

**CARL Executive Board Minutes**  
**September 9<sup>th</sup>, 2011**  
**Illuminate**

**Present:** Ned Fielden, Stephanie Brasley, Kathlene Hanson, Amy Wallace, Billy Pashaie, Les Kong, Kelly Janousek, Liz Ginno, Hesper Wilson, Lise Snyder, Pam Howard, Melissa Browne (minutes)

**Absent:** Dominique Turnbow, Shana Higgins, Mira Foster, Nicole Allensworth, Rand Boyd, Eric Garcia

### **1. Approval of Agenda**

The meeting was called to order at 10:17am. Due to a power outage in southern California, some members were unable to join the meeting.

Two modifications to agenda were proposed:

1. Pam will discuss the Treasurer's Report as agenda item #4.
2. Ned will lead the discussion on agenda item #8. IG Retreat.

Move to approve the revised agenda. Seconded. Approved.

### **2. Approval of June Minutes**

Moved and seconded. Approved.

### **3. Membership (Janousek)**

#### **a. Sign-Ups/Renewals**

Kelly sent an email requesting testers for the new membership database and several board members responded by trying it. Inactive Interest Groups (IGs) can be listed in the database but remain hidden. Kelly also added the regional designations North, Central and South. North is defined as San Jose to the Oregon state line. Central includes members between San Jose and Santa Barbara. The South refers to the region between Santa Barbara and the Mexican border.

Discussion Points:

- If CARL now recognizes three regions, does this mean we need a Vice President from the Central region? Members in central California are sparse. Historically, they considered themselves part of the south. Any changes to CARL's elected positions would require Bylaws updates.
- The regional definitions would be for the Executive Board's benefit, for internal work. It would not impact elections or the appointment of officers. Ned plans to discuss ideas for a demographic survey of the CARL membership later in the meeting.
- As an alternative to the regional designation, would it be possible to query the membership database by location? No, Kelly would need to use either zip code or institutional affiliation. Could zip code be set as a separate field in RegOnline? Yes. If this is the case, it might make sense to leverage the ability to sort by zip, rather than creating a regional designation that may be confusing or divisive.

- An important consideration is to be inclusive, and give CARL members from the central part of the state an identity. Feedback from members in this area is that they feel lost. The south has the highest percentage of CARL members; there are fewer in the north.

Motion: Designate three regions (North, Central, South) in the new RegOnline membership database, to be used for internal, not public, purposes. Seconded. Approved by a majority vote.

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Inactive IGs can remain hidden in the database. What should be done with the *campus liaison* option? Many people don't know what selecting campus liaison means. The CARL website includes a list of the campus liaisons. One of their functions is to gather details from their local campus to share in the CARL Newsletter. However, we're not clear on how this is working.

The roles for the Campus Liaison Coordinators are outlined in the Bylaws, <http://www.carl-acrl.org/documents/bylaws/CARLBylaws.html>:

#### **Article VII: Appointed Officers**

**Section 1. Appointed Officers.** Appointed officers of the Association shall include the Interest Group Coordinators, the Campus Liaison Coordinators, the Newsletter Editor, the Web Site Coordinator, the Archivist, the Legislative Liaison, and others as designated by the Board of Directors.

**Section 2. Appointment.** The Interest Group Coordinators and Campus Liaison Coordinators shall be appointed by the Board of Directors from among those directors elected to the Board by the membership at large, or directly from the membership at large if the composition of the Board of Directors makes it impossible to achieve the regional representation guaranteed in these bylaws. If appointed from the membership at large, they serve as ex officio, non-voting members of the Board of Directors. Appointed Interest Group Coordinators cannot serve as an Interest Group officer for the duration of their appointments. The Newsletter Editor, Web Site Coordinator, Archivist, Legislative Liaison, and any other appointed officers shall be appointed as needed on an ad hoc basis by the President with the advice and consent of the Board of Directors and serve as ex officio, non-voting members of the Board of Directors.

**Section 3. Terms of office.** Terms of office for appointed officers shall be designated by the Board of Directors at the time of appointment, but shall not exceed three years, unless otherwise specified by the Board. Appointed officers may be appointed to consecutive terms upon the recommendation and approval of the Board of Directors.

**Section 4. Responsibility and authority.** The appointed officers serve the Association at the will of the Board of Directors and shall perform the duties pertaining to their respective offices and other such duties as may be defined by the Board and stipulated in the Standing Rules.

The Campus Liaisons are mentioned indirectly in the Standing Rules, <http://www.carl-acrl.org/documents/carl-standing-rules.pdf>:

#### **Rule 2 Campus Liaison Coordinators**

The Campus Liaison Coordinator for each region shall: 1) serve as a member of the Membership Committee; 2) provide the Membership Director with an up-to-date roster of CARL campus liaisons in the region; 3) work to extend the campus liaison network to institutions not represented by CARL members; 4) regularly inform campus liaisons of CARL activities; 5) orient campus liaisons with respect to CARL policies and procedures; 6) act as liaison between the campus liaisons and the CARL officers and Board of Directors; 7) communicate with campus liaisons on behalf of the Membership Director in regard to membership renewal and recruitment activities; 8) insure that news of members and institutions is reported by campus liaisons in CARL publications, electronic communications and other channels, as appropriate; and 9) if appointed from the membership at large, serve as an ex officio, nonvoting member of the Board of Directors.

The Coordinators are supposed to serve as the conduit between the Executive Board and individual campuses and their liaisons. In the past, Kelly utilized the campus liaisons to help track membership issues

like retirements. However, she doesn't rely on them as heavily anymore—it's possible to check campus websites or contact other librarians she knows instead.

Discussion Points:

- One consideration is that in the future, a new membership director will not have the local contacts that Kelly does.
- Should the duties of the campus liaisons be added to those of the membership director?
- The positions of the campus liaisons and campus liaison coordinators are ambiguous. We may need to revisit this at our next meeting. The discussion about what these positions do is connected to Amy's proposal about restructuring the Executive Board. Any changes would require Bylaws revisions.

Motion: Maintain an internal note in the RegOnline membership database regarding the campus liaisons. Seconded and approved. Kelly will use the current list of campus liaisons.

Action item: Add campus liaison coordinators/campus liaisons to the December meeting agenda [Ned]

## **b. RegOnline**

The previous membership database was 5-6 years old. It had been cracking around the edges, and finally crashed on August 26<sup>th</sup>.

Should anything else be added to the new membership database, for the purposes of analysis? What about corporate sponsors? Kelly and Pam have discussed this, and Kelly plans to set up separate databases for scholarships and sponsors, which can be linked to the membership database. This arrangement would work better for the Treasurer because of the ability to track credit card payments. It will also facilitate conference planning, by allowing CARL to target those who have donated in the past.

Vendors can also join CARL as members. Kelly has expanded this section in the new database. She also clarified the student membership section.

## **4. Treasurer's Report (Howard)**

Please see the Treasurer's Report in Appendix II. CARL is running a deficit, and it is very important for the organization to control its costs. We need to figure out how to increase revenues in non-conference years. In the past, IG programs developed by CARLIT generated several thousand dollars in revenue.

Discussion Points:

- What do the income/expenses for programs represent? IGs charge registration fees, which count as income. They try to set registration costs just above their expenses. If registration fees aren't received by year-end (e.g. for a December program), there is no carryover. IGs usually cover their program costs with registration, but they generally don't make money. In comparison, ACRL requires a 20% overhead.
- The increase to \$40 membership dues may help. CARL hasn't had a full year to test this. Once the new dues are cleared, we will have a better idea about the status of CARL's finances. We all need to be aware of the situation.
- Two revenue-generating ideas: include a 'donate' option when registering. Also, the Board could consider holding three meetings via Elluminate, and meet in-person only in December.

- Meeting virtually 3 times per year would save money. However, in-person meetings help the Board gel. This arrangement would make it hard when new people join. It might be preferable to cut elsewhere instead, or explore ways to reduce expenses for in-person meetings.
- It's difficult to have conversations without physical and contextual cues. We have a better sense of each other in face-to-face meetings. In the past, CARL utilized videoconferencing locations in the north and the south where board members could gather.
- CARL has run a deficit in past non-conference years. We have a conference coming up in 2012, and CARL usually generates revenue from its conferences.
- Two years ago, CARL withdrew funds from its money market account. We will probably have to do the same this year. CARL raised \$5400 for its scholarships and research awards, and made a \$6000 profit from the 2010 conference. However, this is not enough to cover our operating costs.
- Pam is continuing to explore strategies to cost cuts. ACRL will not allow CARL to be added as a rider on their insurance policy. She is also discussing fee reductions with the CPA, and checking into a CARL company credit card.

Thank you Pam, for all your hard work on this!

## 5. Conference Update (Brasley)

The next CARL Conference will be April 5<sup>th</sup>-7<sup>th</sup>, 2012 in San Diego. Pre-conferences will fall on the 4<sup>th</sup>. The members of the Conference Planning Committee are Brenna Smith, Alison Carr and Joseph Aubele. They are a very dynamic group.

The Keynote Speaker will be Jenica Rogers from the SUNY-Potsdam Library. She has an extensive library background, e.g. cataloging, staff training, strategic planning. The three invited speakers are all in California: Char Booth, Elisabeth Leonard and Brian Mathews.

The planning team will be trying a few new things. There will be a virtual conference component, lightning talks (brief presentations in quick succession) and an outreach fair. The outreach fair is intended to showcase materials use for library outreach, and will be set up as a table where attendees can exchange materials. The team is also reviewing a proposal for an 'un-conference' or grassroots effort where people meet to talk about topics of interest. Given tight library budgets, the planning committee is trying to offer as many options as possible.

### Discussion Points:

- What is the status of proposals for posters and talks? There will be morning and afternoon pre-conferences. The poster session will be held along with the opening reception. The planning team is also considering a lightning round during the conference reception. There will be a number of breakout/discussion sessions, and there will also be slots for lightning talks. The virtual conference committee is still working on its recommendations.
- Who should Pam contact about contracts, in order to budget for the conference speakers? Stephanie will share budget details with Pam. The Conference Planning Committee also has conference calls every other week, which Pam is welcome to join.
- The virtual conference piece could potentially increase the attendee list, especially among those who are far away. CARL may also be able to leverage this into programs in non-conference years to generate revenue.

- ACRL had several un-conference sessions. They can have the potential to be really great or crash and burn—a good moderator is the key.
- Amy is working on sponsors, and this is coming together. Kelly is working on developing a vendor sponsorship database. Stephanie will be sending out a 'save-the-date' announcement for the conference next week. She is also considering due dates for the Call for Proposals. She wants to make sure committee members have plenty of time to review submissions.
- The conference dates are Easter weekend and this could be a barrier for some members. The dates are not changeable because the contracts have already been signed.
- Will Kelly be handling conference registrations? Yes. Kelly is also welcome to join one of the planning committee's upcoming conference calls.
- It would be helpful to share monthly conference updates with the Executive Board, to help us promote the conference to colleagues.
- The conference website is up (<http://www.carl-acrl.org/conference2012/>) and content is being added.
- Some background on the Conference Planning Committee: Allie Carr has worked with SCIL for a number of years. She was involved with planning past CARL conferences and the LOEX Conference in San Diego. Brenna Smith worked on the 2010 CARL Conference Proceedings and did a wonderful job. Joseph Aubele served as Tracey Mayfield's conference coordinator. He has a hotel management background and has been invaluable working with the hotel and negotiating food, AV, parking, etc.

## 6. Elections (Brasley)

The elections process has begun. Stephanie included a note about the offices up for election in the September CARL Newsletter. The open positions are: Vice President-South, Director-at-Large (Private), Director-at-Large (Community College), Treasurer and Secretary. It will be especially important to make sure people understand what is involved in the Director-at-Large positions.

Stephanie is in the process of assembling a Nominations Committee, and she will be working with Hesper on the SurveyMonkey piece. If any board members are interested in serving on the committee, please let Stephanie know. Kathlene plans to volunteer and will discuss details with Stephanie next week.

The election will take place in late October/early November.

## 7. President/Vice-President Duties (Fielden)

Ned shared a graphic detailing the distribution of responsibilities among the CARL President and Vice Presidents. Activities focus on 3Cs: Communication, Coordination and Corraling. The conference planning piece always falls to the Vice President-South. This is a huge imbalance and a gigantic undertaking.

Discussion Points:

- The Executive Board could appoint a separate conference chair/manager with responsibility for coordinating the conference. How far in advance would the person need to be appointed? Conference planning begins years ahead of time. The advantage of a separate conference manager position is that it might mean members would be more willing to run for vice president.

- The responsibility for sending new membership letters has not been overwhelming. If the Vice President-South is not involved in planning the conference, what other responsibilities are involved? There is not that much else the position takes on. However, restructuring for balance would be welcome. Conference planning duties could rotate between the northern and southern vice presidents, depending on the location of the conference. Responsibility for the regional meetings and the elections could fall to the non-conference vice president.
- CARL's current conference chairperson is appointed with a stipend. Conference planning could also be handled by a standing committee with staggered appointments. This could facilitate mini-conference planning in non-conference years, and might be a good solution.
- CARL used to have annual conferences but the organization moved to every-other year. The decision was based on feedback from members that they were getting burnt out on conferences. There are multiple ways to organize and run a conference, i.e. using a committee and delegating.
- Another option to consider would be doing away with the vice presidents, and moving to a President and President-Elect model. The President could oversee the conference with the help of a planning committee.
- Currently, the Vice President-South oversees the conference at the same time as taking over as president. If conference planning were delegated to a separate conference committee, this conflict would be alleviated. It would also facilitate long-term conference planning.
- There is a north and the south for many elected CARL positions. In the past, it has been important to make sure there was balance.
- One hurdle is the amount of existing documentation that would need revision in order to come up with a solution. If structural changes are involved the Bylaws would need updating.

Action item: Generate ideas for approaching how CARL divides the duties of the President and Vice Presidents, in preparation for broader discussion with the Executive Board [Ned, Stephanie, Kathlene, Lise]

## 8. IG Retreat (Fielden for Turnbow)

The Board discussed plans for a virtual retreat (via Elluminate) at its last meeting.

Discussion Points:

- One consideration is involving members who are forward thinking and will not dwell on the past, so the focus is on what CARL and the IGs can be.
- When people are new in CARL, making connections is important. It may be problematic to facilitate this through Elluminate. Maybe teleconferencing sites in the north and the south would be more effective for the first meeting.
- We can take advantage of the conference coming up in April. Asking members why they joined CARL, and what they are/are not getting from IGs could be a good lunchtime discussion. It could also be scheduled during another conference time slot.

Ned will work with Amy and Dominique to explore possible ways to approach this issue.

## 9. Projects (Fielden)

### a. Outreach to SJSU/Film Clips on Academic Librarian Life

Ned talked to the Director of the SJSU library program at ACRL in March. He spoke with Jane Fisher about outreach opportunities as well. Many of their students are distance learners so they don't have traditional career fairs, but they would be interested in having CARL develop a 2-5 minute video clip highlighting different facets of life in California academic libraries. Ned will put out a call for volunteers—please get in touch with him if you are interested and have experience producing videos. This might be an opportunity to involve the CARLIT-IG. We could also send SJSU students the CARL Newsletter on a regular basis.

### b. Demographic Survey

It would be useful to have more details about our membership. We could develop an optional survey as part of the RegOnline membership registration/renewal process. Kelly is also interested in polling people who choose not to renew, to find out why.

#### Discussion Points:

- Are we looking at surveying current CARL members or those who don't renew? If we are looking only at members, makes it harder to do outreach to non-members.
- It would be worthwhile to learn more about who the CARL membership is. It would also be helpful to have a broader picture of those who are not CARL members. We know our highest percentage of members come from CSUs.
- We need to consider developing an outreach plan that takes advantage of new technologies.

Let Ned know if you are interested in helping develop a survey.

## 10. Adjourn

The next meeting will be Friday, December 9<sup>th</sup> in Berkeley. Ned will be sending more details later.

The meeting was adjourned at 1:15 pm.

## APPENDIX I: Action Items

September 2011

Item #	Description	Board Member(s)	Status
1	Add campus liaison coordinators/campus liaisons to the December meeting agenda	Ned	
2	Generate ideas for approaching how CARL divides the duties of the president and vice presidents, in preparation for broader discussion with the Executive Board.	Ned, Stephanie, Kathlene, Lise	

## APPENDIX II: Board Reports

### **Ned Fielden President**

1. Prepared Agenda for September, sent out login instructions and details.
2. For the newsletter, wrote the September presidential message and contributed a report on the ALA national conference.
3. Continued Mentoring program duties, added new mentors, recruited new mentors.
4. Attended ALA in New Orleans, made contacts with ULS section leaders.
5. Routed various communications to appropriate officers and conferred (conference, membership, treasury, web, etc.)

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### **Stephanie Brasley Vice President-South**

Activities for the 3<sup>rd</sup> quarter report:

- Updated Election Sequence for Rule 13 of the CARL Standing Rules
- Sent Election Sequence updates to Hesper Wilson to change and mount to CARL website
- Worked with CARL Conference Planning Team for the 2012 CARL Conference, meeting every other week by conference call. Update:
  - o Website will be launched in next few weeks with information about keynote, invited speakers, etc. <http://www.carl-acrl.org/conference2012/>
  - o New conference features: invited papers from 3 speakers, lightening rounds, virtual conference (tentative), unconference
  - o Keynote Speaker: Jenica Rogers (NY)
  - o Save the Date email to go out in next week
  - o All committees had volunteers in record time after the call went out. Virtually 50% participation from North and South members. With respect to institutions, although CSU participation dominates, there is still a healthy number from the UC's, privates, and community colleges
- Sent submission for CARL newsletter regarding the elections
- In the midst of planning for fall elections for next year's officers
- Talked to community college librarian colleagues about participating in CARL

**Amy Wallace**  
**Past President**

I have not done much with regular CARL stuff.

I have been spending my time soliciting exhibitors and sponsors for the conference with my wonderful committee, Adolfo Prieto. We sent 80 informational emails and already have some takers. Adolfo and I will see how things are going by the end of September and then do some nudging and sweet talking. We sent Allie an update on the \$\$ which she will no doubt report to the group. In addition, we get the basic info to Brena for the conference site. Let me know if you have anyone you know who might want to sponsor or exhibit, since most of us work with vendors as some part of our day to day duties. I would be happy to contact or let you know if they have been contacted or have already committed to giving or exhibiting.

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**Shana Higgins**  
**Campus Liaison Coordinator/Director-at-Large (Private)**  
**Quarterly Report**

1. Continuing to update Southern Campus Liaison list (with Hesper's help)
  2. Sending out a call for newsletter items to Campus Liaisons, and acting as intermediary for several items
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**Kelly Janousek**  
**Membership Director**

CARL 2011 3rd Quarter Membership Report – August 31, 2011

I am not sure I will be able to get the membership for this quarter. I held a lot of them with the new database and will enter them in September.

No new members this quarter.

There were 3 CARLALL messages posted this quarter.

Worked to delete Old CARLALL reflector list at UCSC.

Finally removed members who had lapsed and retired

Sent CARL archivist, CARLALL transcripts from April 2001 to March 2010 – which included programming information, advocacy, conference info.

Worked on new membership database, the old one did die on us August 26 – glitch that is just not worth fixing! Timing is everything

Thanks to those who tested the new membership database -- no one found any spelling errors.

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**Melissa Browne**  
**Secretary**

Sent the approved March 2011 minutes to Hesper for posting on the CARL website, <http://www.carl-acrl.org/Archives/DocumentsArchive/Minutes/>, and drafted and distributed copies of the June 2011 Executive Board meeting minutes.

**Pam Howard**  
**Treasurer**

I have contacted ACRL to see if we can do something about getting an insurance rider from them, that should reduce our costs.

Resolved the Credit Card issue - we do not get one. We need to figure this out.

The 2010 taxes are still to be done. Spring 2010, I had a medical leave; Summer 2010 the CPA had a medical leave. We are working on it.

**CARL**  
**Income and Expenses**  
**January 1 - August 23, 2011**

	<b>Administration</b>	Awards	Programs
Income			
Total Banking+	\$ 17.73	\$ -	\$ -
Total Interest Groups +	\$ -	\$ -	\$ 610.00
Total Membership Income	\$ 2,914.60	\$ -	\$ -
ACRL Reimbursement Income	\$ 1,025.00		
<b>Total Income</b>	<b>\$ 3,957.33</b>	<b>\$ -</b>	<b>\$ 610.00</b>
Expenses			
Executive Board			
ACRL Chapters Council Meeting	\$ 130.00		
Refreshments	\$ 178.64		
Travel Reimbursement	\$ 1,382.95		
Total Executive Board	\$ 1,691.59	\$ -	\$ -
Total Interest Groups -	\$ -	\$ -	\$ 2,462.86
Total Member Awards: Research & Scholarships	\$ -	\$ 1,800.00	\$ -
Total Member Regional Meeting	\$ 576.27	\$ -	\$ -
Retainers: Insurance	\$ 1,848.00		
RegOnline Fees	\$ 188.90		
<b>Total Expenses</b>	<b>\$ 4,304.76</b>	<b>\$ 1,800.00</b>	<b>\$ 2,462.86</b>

**Total Expenses 01/2011 – 09/2011 = \$8,567.62**

**Total Income 01/2011 – 09/2011 = \$4,567.33**

Income is down; RegOnline is not putting our renewal notices.

Program expenses are skewed by a program in December 2010, where expenses were received in 2011. Scholarships and research awards go out regardless of current year fundraising.

Note, this picture would be much worse without the ACRL chapter reimbursement.

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**Hesper Wilson**  
**Web Coordinator**

CARL Web Coordinator Quarterly Report, September 2011  
from Hesper Wilson

This quarter, I have:

- posted docs and helped with web site access
- cleaned up CARL Facebook page in anticipation of conference
- wrote sample text for sharing CARL Survey Monkey account (see below. please send changes.)
- began draft of "online meeting" options web page for IGs

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Subject: Surveys and Elections for CARL IGs

[The subject could be more specific but then the message would scream login info here. ?]

Hi,

Below you will find the login info for the CARL Survey Monkey account. You can get started right away. Keep in mind that before you invite people to complete your survey/ballot, you should review the settings for the survey. If the system saves user IP addresses (which has the benefit of allowing only one vote/survey per computer) for example, someone could figure out (with difficulty) how someone else voted/responded.

Please call or write to Hesper Wilson if you need help with anything.

You can use the account until <INSERT DATE>. Please export/download your interest group's survey text and survey results before 6pm on that date. When you are done using the Survey Monkey account, you can completely delete your survey/ballot from the site or you can leave it on the CARL account. However, there is a chance that surveys/ballots left in the account may be deleted for space or for privacy reasons.

If you need more time, write to Hesper and ask for an extension. In some cases, groups cannot have an extension because another group, or the CARL Board, is waiting to use the CARL Survey Monkey account for a private survey such as an election.

surveymonkey.com

Username:

Password:

**Les Kong**  
**ACRL Chapter's Council Delegate**

**ACRL Chapters Council Meeting, ALA Annual June 26, 2011 8-10am**

Present: Mark Lenker, Chair (Virginia); Rickey Best, Vice-Chair (Alabama); Danielle Whren Johnson, Secretary (Maryland); Michael Mounce (Mississippi); Tracey Olanyk (Western Pennsylvania/West Virginia); Amy Eklund (Georgia); Kathy Parsons (Iowa); Regina Beard (Kansas); Mark Thompson (New Jersey); Beth Lander (Delaware Valley); Kristen Mastel (Minnesota); Les Kong (California); Laurie Swartwout (Wisconsin); Alyssa Deutschler (Washington); Danielle Rowland (Washington); David Dahl (Maryland); Margaret Mellinger (Oregon); Carole Myles (New England); Caroline Fuchs (Greater Metro New York); Rhonda Huisman (Indiana); Cynthia Dudenhoffer (Missouri); Tasha Cooper (Eastern New York)

Mark Lenker-Chair of Chapters Council made introductions of officers (Mark Lenker, Chair, Rickey Best, Vice-Chair, Danielle Whren Johnson, Secretary), listserv administrator (Laurie Swartwout) and Chapters Topics Editor (Regina Beard). He explained that the purpose of Chapters Council is to share ideas and to have communication from Chapters to National. Lenker then gave an overview of agenda:

There are 42 Chapters, but many are not here, so we need to do something to encourage people to participate in other ways if they can't make the meetings.

Minutes from Midwinter 2011 were distributed. Laurie Swartwout moved that the minutes be approved. The minutes were approved.

Lenker then explained that we would be holding elections for a new Vice-Chair/Chair-Elect and Secretary for Chapters Council. He introduced the candidates for Vice Chair/Chair-Elect: Michael Mounce and Danielle Whren Johnson. They were then given the opportunity to make a short candidate statement. Michael Mounce shared that he has been a member of ACRL since 2004. He has leadership experience in the MS chapter: in 2009 secretary, 2010 vice chair, 2011 chair. He explained that it is a very active chapter and listed some of the activities with which they have recently been involved. He was nominated for Chapters Council and would be honored and happy to serve at the National level. He believes it is an important position because it is an important link between the board of directors and the ACRL state chapters. If elected he will collaborate with and support the state chapters and make sure that the needs of state chapter are communicated to the ACRL Board of Directors.

Danielle Whren Johnson shared that she has served as the Secretary for Chapters Council over the past year. She has also been involved with the Chapters Council Communications Task Force. She is the outgoing president of ACRL MD. She believes that Chapters Council is an important organization that allows chapters to work together to share ideas as well as to provide a connection to ACRL National for support and communication. She is interested in running for Vice-Chair/Chair-Elect to continue the good work being done by the Chapters Council.

Lenker then explained there was one current nominee for Secretary, Laura Hillier from Oklahoma who was not in attendance. There was a second candidate that dropped out.

Nominations from the floor, including self-nominations, were encouraged by Rickey Best. Tracey Olanyk nominated herself for position of secretary.

Ballots were distributed by Rickey Best, and votes were cast.

While the ballots were being counted introductions were made by everyone in attendance.

Mark Lenker - Longwood University in Farmville, VA Chair

David Dahl - Towson University, ACRL MD

Danielle Whren Johnson - ACRL MD

Kathy Parsons - Iowa

Danielle Rowland - ACRL Washington

Alyssa Deutschler - ACRL Washington

Cynthia Dudenhoffer - Central Methodist University, ACRL Chapter Vice-Chair Missouri

Tasha Cooper - Syracuse, incoming program chair Eastern NY ACRL

Caroline Fuchs - Greater New York Metropolitan Area chapter

Rhonda Huisman - IUPUI, Indiana Chapter

Regina Beard - Kansas, Editor of Chapter Topics  
Mark Johnson - New Jersey  
Amy Ekland - Georgia ACRL  
Tracey Olanyk - West Virginia  
Beth Lander - Delaware Valley Chapter  
Kristen Mastel - University of Minnesota, Past Chair of Minnesota  
Laurie Swartwout - Wisconsin. Outgoing chapters' representative. Outgoing listserv administrator  
Michael Mounce - Mississippi Chapter  
Les Kong - California Chapter  
Rickey Best - Auburn, Alabama.

Rickey Best announced the election results: Danielle Whren Johnson - Vice Chair, Tracey Olanyk - Secretary

Best then shared that the Dine Around was that night at Pat O'Brien's at 6:30. He explained that there are two entrances, which will both lead to the inner courtyard where we will meet. There are no reservations for the group. He asked for a show of hands of who might be attending. Tentatively 10-15 people will be attending.

Rickey Best then shared the resolution he drafted for increased funding for chapters. He explained that we are currently funded \$1 per member in ACRL in the state. This has been the case since the early 90s. Best passed out copies of the resolution he has written and a copy of the board action form that needs to be filled out to submit the proposal to the board. He also explained that each chapter gets a minimum of \$100 no matter how many members you have. The ACRL Board can now make dues increases based on HEPI, so the resolution is asking for chapters funding to also be based on this same index. The Board is going to be concerned about the deficit in their budget and increasing their revenue. However, chapters are going to need additional support and funding to be able to carry out their mission.

Mark Johnson asked for clarification on the HEPI resolution that occurred at National. Best explained it will not be a change in bylaws, it will just be a change in procedure. This is the 4th time we have tried to increase the funding in some way. This seems to be our best chance to increase our budget. Cynthia Dudenhoffer asked about a past resolution that was proposed to allow states that use their money to dip into funds of people who don't. This proposal did not go forward because it violates ACRL rules about rolling over of funds.

Kathy Parsons added that not all the chapters use their money.

At this time discussions on the funding resolution were tabled in order to meet with members of the ACRL Executive Board: Mary Ellen Davis, ACRL Executive Director; Joyce Ogburn, Vice-President; Lisa Hinchliffe, President

Lisa Hinchliffe mentioned ACRL's new Plan for Excellence and explained there was lots of member engagement in creating the plan. It is a focused strategic plan. The three goal areas are the value of academic libraries, student learning, and research and the scholarly environment. Committees already working in two of these areas were identified: student learning and scholarly communication. They created a value of academic libraries committee to cover the third area.

The focus for the coming year will be engaging with the report and the research agenda in the report. ACRL is working on revising standards for libraries in higher education. They have worked through a draft and it is sitting in front of standards committee. It will then go before the board if all goes well.

Joyce Ogburn will be implementing the strategic plan as the incoming ACRL president. She explained we have to align resources with our highest priorities. They are working with principles for budgeting. ACRL has a shortfall for this fiscal year. They can cover it with reserves, but can't do that forever. ACRL also needs to figure out how to fund CR&L now that it is open access. They have sent out a survey to see if people are interested in it going e-only. Ogburn also shared that committee appointments are almost done. There are currently about 70 committees. They will be looking at the structure of committees over the next couple years.

Mary Ellen Davis spoke about ongoing professional development programs. They received good evaluations from ACRL in Philadelphia. She said it is not too soon to start thinking about 2013 in Indianapolis. There are also lots of e-programs that are being put together. Get in touch with Katherine Deiss (kdeiss@ala.org) if you have ideas for new e-programs or presenters. Davis asked if the chapters would be interested in hosting a small talk or workshop on scholarly communication. Based on a show of hands the majority of attendees would be interested in finding out more about that. Davis also explained that ACRL does not get anything as a division of ALA. All funding comes from division revenues. They are

currently holding positions open to help deal with the budget shortfall.

Laurie Swartwout asked about the scholarly communication road show.

Joyce Ogburn explained that people would go out and speak on this topic at no fee to get groundwork and understanding. They are trying to determine what the tipping point of doing this as professional development without a fee is. She also shared that there are new books out and encouraged us to look into these resources. ACRL is also looking for new content providers. ACRL is a publisher that pays royalties. Mark Johnson thanked them for the new strategic plan. He shared that NJ has really taken advantage of document. There is a committee of 25 people that are doing a continuing cycle of discussion and a survey that is going to go to the colleges. Lisa Hinchliffe asked him to send her an email with this information. ACRL wants to be able to highlight how people are using this values initiative and allow people to share the things that they are developing.

There is a blog on the Values website to share what people are doing.

Lisa Hinchliffe has been presenting this report at various library conferences both nationally and internationally as well as higher education conferences.

ACRL has applied for planning grant from IMLS. They want to bring together teams from across universities to show what libraries are doing for ROI.

Mark Lenker asked Mary Ellen Davis to share about the challenge of the mid-winter candidates forum. She explained that technology has kind of overtaken this. Compressed schedules are also a factor. They did a webcast and few people attended. There were also articles in CR&L News. Davis said they would keep doing that and the webinar, but she is not sure what the value of an in person forum is if people aren't coming. They have lost funding for lunch, which used to draw people.

Laurie Swartwout asked what percentage votes. Mary Ellen Davis answered about 20-30%, which is good compared to other ALA sections.

Kathy Parsons asked if we could do a candidates booth in the Exhibit Hall.

Mary Ellen Davis responded this was done at ACRL, but could be done at Midwinter too.

Lisa Hinchliffe said each candidate is given one mass email, a webinar, and the candidates are given the option to be at the booth. They can speak at Midwinter and the ACRL conference. We should be trying to figure out what this event is for. Do we still have this need? How do we meet this need in the new environment? Perhaps we're already meeting the need in other ways besides the event. Don't just try to fix the event. Maybe it is no longer needed.

Laurie Swartwout wondered if this could be kept at the Chapters Council level. Candidates have always come to the Chapters Council meeting. People do report back to their chapters.

Lisa Hinchliffe pointed out that candidates are also attending the divisional meetings like Chapters Council.

Mary Ellen Davis said we could invite other people into our meetings to hear the candidates if we invite the candidates to come. We should consider ourselves in a pilot phase. How can chapters be involved in this? Another Candidates' forum will not be scheduled at this point.

Lisa Hinchliffe said if we want to do something that requires a physical space we need to have the request put in by September. If we're planning on doing it at an existing meeting, then it just needs to be put together by Midwinter.

Mark Lenker asked if everyone knew about the Chapters visit.

6 chapters a year can apply for one of the ACRL committee members to come to the chapter. 3 are already scheduled. Possibly one additional one has been scheduled. A chapter's eligibility is up for 3 years after a committee member has attended one of their meetings. Send requests to Megan Griffen.

The ACRL Executive Board members left the meeting and discussion returned to the resolution on funding—

Kristen Mastel asked if we know how much ACRL is bleeding each year.

Rickey Best replied about half a million, which he heard at Leadership council on Friday. He explained it is possible our resolution won't get approved, but that it is worth fighting for. It should be consistent that if our dues are tied to HEPI, then our funding allocation should be consistent with that.

Kathy Parsons encouraged chapters to use up all their money.

Danielle Whren Johnson asked people to share how their chapters are using the money as due to the restrictions on its use some chapters have difficulty knowing how to spend it.

Kathy Parsons shared that Iowa donates their money to the academic leadership institute of their parent organization.

Laurie Swartwout said Wisconsin creates an invoice for supplies for the state academic conference and that is enough. The money then goes into the yearly conference.

Mark Lenker shared that Virginia has used their money for postage to promote events. Money can also be used to fund non-librarian speakers, membership recruitment and newsletters. Rickey Best asked people to send him an email (rbest@aum.edu) if they have any comments. The deadline to submit to the board is July 15. So send comments prior to that date.

Mark Lenker also explained that chapters can get \$10 per new member of ACRL after a membership drive in the state. It was asked if this part of the new resolution? It is hard to do.

Rickey Best replied that this is not part of the resolution. He doesn't want to confuse the issue at this point. Kathy Parson said we talked at Midwinter about getting that \$10 rolled into a larger pot, but we don't think ACRL is willing to do that.

Alyssa Deutschler said Washington has never seen that \$10 come through.

Kathy Parsons responded it has to be after a special organized drive. Mark Lenker said if something occurs to you on this issue, it can be addressed at this afternoon's work meeting at 4:00.

Mark Lenker then reported on the work being done by the Online Communications Committee. Regina Beard, Mark Lenker, Kathy Parsons, and Danielle Whren Johnson were committee members. A lot of people are not able to attend face-to-face meetings, but we want to be able to bring them into conversation. We have ALA Connect and Chapters Topics, but it is hard to interact with a pdf, and people in this group seem to not like to use ALA connect. There is a lot more potential for communication. As a group we have been exploring possibilities.

Would it be possible to do something like Skype this meeting? We also want to try to make between meetings communications more robust. The committee conducted a survey. There was a 48% response rate.

There is a lot of interest in virtual meetings. 48% very likely to attend, 42% likely to attend. Respondents were also asked to rate general interest in asynchronous communications. There was lots of interest.

Respondents were asked to indicate their top 2 choices for communicating online-Facebook 42%, Blog 36%, Wiki 32%, ALA Connect 25%, Chapters Topics 16% (30% indicated they didn't know what this was--so maybe just need to promote this more).

What topics people would like to see addressed--Programming ideas 88%, networking 76%, membership recruitment/retention 74%, filling out ACRL forms 67%. 78% indicated would contribute to online discussion 8 people said they would be willing to manage communication forums. ACRL has activated a wiki for us. We can broadcast this through Facebook, ALA Connect, and the listserv.

The model has become blog centric, but we like that because it engenders conversation and would also leave a record of that conversation.

We will need moderators for most of these forums.

The proposed model for posting to the blog-- Chair 3 posts per year, Vice-Chair 2 posts per year, Secretary 2 post per year, Blog admin 2 posts per year. This would be a minimum. Other people are also encouraged to post.

Mark Lenker has been in conversation with Megan Griffen. Her suggestion was that we start with 1 or 2 things and grow out from there. None of these forums takes a long time to set up. It's not a huge investment if something does catch fire and we decide to let it go. We have a green light from Megan.

Mark Lenker asked for comments from the floor.

Amy Eklund said a variety of channels is great, but if we splinter the conversation too much it might not be as cohesive as you want. Content may be going in multiple places, but if people are responding the conversation would be splintered and occurring in multiple places.

Mark Johnson asked why we would be doing this?

Amy Eklund likes the idea of a blog.

Cynthia Dudenhoffer said she is not sure that adding a wiki would help that much. There are already ways for static communication. ALA Connect doesn't work well.

Lots of people will see stuff on Facebook.

Kristen Mastel asked, couldn't we associate the Chapters Topics with a blog. Have the pdf, but also add it in the blog. We want to prevent people from having to go to lots of places.

Amy Eklund said it is hard to find Chapters Topics on the ALA website. If we put it on the blog that would solve that problem.

There was lots of support for the idea of the blog.

Amy Eklund asked about platform for the blog.

The committee indicated Wordpress was the platform they had decided was the best fit, but Mark Lenker

said we should find a moderator and let them give input.

We should outline when chapters might contribute content.

Amy Eklund said she went to a session on branding your blog where they indicated you should have posts once per week. We should assign chapters to a month to post minimally. They could do more posts though.

Rickey Best said we should also be posting more than just about events. Other topics might include such things like what we're doing to address the values of academic libraries as an example.

Kathy Parsons said we can also have candidates post a blog entry.

Amy Eklund said we could also ask ACRL officers to post stuff on the blog.

Whatever platform you choose would be good if can subscribe via email. Then encourage other chapters board members to subscribe.

Rickey Best said we should also encourage general members of chapter to contribute as well.

Kathy Parsons indicated that the listserv will remain for officers only.

Laurie Swartwout responded that only important info should be put out on the listserv.

Regina Beard asked what makes a wiki less attractive than a blog.

Cynthia Dudenhoffer responded that wikis are more for archiving info. They are not good for creating a conversation.

Regina Beard pointed out that we have more states than months. So assign multiple states per month and could have a fairly busy blog.

Kansas published open access the proceedings of their conference.

Mark Lenker said if you have more thoughts on this or want to join the committee come to the work meeting this afternoon or email Mark.

Mark Lenker then addressed the topic of the ACRL Presidential Candidates' Forum.

Les Kong said feeding off blog issue, why couldn't we have a regular set of interviews and Q&A with the candidates. That way we would have it down for everyone to see in black and white. More people can see it then.

David Dahl recommended getting this in video format. Then at conferences we could have it playing on repeat on a monitor somewhere where people could stop by and watch.

Amy Eklund said that the webinar needs to continue, but she is all for ditching the face-to-face meeting. Other channels are better at this point.

Alyssa Deutschler likes the idea of them being in booths.

Laurie Swartwout likes having the candidates attend the Chapters Council meeting and would hate for us to lose that but agrees that having the forum follow is redundant. It might be nice to have a list of questions we want them to answer at our meeting.

Rickey Best asked what about having them in the exhibit hall during opening night.

Mark Lenker will put something together on this issue and post it to the listserv and ALA Connect.

Rickey Best indicated that there are 2 positions that need be filled: listserv administrator and legislative network liaison. Send Rickey Best (rbest@aum.edu) names of people who are interested.

Mark Lenker indicated that we will be working further from 4-5:30 in the Regents Room at Marriott New Orleans for anyone who would like to attend