June 2013 Board Meeting

Date: Wednesday June 5, 2013
Place: Hyatt Regency, Buffalo NY - Roosevelt Room.

Attendees

Executive Board:
Bob Boissy, President
Steve Shadle, Past-President
Joyce Tenney, Vice President/President-Elect
Shana McDanold, Secretary
Jennifer Arnold, Treasurer

Members-at-Large:
Chris Brady
Patrick Carr
Stephen Clark
Tim Hagan
Selden Lamoureux

Ex Officio:
Angela Dresselhaus

Regrets:
Allyson Zellner (on leave)
Anne McKee, Conference Coordinator
Cindy Hepfer, CPC co-chair

Boissy let the Board know that recently posted on the Scholarly Kitchen blog is information about a new initiative called the Clearing House for Research in the United States (CHORUS), which is described as the publishers’ response to the open access mandate for government funded research (http://scholarlykitchen.sspnet.org/2013/06/04/joining-a-chorus-publishers-offer-the-ostp-a-proactive-modern-and-cost-saving-public-access-solution/)

1.0 Welcome (Boissy)

Boissy called the meeting to order at 8:32am

2.0 Secretary’s Report (McDanold)

2.1 Approval of October Minutes

VOTE: Motion to approve from Shadle, seconded by Clark. All voted in favor.

McDanold requested that all incoming Board members email their cell numbers and any special needs (allergies, etc.) to her for meeting planning purposes.
3.0 Treasurer’s Report (Arnold)

3.1 Report

Arnold reviewed the submitted Treasurer’s report, including a review of the current balance sheet. She noted that investments have increased, and is considering moving more into investments from savings. There are some changes to the accounts when funds reach the next level in the investment account. The current balance in the checking account is slightly lower than last year, likely due to additional up front conference costs this year, and Arnold expects that it will balance out after the conference is concluded. The average conference costs $150,000 to $200,000, and we need sufficient funds to cover without penalty.

The A/V company for the Conference did not accept our Tax Exempt status due to a New York state requirement to fill out an additional state-specific form. NASIG will receive a refund on the tax after the form is processed. The deposit has been made, and the form may or may not be processed by the time we have to pay the invoice balance after the Conference has concluded.

Arnold inquired about shifting funds from one account to another. One option she suggested was to consult Financial Development Committee. NASIG has an investment banker at Chase to provide guidance due to our tax exempt status. The Board determined that the FDC is focus is on fund raising, and it would be more appropriate to continue work with the banker instead.

VOTE: Boissy made a motion to have Treasurer consult with our Chase financial investment banker and review the account after the 2013 conference is settled in September and report back to the Board at the October meeting. Seconded by Shadle. All voted in favor.

Arnold reported that committee expenditures are low and noted that the Board saved money by having the January Board meeting in DC.

Arnold reported that the webinars were profitable and income is included in the balance sheet.

Arnold will update the conference sponsorships with new numbers after the end of the Conference to add in a few last minute sponsors. It was noted that for future Vendor Expos hotels must have space for at least 40 vendors to set up, and that we need to start the process of soliciting sponsors earlier. Shadle and Arnold both noted that there are a few parts of the form that need to be clarified, specifically related to invoicing and credit card payments.

ACTION ITEM: Tenney, Shadle, Boissy, Geckle, and Arnold will conduct a meeting to review and edit paperwork/form for Conference sponsorships. (Boissy/Arnold)

Finally, Arnold will be out on leave for a few months in the fall. The Treasurer-in-training, Beverly Geckle will fill in as much as possible, and Arnold and Geckle have begun planning.

4.0 Consent Agenda (All)

Awards & Recognition
Archivist/Photo Historian
Bylaws
Conference Proceedings Editor
Continuing Education
Database & Directory
Electronic Communications
Financial Development
Membership Development
Newsletter
Nominations & Elections
Publications & Public Relations
Site Selection
Student Outreach

Shadle brought to the Board’s attention several issues from the Financial Development Committee. There has been a change in charge which has been posted to the website. The FDC is working on a promotional newsletter ad for conference sponsors and will get the sponsor contact list from Shadle after the Conference conclusion to coordinate ad submissions to the Newsletter. For this promotion, submissions can come directly from sponsors, and ads are for one issue only.
Lamoureux brought up a question from Awards & Recognition. The Mexican Scholarship winner was unable to get visa clearance to attend the conference. A&R would like to support attendance for this year’s 2013 winner at the 2014 Conference in Fort Worth. The Board agreed with A&R’s proposal. There was no Tuttle award winner this year, and the committee will be more aggressive seeking applicants next year. The award plaques have arrived and are ready to be distributed.

Boissy indicated that the current presenter options are causing some difficulty for Conference Proceedings and the author contracts need to be reviewed. The Board will ask Conference Proceedings to review existing options and make suggestions for clarification.

**ACTION ITEM:** Conference Proceedings needs to review author contracts from T&F and make recommendations; meet with T&F contact if needed.

(Boissy)

Clark pointed out that the Continuing Education Committee needs to start planning on webinars for the year as soon as possible to address scheduling conflicts and begin advertising earlier. Chamberlain will remind the Committee when he takes over liaison duties.

Clark also brought up the NISO webinar pricing arrangement (NASIG members get member rate). If we were to do a joint webinar, how would that work in terms of the financials, technical arrangements, etc. Clark suggested negotiating a lower rate for our members for the joint webinar if we are not receiving any of the proceeds. One topic suggested for the joint webinar is the implementation of PIE-J.

**ACTION ITEM:** McDanold will suggest to NISO Education Committee to do a co-sponsored webinar with NASIG in 2014 and will put them in contact with Chamberlain.

**VOTE:** Motion to consent agenda from Boissy. Seconded by Clark. All voted in favor.

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**5.0 Sponsorship Levels and Organizational Membership (Shadle)**

Shadle reviewed the current set up for sponsorships. There are currently four tiers, with increasing benefits as the cost of sponsorship increases. There are also additional single sponsorship opportunities such as speaker expenses or Wi-Fi coverage for a day. Shadle has had several vendors express concerns regarding various parts of the current set up including the cost of table for smaller vendors, the mailing list price and tier list, and the difference between receiving an attendee list versus the member list (for promotion versus meeting setup).

**5.1 Costs of Sponsorship Levels**

Shadle suggested reducing the number of sponsor levels from four to three levels:

- 3: conference sponsorship w/recognition
- 2: acknowledgement plus table
- 1: additional advertising in addition to table

There will be an impact on registration rates as sponsors register at reduced rate and organizational members get three people they can register at member rate. This should be reviewed at the same time as other sponsorship benefits to determine relative worth to vendors and NASIG.

It was also suggested to review the Charleston Conference sponsor arrangements.

Shadle also suggested that $1,000 of the cost of an organizational membership could be used as a “credit” towards another conference sponsorship level, or $1,000 of the organizational membership could automatically slated for the conference budget.

**VOTE:** Shadle proposes to allocate $1000 of each organizational membership fee to the conference budget. Seconded by Lamoureux. All voted in favor.
5.2 Mailing List versus Attendee List/Contacts

A vendor list is on the conference sponsorship webpage, but organizations that are not listed as vendors may choose to send one representative over another depending on attendee list.

Currently top tier sponsors will still receive a snail mail mailing list (no email) for members.

The Conference attendee list (with name and affiliation) will be posted behind the firewall to fulfill attendee requests for the list. It will be posted at the close of early bird registration. At the same point, the attendee list (name and affiliation only) will be sent to vendor sponsors (Tenney will communicate this to CPC).

For organizational members, how will access to membership or attendee lists work? If they don’t sponsor at the appropriate level, they’ll still have access to attendee list via membership. Essentially it becomes an unspoken benefit/perk of organizational members not received by other sponsors.

Organizational members are NOT listed on conference sponsorship web page, nor do they receive other conference sponsorship benefits. But benefits do include an exhibit table; however they receive no corresponding Newsletter advertising benefits.

**ACTION ITEM:** review levels of sponsorships at ER&L and Charleston; Arnold will provide historical registration/funding information for consideration; revise NASIG levels to three tiers; review discounted registration rate benefit; bring proposal to Board by August (Shadle/Tenney/Boissy/Whiting)

5.3 Scheduling of the Vendor Expo

The feedback from attendees and vendors indicated that the six hour expo in Nashville was too long. For Buffalo it has been adjusted to just four hours before opening session. A remaining issue is arrival times of some attendees result in them missing the expo since it is before the conference officially begins.

Hotels usually have no secure and dedicated space for vendors so no option for ongoing exhibiting during conference breaks. This need may impact the hotel selection criteria if we need to provide additional vendor space during the conference.

Tenney suggested keeping the expo to four hours, and provide top tier vendors a dedicated room during the Friday breakfast for a demo or discussion with interested attendees.

Another suggestion is to incorporate lightning talks (approximately 7 min. long) into the Great Idea Showcase. Or we could open up the Great Ideas Showcase for vendors to buy space/table or to do a lightning talk demo.

As part of the benefits for the revised middle tier sponsorship level, vendors could receive lightning talk time and/or space for demos. Members would be able to give lightning talks for free through a first-come first served method. Lightning talks could be held on Friday and Saturday. The sponsorship coordinator (Past-President) and the CPC and PPC would need to coordinate times and scheduling to make this work.

These scheduling options will be considered in the action item listed under 5.2.

Finally, Shadle will do a short follow up survey with vendors this year and share with Board and the action item group reviewing the sponsorship levels and benefits.

6.0 Trial of New PubPR Alignment (Boissy/Hagan)

Publishing component to CEC as a subgroup.
Publicist to ECC.

Arnold and Bob Persing have been discussing the possible change with Tenney.

A recommendation was made that PubPR be dissolved as a separate committee. The publishing component of PubPR will move to Continuing Education as a subgroup of that committee. The Publicist will be moved to the
Electronic Communications Committee to align the entire communications pieces under one umbrella.

The trial period will begin after the 2013 Conference.

**ACTION ITEM:** Solicit feedback from the members of PubPR, CEC, and ECC and review the trial in February before Kelley begins committee appointments.

Review of the realignment will be an agenda item for either the January Board meeting or the December conference call.

### 7.0 2014 and 2015 Conference Issues or Concerns

#### 7.1 Ft. Worth, TX 2014

Tenney recommends conference cancellation insurance to address tornado season concerns.

**VOTE:** Clark moves to purchase conference cancellation insurance for Ft. Worth 2014 conference. Seconded by Brady. All voted in favor.

**ACTION ITEM:** Once all conference special events are decided, the Treasurer and CPC will communicate on insurance needs. (Arnold)

Tenney has asked CPC and PPC to begin theme and logo discussions immediately and will be moving all working calendar deadlines up one month to accommodate the earlier date of the conference. It is recommended to open conference registration before ALA in January.

#### 7.2 Site Selection 2015

McKee and Tenney are currently in negotiations with the hotel. NASIG will monitor renovation progress at the hotel.

### 8.0 Program Planning Report (Carr, Davidson, Getz)

Davidson reports they have had six program cancellations. Two of the cancellations were last minute, but we still have a full slate of programs.

Davidson also recommends future coordination with registrar to ensure program speakers are registered for the conference and adjusting the MOU to encourage registration by the end of early bird registration.

Some program cancellations are expected, but the number this year is unusually high.

**ACTION ITEM:** Review MOU for speakers/presenters to make language stronger to discourage cancellations (documented emergencies, NASIG is including their presence in budgeting, expect registration for conference by a specific date (discounted rate only valid through early bird registration deadline), etc.). This does not apply to invited vision speakers. Ensure a signed MOU for ALL presenters. Have a draft submitted to the Board by August 1, 2013. (Kelley, PPC)

Other than last minute cancellations, all seems to be running smoothly. The Committee worked well together. Anna Creech did a nice job on the schedule software. McDanold suggested a FAQ or instructions on the software for personalization.

RDA Pre-Conference made a last minute request for a microphone and flip-chart. The Board approved the request.

### 9.0 Conference Planning Report (Tenney, Davis, Hepfer)

Davis reports so far things are OK. The registration desk is set up and ready.

The Hyatt staff have been helpful, just mention you are with NASIG if there are any issues.

There is a map with restaurants and names of restaurants in the folder for attendees. CPC will make any housekeeping announcements first, before introducing the speakers.

Buses are not intended to take everyone to the Transportation Museum on Saturday. Instead, attendees are encouraged to take transit buses/trolley to the ballpark stop and it’s a short walk to the Museum.
from there. The food will be served at 7pm on Saturday, and a separate station for special dietary needs will be set up and clearly marked. Buses will be on Huron for loading.

For the ballgame, NASIG is in section 105. We do not have an uninterrupted block, but seats are close to each other so people can move if needed. Seats will be available for anyone that wants to purchase on site, but available seats may not be near the NASIG section.

Some road construction may cause a few delays to and from the airport.

The revised budget currently reflects a negative balance, but not all the numbers have been posted. Food cost was underestimated in the original proposal.

Attendees may have multiple invoices if they paid for additional costs (tickets, additional reception tickets, etc.). Each was seen as a separate transaction and generated a separate invoice.

10.0 Web Site Clean-Up Status (Hagan)

Hagan reported on the work that the ECC has completed work on the following:

- reorganizing conference archives (full text behind firewall but public citation page)
- clean-up is done for committee public and private space except Board private space
- new website and upgraded system approved and moving forward– put Board space clean-up on hold to see if easier after migration

The feedback on the ArcStone draft mock up #1 is that there was too much white space. It will be communicated to ArcStone for a second draft mock up. The migration will cost about $2400, which is only a little more than if we made the changes without migrating to the upgraded version. And with the new version, NASIG will have more edition options for the future.

The feedback from the ECC on moving the Publicist position to ECC: content for distribution is contributed from multiple sources and ECC posts content where appropriate. The Publicist was traditionally for outside communication, but this is no longer the norm. Having the Publicist under the ECC umbrella will be more efficient and will increase communication channels. One future option is to possibly expand the Publicist role to include some additional marketing for NASIG.

Char Simser wants to create a Publicist Manual to document social media options and other communication channels.

Boissy will meet with PubPR during the Committee meetings slot during the conference to discuss the trial. Once that is communicated, PubPR will split to attend the ECC and CEC committee meetings as appropriate.

Hagan encourages all the liaisons to consider this PubPR trial change to be an example of agility to make a change in a short period of time. This transition is a nice example of the agile development cycle.

11.0 Action Items Update (McDanold)

There are three documents of Action Items posted to the Board space for review:

- June 2012
- Oct2012/Jan2013
- May/June 2013

All “Action Items” will be considered either complete or assumed that they will not be completed. Any “In Process” or “Changed” items will be moved to a new document dated 2013June. All “Action Items” were reviewed and ongoing items were highlighted by Board members and edited/updated if needed. All new items from this meeting will be added to the same new 2013June document.
12.0 Taylor & Francis Author/Presenter Agreements Review (Boissy)

Blog post review.

One option is to offer the choice to presenters to exclude materials from Proceedings? The Board concluded that this is not a viable option as the Proceedings are key to our professional organization.

Other questions discussed include whether NASIG should have exclusive rights or if NASIG should share rights to copyright with T&F. There was no compelling reason to give authors exclusive rights, and the T&F contracts are in line with library friendly policies.

It was suggested that Kevin Smith be consulted for ideas for revised contract for authors. He has expressed concern over the current contract for authors and has a great deal of experience in author rights issues.

The Board would like Program Planning to provide a briefing or summary of the concerns and the issues voiced with the agreements by authors regarding the contracts.

The current contract with T&F is available in the Board web space.

**ACTION ITEM:** Boissy will send author documents/contracts to McDanold. McDanold will post in Board space.

There is an earlier Action item under 4.0 for Conference Proceedings review of documentation. [**ACTION ITEM:** Conference Proceedings needs to review author contracts from T&F and make recommendations; meet with T&F contact if needed. (Boissy)]

**ACTION ITEM:** Proceedings needs to ask Program Planning for the issues voiced by presenters regarding the T&F agreements and use them to inform their review of the author agreements for the Conference Proceedings. (Lamoureux/Kelley)

13.0 Core Competencies (Lamoureux)

Lamoureux let the Board know that the next step is to finalize and publicize the core competencies. Suggestions include posting it on the NASIG website and adding it to the list of competencies on the ALA website.

Sutton reported that the document has been discussed by membership and input was incorporated into the documents, creating the final draft. The final draft document is ready to be approved by Board.

It was noted that the competencies will be a living document, and will need revisions to accommodate changes in technology and the serials environment.

**ACTION ITEM:** Task Force will make a recommendation for a revision cycle and make a recommendation which committee would be responsible for the Core Competencies document moving forward. (Sutton)

Latest version: April/May 2013

**ACTION ITEM:** Sutton/Lamoureux will send latest version of the Core Competencies document to McDanold to post to Board space under the June 2013 documents. COMPLETE

**ACTION ITEM:** Board will review the latest version of the Core Competencies document and vote via Survey Monkey/Doodle. (All)

**ACTION ITEM:** After Board approves Core Competencies document, send to Publicist for distribution. (Lamoureux)

14.0 Financial Development Brainstorming Session (All)

Boissy brought the request for brainstorming options for the FDC to work on. Questions include: what financial activities are appropriate for NASIG? For what and from whom are we raising money? Is this for awards or organization expansion?
Carr pointed out that a membership drive to expand membership would bring in more money to support additional activities.

Shadle commented that the membership benefits for NASIGers are beyond just conference at this point. He asked what things do we want to do that we need more money to accomplish? He brought up the options of funding a part-time administrator to assist and support the Board, act as registrar, etc. which would reduce the demand on volunteers. Additionally an administrator position would help with consistency with Board member rotation.

Boissy suggested asking more of membership development, and give them money to support membership drives. But he also wants to balance support and benefits for existing members with the push for new membership.

Tenney suggested using funds to contract with a consultant for membership development and create a campaign for a membership drive.

Shadle pointed out that the pattern of membership is that members are newer to the profession.

McDanold noted that the conference program is focused on being more hands on for the practitioner, and there is less program support for people when they move to the administrator level. It becomes harder to justify continuing involvement as people move up in the ladder in their organizations into administrative roles and they have less hands-on job aspects.

Tenney noted that we have significantly more competition now from other organizations and conferences than we did even five years ago.

Arnold brought up that the FDC has an ongoing confusion about their role and a clearer charge is needed for what FDC should be looking at in the future.

Boissy suggested that FDC should brainstorm ideas and suggest use for any funds raised within the organization. But that the FDC would benefit from some hints about the needs of the organization from the Board. NASIG is a volunteer organization and depends on dedication and involvement of people serving on committees.

The Board suggested the following as possible things fund raising could contribute to:

- a part-time administrator to ease pressure and demand on volunteers and Board members and provide continuity from year to year as Committee and Board membership changes;
  - Possible administrator duties could include exhibit management, membership processing, registrar duties, etc.
- maintaining the financial health of the organization (an increased cushion to give us some additional stability so we’re not so dependent on the Conference success);
- fund Membership Development Committee campaigns and efforts to grow the membership

15.0 Webinars Review and Assessment (Clark)

Arnold reviewed the webinar revenue from the Treasurer’s report.

Clark identified the last webinar as the least successful, likely due to conflict/competition with other webinars (NISO, ALCTS, etc.). Additionally, the title was awkward, creating a marketing issue since it was difficult to determine what the session was about from just the title.

**ACTION ITEM:** Chamberlain will follow up with CEC to see if the original May presenter (Lisa Kurt) is available to present in a future webinar on data visualization.

**ACTION ITEM:** Have CEC ask WebEx to see statistics of downloads of presentations to gage use beyond attendance during the webinars. (Chamberlain)

Clark reported that the CEC has other topics in the works possibly for September.
The Board agreed to continue to hold 4 webinars a year and suggested reviewing the NISO and ALCTS schedules to avoid future conflicts. NASIG needs to find a schedule for our webinars that doesn’t compete and is more consistent and predictable so attendees and presenters can plan ahead better.

**ACTION ITEM:** Ask PPC to compile a list of the most well received presentations that could be reworked as a webinar and send list to CEC. (Kelley/Chamberlain)

Boissy suggested a webinar on effectiveness of discovery services at various institutions such as a presentation by Eugene Barsky from the University of British Columbia.

The Board reviewed the current cost structure for the webinars. Overall, the group registration at the $95 rate is consistently high and seen as a good value. The Board recommends keeping the registration rates the same at: $35/members; $50/non-members; $95/groups.

**ACTION ITEM:** CEC should review the NISO and ALCTS webinar schedules to avoid conflicts; and publish the schedule for the year in advance. (Chamberlain)

**ACTION ITEM:** MDC needs to ask the Registrar for list of webinar participants who are non-NASIG members for a targeted membership campaign. (Brady/Arnold)

**ACTION ITEM:** CEC should compile a few standard slides to add to every webinar for NASIG membership promotion and NASIG webinar promotion. (Chamberlain)

Chamberlain suggested a topic of continuing education for licensing, maybe as a series of webinars. Boissy suggested asking participants at registration to pose a question to be answered during the webinar by presenters.

It was suggested to consider offering a free webinar occasionally to boost interest and the earlier discussion of NISO/NASIG webinar joint presentation was highlighted. [**ACTION ITEM:** McDanold will suggest to NISO Education Committee to do a co-sponsored webinar with NASIG in 2014 and will put them in contact with Chamberlain.]

**ACTION ITEM:** Ongoing: have PPC send list of presentation proposals that were not accepted but would be possible webinar topics to CEC. (Kelley/Chamberlain)

### 16.0 Voting Process (All)

**Survey Monkey, Doodle, etc.**

The Board needs to find a more consistent voting option for record keeping moving forward and to avoid the email influx of “yes” and “+#” for voting, which can be difficult to track accurately.

The Board agreed on the following plan:

- Scheduling and simple yes/no votes will be via Doodle.
- Voting on issues that may need discussion or more variations in options will be via Survey Monkey.

There was a request to try to use a consistent URL for the SurveyMonkey if possible and just edit the questions so Board members could bookmark the survey URL.

Email will be used for general discussion and brainstorming. The President or Secretary will determine when to end discussion, send out the deadline date to end discussion, and the Secretary will create the vote in SurveyMonkey or Doodle and send it to the Board list with the deadline to participate. Once voting is closed, the Secretary will close the poll and document the results.

The Board also agreed to continue to send messages to Board list when Board members will be offline or unavailable. In addition, the Board will try using a shared Google Calendar for Board members only to note events and absences.

**ACTION ITEM:** McDanold will set up a private Google Calendar for the 2013/2014 Executive Board and link to it from the Board work space.
17.0 Other Items (All)

17.1 Taylor & Francis Video Recording of Session

The Board agreed that this shouldn't be an issue, but that the members introducing the session need to alert attendees that Taylor & Francis is recording the session.

What about public sharing of the video? This should not be an issue as long as it doesn't violate anything in the presenter/author contracts. The Board suggested that the PPC might want to consider adding a clause about session video recording for the future (such as: NASIG reserves the right to record and stream content).

**ACTION ITEM:** FDC will evaluate costs and investigate streaming options for portions (such as vision sessions/all attendee sessions) of the 2014 Conference, both NASIG run and outsourcing options. (Whiting)

**ACTION ITEM:** Ask PPC to consider how to include language in their contract for all speakers to allow for live streaming. (Kelley)

17.2 Webinar Pricing/Timing

This item was discussed earlier under 15.0 Webinars review and assessment.

17.3 NASIG Table Staffing from 4:00-5:00pm

Stephen Clark, Joyce Tenney, and Steve Shadle offered to staff the NASIG table during the Vendor Expo from 4:00-5:00pm.

17.4 Cancellation (Involves a Program Cancellation) – Last Minute Request

The cancellation policy is spelled out in registration policy.

17.5 Next year’s Board: October Meeting in Ft. Worth (Hilton) Scheduling Quickly

Tenney will let Board know as soon as she has possible dates for Ft. Worth. Tenney will also ask the hotel to consider September dates.

17.6 January Board Meeting: ALA Midwinter

ALA Midwinter 2014 is in Philadelphia from January 24-28, 2014. The Board meeting will be Thurs., January 23, 2014. Details will be forthcoming about location and hotel options.

17.7 Arnold – Outgoing Chair Gift Donation

An outgoing chair did not accept the gift offered, and instead chose to return the money the gift would have cost to NASIG. Arnold was asked about a receipt for their donation for tax purposes? This is not included in letter thanking them for their service.

**ACTION ITEM:** Arnold will ask the NASIG accountant whether or not the outgoing chair gift funds donated back to NASIG is tax deductible (not accepting the gift).

**VOTE:** Motion to adjourn meeting made by Shadle. Seconded by Clark. All voted in favor.

The meeting adjourned at 3:48pm.

Minutes submitted by:
Shana McDanold
Secretary, NASIG Executive Board