

NASIG Newsletter

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September 2011

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Executive Board Minutes

June 2011 Meeting

Date: June 1, 2011

Place: Hilton St. Louis at the Ballpark, St. Louis, MO

Attendees

Executive Board:

Katy Ginanni, President

Steve Shadle, Vice President/President-Elect

Carol Ann Borchert, Secretary

Lisa Blackwell, Treasurer

Members at-Large:

Patrick Carr

Clint Chamberlain

Steve Kelley

Buddy Pennington

Christine Stamison

Jenni Wilson

Ex officio:

Angela Dresselhaus

Guests:

Bob Boissy, incoming Vice President

Jennifer Arnold, incoming Treasurer-Elect

Stephen Clark, incoming Member-at-Large

Anne Mitchell and Michael Hanson, PPC co-chairs

Shana McDanold and Karen Darling, CPC co-chairs

Joyce Tenney, Site Selection

Regrets:

Rick Anderson, past President

Allyson Zellner, incoming Member-at-Large

1.0 Welcome (Ginanni)

1.1 Etiquette for Guests

The meeting was called to order 8:31 a.m. Board members introduced themselves and Katy covered etiquette for the meeting. Guests may participate in discussion but may not vote.

2.0 CPC (Pennington, McDanold, Darling)

CPC reported on a few last-minute details and logistics, including possible ADA issues. CPC is providing a list of options for alternatives the night of the ballgame, but there are a few ballgame tickets available still for those who want them. CPC expects to come in at or under budget.

There will be a membership table at the vendor expo. We do not have a tablecloth for NASIG for display tables. We might investigate this for next year, but we want to see results from the brainstorming session first in case of a possible name change.

3.0 PPC (Kelley, Mitchell, Hanson)

At this conference, there are nine strategy sessions, fifteen tactics sessions, two vision sessions, plus three pre-conferences. Poster sessions will be on Saturday. There are fourteen informal discussion groups this year.

There will be lunch options available for purchase by discussion group attendees.

PPC expects to be at or under budget.

Concerns:

- Call for proposals: in Palm Springs, the call for proposals asked for ideas and loaded PPC with having to hunt for speakers. Maybe ask for ideas with speaker suggestions.
- Experimenting with only two vision sessions this year and no closing session. We'll do closing announcements during Sunday breakfast, and people can turn in badges at breakfast. We'll see how that affects Sunday attendance.
- Conference publicity seemed a bit scant this year. PPC asks that we work on better publicity for next year. PPR now has a manual specifically addressing conference publicity. Maybe in the PPC manual, there could be some note that in February PPC will create template information for the publicist to use as a teaser for the conference. There was a suggestion that all of the manuals be in a central place where committees can see each others' manuals to determine who is responsible for what. This will need to be discussed with ECC and may involve some programming issues.

ACTION ITEM: Carr, Arnold, Shadle, and Ginanni will work on providing mutual access to manuals for CPC, PPC, PPR, and the Past President.

4.0 Secretary's Report (Borchert)

4.1 Action Item Updates from March Conference Call

There were updates to action items as follows:

Not Done/In Progress:

ACTION ITEM: All board members will discuss how to turn the contingency planning documentation into a public document for distribution and discussion among the NASIG membership.

ACTION ITEM: Anderson will continue work with N&E over the course of this year to insure that the manual is complete and posted on the website. **ONGOING**

ACTION ITEM: Blackwell will add information to the treasurer's manual indicating that the board may approve additional funding for the Merriman Award winner and the NASIG President to account for emergency situations.

ACTION ITEM: Chamberlain and Shadle will talk to ECC & CEC about working together on the Archiving Information section of the CEC-PPR proposal. **IN PROCESS**

ACTION ITEM: Chamberlain will ask E&A to poll vendors via email to see how NASIG could be more valuable to them/how the conference could be a more valuable experience. **IN PROCESS**

ACTION ITEM: Chamberlain will ask ECC and the Website Liaison to explore where we could add advertisements into the NASIG website without ArcStone intervention. **IN PROCESS**

ACTION ITEM: Ginanni will appoint or select members on FDC to work with advertisements. **IN PROCESS**

ACTION ITEM: Ginanni will draft a charge and job description for the NASIG Historian, run it by the board, and then appoint a Historian. **IN PROCESS**

ACTION ITEM: Ginanni will work with the Student Outreach Committee to create a formal proposal for the internship program.

ACTION ITEM: Ginanni will investigate obtaining an Outsell report to see if there is an environmental scan already done.

ACTION ITEM: Shadle will ask CEC to work with PPC to create something such as a podcast and/or website that explains the conference program proposal process. **IN PROCESS**

ACTION ITEM: Stamison will draft new language in conjunction with Wilson for the sections of the NASIG website that refer to personal memberships, and will send this to board for revision by end of December.

ACTION ITEM: Stamison will ask A&R to submit suggested rewording for 2012 student grant awards over the summer to better define the term “student.”

IN PROCESS

ACTION ITEM: Stamison will ask A&R to investigate the cost of travel insurance for flight, hotel, etc. in traveling to UKSG for Merriman Award. **IN PROCESS**

ACTION ITEM: Wilson will take the idea of thank you letters to new members back to MDC for consideration.

IN PROCESS

ACTION ITEM: Wilson will ask MDC to work with D&D to create a document outlining the idea of offering a conference prize to first-time members.

ACTION ITEM: Wilson will ask MDC to work with the Mentoring Committee to explore implementation of a year-long mentoring program in addition to the conference mentoring program.

Completed:

- All board members will review the Compensation & Reimbursement Policy on the Annual Conference web site to discuss possible wording changes.
- All board members will consider the issue of member information being shared with Tier One sponsors and how to communicate this to members.
- All board Liaisons will investigate and become familiar with process of doing an environmental scan.
- Anderson will ask FDC for pricing parameters for website advertisements.
- Ginanni will contact Ann Crosse and Lois Smith at SSP to see if they might be amenable to doing an event or conference together.
- Ginanni will contact Joyce Tenney to discuss a succession plan and training of the next person to handle Site Selection.

- Ginanni will ask SOC to send out a blast with information on library schools lacking library school ambassadors and rephrase page about library ambassadorship to show these as suggested activities, not requirements, and discuss ideas about drafting a document outlining what it’s like to be a serialist.
- Ginanni will draft wording for how to present the two-word idea to the membership.
- Kelley will ask PPR to send letters to NASIG members and directors in conference region suggesting paraprofessional attendance at conference.
- Kelley will follow up with PPC to make sure it is in their manual to follow up before and after conference to get presentations online and/or on flash drives.
- Kelley will ask PPR to formulate a conference marketing plan.
- Kelley will discuss feasibility of providing feedback regarding rejected proposals with PPC and will ask if they feel comfortable accepting student proposals. They can work with SOC on the latter item.
- Shadle will tally words for the tag cloud via discussion on NASIG-L.
- Wilson will work with MDC to ensure they have a booth next year with membership brochures, etc. at the vendor expo.
- Wilson will ask MDC to add additional membership benefit information to website, such as NISO registration and *Serials Librarian* subscription discount.

4.2 Approval of Board Activity Report since March Conference Call

Shadle made a motion to approve the Board Activity Report with one addition included below, seconded by Stamison. All voted in favor.

3/11 **VOTE:** Ginanni made a motion to approve the statement of support from NASIG for the Association of Subscription Agents Library Choice initiative, seconded by Shadle. All voted in favor with one abstention.

4/11 The board reviewed and commented on a letter to be sent to state library associations publicizing the NASIG Annual Conference in St. Louis.

4/11 The board thanks and congratulates the *Conference Proceedings* editors on getting the 2010 annual *Conference Proceedings* published online! The editors did a stellar job on this!

4/11 **VOTE:** Borchert made a motion to approve the updates to the Compensation and Reimbursement Policy, seconded by Ginanni. A majority voted in favor with one abstention.

4/11 The board approved the new Annual Report template for committees, to be used starting in 2012.

4/11 **VOTE:** Ginanni made a motion to reappoint Joyce Tenney as conference coordinator for two years, with a term expiring at the end of the 2013 Annual Conference, seconded by Chamberlain. A majority voted in favor with one abstention.

4/11 The board discussed ideas for possible regional locations for the 2014 Conference.

4/11 The board commented on a letter to vendor members encouraging them to talk up NASIG when/as they can.

4/11 The board expressed great sadness at the passing of John Merriman, a founding member of NASIG, and discussed ways that NASIG could honor his accomplishments and contribution to NASIG.

4/11 The board agreed to discuss the NASIG name/vision/mission as the 2011 Brainstorming topic at the conference.

4/11 The board discussed a succession plan for the Conference Coordinator position currently occupied by Joyce Tenney and agreed to solicit applications for a Conference Coordinator-in-Training.

5/11 **VOTE:** Ginanni made a motion for NASIG to be a sponsor of the 10th Mid-South E-Resources Symposium, seconded by Borchert. All voted in favor.

5/11 **VOTE:** Carr made a motion to approve the roster of 2011/2012 committee appointments, seconded by Anderson. A majority voted in favor.

5/11 The board discussed and approved the draft of the position description for the new NASIG Photo Historian.

5/11 The board provided feedback to E&A on the test version of the conference evaluation.

5/11 The board asked ECC to add a page listing organizational members, which is now available.

5.0 Treasurer's Report (Blackwell)

The treasurer reports that the checking and savings accounts are earning interest, and it is much easier to work with Chase. We have \$503,737.86 total in accounts. Thirty-six organizations sponsored the NASIG conference for a total of \$57,455.00. The board greatly appreciates Anderson's work on sponsorship this year, and the support of our sponsors!

Committee expenditures are currently slightly over half of what was budgeted, which is good. Committee budgets run on a calendar year. Conference expenses will be reported separately.

The treasurer and treasurer-elect will be meeting to begin training. The board discussed how to handle ArcStone issues better. It might be time to do another RFP and see what our options are.

ACTION ITEM: Blackwell will ask website liaison to request a status update from ArcStone pertaining to development of their new platform.

6.0 Consent Agenda (All)

The following committee reports submitted to the board did not require any action or discussion. Stamison made a motion to accept the following

reports, seconded by Chamberlain. All voted in favor.

Archivist
Bylaws
Conference Proceedings
CEC
FDC
MDC
Newsletter
SOC
Core Competencies TF

7.0 Site Selection (Ginanni, Shadle, Tenney)

We are in the process of preliminary requests for proposals for the 2014 conference to a variety of locations and have received numerous bids in return. The board recommended some geographic areas for Tenney to target. The idea of having a conference near a college but not actually on the campus was discussed.

8.0 Possibilities of Collaborating with SSP in 2014 (Ginanni)

The Society for Scholarly Publishing regularly meets in Washington, DC, Boston, and San Francisco. If we want to coordinate with them, we'll need to accommodate their city rotation, which does not appear to be flexible. We could have the meeting with overlap of one day at beginning or end of conference.

9.0 Conference Coordinator in Training (Ginanni)

A search committee has been appointed for CC in training: Ginanni, Shadle, and Boissy. The board provided additional feedback on the call for a new conference coordinator. Joyce Tenney has been able to attend meeting planner meetings inexpensively due to her location. The process will involve an application and phone interviews. We prefer NASIG members, since they would understand the organization's needs best. Applicants would need to be a member in order to do the job, but not necessarily to apply. The application will outline what to include in the cover letter and candidates will need to submit a resume. The

successful candidate will shadow Tenney and be a member of the CPC listserv.

10.0 Sponsorship Final Report (Ginanni)

We need to publicize organizational memberships, which may help for next year. Crosscheck the registration database with organizational affiliations to see how many vendor expo or sponsor people are attending the conference. Katy will suggest organizational membership to sponsors next year.

We continue to rely on sponsorship money to break even with conference expenses. We need to make the conference more attractive to members and make NASIG membership more attractive to non-members.

Perhaps we could approach well-received conference speakers for webinars or regional conferences? Could we live-stream and charge for individual sessions? Will this improve in future, or will budgets continue to be strained even if the economy improves? Sponsorships could serve as a good bridge, but we can't rely on them long-term to carry us. If attendance continues to drop, sponsorship and vendor participation might follow suit. Attendance in 2011 is higher than 2010, but still below historic levels, as is membership.

11.0 Survey for Vendors (Chamberlain)

Board reviewed the draft of a survey for vendors submitted by the Evaluation & Assessment Committee and suggested changes.

12.0 Awards & Recognition Issues (Stamison)

The call for awards has been moved up due to the Merriman Award schedule. A&R suggests moving the call for the other awards back to normal to bring in more applicants. Currently the schedule conflicts with the winter holidays.

Student definition—does it have to be an MLS degree or can we broaden? The board is happy with the

suggestion from A&R to include post-MLS degrees or related field.

As far as the number of coursework credits, rather than limiting the award to students with 12 course credit hours or less, students should be currently enrolled at time of application.

13.0 Past-Presidential Leeway in Bartering Conference Sponsorships (Ginanni)

There should be a vendor representative on CPC to help with the vendor expo and making sure the needs of vendors are met. The board agreed that the past president will have the authority to negotiate in terms of tiers with sponsors when necessary. This should be reflected in the sponsorship manual which will be shared with CPC, PPC and PPR.

14.0 CEC Survey Results (Shadle)

Shadle shared the results of the CEC survey regarding areas of interest from the membership. Webinars were a popular form of information delivery, with in-person events being next.

ACTION ITEM: Clark will ask CEC to investigate online learning tools for webinars. Asking other library organizations already using this might be a good place to start.

ACTION ITEM: Clark will ask CEC to put out a call for volunteers to help set up webinars over the next year and to work with this year's PPC to get names and proposals.

ACTION ITEM: Stamison will check with Swets to see if we can piggyback on their GoTo meeting license for webinars and involve them as a cosponsor in that fashion.

ACTION ITEM: Ginanni will check with EBSCO to see if we can piggyback on their WebEx license for webinars and involve them as a cosponsor in that fashion.

ACTION ITEM: Clark will ask CEC to work with PPC to identify content and use survey results to potential locations and organizers.

15.0 Continue *NASIGuides*? (Kelley)

PPR is concerned about acquiring new *NASIGuides* and questioned whether they should be continued. If so, we need to market them better. The board agreed to let *NASIGuides* continue if someone volunteers, but there is no need to seek out authors for new ones. Instead, frame an e-publication around the core competencies task force with chapters coming from their work.

16.0 Declining Membership Numbers (Ginanni, Wilson, Boissy)

If half of the membership could bring in a new member, that would help. We could offer some prize or incentive. Previously, there were state regional councils with representatives in each state who could promote NASIG at regional meetings, with or without a table with brochures.

Do we want to continue the membership brochure? Maybe do flyers instead and print as we go along, with a link to the website with current information. We could put a QR code on the flyer, which is free unless we want to collect stats, etc. for that page.

Add to membership form: Did a NASIG member refer you? If so, who? We'll need a name to give credit toward a prize.

ACTION ITEM: Boissy will ask MDC for ideas for increasing membership by fall board meeting.

17.0 Website Usage Statistics (Chamberlain)

The jobs page gets a lot of hits, more than main page. Most of the highest hit pages are related to the conference, though one is the "About NASIG" page. The NASIG blog is also getting a lot of usage.

Could we get a plug-in added with a Twitter feed about NASIG? We have no link to the NASIG Facebook page on our home page. We should investigate what it would take to get this sort of thing done.

ACTION ITEM: Blackwell will have Abigail ask ArcStone about plug-ins and widgets on the webpage.

18.0 N&E Issues for Board (Ginanni)

The board suggested dropping the to-do item regarding compiling a list of past board members.

The board decided officially not to make a bylaws change to have open elections and wishes to keep the current nominations process.

We already have a contingency in place for handling the voting process. This year, we'll use ArcStone and allow them time to test properly, and if there is a problem, use SurveyMonkey.

ACTION ITEM: Ginanni reminds N&E that it is critical for Abigail to ask ArcStone to test online voting before making it public.

19.0 Other Business (All)

19.1 Training Program Sponsorship Opportunity

ACTION ITEM: Ginanni will clarify the item regarding a training program sponsorship with FDC next year to determine if they meant our current grants and awards, which are already opportunities for sponsorship.

19.2 Do We Want to Name the Student Awards after John Riddick?

John Riddick was a founding member, and the student grants were his idea. Stamison made a motion to rename the Student Awards the John Riddick Student Awards, effective with the 2012 conference, seconded by Kelley. All voted in favor. This will not be announced until we have cleared it with John Riddick.

ACTION ITEM: Ginanni will follow up with Tina Feick regarding renaming the student awards. Feick was asked to contact John Riddick.

19.3 In honor of John Merriman's service to NASIG, the Board will send \$100 to one of the organizations suggested by John Merriman's family.

19.4 Do away with Poster Sessions?

Joyce Tenney suggested eliminating poster sessions due to expense, time involved, and a low number of proposals. We could also do a virtual poster session with a .pdf of what would have been the poster instead of a physical poster session. Maybe keep them up for 3 months.

ACTION ITEM: Ginanni will send a message to NASIG-L asking if there are any major objections to eliminating the poster sessions from the annual conference.

20.0 Contingency Planning Discussion (All)

20.1 Turning Contingency Planning Documentation into Public Document for Membership

ACTION ITEM: Borchert, Pennington, and Dresselhaus will draft a version of the contingency planning document for the membership in bullet list form.

The format for the document will include the Contingency followed by a list of action items, using the Contingency Planning Task Force document as a framework. We could release the full document then put pieces on NASIG-L and the blog, or do reverse. We'll release bits and then put them together at the end.

The group will collect feedback to bring back to board and/or committees. We can search archives by subject line. Have all discussion on NASIG-L. Post something on the blog to announce the conversation on NASIG-L.

20.2 Sponsorship, Membership, Conference Attendance

We could create a bullet point list of what makes us different from other organizations. What makes us stand out? Give that to MDC to push out in communications (flyers, etc.). We could also put rotating testimonials on front webpage with pictures.

Keep the brand but drop the acronym and add a tagline so people know what it is. Serials are any continuing resource, which now includes most types of e-resources.

- NASIG: Redefining Serials
- NASIG: 75% of your materials budget
- NASIG: Theoretical foundation. Pragmatic problem-solving

Kelley made a motion to adjourn the meeting, seconded by Stamison. All voted in favor. The meeting adjourned at 4:24 p.m.

Minutes submitted by:
Carol Ann Borchert
Secretary, NASIG Executive Board
June 14, 2011

Minutes approved by the NASIG Executive Board on
June 27, 2011