

# NASIG Newsletter

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## Executive Board Minutes

### NASIG Board Meeting October 4, 2012

**Place:** Hyatt Regency, 2 Fountain Plaza, Buffalo, NY

#### **Attending:**

#### 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

Allyson Zellner

#### Ex Officio:

Angela Dresselhaus

#### Guests:

Karen Davidson and Kelli Getz, PPC co-chairs

Susan Davis Bartl and Cindy Hepfer, CPC co-chairs

### **1.0 Welcome (Boissy)**

Boissy called the meeting to order at 8:31am. The agenda was approved.

### **2.0 Secretary's Report (McDanold)**

#### **2.1 Action Item Updates from June Board Meeting**

#### **2.2 Approval of Board Activity Report since June Board Meeting**

McDanold will compile updated action items list and activity report will be send to board list after the meeting.

### **3.0 Treasurer's Report (Arnold)**

Arnold reported that there are no changes to investments. NASIG's taxes were filed September 6th, 2012.

The Board discussed how to draw people to the NASIG table at the vendor expo. It was agreed to keep 3 tables for NASIG at the vendor expo and focus on promoting to members other NASIG benefits rather than just the conference (such as discounts like the NISO webinar benefit, etc.). One possibility is to put together a flyer of NASIG benefits, other conferences we sponsor, information on the groups we sponsor, and the webinars we produce.

Committee chairs get budget requests from Treasurer, but the request is also on the Board report form. Arnold requested that we clarify this. Two possibilities were discussed: remove the request entirely from Board report form, or change the line in the Board report form to indicate that this is additional special requests.

**ACTION ITEM:** Arnold will clarify committee budget requests timeline and Board report form.

If we have over 400 registrants for the annual conference, Boissy agreed he will dance to “Twisting the Night Away” at the June Board meeting.

#### 4.0 Consent Agenda (All)

Mentoring

Site Selection

Archivist

Awards & Recognition – will be posted late; increase publicity and need for manual; no manual template; check Bylaws manual for an example (Brady will work with Lamoureux to provide example; Hagan will send ECC wiki link); archives – past questions for essays for Merriman award? – add to manual

Bylaws

Database & Directory

Evaluation & Assessment

Financial Development

Newsletter

Publications & Public Relations

Student Outreach

Continuing Education

Electronic Communications

Membership Development

There is a question regarding the number of complementary copies of the *Proceedings in The Serials Librarian* from Taylor & Francis. Zellner will re-send a copy of contract to verify the number of copies included. She will also verify the change to the contract: T&F will send copies to NASIG and NASIG will take care of distribution.

**ACTION ITEM:** Zellner will re-read contract and update Board and clarify for proceedings editors regarding complementary copies.

Core competencies report will be posted late. The final report will be coming this fall, and there will be a draft for spring for publication in *The Serials Librarian*.

**ACTION ITEM:** Pull together essays for award winners and post to the archives. Also compile past questions and keep in A&R space for reference for future applicants; McDanold and Lamoureux will work with A&R and Archives to coordinate submission.

Bylaws has a question about revising vision and mission statement. Shadle has a current action item to appoint a committee to revise it related to the core competencies.

Student outreach has a UT-Austin talk on Nov. 13th (Boissy). In September SOC held a talk for San Jose State. Student outreach will push all year long and emphasize A&R timeline for award submissions.

Financial Development is reviewing organizational opportunities for organizational involvement. When they solicit for conference sponsorships, having a menu option for sponsorship levels. Shadle will add to past presidents manual.

Arnold reports the Publicist asked how they can be involved in Facebook and Twitter for promotion of the Vision Speakers and other things such as promotion of pre-conferences, workshops, webinars, etc.

**ACTION ITEM:** ECC will coordinate with PubPR for social networking coordinator; explore ways PubPR can contribute to social networking; also ask speakers to promote their own talk and provide a bio.

**ACTION ITEM:** PPC needs to encourage speakers to promote their upcoming session

The ECC has two questions for the board:

The Annual reports webpage is difficult to update due to linking. Can they convert the webpage to a generic page and link to newsletter for reports?

The Author resources page falls under an Action Item to The Board on recommendations for entire resources section of website. Hagan will work with the ECC, and provide a report of suggestions to the Board for the

January meeting. Two questions to consider are the number of hits on resources page and the advertising of the page.

CEC talked about RegOnline testing if we're going to use it for the conference. They need to use it for a webinar by end of December. They suggested using ArcStone as a fall back if problems are encountered (have to set up registration in January to open it in February), and noted that for testing it has to be a real event with real money. Clark reports CEC is brainstorming ideas for last week of November if possible and will test RegOnline. They will keep costs low due to short notice and testing purposes. The challenge is to test pinging it against the NASIG membership database for validation. Zellner will ask Katy Ginanni and Michael Arthur if they can be ready to test RegOnline. Char Simser and Katherine Westly are the ECC contacts for ArcStone. Arnold will send login info to Zellner

The Board brainstormed ideas for the webinar. Ideas included post-PDA environment publishing; Shadle suggested re-working his Springer Insight webinar on how libraries users use content provider supplied metadata. Shadle will send the URL and info on his webinar to the Board for review.

## **5.0 NASIG Sponsorship of External Groups (Shadle/Boissy)**

### **Dedicated Conference Sponsorship Coordinator**

CEC has dealt with all monies related to outside sponsorships and the Board approves all conference sponsorship. It was suggested that it would be best to have an appointed coordinator. It was decided to add it to past-president duties, who will work closely with CEC to coordinate sponsorships and monies approval.

Appoint NASIG past president as conference sponsorship coordinator and to create a separate budget line for conference sponsorship. Conference sponsorship coordination will be added to the past-president duties and edit the existing form or add a new form for conference sponsorships as opposed to

continuing education. Also add the details to the past-president manual.

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

**ACTION ITEM:** Add coordination duties to past-president manual; Arnold will pull conference sponsorship monies from CEC and create a conference sponsorship budget line.

## **6.0 Technology Update (Shadle/Hagan)**

Shadle needs to send survey results to Board for review

Hagan commented that survey was simplistic and not directly related to what we have.

The Board discussed next steps. There is an Action Item in process. ECC will create a task force to review survey results/report to determine general approach/framework and determine "sections" for review. The core of our needs is the membership database so must work with that database as central piece. The general tech environment has changed from a "one service for all" to a disaggregated approach.

**ACTION ITEM:** ECC review survey results and determine a general approach/framework for moving forward with the possibility of creating a task force if needed; ECC will put together a proposal for discussion by the Board via a conference call

Hagan says they have at least one volunteer for a task force already.

## **7.0 Vendor Expo/Conference Sponsorship Update (Shadle)**

Shadle is starting this process now and will be actively soliciting sponsorships on the exhibit floor at the Charleston conference.

The Board discussed the benefits of institutional membership versus sponsorship versus both. Shadle will

have to work closely with institutional members who are sponsoring and their registration benefits.

Institutional membership should be handled separately by the Membership Development Committee but coordinated with the past-president. Sponsorships should be squared away first, and then have discussion about institutional membership. The pas-president and MDC manuals will be updated as needed.

### **8.0 Conference Planning Committee Update (Zellner, Davis, Hepfer)**

#### **Timing of Opening Session and Reception, Dinner Squeeze**

#### **Hyatt and Convention Center Scrambling, Cancellation Fees?**

There will be two separate contracts for the Hyatt and the Convention Center events in Buffalo. The vision sessions will be in the Convention Center, except for Sunday which will stay in the breakfast room.

The Vendor Expo will be in the Convention Center. The draw to the Vendor Expo will be beverages and heavy appetizers with a "taste of Buffalo" theme. NASIG members will receive drink tickets. There will also be a satellite registration space (or just packet pickup) at the Convention Center from 3-7pm. On-site and problems will be handled at the main registration desk.

The First Timers reception will be in the Hyatt from 4:15-5:15pm.

The Opening session will be at 8pm followed by dessert and cash bar, possibly at the Statler, across street from the Convention Center.

The Saturday evening event will likely be at the Buffalo Transportation Museum, which has the Pierce Arrow automobiles. There will be onsite catering (themed for Buffalo neighborhoods) and a brief talk from the owner/founder, who wants to build a library. The Birchfield Penny Art space was not workable for an event.

Friday night will be an optional baseball game attendance. Tickets will be sold at registration. Also on Friday night will be dine-arounds. There will be a limit of around 3 "organized" ones so to encourage informal dine-around gathering.

The Conference logo is in process.

### **9.0 Program Planning Committee Update (Carr, Davidson, Getz)**

The PPC co-chairs had several scheduling adjustments they wanted to confirm with the Board.

*Can the Registration desk hours extend on Thursday until 7pm?*

PPC and CPC agreed to extend hours on Thursday. Board agreed.

*Informal discussion group schedule 12-1 on Saturday?*

It was agreed that participants need about 25 minutes for lunch pick-up (box lunches). Lunch starts at 11:45am, so the informal discussion groups will be held from 12:10-1pm. Board agreed.

*Concluding remarks before or after vision speaker?*

People tend to leave a bit early if closing session is separate; if the closing session continues immediately after the vision speaker then it flows better and there is less room changing required. The vision speaker is first, immediately followed by the closing session. The other Sunday program sessions will be after the vision speaker/closing, and we would shift the Sunday schedule down a bit to end last session at noon. Proposed schedule: 9-10:30am vision/closing; 10:30-11am break; 11-noon program sessions. Board agreed.

*Need for longer breaks?*

The Board agreed on the proposed breaks. The Sunday am break will be slightly longer to accommodate room check-outs.

### *Great Ideas Showcase in place of Posters Session*

The goal is to prevent it from becoming a second vendor event. The Board would like a clearer definition of what does “great ideas” mean? The Board suggested emphasizing research and “how-to-do-it well” (not a sales or product demo) and to also allow poster sessions. All submissions will be vetted by PPC. Posters will not remain up other than during the designated time-period. NASIG will provide power and Wi-Fi access, but recommend having a “canned” version if Wi-Fi doesn’t work. Posters need to stand on a table or we need to find a way to provide poster boards if needed.

Vendor sponsoring of the showcase?

The Board needs to review the call for showcase submissions.

The CPC and PPC will compare costs of free standing poster boards before creating the call so if they won’t be available it can be included in the call for submissions.

The PPC will make sure the Vision Speaker titles and bio information is correct.

### *Pre-conferences*

The Board agreed that four is acceptable. The PPC will schedule them to maximize attendance by preventing conflicts, and schedule for Wed. and Thurs. (the full day on Wed. afternoon/Thurs. morning, half day on Wed. afternoon, Thurs. morning, and Thurs. afternoon). The minimum number of attendees to hold the pre-conference is 5 to 10 people (this is a guideline). The overall guideline is that pre-conferences need to cover their costs. The Board discussed when to cancel if needed. The PPC will coordinate this decision with the early-bird registration deadline date: if there are less than 5 registrations, then cancel the pre-conference at that point.

The Board discussed CPC and PPC ALA Midwinter Board meeting attendance by Skype for those not attending

ALA MW. It was agreed that for this year, PPC can attend via Skype/telephone. For future Midwinter Board meetings, PPC and CPC attendance will need to be evaluated on a year by year basis. Should it be necessary, PPC and CPC attendance costs will be covered by NASIG.

**ACTION ITEM:** Carr will send out the two documents for travel reimbursement; need to combine pages on compensation for board meeting attendance and include committee attendance.

### **10.0 Site Selection 2015 (Tenney, Boissy, All)**

The Board reviewed the current site selection status for the 2015 conference.

### **11.0 Draft Preconference Memorandum of Understanding (Carr)**

#### **Questions from the PPC Co-Chairs Regarding the Draft Pre-Conference MOU**

In the paragraph on Compensation:

It has been standard policy to give each pre-conference speaker a waiver for one-half of the basic conference registration and a maximum of two (2) nights’ lodging regardless of NASIG membership status.

*If a speaker is not going to the conference and we have asked them to present, do we compensate them for their travel? In the past this has been negotiable.*

Board agreed to compensate speakers/pre-conference presenters for travel regardless of conference attendance and NASIG membership status. Compensation is limited to 2 presenters/speakers maximum (current benefit limit for general presenters is 3 per program session).

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

*How do we state this in the MOU?*

Conference registration rates will be included as one category.

In the paragraph NASIG reserves the right to cancel:

*Should we have a minimum number of attendees for a pre-conference?*

*How many weeks out do we cancel if not enough have registered?*

Per the previous discussion, the deadline to cancel a pre-conference is closing of early-bird registration rates date; any pre-conference presenter whose registration is 5 or fewer the Board reserves the right to cancel the pre-conference. The Board will reimburse for travel if needed.

For low-registration, notify speaker a month prior to early-bird registration deadline if numbers are low. We will review pre-conferences on a “global” view, rather than an individual basis in terms of the “break-even” point.

If attendees register last-minute for the pre-conference, then there may be no realistic cancellation date. If you have too early a date, then a pre-conference will be cancelled prior to having a chance to fill.

*If the pre-conference is cancelled late does NASIG reimburse airfare?*

We will reimburse for travel if necessary.

*Recording for transcription and speaker’s right of transcript review?*

Recording presentations for transcription is internal only. The recording of the presentation may be done for purposes of transcription for the written *NASIG Conference Proceedings*. Does the Speaker have the right to review recording? No. But they do have rights

and the opportunity to review the drafts and final proofs of the proceedings.

### **12.0 Should Board Members Present at the NASIG Conference? (Boissy, Carr, Shadle)**

Board members are discouraged from presenting at the NASIG Conference but situations will be considered on a case by case basis. One of the roles of the Board is to encourage and to cultivate new presenters.

Board members will refrain from presenting but the Board reserves the right to review situations on a case by case basis and consider proposals from the PPC.

### **13.0 Simplification of Registration Rates, and 2nd Year Student Rate (Arnold)**

Arnold proposed a simplification of the registration rates categories, reducing the number of categories and introducing a second year rate for award winners to encourage conference attendance.

This is the proposed rate structure:

- Full conference members (early bird rate, full rate, onsite)
- Full conference non-members (one rate)
- Discounted rate
  - Includes: paraprofessionals, students, CPC members, presenters, Tier 1-3 sponsors, 2nd year award winners
- Full conference free (vision speakers, award winners, PPC & CPC co-chairs, registrar)
- 1 day registration for Friday or Saturday
- 1 day registration for paraprofessionals

For unemployed librarians/members that wish to attend, this will be reviewed on a case by case basis. Unofficially we will consider the discounted rate for inquiries.

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

#### **14.0 Outsourced Association Management, Anne K. Abate, Library Discount Network (Boissy, Tenney)**

We receive periodic yet regular offers for outsourcing. Board members were reminded that NASIG is an “all volunteer” organization. We will consider hiring outsource professionals for a limited / specific job (such as publicity, or database management, etc.) yet not making any moves at the time being. Outsourcing is heavily contingent on financial health.

#### **15.0 Conference Publicity, Social Media (Boissy/Carr/Hagan)**

PubPR/Publicist is responsible for social media (Facebook, Twitter, LinkedIn, etc.) advertising as well as listservs and blast messages.

Similar to the publicist, the Board recommends that someone on PubPR is designated to be the social media coordinator. Listservs are a PubPR designate, as is the blog/newsletter.

**ACTION ITEM:** Boissy will talk to Bob Persing to appoint someone in PubPR to be the social media coordinator

**ACTION ITEM:** Tenney will look at appointing someone mid-term to the PubPR committee if needed

#### **16.0 Overflow Time (Use this Time for Any Additional Discussion on Items from Morning)**

**ACTION ITEM:** McDanold will look at drafting CafePress guidelines for page naming, linking from main NASIG page to conference specific pages, and past conference pages.

#### **17.0 Code of Conduct for Serials Professionals (Carr)**

Newsletter editorial: “Should NASIG develop a Code of Ethics” by Patrick Carr.

The Code of Ethics could be seen as the next step after core competencies. It would have to be general because

must cover non-profits, as well as for-profit organizations.

Additional topics included the Scholarly Kitchen discussion of license terms versus practice, and interpretations of licenses.

Who else has a Code of Ethics? The following are examples from the library community:

- ALA code of conduct, membership is librarians and code is focused on librarianship, etc.
- SAA has a code of conduct (archives), and also archives focused
- Project Transfer on publisher side of conduct

NASIG membership is much more mixed; so what is our common denominator in terms of conduct, values, etc.?

One approach is to craft a Code of Ethics focused on how to interact with the various parts of our community such as: business appropriate behavior on both sides; professional behavior expectations (example of AUTOCAT and other listservs) that emphasize collaboration and cooperation; transparency; integrity; etc.

NASIG could host a webinar on good and ethical business practices (free registration for members?).

Should we hold a Brainstorming session at NASIG?

**ACTION ITEM:** Carr will communicate and feedback from Carr’s editorial to Shadle for use by the mission and vision statement revision task group.

**ACTION ITEM:** Carr (with Boissy) will hold an interest discussion group session on the possibility of creating a NASIG code of conduct for the NASIG 2013 Conference.

#### **18.0 NASIG Webinars – New Ideas (All)**

**ACTION ITEM:** Shadle will take current presentation on library users accessing content using publisher provided metadata to be considered for a webinar the last week of November.

Webinar rate for November (for testing RegOnline):

- \$10 for NASIG full members
- \$25 for non-member individuals
- \$75 group rate

**ACTION ITEM:** Arnold will send registration information for RegOnline to Zellner for registrar use. Registrar will handle the registration for the November webinar to test; Anne McKee and Boissy are the “help desk” for RegOnline

**ACTION ITEM:** Clark will look at setting up publicity for the Nov. webinar through CEC.

**ACTION ITEM:** Clark will communicate with PPC to find out program sessions that were not approved for consideration for webinars.

**ACTION ITEM:** Carr will ask E&A to summarize evaluations of conference programs (scores for programs and speakers) with reminder about confidentiality and send it to CEC for webinar consideration.

We need to encourage NASIG members to use webinars to practice presenting and possibly test presentation topics, etc. The CEC needs to communicate this to members.

NASIG needs to do a minimum of 4 webinars per year.

Ideas brainstorming:

- Discovery service selection; selection/request for proposal review for services – tools to help you evaluate the RFPs (There was an ER&L presentation on this, Dresselhaus will help find the name of it.)
- How to do usability testing on the cheap
- Marshall Breeding and Jenny Walker – Open Discovery Initiative NISO group
- NISO ResourceSync
- Streaming media licensing
- Telling stories with usage statistics; visualization tools (Lisa Kurt); models; etc.
- Indexing

- KualioLE
- Agile development
- SERU (ONIX-PL)
- CLOCKSS/LOCKSS

### **19.0 ALA Midwinter Meeting: Location, Timing, Topics to be Included on Agenda (All)**

We will follow San Diego schedule for Seattle meeting. The meeting will start at 8:30am, with breakfast starting at 8am.

Shadle suggests using transportation from downtown via public transit to University of Washington, and suggests planning a minimum of 30 minutes.

**ACTION ITEM:** McDanold, Boissy and Shadle will work out details for Midwinter, the Thursday night dinner in the University District, and will communicate options for transportation, hotels, etc.

Note: Boissy and McDanold are the only 2 staying for ALA after the NASIG Board meeting.

### **20.0 Overflow (All)**

Dresselhaus brought up the advertising in the *Newsletter*. Dresselhaus will remove statement about advertising. All activities related to Financial Development Committee will be postponed.

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

Tenney will take over for Zellner as CPC Liaison when Zellner departs on maternity leave.

**ACTION ITEM:** Boissy will organize a conference call in early December for updates (after the webinar).

The meeting adjourned at 3:30pm.

Minutes submitted by:  
Shana McDanold  
Secretary, NASIG Executive Board