The membership committee is working on a contact list to share with NMRT.

NC Association of School Librarians: VACANT

NC Library Paraprofessional Association: Jackie Frye

NCLPA is trying to increase membership with small programs. They are working with ECU for paraprofessional conference. They will work to ensure there is a membership table at conference.

Both the membership committee and NCLPA are promoting the ALA/NCLA joint application.

NC Public Library Trustees Association: VACANT

Public Library Section: Ruth Hoyle for MJ Goodrum

The Public Library Section has strong concerns regarding the 34% reductions in Section and Roundtable cash balances that were recently implemented. If a priority for the coming year(s) is for Sections and Roundtables to boost membership, it seems counterproductive to handicap their ability to offer programs and workshops, which is the primary benefit that they offer to members. We have a particular concern for the ability of the smaller sections,

101 whose fund balances may already have been quite small, to execute their missions with even
102 less money available to them. That NCLA should find itself so suddenly, and seemingly
103 unexpectedly, on such precarious financial footing is troubling. It suggests to us a lack of
104 planning and foresight. The heavy-handed measure taken to address the shortfall was clearly
105 a reactive, rather than a thoughtfully proactive, measure. It also seems arbitrary,
106 disproportionate in its effects on different bodies within NCLA, and at the very least is
107 clearly an unsustainable stop-gap solution to what must be regarded as a failure of process.
108 We would like to see a total assessment of the overall NCLA budget occur, with a particular
109 eye towards identifying which activities directly drive membership and meet the stated
110 objectives of NCLA. Long term budgetary planning is paramount for the success of NCLA.

111
112 Hoyle recommended better orientation for new NCLA board members. Barton suggested
113 inviting vice-chairs to attend a board meeting to acclimate them.

114
115 The PLS Board heard an update on the Charlotte/Mecklenburg state of funding. Legislative
116 day in Raleigh Wed May 19th (Hats Off to Libraries). The Board is exploring the possibility
117 of a mini-conference day.
118

119 Anne Marie Elkins retiring from the State Library; she is expert on state aid, trustees, and
120 much more. It will be a challenge to make transition to new person. The NCLA board
121 discussed ways to honor her services to NCLA and the state.

122
123 Reference and Adult Services Section: Mark Sanders

124 The RASS board discussed ways to invigorate online presence and facilitate
125 discussion/collaboration, possibly with Google group or other means of communication.
126 They also brainstormed about workshop in fall—will meet next week to firm up ideas on that.

127
128 Resources and Technical Services Section: Rebecca Kemp

129 The sections is planning for fall workshop—will try not to conflict with other groups. They
130 have a new Google group. A Board member is leaving.

131
132 NCLA sections and round tables should use the web site resources (including the calendar) to
133 ensure that conferences do not conflict.

134
135 Round Table for Ethnic Minority Concerns: Evelyn Blount

136 REMCO hopes to publish newsletter in late June. Two REMCO board members will work as
137 membership representatives. The section is still looking for webmaster.

138
139 Special Collections Round Table: Ralph Scott for Dale Sauter

140 SCRT is looking at ways to increase membership and considering fall conference/workshop

141
142 Technology and Trends Round Table: Ed Hirst

143 No report

144
145 Women's Issues in Libraries Round Table: Jennie Hunt

146 The roundtable is seriously concerned with the way the finances were handled at the January
147 board meeting, and they suggest that the board examines why this deficit occurred so that the
148 same mistakes will not be made again. In particular, the roundtable suggests the board look at
149 conference management and less expensive options for the Leadership Institute. It is WILR's

150 opinion that the entire association can be weakened by taking money from the sections and
151 roundtables, the organizations that drive the association and the biennial conferences.

152
153 The roundtable also discussed their fall workshop in Winston-Salem which deals with
154 succession/passing torch, will be appropriate for public libraries.

155
156 Discussion about the January financial vote followed with other sections echoing the
157 concerns expressed. Further discussion was postponed until after section and committee
158 reports.

159
160 Youth Services Section: Cynthia Dye

161 The Youth Services Section would like to express our concern and dismay over the
162 appropriation of 34% of each NCLA section's funds. We recognize that this action is within
163 the rights of the executive board but possibly not in NCLA's best interest as a whole. NCLA
164 should consider that many smaller sections struggle to provide programs and workshops,
165 which increase membership, on limited budgets. This action also discourages sections from
166 fundraising. YSS uses its funds to promote and provide a biennial retreat for Children and
167 Youth Librarians and Specialists across the state. This retreat is used to increase
168 membership, provide exciting programs, and add to the financial viability of YSS. We feel
169 we have been fiscally responsible with the YSS funds. We are concerned that NCLA's
170 budgeted spending is so far off its projected income. We feel this alone requires another look
171 at the NCLA budget procedures and each line item to determine its support of the NCLA
172 mission and its desire to increase membership. If increasing membership is of utmost
173 importance, and we agree it is for the financial viability of the organization, then this may be
174 the year that other expenses are put on hold or significantly decreased.

175
176 In other business, YSS discussed the North Carolina children's book award (nominations
177 closed at the end of March) and the October 7-8 retreat at the Caraway Conference Center.

178
179
180 **Committee Reports**

181 Archives: Todd Nuckolls
182 No report

183
184 Conference 2011: Wanda Brown

185 The committee has not secured a venue yet. Six proposals were received; Winston-Salem,
186 Concord, Greensboro, Greenville, Raleigh, Hickory are under consideration. The Committee
187 is behind compared to previous years. The planning group will meet in September. If anyone
188 interested in assisting with conference, let Wanda know. They will be working on both the
189 2011 and 2013 conferences.

190
191 Constitution, Codes and Handbook: Timothy Owens
192 No report.

193
194 Continuing Education: VACANT

195
196 Finance: Carol Cramer

197 The Finance Committee is investigating moving scholarship money into the endowment
198 fund to earn more interest. They also plan to determine if our non-profit status (501c3) is

199 appropriate for the organization's mission and goals. Of special concern are our legislative
200 day activities.

201

202 Endowment: Phil Barton

203 Phil Barton will be the new endowment chair, while Bryna Coonin will continue to serve on
204 the committee. The endowment, at the end of March had a balance of about \$51,600.00. This
205 does not include the proceeds of the conference endowment dinner.

206

207 The board discussed pulling all endowed funds (scholarships, Roberts Award funds, etc.) into
208 a single investment pool.

209

210 Intellectual Freedom: John Harer

211 No report

212

213 Leadership Institute: VACANT

214 Despite extensive promotion (at biennial conference, over Institute website, Facebook group,
215 and teleconference, only one application for the Institute has been received. (Application
216 period closes May 1.)

217

218 The Institute normally receives \$45,000.00 of the \$60,000 needed from attendees and the rest
219 from NCLA. A non-refundable deposit to Caraway Conference Center has already been
220 paid. (Possibly Caraway will allow the Institute to reschedule without losing the deposit.)

221

222 An extended discussion followed touching on depleted travel budgets, the effectiveness and
223 impact of the institute, marketing, opening participation to non-NC librarians, restructuring
224 the institute, among others. Further discussion was postponed until after section and
225 committee reports.

226

227 Membership: Jennifer Hanft

228 Recent Membership events include: Jennifer spoke/staffed a membership table at Wake
229 County Public Libraries' Staff Development Day; participated in a panel discussion with
230 Emily King, chair of NMRT, at UNC-SILS; and attended the two NMRT Networking
231 Dinners in the Triangle this spring.

232

233 A new ALA/NCLA Joint Student Membership Application has been requested from ALA to
234 replace the current expired application. Membership Committee is working on a team
235 approach to committee responsibilities, with individual committee member oversight of
236 several initiatives, including working with section/round table representatives, library
237 school/workplace recruiting visits, NCLA, and workshop/event administration.

238 Membership Committee is working to help promote membership in NCLA's sections and
239 round tables. Will continue to offer \$5 discounts on NCLA membership dues to anyone who
240 joins or renews at an event (workshop, mini-conference, networking dinner, etc.), plus an
241 additional free gift (NCLA t-shirt, mug, tote bag, etc.) to first-time members.

242

243 The committee feels it's very important for both current and lapsed members to hear from
244 sections/round tables they did not renew membership with, in addition to general letters
245 NCLA Membership sends out. Section/round table representatives will be contacted soon to
246 brainstorm on customizing letters to emphasize section/round table benefits, events, and
247 opportunities for involvement. The committee is also working on ideas from Executive Board
248 members: planning to roll out a survey to all expired members this July to determine reasons

249 for not renewing membership and gather feedback on other aspects of the NCLA experience;
250 they are also currently developing details on a membership drive which they plan to kick off
251 this summer or fall. It will be promoted with an article in *Tar Heel Libraries* and information
252 on the NCLA website as well as other marketing.

253
254 Discussion followed, including the possibility of membership vouchers for displaced
255 librarians and a funding opportunities section of the NCLA website.

256
257 Nominating: Phil Barton
258 No report.

259
260 Operations: Priscilla Lewis
261 Kim Parrott's evaluation was completed in March. RFPs for 2011/2013 conference sites were
262 sent out, among other activities.

263
264 Public Policy: Carol Walters
265 Library advocacy is critical—we must send a delegation to Washington DC. A review of the
266 details for plans for June 28-29 legislative day in DC followed.

267
268 Scholarships: Lisa Williams
269 No report

270
271 Website: Robert Burgin
272 The first training for the Drupal-based website was held in February. Another training
273 session is planned.

274
275 **Other Reports**

276 ALA Council: Rodney Lippard
277 NC voter turnout was low for ALA elections (17-18%). Some people reported having trouble
278 getting listserv messages about how to vote. Lippard will distribute information about the
279 library bill of rights for prisoners and the Texas school board soon. Lippard met with UNC-
280 G's foundations library school class, promoting both NCLA and ALA.

281
282 SELA Representative: Betty Meehan-Black
283 No report

284
285 Editor, NC Libraries: Ralph Scott
286 The March 2010 fall/winter issue released. The 2009 print issue has been sent to the printer,
287 and should be ready to ship in about 30 days. The editorial board met at the conference in
288 October and will meet again this summer. The editorial board explored the idea of members
289 only web access to the journal, but felt everyone, member or not, should get access.

290
291 State Librarian: Mary Boone
292 Anne Marie Elkins is leaving the state library. Pam Toms, senior genealogy librarian, is
293 leaving as well. The head of the cataloging unit, Kate Kluttz, is also leaving. The state library
294 is losing very important people, there are lots of new library directors—there is a big
295 generational shift going on in libraries across the state right now. Library development staff
296 are busy. IMLS has given money to WebJunction to take the NC job search program
297 national. There are 4 training sessions around the country—48 of 50 states on board.

298

299 **Revisit discussion on budget:**

300

301

302

303

304

305

306

The board further explored the idea of new board member orientation, especially to budget management and delaying the first board meeting of the biennium so that the board receives budget information (including a treasurer's report with conference fund information) a few days before the meeting.

307

Revisit discussion of Leadership Institute:

308

309

310

311

Robert Burgin made a **motion** to cancel 2010 Leadership Institute and focus on building the 2012 Leadership Institute, unless 45 applicants appear by the May 1, 2010 deadline for application. The motion was seconded by Rebecca Kemp. The motion was **approved**.

312

313

314

315

316

The Board explored the amount of money already invested by NCLA (approximately \$12,000), options for recruiting participants, options for offering the Institute in another format, and the need to establish a committee to assess and support ongoing planning for the institute. If the Institute is cancelled, Kim will explore ways to salvage our Caraway deposit. Sherwin will need to terminate Mark Livingston's contract (by letter) before July 15.

317

318

The meeting was adjourned at 2:11pm.

319