

**CARL Executive Board Meeting
September 14, 2009
Videoconference Meeting**

Present: Tracey Mayfield, Amy Wallace, Ned Fielden, Dominique Turnbow, Wendy Diamond, Melissa Browne (minutes), Lynne Reasoner, Les Kong, Karin Griffin, Julie Shen, Pam Howard, Vicki Rosen, Maryanne Mills

Absent: Kelly Janousek, Ed Tinoco, Mira Foster, Liz Ginno

1. Welcome

The meeting was called to order at 10:02am.

2. Approval of the Agenda

Ned proposed an addition to the agenda to discuss membership issues. This will be item #15.

Motion to approve revised agenda. Seconded. Approved.

3. Approval of the Minutes of June 1, 2009

Moved and seconded. Approved.

4. Announcements

Tracey has been named half-time, Interim Associate Dean of the CSULB Library. Congratulations Tracey!

The work on CARL taxes for 2008 is progressing. The documents should be up in the next week or two for the Executive Board to review, before they are filed with the IRS.

5. 2010 Conference Update (Amy)

The conference planning is ongoing. Amy visited the conference hotel and has the keynote speakers confirmed. The committees have provided a tremendous amount of help.

There is not a lot of content on the website yet. Julie has been working with Allie Carr and the Scholarship Committee to get information up. If you have comments on conference website, please send them to Amy.

Amy has also been working with Pam to coordinate conference sponsorships. The budget is very worrisome.

Questions & Discussion Points

- The IG-Coordinators would like to encourage Interest Groups to meet during the conference. However, many northern IGs don't have a firm membership. On the Saturday of the conference, there is an open slot for dutch lunches, and IGs can meet to discuss their membership and other issues then.
- The conference planning committee is also encouraging IGs to submit proposals for preconference programs. An announcement for preconference proposals has not gone out yet. Thursday is designated for the preconference, and two slots of 3 ½ hours are available.
- Once the calls for proposals go out, the team leaders will serve as the point people for receiving and judging proposals. IG-Coordinators may just want to get out the word now to give IGs a heads up. The planning committee wants the IGs to think about programs for the conference, rather than planning separate events this spring.
- Travel budgets are tight. Submitting a proposal to be a speaker at the conference may help with costs, because speakers are usually reimbursed at a higher rate than attendees.
- CARL should consider targeting its marketing. Do we want to say specifically that the conference is professional development? It's a big bang for the buck. Several years ago, CARL sent letters to library directors to highlight what CARL does. There was a feeling at that time that directors didn't take CARL seriously because it is not a national organization.
- Amy is planning to be proactive about promoting things. She has a list of organizations to target. Her message to directors will be "If you can't send your librarians to national conferences this year, encourage them to attend the local CARL Conference." Many of the national conferences (ALA: Boston; LOEX: Michigan) will require expensive travel from California. Hopefully CARL can use this to its advantage.
- The poster session will be expanded to get more students involved. The conference registration rates will also be kept low for students—this is a good way to get students to attend, and encourages networking. If we get people participating, we can ensure attendance.

6. 2012 Conference Planning / Location Vote (Les)

There was minimal discussion on the Executive Board listserv about the 2012 conference locations. The Long Range Conference Planning Committee submitted its report after visiting five sites. The San Diego Mission Valley Marriott and the Bahia Resort were the top two contenders.

The San Diego Mission Valley Marriott has guaranteed room rates at \$145/night, has flat-screen TVs in all rooms, and plans to redo all its rooms in 2011. They will also offer complimentary wireless access in all public spaces and complimentary parking with free in-and-out privileges. AV expenses were quoted at \$3000.

The Bahia Resort has comparable room rates, with complimentary parking and internet access. It is right on Mission Bay. The facility feels a little worn, but it still has a lot going for it.

Questions & Discussion Points:

- Is there a difference in the minimum number of rooms CARL would need to fill at the San Diego Mission Valley Marriott versus the Bahia Resort? No, the room blocks are similar.
- Which hotel is closer to attractions off-site? The feedback from the Irvine conference included comments that the location was too isolated. The San Diego Mission Valley Marriott would

require a car or trolley ride to get places. The Bahia has a trolley stop as well—the public transit options at each location are similar.

- The concessions the San Diego Mission Valley Marriott has offered are very impressive.
- Are the only restaurant choices at the San Diego Mission Valley Marriott within the hotel? Yes, although there are a few restaurants within a 10-15 minute walking distance.

Motion: Book the San Diego Mission Valley Marriott for the 2012 CARL Conference. Seconded. Approved.

7. Website Update (Julie)

Julie is continuing work on updating pages. She would like the Board's input on newsletter archiving: should newsletters be open to the public, or should access be limited to CARL members and password protected?

Questions & Discussion Points:

- This issue was introduced on the Executive Board listserv in July, but Tracey did not receive enough feedback to make a decision. This is part of a bigger issue—what purpose does the 'Members Only' section of the new website serve?
- The easiest solution would be to make the newsletter open to anyone. In the past, CARL has included nonmembers in the 'Faces and Places' section but has bolded members' names. We could limit the newsletter content to current members and exclude mention of nonmembers.
- What are people getting for their CARL membership? Should the newsletter be a perk of membership?
 - Several IG chairs have expressed frustration with the newsletter being password protected.
- There are benefits to an open newsletter. It serves a marketing purpose for students and library staff. It also encourages friendly competition among colleagues. It should not be an issue to mention a non-CARL member as a co-author of a paper published by a CARL member. The listservs and the joblist are still available to CARL members only.
- What about restricting the job listings? CARL is not a primary source for jobs and the listings are not hugely robust. Is this worth putting behind a password? The job listings should probably remain open.
- It is okay to leave non-CARL members out of the newsletter. It would make sense to keep the membership directory and the listservs private.
- There are strong arguments for keeping newsletter open. But what is the incentive for joining CARL?
 - Members get a break on program and conference costs. This is an area where being a member is really a benefit!
 - CARL also offers great networking opportunities. In this sense, the newsletter serves as a marketing tool.
- The content on the website is not deep—there is really not enough value-added content to keep it password protected. In the future, if our workshops come through the website, those should be password protected.

- CARL membership is growing. This is a testament to the quality of the programs and the low membership fees. We do have that momentum going for us.
- The CARLALL listserv is the main communication for programs. The Membership Directory is also restricted. These two things can remain available to members only. The Chair of the Scholarship Committee is also interested in moving to online submissions. Julie has been involved with this.
- The Executive Board may have to continue having these discussions. Amy would like to make the conference proceedings available online, and would prefer to have this content restricted to members or conference attendees. She would like to use the newsletter to promote them and let people know they are available.
- The issue of restricting content can be revisited. Julie is very good at investigating options. Moving forward, nonmembers will not be included in the newsletter.

8. Newsletter Update (Liz/Mira)

The newsletter content for the coming issue is a bit sparse. Liz and Mira will be working together on this issue, and Mira is planning to put together the December newsletter alone.

Discussion Points:

- Information about the CARL elections will take up a page or two.
- Ned will draft an article about the Google Book Settlement, based on what he learned at a mini-conference he attended last week.
- Les' ACRL Chapter's Delegate Report could also be reproduced.
- Amy will write up something about the conference coming up in April.

9. Treasurer Update/Report (Pam)

CARL spent \$6000 more than it took in in 2008. We need to increase our membership dues—we are not covering our costs with our current dues.

Questions & Discussion Points:

- How much should dues be raised to cover costs? Dues are \$20 now. Based on the information included in Kelly's membership report, increasing dues to \$40 would give CARL \$12000 to work with—just enough to cover current expenses.
- Would it be possible to have members enter their ACRL/ALA membership number into the CARL membership application form, to ensure CARL members are paying the correct rate? This would only reflect ALA (not necessarily ACRL) membership though.
- CARL gets reimbursement from ACRL for California ACRL members—they do not have to be CARL members.
- It would be easier to use a flat-fee structure for ACRL and non-ACRL members. CARL also has special fees (\$10) for students and retired members. Should those rates be doubled as well, to \$20? It is important to keep student rates low—we are not talking about a large

amount of money anyway. It is hard to keep track of when students graduate and are no longer students though.

- Doubling dues would mean a flat rate of \$40 for members and \$20 for students and retirees. We are doubling our rates at a time when people don't have money.
- One argument for raising membership dues to \$50 is that CARL won't be faced with another dues increase in two years. Our expenses for RegOnline and accounting services are likely to continue to go up. Pam did not consider \$50 fees in her calculations.
- In times of uncertainty, covering costs with a small surplus seems like it makes sense. We don't want to get to the point where CARL does not gain anything, because people drop their memberships and we end up with fewer total members.
- If the dues are raised to \$40, we should also focus on encouraging more people to join. We can let members know CARL should really be raising dues even more.
 - Would it be possible to offer discounts for members who refer another member? This would be hard to track through RegOnline.
 - An alternative might be to offer members who refer other members a gift certificate to attend a CARL program. We would need to be cautious about this too, because programs are one area where CARL is making a little bit of money. We don't want to put too much stress on IGs and program planners.

Motion: Double the current CARL dues (\$40 for regular members; \$20 for students and retirees). Seconded. Approved.

Next Steps:

- The proposal to raise membership dues will go on the fall elections ballot. It needs to pass by a membership vote.
- Tracey will include information about the dues increase in the newsletter. We don't want this to come as a surprise to the membership. The rationale for the increase is to cover expenses (the Scholarship Award, the accountant, the RegOnline subscription). CARL's main source of incomes is its membership dues.
- Pam will draft a 3-4 sentence rationale for the increase. Will the ballot have a short financial impact statement? Yes, Pam will put this together as well. Amy can send Pam some samples of financial impact statements to get her started.
- Vicki will check her notes to see how CARL handled dues increases in the past. Kelly's membership report lists 300+ members but there are 800 members in the membership database. This may not be unusual though.

Additional Comments:

- There is a problem with membership dues not going through in RegOnline. This happened to several Executive Board members when they tried to renew their CARL memberships.
- CLA also uses RegOnline for conference and membership dues. Do they have problems? Les will follow up with them about their experiences.
- Several IG chairs have requested information on which members have expressed interest in participating in their IGs. Is there a way to extract this information from the membership database? It would be useful for IG Coordinators to be able to access this information as well. This is an incredibly important issue. It might be helpful to create a guide or short video with instructions on how to do this. It could be password protected to limit access.

- CARL's membership is down. It is usually around 600.
- Is there a policy on what the membership directory can and cannot be used for? It is essential that the information be used judiciously.

Action item: Plan to go over instructions on accessing the Membership Directory at the December meeting [Tracey]

10. December Meeting (Tracey)

Maryanne and Tracey have been investigating options for a December meeting in the north. Possible locations include Santa Clara University, San Jose State University or Stanford. As an alternative, how would the Executive Board feel about meeting in Long Beach? Sounds good!

11. IRS 990 Recommendations (Vicki)

Vicki has been working on various policies CARL needs to have in place for the IRS.

See APPENDIX II: Policies

Gift Acceptance Policy

- CARL should review the policy every year—Vicki proposes the June Meeting.
- The Gift Acceptance Committee could be set up as a new committee or incorporated into the Finances Council. It would be preferable to delegate this responsibility to the Finances Council.
- Acknowledgement of gift letters comes from the Membership Director. The letters should mention that CARL is a 501(c)(3) organization.
- Vicki will add this documentation to the Finances Council wiki. It should also be added to the CARL website, so potential donors can read the policies.

Motion: Review and approve the Gift Acceptance Policy annually. Seconded. Approved.

Motion: Vicki will make the suggested revisions to the Gift Acceptance Policy and distribute to the Executive Board. Seconded. Approved.

Conflict of Interest Policy

- This is intended for Executive Board members and volunteers.
- This could take the form of a policy statement, rather than a document that all volunteers would need to sign. It could be posted on the website and the text could be modified from 'board members and volunteers' to 'members.' Posting on the website would probably be sufficient. It could also be archived with Lynne and possibly signed by Board members, but not by all volunteers (e.g. IG chairs).
- If you narrowly define 'conflict of interest' you could argue that you could not participate in anything! This policy is about money. It's meant to ensure that people are not making money off CARL, and asks them to disclose any financial conflicts.

- Could the text be modified from 'personal, professional, and business interests' to read 'personal and business interests?' Could the document be re-titled CARL Financial Conflict of Interest Policy?
- When and how would people sign this? When they run for an Executive Board position? We could ask people to acknowledge they have read the policy when they agree to run for an open position. It could be part of the regular election process.
- Once signed, this does become a legal document though. Signing the policy would be recommended but not required.
- Some state employees must complete and sign a Statement of Economic Interests (Form 700). CARL could look at the phrasing included on this form.
- Let's just put the policy on the website and see what happens. CompassPoint (training organization for nonprofits) collects documents and makes comments on wording.

Action item: Modify Conflict of Interest Policy wording to make it a more general financial policy. Send to the Executive Board [Vicki]

Motion: Place modified Conflict of Interest Policy on the CARL website. Seconded. Approved.

NOTE: Passed by email vote on 11/18/09 (See APPENDIX IV)

12. Elections 09 (Tracey)

CARL elections are typically held in October. The Nominating and Elections Committee is made up of the Senior Vice President and four others, including a chairperson. Detailed information is available:

CARL Bylaws:
Article X, sections 1-3

Standing Rules :
Article XI, sections 1-2, rules 8-13

Amy is very busy planning for the conference. Tracey is willing to step in to run the elections, and Vicki will create the ballot using SurveyMonkey. Volunteers? Dominique, Julie, Amy, Tracey, Vicki and Ned will make up this year's committee

- Offices up for election :
- Vice-President- South
 - Director-at-large Private
 - Director-at-large Community College
 - Secretary
 - ACRL Chapter's Council Delegate

Discussion Points:

- Candidates can be referred to the Bylaws and the Standing Rules for position descriptions.
- It is very important for the Directors-at-Large to understand the additional duties involved in the IG Coordinator/Campus Liaison Coordinator positions. A call will go out to CARLALL, and committee members will also talk to people individually to explain the positions. The Director-at-Large for private institutions should be from the north this term, and the Director-at-Large for community colleges should be from the south.

- The committee also needs to stress attendance issues related to service on the Executive Board. If a Board member misses two consecutive board meetings they are off the Board.
- Wendy is serving as northern IG Coordinator in an appointed capacity. The Director-at-Large for private institutions would become the IG Coordinator in her absence.
- The proposed dues increase will be included on the ballot. This is likely to drum up interest and increase turnout.
- Another concern is the elections timeline. Newly elected Board members need to book trips for the December 7th Executive Board meeting, and the ballot should be up for 1-2 weeks.
- Tracey will send a CARLALL message right away. It would help to phrase the message to get people thinking about themselves, e.g. Do you work for a private college?

13. Other RegOnline Options

Julie has started investigating alternatives to RegOnline. We will discuss this more in December.

14. Legislative Liaison

This is currently an unfilled position. It is appointed and non-voting. Would it make sense to tack an announcement for this position into the memo Tracey is drafting to CARLALL about the upcoming elections? Yes. Include instructions about contacting the Nominating and Elections Committee if individuals are interested.

15. Membership

Questions & Discussion Points:

- Does one need to be a member of CARL to attend the conference? Non-members will have to pay substantially more to attend the conference—this will be an incentive for people to join CARL. In the past, we have seen a big increase in membership before conferences.
- A question that frequently comes up is: Why should I become a CARL member? Ned would be willing to draft a checklist of reasons, e.g. networking, professional development opportunities, it's easy to get involved.
- We need to continue to mine information about who is signing up as new members. It seems to be more members from the south than either the north or the central parts of the state, and it is heavily CSU. There are also a fair number of students.
- Does CARL have much of a connection with library schools? There are opportunities for career panels, networking, miniconferences, etc. The head of the SJSU Alumni Association was also the head of the Scholarship Committee. SJSU is paying for memberships for its students. The Drexel program in Sacramento is just getting started.
- It is important to get students involved, but they are not likely to get the IGs going or serve on the Executive Board. We really need people who are willing to put programs together with other groups!

Our next meeting will be on Monday, December 7th from 10am-3pm at CSU Long Beach.

Meeting adjourned: 1:53pm

APPENDIX I: Action Items

September 2009

Item #	Description	Board Member(s)	Status
1	Plan to go over instructions on accessing the Membership Directory at the December meeting	Tracey	
2	Modify Conflict of Interest Policy wording to make it a more general financial policy. Send to the Executive Board	Vicki	

APPENDIX II: Policies

*Note: These policies and guidelines are based on examples from:
Kathryn W. Miree, J.D., Understanding and Drafting Nonprofit Gift Acceptance Policies.*

CARL GIFT ACCEPTANCE POLICIES AND GUIDELINES Draft 9/10/09 V. Rosen

CARL, the California Academic & Research Library Association, a not for profit organization organized under the laws of the State of California, encourages the solicitation and acceptance of gifts to CARL (hereinafter referred to as the Association) for purposes that will help the Organization to further and fulfill its mission. The following policies and guidelines govern acceptance of gifts made to the Association for the benefit of any of its programs.

The mission of CARL is to provide opportunities for the professional growth of its members by conducting workshops and arranging programs; to encourage the exchange of ideas and information relating to library cooperation and development; to disseminate educational information oriented to those working in academic and research libraries; and to support and, when appropriate, participate in programs of other regional and local organizations in California in order to promote and improve library service to the academic and research community.

I. Purpose of Policies and Guidelines

The Board of Directors of CARL solicits current gifts from individuals, corporations, and foundations to secure the future growth and mission of the Association. These policies and guidelines govern the acceptance of gifts by the Association and provide guidance to prospective donors and their advisors when making gifts to the Association. The Association endorses the Association of Fundraising Professionals' Donor Bill of Rights. The provisions of these policies shall apply to all gifts received by the Association for any of its programs or services; and shall be **reviewed and approved by the Board annually at the June meeting.**

II. Use of Legal Counsel

CARL shall seek the advice of legal counsel in matters relating to acceptance of gifts when appropriate. Review by counsel is recommended for:

- Transactions with potential conflict of interest that may invoke IRS sanctions
- Other instances in which use of counsel are deemed appropriate by the Gift Acceptance Committee

III. Conflict of Interest

CARL will urge all prospective donors to seek the assistance of personal legal and financial advisors in matters relating to their gifts and the resulting tax consequences. The Association will comply with the Model Standards of Practice for the Charitable Gift Planner published by the National Committee on Planned Giving.

IV. Restrictions on Gifts

The Association will accept unrestricted gifts, and gifts for specific programs and purposes, provided that such gifts are not inconsistent with its stated mission, purposes, and priorities. The Association will not accept gifts that are too restrictive in purpose. Gifts that are too restrictive are those that violate the terms of the corporate charter, gifts that are too difficult to administer, or gifts that are for purposes outside the mission of the Association. The Gift Acceptance Committee of the Association shall make all final decisions on the restrictive nature of a gift, and its acceptance or refusal.

V. The Gift Acceptance Committee

The Finances Council shall act as the Gift Acceptance Committee and shall consist of:

- The President of CARL
- The Treasurer of CARL
- The Senior and Junior Vice Presidents of CARL
- Such other members as appointed by the President of CARL, such as the Past President of CARL, the Past Treasurer of CARL and the Membership Director.

The President shall appoint the Chair for a term of (number) year(s).

The Gift Acceptance Committee is charged with the responsibility of reviewing all gifts made to CARL, properly screening and accepting those gifts, and making recommendations to the Board on gift acceptance issues when appropriate.

VI. Types of Gifts

Cash is acceptable in any form. Checks shall be made payable to CARL and shall be delivered to the CARL Treasurer at the address designated on the CARL website.

VII. Acknowledgement of Gifts

(Name(s) of the individual(s)) are responsible for acknowledgement of gifts within (x amount of time) after receipt and follow standard guidelines. See sample letter.

VIII. Amendments to Policies

On the recommendation of the Finances Council, these policies may be amended by a majority vote of the CARL Board.

CARL Conflict of Interest Policy

draft 9/10/09 v. rosen

The standard of behavior at CARL, the California Academic Research & Libraries Association nonprofit corporation, is that all board members and volunteers scrupulously avoid any conflict of interest between the interests of CARL on one hand, and personal, professional, and business interests on the other. This includes avoiding actual conflicts of interest as well as perceptions of conflicts of interest.

I understand that the purposes of this policy are: to protect the integrity of CARL's decision-making process, to enable our constituencies to have confidence in our integrity, and to protect the integrity and reputation of board members and volunteers.

Upon or before election or appointment, I will make a full, written disclosure of interests, relationships, and holdings that could potentially result in a conflict of interest. This written disclosure will be kept on file with the CARL Secretary and I will update it as appropriate.

In the course of meetings or activities, I will disclose any interests in a transaction or decision where I (including my business or other nonprofit affiliation), my family and/or my significant other, employer, or close associates will receive a benefit or gain. After disclosure, I understand that I will be asked to leave the room for the discussion and will not be permitted to vote on the question.

I understand that this policy is meant to be a supplement to good judgment, and I will respect its spirit as well as its wording.

Signed: _____

Date: _____

APPENDIX III: Board Reports

Tracey Mayfield
CARL President
9.10.09

- 1) Did some of the day-to-day activities, answering email questions from people wanting to get involved, monitoring what goes on, etc.
- 2) Worked with Wendy and Melis to be a sounding board for what they wanted to do in regards to the North mini-con
- 3) Email Amy, A LOT.
- 4) Working with folks in the north to find a meeting spot for the December meeting
- 5) Started panicking about the elections
- 6) Found an EXCELLENT use for my presidential mallet/gavel: it is perfect to crush the little nut package that comes with the Starbucks oatmeal. I may not give it up to Amy.

That's about it.....I am sure there is a bunch I have forgotten right about now.

Amy Wallace
Vice President, South
9.9.09

Conference:

- Gave direction and timelines to the volunteer team. Each team has selected a leader and are ready to go or doing stuff already
- Toured the conference hotel. No longer important to have the Dec 09 board meeting at the hotel.
- Confirmed keynote
- Developed a budget, established submission and registration timelines, and sent out a save the date
- Allie developed a website based on the theme. I sent her information for the various sections. See is currently working on submission forms and will work with Kelly on registration. Can show at the meeting.
<http://public.csusm.edu/acarr/carlconf10/index.html>

- Drafted sponsorship and exhibitor options and sent them to Pam. Probably need to move on this.
- Kelly agreed to order name badges.
- Prelim work to look at menu options.
- We need to encourage people to stay at the conference motel.

Other:

- Sent out welcome letters
- Imagining what my life will be like after April 10, 2010 ☺

**Vice President North's Report
3rd Quarter 2009**

Sent out welcome letters to new members (the small handful that Amy did not handle.)

Attended conference on the Google Book Settlement at UC Berkeley, notes of which I will write up for the upcoming newsletter.

Recruited new newsletter editor Mira Foster.

Ned Fielden
Vice President North

**To: CARL Executive Board
From: Melissa Browne, Secretary**

1. Sent the current CARL Board roster to CARL's accountant. Shared a copy of the 2008 roster with the Treasurer for tax purposes.
2. Sent copies of the December 2008 and March 2009 minutes to Julie for posting on the CARL website. Uploaded copies to the Board Only section of the website.
3. Edited and distributed draft copies of the June 1st Executive Board meeting minutes.
4. Continued working with Wendy Diamond to plan the 2009 CARL mini-conference. Due to complications with dates, location, travel costs and other planning logistics, and after consultation with Tracey, Amy and Ned, we recommended canceling the mini-conference planning. Fortunately we have the CARL Conference in Sacramento to look forward to this spring.

Submitted September 9th, 2009

September 14 2009

TO: CARL Executive Board

**FROM: Wendy Diamond
IG-North Coordinator**

RE: September Quarterly Report

Planning for Northern Mini Conference

- Following the Board's recommendations at the June meeting, Melissa Browne and I investigated alternative locations for the Northern mini-conference to be held in December. We made arrangements to hold the meeting at Mahoney Library in Petaluma on December 14 and two speakers had accepted our invitation. However, there were logistical difficulties due to travel costs and dates so we explored the possibility of planning a half-day mini-conference to be combined with a half-day version of the CARL Board meeting previously scheduled for December 7. However, this option was not viable and we decided to cancel the Mini-Conference.
- In lieu of the northern Mini-Conference, I am encouraging Interest groups to meet during the Annual Conference in Sacramento.

News from IG-North land

Most Interest Groups have been on summer hiatus.

- CDIG-N
Leanna Goodwater reports that the group has been fairly inactive this year. She is looking forward to the Annual Conference as an opportunity to take stock and see what the group wants to do.

CARL Quarterly Report

Dominique Turnbow

Interest Group Coordinator- South & UC Director-at-Large

Third Quarter Activities (July-September 2009)

Interest Group Activities

Most interest groups do not hold business meetings or events during the summer months.

DIAL-South

- Day trip to Mayme A. Clayton Library & Museum, Saturday , August 1, 2009

SCIL

- SCIL Summer Retreat, "Food for Thought (and Action)," on June 19, 2009 at Occidental College

SEAL – South

- Business meeting held on August 18, 2009

Coordinator Activities

- Provided liaison between SCIL and CARL Executive Board regarding SCIL Retreat budget issues.
- Sent out a Save-the-Date announcement to Sothern IG leaders about 2010 CARL Conference.
- Coordinated Newsletter submissions from South IGs and UC campuses.

Maryanne Mills

Campus Liaison Coordinator (N)

9.11.09

Here is my very, very short report for the last quarter:

1. Contacted and verified new liaisons at four northern institutions;
2. Collected and edited submissions for the June newsletter. I was unable to verify memberships due to problems with the Directory;
3. Assisting the President with securing a location in the north for our December 2009 meeting.

CARL 2009 2st Quarter Membership Report – September 11, 2009

323 current members from of database of 802 members

Since May 27, there have been 17 new members.

There were 6 CARLALL messages posted this quarter.

I am still working updating membership records and then moving them to the new CARLALL on carl.org site that Julie has set up.

Submitted by: Kelly Janousek CARL Membership Director

TO: CARL Executive Board
FROM: Mira Foster
RE: CARL Newsletter Updates

DATE: 9/9/09

The following is a progress report and request for discussion items at the September CARL meeting.

Newsletter Editors Progress Report

- On August 21st Liz Ginno and I met to discuss the creation and editing process. During this meeting we discussed some of the history of the newsletter, and ideas for meeting future CARL member needs with this publication.
- Liz Ginno has done the work for the September 2009 edition, and awaits substantive articles from CARL Board members to increase the size and offerings in this issue. I will be listed as the primary contact person for future submissions.
- I will edit and distribute the December 2009 newsletter with Liz's guidance.

CARL Newsletter Distribution

The reaction to the CARL newsletter's restricted access on the Google Site has prompted a small amount of protest but also I fear a lack of interest in the newsletter. I suspect this because as of 9/9/09 there are 19 people who can view our members' only site, and up to 14 of these could be those with access to the CARL Board only site. In response to the June newsletter posting there was additional discussion about nonmember news and the posting of jobs on the CARL web site in general. These discussions relate to the larger issue of the meanings, purposes and benefits of CARL Membership. As CARLEX begins the campaign to raise dues, the process of clarifying reasons for membership might help to focus on what will work best for the CARL newsletter. For example, is reading the CARL Newsletter a benefit of membership? Or is the benefit of CARL Membership having a platform by which to announce and publicize professional accomplishments? If the latter is one of the reasons, why are we posting non-member accomplishments in the CARL newsletter?

Liz has suggested surveying our readership about their existing and predicted needs from the newsletter and CARL communications in general. We could probably come up with some survey

questions about the newsletter. During the June Executive Board meeting surveys came up during the discussion about raising CARL membership fees. CARL membership is certainly affordable, but membership dues are dues indeed. While I am not suggesting that membership in CARL should be free, in *Free: the Future of a Radical Price*, Chris Anderson explains the impact and significant difference between something priced at 1 cent and something that is free. Simply put, while they may hoard and waste something that comes for free, in most cases people won't even pay a cent for it because there is too much psychic energy that comes from deciding. Do we know what our members and potential members feel is worth paying money for? We know that CARL is a deal, and our members might help us to verbalize and confirm the reasons.

Newsletter Formats

PDF

A printable version in PDF format remains ideal for the newsletter's fundamental purposes:

1. To keep historical record of CARL organization happenings
2. To provide a tangible historical document for CARL archivists, etc.
3. To provide something tangible that members can print out for their professional files when they use the newsletter to make announcements.

HTML

Creating an additional html version of the CARL newsletter for inclusion on the CARL web site may be possible but requires a significant amount of time for setting up the process and platform. It may also take additional time with every issue. If this is a priority for CARLEX I can investigate it for 2010. It may be possible to post sections of the newsletter on the CARL web site either for the purposes of publicizing CARL events, trumpeting member accomplishments, or providing a platform for discussion and dialog about particular topics. The former options might solve some of the newsletter access problems. The latter option would require member login, and my impression is that Julie and others are providing additional opportunities for members to interact online. The newsletter could be a place to report on the substance of these conversations so that publication and conversation are connected.

Requested CARLEX Decisions

- Should nonmember announcements be excluded from the CARL newsletter? This excludes mention of nonmembers who collaborate with members.
- Should the CARL newsletter remain a password protected file on the CARL members' web site?
- Should the CARL newsletter be published in both HTML and PDF?

ACRL Chapter Council Delegate's Report Submitted by: Les Kong

September 9, 2009

ACRL Chapters Council at ALA Annual (Chicago Ballroom VIII-X, Sheraton Hotel, Chicago), July 12, 2009

Orientation for new Chapter Liaisons

8:00 – 8:30 a.m.

Chair, Kevin Merriman called the meeting to order at 8:05am. He introduced Judith Pinnolis, Vice-Chair and Anna Salyer, Secretary. Garrett Trott, the new editor for the online newsletter, Chapters Topics was unable to attend but Kevin commented on the great job Garrett did with the Spring newsletter.

The Council is working on 'going green' and subsequently did not print out copies of the orientation packet. These can be found online at:
<http://www.ala.org/ala/mgrps/divs/acrl/about/chapters/ACRL%20Chapters%20Council1.pdf>

Kevin reviewed the Chapters Council Mission and Goals which are:
to serve as a conduit for information and communication between National ACRL and its Chapters, and to promote membership of ACRL National.

The goals of Chapters Council are:

- To support the goals and initiatives of ACRL National
- To facilitate communication between ACRL members and ACRL leadership
- To encourage and support ACRL Chapters goals and initiatives
- To build membership of ACRL at the National and Chapter levels

Kevin also reviewed portions of the orientation packet including officer responsibilities, involvement and communication with ACRL National, governance, process, advocacy, information sharing, leadership council and a general overview of our organization and its primary responsibilities.

Judy reported that in the role of representing your chapter, you must file your reports in May. There is an online form that focuses on the strategic goals. Last MidWinter we held a brief training on how to fill out the form. The New England Chapter has created a guide for how our chapters can link their activities to the strategic goals. They would like to expand that idea to create a national form / worksheet that will help SIGS fill out the reports. Judy requested volunteers in creating the worksheet. Joyce Neujahr, Gloria Creed-Dikeogu, and Laurie Swartwout will work with Judy to create a form for the chapters.

Funding

Judy - Chapters are eligible to receive funding from ACRL National. At MidWinter, an ad hoc committee was created to develop a request to increase funding for operational expenses per national member from \$1 to \$3 (with flexibility on the amount granted). The rationale was that the Chapters are financially strained, approval would show strong support of the Chapters, and there hasn't been a raise since 1999. Rickey Best, Laurie Swartwout, Katherine O'Clair and Judy Pinnolis were on the committee. They created a proposal in alliance with the strategic plan. They were turned down because less than half of the money available for funding is requested and used.

Judy would like to re-work and re-submit the proposal. Rickey Best, Les Kong, Laurie Swartwout, and Barbara Kenney volunteered to work with Judy to develop an alternative funding plan targeted for 2011/2012. A suggestion: after a certain date, make the unused funds available to those who had requested 'extra' funding.

Annual Meeting

8:30 a.m. – 12:00 noon

1. Call to Order (Kevin Merriman)

2. Introductions - Chapters Council Officers, Members, and Attendees:

Kevin Merriman (Tennessee), Judy Pinnolis (New England), Anna Salyer (Washington), Kathy Parsons (Iowa), Kristin Mastel (Minnesota/Manitoba), Les Kong (California), Pat Newland

(Delaware), Ruby Cross (Georgia), Gloria Creed-Dikeogu (Kansas), Rebecca Ganzel Thompson (Minnesota), Suzanne Turner (New York), Liz Abbott, Tracy Olanyk (Western Pennsylvania/West Virginia), Mark Lenker, (Virginia), David Dah (Maryland), Katherine O'Clair (Arizona), Dan Stanton (Arizona), Carroll Wilkinson (Western Pennsylvania/West Virginia), Liz Evans (Western Pennsylvania/West Virginia), Barbara Kenny (New England), Tim Dodge (Alabama), Rickey Best (Alabama), David Gleim (South Dakota), Linda Brett (South Dakota), Jane Treadwell (Illinois), Joyce Neujahr (Nebraska), Jan Hartley (Washington), Laurie Swartwout (Wisconsin), Rachel Bridgewater (Oregon), Susan Scott (Ohio), Ruth Hodges (South Carolina), Kristen Borysewicz (North Dakota), Megan Griffin, (ACRL Staff Liaison), Linda Kopecky (ACRL Board, Director at Large), Mike McLane (Program Officer for Legislative Advocacy).

Brief reports from the various Chapters shared the following activities: planning conferences and inviting speakers, working on legislative advocacy, developing collaborative partnerships, dealing with financial difficulties, revising by-laws, investigating ways to serve members in more remote parts of the state, planning retreats, testing new technologies, and updating record keeping efforts.

Kevin reported on the ACRL's Strategic Plan and the need to develop "SMART" goals (Specific, Measurable, Achievable, Realistic and Timely) at the chapters level. These goals will guide future programming and the annual reports.

3. Approval of Minutes from ALA Midwinter 2009. (Anna Salyer)

Motion to approve: Rickey Best; 2nd Gloria Creed.

Moved and Approved: Unanimous.

4. Lori Goetsch, ACRL President

Lori indicated this past year has gone very quickly for her - filled with interesting visits and conversations. She visited the Minnesota – Manitoba Chapter in Grand Forks, as well as chapters in Kansas and North Carolina. She reinforced the idea that professional development on the local level is extremely important – it keeps members engaged, especially in this economic downturn.

Lori also discussed the upcoming president's joint program with LLAMA (Library Leadership and Management Association) and ASCLA (Association of Specialized and Cooperative Library Agencies). Among the issues being considered are "Mentoring and Leadership in the Intergenerational Library" and initiatives for helping libraries demonstrate their value on campus. They are looking for speakers and ideas. Please let Lori or Katherine O'Clair know if you are interested in participating.

5. Erika Linke, ACRL Past President

Erika has been working closely with Lori to move the presidential leadership forward in a collaborative fashion. The Board would like to have more impact as an association and a closer relationship with ALA. They have appointed board liaisons to committees which will also appoint vice-chairs so there will be more continuity in planning and operations, and to assure more tightly aligned strategic directions.

The Board continues to modify the strategic directions and identified six priorities to focus on during the next five years.

1. Strengthen ACRL's relationships with Higher Education organizations. We need a stronger voice in our public policies, relationships with our communities, and promoting the value of academic libraries. The Board brought in experts to help strategize, to provide more concrete ideas for both the long and short term, and to aid members in their struggle to express value of their libraries especially in dollars and sense. Expect to hear more from the Board on this.
2. Enhance ACRL members understanding and promotion of the work of scholars along with the tools and technology used for scholarly productivity.
3. Expand learning opportunities. A recent membership survey helped the Board better understand what members want. The results will be posted on the website. There is useful

information to help plan programs on the chapter level.

4. Increase the recognition of the value of libraries and librarianship by leaders in Higher Education as well improve ACRL's influence in public policy discussions.
5. Support members in the exploration, research, and implementation of new technologies with implications for library service.
6. Increase membership and outreach to the racially and ethnically underrepresented.

Erika promoted the use of ALA Connect and the value of virtual participation with ACRL and ALA. Changes are occurring within the leadership of these groups highlighting the effectiveness and challenges of virtual participation and there will be continued focus on this type of participation.

The Membership Committee had given her a report regarding student participation within ACRL. She encouraged Chapters to help recruit members from the Library schools and include them in their activities.

Erika reported that the Board meets twice a year. This year the big issue is the budget with a projected deficit of \$400,000. While the Association has reserves to handle this, it cannot continue to operate with deficits and is continuing to look at ways to steward and transform itself.

6. Mary Ellen Davis, ACRL Executive Director

Among Mary Ellen's responsibilities are strategic planning, the budget, and programming. She represents ACRL to higher education through the American Education Research Association. This organization helps raise awareness with academic administrators and highlights library contributions to the academy. In regard to the strategic directions, Mary Ellen stressed the need for sustainable actions and activities.

Mary Ellen also discussed the economic situation and pointed out that ACRL is not exempt from this downturn. ACRL revenues are down for advertising and specifically for the job placements ads. The Joblist is the online job tool - please encourage your libraries to use their advertising money for the Joblist. Last year, revenue from this was equal to membership dues and this year it is down \$150,000.

ACRL is continuing to expand e-learning opportunities by providing access to the Cyber Zed Sheds which were used successfully at the ACRL biannual meeting in Seattle. Linda Kopecky from Wisconsin described how she has used the virtual sessions which include downloadable, dynamic screen capture, live audio, and Power Point slides for staff development. There are some 80 plus sessions that are available which benefited not only library staff, but also staff from across campus. They were widely popular and she figures they have been able to go to far more programs than if they had gone to Seattle. This is a huge value to members and promotion for ACRL.

Mary Ellen also discussed the development of the Instant Messaging chat series via On Point Chat which had 61 participants in ACRL 101. She asked for ideas for future topics. What are you doing that is fun and/or would help elicit engagement? A suggestion was made that local chapter newsletters could be moved to e-versions only, saving reimbursement costs from national.

Questions from the floor to the ACRL Executive Director – what can we do to help brainstorm to help cut and streamline costs?

Davis: We're going to do some thinking regarding funding. We want to help think of new ways to go forward especially in the long term. Questions such as "if I belong to ACRL why belong to ALA?" are being asked. It's really not an either/or option— our \$55 fee doesn't/wouldn't cover our costs. But how can we operate differently? What content is appropriate to sell? Part of our challenge is our position on open source, academic content. We want our standards to be used so they are free - but other organizations have put theirs into a book and made \$200,000 in sales.

Question/comment – one thing we sponsor is the presidential forum for the candidate’s debate during Midwinter. EBSCO sponsors the lunch but they haven’t been able to cover the entire cost. We can open a discussion on how to help sponsor that. What’s the value of that meeting? Would a Web cast cost more/less? We need to spend money to save money. Perhaps a taskforce can examine different models of funding.

Davis – Part of our challenge is to innovate and that might mean saying no to some of the things we’ve done before. EBSCO just cancelled a \$100,000 contract with *Choice*. So we’ll need to know if they are able to commit to the lunch at MidWinter. Megan Griffin, ACRL Staff Liaison, is in conversation with them and will keep us posted.

Question – This lunch costs over \$4,000 to feed an average attendance of 150. What’s the return for EBSCO? Vendor colleagues will be making hard choices. Let’s look at a virtual platform for this meeting – especially since the travel situation is not going to clear up in the near future. We could use conferencing software and get more attendance.

Davis – An E-Taskforce is examining ways to meet virtually. We are also looking at ways to still be an “active participant” while not requiring a “must attend both midwinter/annual” if you are on a committee. The ACRL “Got a Minute” campaign has great options for engagement with ACRL. Mary Ellen will put up the list on the wiki. Documents will also be posted to ALA Connect. There will be sessions at the conference about getting hands-on training. We’ve been having some issues receiving email due to filters. Please contact us again if you write and don’t hear from us.

7. Government & Legislative Updates

Mike McLane, Visiting Program Officer for the Legislative Advocacy Program gave a report on the Legislative Advocacy program. The requirements of the Advocacy program include: maintaining membership in ALA and ACRL; and having an interest and taking an active role in educating and influencing legislators. Advocates do not have to participate in National Legislative Day or attend annual/midwinter but these are encouraged. Advocates can visit their legislators in their national or local offices or contact them via email, district office, phone etc. The ACRL legislative agenda is an outline of what you can speak to. Emails will be sent on talking points and what to talk about. Advocates can also meet with legislative staffs.

Advocates can find out the issues and why we should be for/against them by contacting legislative advocacy program office. They send out information on a regular basis. The difference between legislative advocacy and politics on the job is that we do not lobby and do not support any political candidate or party. We educate elected officials by using such phrases as “this issue is happening and we want you to know” and “this is going to benefit the people/organizations that live in your district.”

Mike then talked about the legislative agenda which include: 1. government information; 2. public access to federally funded research; 3. LSTA reauthorization; 4. orphan works; 5. Copyright section 108; 6. Section 215 of the Patriot Act; 7. network neutrality; 8. Fair Use and Anti-Circumvention.

8. Megan Griffin, ACRL Staff Liaison

Part of Megan’s job is to manage the online chapter pages. She makes changes to the rosters and gets information to Laurie to update the chapter listserv. The next fiscal year starts Sept 1st and there are still two or three slots open for chapters to request Lori to come speak at chapter meetings and conferences. There must be four years since the last presidential visit. Reimbursement requests are to be submitted by August 15th. Budgets were sent out last Sept but if there are changes or questions, please let Megan know. Reimbursements can be used for charitable or educational purposes. Send in the form and original receipts.

9. Laurie Swartwout, Listserv Administrator

Please let Laurie know when chapter officers change and if previous officers want to be off the

listserv. There is an unsubscribe note on Megan's routing - but it might unsubscribe the entire state list rather than just chapters. Laurie will check on this. A concern is that as we go more virtual, we'll lose conversations. Please note - it's illegal to use listservs to contact individuals.

10. Aline Soules, Chapters Council Representative to ACRL Legislative Network

Aline is the liaison for the entire country and was appointed by the Government Relations Committee of ACRL for a two-year term. Her duties include facilitating communications among Chapters and various offices of ACRL and ALA as well as preparing reports (the latest report is included in Chapters Topics, Spring 09). This is not part of the advocates program. Each Chapter has a Legislative Liaison who needs to contact Kara Malenfant and get on the legislative network list.

Since this is the first time this role has existed, Aline is not sure how to effectively reach out to everyone but assures us that she is here to serve us. Please feel free to email her with your questions and suggestions. A comment was made that it is hard to keep all the pleas straight and that notices come from a lot of difference sources. How do we make sense of it all? Aline: Pick one and don't worry about all of them. Think about the focus of your membership and direct your attentions and efforts to something that aligns with that. Another concern was the formatting of Aline's message. She will look into it.

11. Election of Officers (Judy Pinnolis)

Judy expressed her appreciation for all the candidates and their willingness to serve. The Council benefits from broad participation and requires it for growth.

Candidates Introductions and Remarks:

Candidate for Chair-Elect:

Mark Lenker, Assistant Librarian for Instruction, Greenwood Library, Longwood University, Virginia.

Mark runs unopposed and stated his appreciation and thanks to his University for the funding necessary to meet the responsibilities of this 3-year commitment. He has a strong belief and interest in ACRL and will work towards making the Council as user friendly as possible, provide orientation information updates quickly, investigate ways of potentially helping chapters with opportunities for growth and conversations, and staff development. He will work to make chapters the best they can be!

Candidates for Secretary:

Rickey D. Best, Dean, Montgomery Library, Auburn University. Rickey greatly believes in ACRL and the promise that it holds. By training he is a historian. He has served two terms as Faculty Senate secretary. He would enjoy the opportunity to provide support and an accurate record of these proceedings. He is honored to be considered.

Les Kong, Head of Public Services, CSU San Bernardino. Les has been involved with professional associations for a number of years. He has found a lot of value in sharing experiences at the Chapter level – both what works and what doesn't. He is honored to run and serve if elected.

Election Results:

Mark Lenker, Vice Chair – Chair Elect
Rickey Best, Secretary

News & announcements

Chapter Topics is now online. Check it out at:

<http://www.ala.org/ala/mgrps/divs/acrl/about/chapters/topics/chaptertopics.cfm>

Tiny URLs: A question was asked about modifying the URLs of ACRL forms so that they are not so long. Judy announced that a new form will be sent out via email and will be used to apply for actions which address larger issues that affect more than one chapter. She will look into shortened URLs and provide a list of them in Topics.

Dine Around – 6:30 Sunday, July 12, 2009
Coco Pazzo Café 636 N. St. Clair Street Chicago, IL
<http://www.cocopazzocafe.com/>

Programming (Kathy Parsons)

The Iowa chapter has conducted a mentoring program for two years – matching new and experienced librarians. They are investigating whether to continue. It has been positively received by 9 pairs of librarians. They are hoping there will be funding available to improve their membership drives and encourage state to national membership. The program includes orientation sessions both face-to-face and virtually once a month.

Judy – Barbara Kenney, from the New England Chapter is an education specialist and mentoring expert. She is a primary resource on how to become a mentor. Please contact her if you are interested in starting such a program - bkenney@rwu.edu

The meeting adjourned at 11:30 am.

California Academic & Research Libraries

Web Coordinator Report

Julie Shen

September 14, 2009

1. Public Web

- Set up web space for 2010 Conference webmaster.
- Trained new CARLNIT webmaster.
- Updated CARLALL info.
- Discussed Job listings policy with board. We still only post jobs in California.
- Wrote reminder about Facebook and Flickr for newsletter.
- In contact with old/new SCIL webmasters about handover.
- In contact with Rockman scholarship committee about online submission procedures.
- Updated link to Standing Rules. Created PDF version.
- Posted IG Guidelines.

2. Members Only

- Granted newsletter access to members. As of September 14, there are 58 members with access to the members-only area of the website.
- Sent new logo to Membership Director for the membership directory.

3. Board Only

- Tested board wiki.
- Shared another possible Regonline replacement, Certain Event Management and Registration Software: <http://www.certain.com/>
- Set up videoconference.

Treasurer's Report
Pam Howard

Account Balances as of 9/9/2009

Savings – \$22,488.16
Checking - \$1825.02

2008 Operating Income & Expenses

These are the operating expenses of CARL. I have only included the 'normal income'. Membership dues and any interest from the bank are what I have reported as 'normal income'. Last year saw some income greater than expenses for the members programs, but I am not sure that should be included here. Also, there was a profit last year from the conference. But in general, these are the sources of income and expenses for the normal operating year.

Income		
ACRL Chapter Reimbursements		1,053.00
Banking+		
Interest		296.01
		<u>\$</u>
Total Banking+		296.01
Membership Income		
4210 Dues direct payment		805.00
4220 RegOnline payment		4,875.00
		<u>\$</u>
Total Membership Income		5,680.00
		<u>\$</u>
Total Income		5,976.01
RegOnline Fees		772.75
Executive Board		
ACRL Chapters Council Meeting		391.12
Gifts		104.21
Office supplies		94.64
Postage, Photocopy		29.50
Refreshments		1,248.07
Software & Manuals		694.30
Stipends		3,000.00
Travel Reimbursement		2,013.49
		<u>\$</u>
Total Executive Board		7,575.33
Retainers		
Accounting		1,862.00
Insurance		1,923.00
		<u>\$</u>
Total Retainers		3,785.00
Total Expenses	\$	12,133.08
Total Income	\$	5,976.01
	\$	- 6,157.07

There are four additional costs associated with yearly operation that we need to also be mindful of, and they are listed below:

Additional costs:

1. Our chapter representative to ACRL. At this time some of the cost is being covered by other institutions or organizations. If we were to cover the entire cost it would be about \$1500. Notice last year it cost less than \$400.00.
2. Research Grant – This is not listed as an Administrative cost for 2008. This year it is \$1600.00
3. Scholarship – this is \$1000.00, and not listed as an Administrative cost for 2008.
4. Outstanding Member Award - \$300.00, not listed as an Administrative cost for 2008.

So if you add up the items in 1 thru 4 you get an **additional \$4,400.00.**

In total, if 2008 is a representative year, than we need to raise our 'normal income' by close to \$10,000.00.

The year 2008 saw a profit from the conference of \$1600.00 and a profit from members programs of \$1900.00

APPENDIX IV: CARL Conflict of Interest Policy

CARL Financial Conflict of Interest Policy for Board Members

The standard of behavior at CARL, the California Academic Research & Libraries Association nonprofit corporation, is that all board members scrupulously avoid any financial conflict of interest between the interests of CARL on one hand, and personal or business interests on the other. This includes avoiding actual conflicts of interest as well as perceptions of conflicts of interest.

We understand that the purposes of this policy are: to protect the integrity of CARL's decision-making process, to enable our constituencies to have confidence in our integrity, and to protect the integrity and reputation of the board members.

In the course of meetings or activities, board members will disclose any interests in a transaction or decision where a family member, significant other, employer, or close associate will receive a financial benefit or gain. After disclosure, the board member understands that he/she will be asked to leave the room for the discussion and will not be permitted to vote on the question.

We understand that this policy is meant to be a supplement to good judgment, and that all board members will respect its spirit as well as its wording.

9/17/09