

NASIG Newsletter

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September 2015

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Executive Board Minutes

NASIG Board Meeting Agenda

Date: May 30-31, 2015

Place: Crystal City Hilton, Arlington, VA

Attendees

Executive Board:

Steve Kelley, President

Joyce Tenney, Past-President

Carol Ann Borchert, Vice President/President-Elect

Shana McDanold, Secretary

Beverly Geckle, Treasurer

Members at Large:

Eugenia Beh

Clint Chamberlain

Maria Collins

Wendy Robertson

Sarah Sutton

Peter Whiting

Ex Officio:

Kate Moore

Guests (incoming Executive Board Members):

Anna Creech, PPC chair/incoming Vice

President/President-Elect

Kelli Getz, Incoming Secretary

Michael Hanson, incoming Treasurer-Elect

Christian Burris, incoming Member-at-Large

Laurie Kaplan, incoming Member-at-Large

Steve Oberg, incoming Member-at-Large

The meeting was called to order at 1:00pm on May 30, 2015.

1.0 Welcome (Kelley)

Kelley passed around a thank you card from the all-timers for the lifetime membership.

Kelley reminded those present that the 2014/2015 Board members are the voting members for this meeting. The incoming 2015/2016 Board is here to observe and participate, but their votes will not count.

2.0 Recap of Conference (All)

The Board discussed feedback on the conference.

3.0 Secretary's Report (McDanold)

3.1 Meeting Minutes

Oct. 2014 – Mar. 2015 approved

VOTE: Whiting moved to approve Oct. 2014 through Mar. 2015 minutes. Seconded by Beh. All voted in favor.

3.2 Action Items Update

3.3 Approval of Board Activity Report

NASIG Executive Board Actions January-May 2015

- January 23, 2015:
 - Board approves the revised 2015 NASIG Committee Budget estimates.
 - Board approves the PPC proposed slate of programs for the 2015 Annual Conference.
- January 28, 2015: Board approves the Code of Conduct.
- February 19, 2015: Board approves support for the Ebooks Freakout event at Wake Forest University at \$500, with the request to note NASIG's sponsorship and to have NASIG membership brochures and 2015 Conference flyers at the event.
- March 3, 2015: Board approves the new three-year contract proposed by Taylor & Francis that incorporates a 6 month embargo for new content, with all previous proceedings open-access, no author fees, and author permissions to submit post-prints to institutional repositories.
- March 25, 2015: Board selects "Advancing and transforming the information resources community" for use as the NASIG tag-line.
- April 10, 2015: Board approves funding to print 300 copies of the NASIG membership brochure for use at upcoming events.
- May 14, 2015: Board approves the contract with Non-Profit Help dated 2015-2016.

VOTE: Tenney moved to approve the Board Activity Report. Seconded by Sutton. All voted in favor.

4.0 Treasurer's Report (Geckle)

Geckle reports NASIG is financially solvent. She does receive inquiries about NASIG's financial "cushion" should something happen.

The 2015 Conference financials will not be finalized until August 2015. The 30th Anniversary funds came from earmarked surplus from the 2014 Conference in Fort Worth that were not part of the 2015 conference budget. The SSP bill will impact the conference financials.

For recording the SSP funding in the Conference financials, there will be a separate line item in the Conference budget, after the Conference budget total, with an asterisk delineating the SSP costs. The reported SSP attendance was 169 people.

Geckle will separate out the 30th Anniversary Committee costs in the same manner as SSP.

The overall L-Soft expenses (for SERIALIST) are lower than anticipated.

To date, the webinars have profits of \$8,700.

5.0 Print Serials Core Competencies and TF Recommendation (Sutton)

Sutton reports the NASIG Core Competencies are mentioned at ER&L, in instruction circles, and by library directors (public and academic libraries).

Sutton proposes the following for a review cycle for all Core Competencies:

- the CEC administers the review;
- review one competency a year, putting out call for volunteers to review (at least 3 people on review team);
- the review sent to CEC and then to the Board for approval via vote;

- if changes are substantial, CEC may submit to the membership for discussion prior to submitting to the Board for approval
- order of review:
 - E-Resources
 - Print Serials
 - Scholarly Communications

VOTE: Motion to approve the proposed review cycle by Robertson. Seconded by Whiting. All voted in favor.

ACTION ITEM: Update CEC charge to include reviewing the Core Competencies

The Core Competencies for Print Serials Management have been completed. The organization is the same as the E-Resources Core Competencies and the two Competencies are closely related.

The Board thanks the committee for the work of the Task Force in doing both sets of competencies.

VOTE: Borchert moved to approve the Print Serials Management competencies and release the Task Forces from their duties. Seconded by Tenney. All voted in favor.

Tenney asked that a report or editorial be submitted to a professional journal about the process and the use of the competencies.

ACTION ITEM: Sutton and Beh will discuss with the Core Competencies Task Force the idea of submitting a report or editorial to a professional journal regarding the process and use of the Core Competencies.

ACTION ITEM: Reformat Core Competencies to HTML or PDF rather than Word; ensure that PDF has NASIG logo; replace links on NASIG webpages and ALA pages; ALA page should link to the Core Competencies page; check for re-directs; add a link to the Core Competencies page under Publications as well as keeping the link under Education (CMC; Burris)

6.0 Committee Reports including Consent Agenda (All)

- Archivist has no agenda items or questions for the Board.
- Awards and Recognition

The Committee needs to increase marketing for Merriman award and Birdie award.

Joe Hinger will serve as the standing ex-officio to A&R to handle the Mexican Student Grant Winner. This year the partnership was very successful.

ACTION ITEM: Ask A&R to expand the scope of the subject matter for as many of the awards as possible to incorporate e-resources and scholarly communications (Creech)

ACTION ITEM: Ask A&R to increase marketing to students (work with SOC) and increase marketing of all the awards to increase visibility of the awards to increase applications (Creech)

ACTION ITEM: Review and update the A&R manual (or create one) for service awards, other grants/awards, and the communication processes (Creech)

Creech noted that the Merriman Award winner from UKSG did not receive a plaque and the winner wasn't included in the announcements. The procedures for the Committee need to include them and include a certificate for the winner.

ACTION ITEM: Add to the manual: the USKG winner is included in the awards announcements at the Conference. (Creech)

- Bylaws has no agenda items or questions for the Board.

Made a change to the Bylaws charge and made the change to the Bylaws reflecting the NASIG name change.

- Communications & Marketing Committee has no agenda items or questions for the Board
- Conference Proceedings Editors

The Editors want to know if they can require speakers to write their own reports if they can't find a recorder/volunteer. The Board agreed to give speakers the option to write their own; if not, we have to find a recorder.

The Editors also do not want to do a raffle for submitting reports on time.

ACTION ITEM: Encourage editors to ask the student award winners to be a recorder for a session for future conferences (they get a byline in the Proceedings) (Collins)

The Editors also brought up confusion with Program Planning Committee about the MOU and deadlines. There is a need for a more formal timeline/checklist shared by both PPC and Proceedings for author communications and deadlines.

Dresselhaus submitted a proposed change to a committee structure, similar to the newsletter. The Board feedback on draft was accepted and a revised version will be sent to the Board for vote. Dresselhaus will recruit members for the new roles.

The Board was also reminded to edit the license to publish that is sent to the authors to reflect the updated/new T&F contract and the license and author-rights pilot starting with the 2015 Conference Proceedings. December 2015 is the latest for completing the edits to the license to publish.

- Continuing Education Committee has no agenda items or questions for the Board.

Oberg asked who will be taking over the handbook. The new chair will work on it with help from the rest of the Committee. Modeled after the UKSG e-resources

handbook, it will be open to the community (beyond the membership), including crowdsourced aspects, and the structure will correspond with the Core Competencies sections. The goal is for the handbook to be a companion to the core competencies.

Kevin Ballster is heading up a group to revisit the editing/updating of the NASIG Wikipedia entry.

Webinar content archiving must involve the Archivist. The Committee will also look at the Educopia effort.

The Committee is looking at brownbag or Twitter chats, and possibly adding additional webinars in partnership with NISO.

- Database and Directory has no agenda items or questions for the Board.

ACTION ITEM: The membership directory needs to be cleaned-up; old invoices need to be purged, etc. (Geckle) Notify CMC when complete for updating the NASIG listservs, etc.

ACTION ITEM: Committee rosters need to go to both D&D (membership section) and CMC (public facing webpages) for updating (Borchert)

ACTION ITEM: D&D needs to review manual (monthly reports, etc.). (Geckle)

ACTION ITEM: Update the information on who to contact if you have problems updating your member record in the record itself (contact chair of D&D). (Geckle)

- Evaluation and Assessment has no agenda items or questions for the Board.

The evaluation includes questions about the SSP event.

- Financial Planning Task Force

The Task Force held a meeting at the Conference. The goal is to submit something to the Board for May 2016 review. The Treasurer will be added as an ex-officio member.

- Membership Development Committee has no agenda items or questions for the Board.

The Committee is currently analyzing the data from the survey of non-attendees of the Ft. Worth conference.

ACTION ITEM: Prepare a survey for non-attendees of this DC conference; possibly poll the first timers to find out why they didn't return. (Kaplan)

Committee wants to analyze the trend lines from the past few surveys and review the one-day conference attendance data.

ACTION ITEM: MDC put forth a push to increase membership (put forth a plan of action and a marketing plan; work with Student Outreach and the Publicist). (Kaplan)

ACTION ITEM: CPC and PPC work together to do targeted marketing before the conference pushing out content to increase attendance; CMC work on continuing to push conference content post conference (SlideShare, etc.) (Kelley, Creech, and Burris)

Kelley/Borchert suggested the MDC surveys could contribute to strategic planning as an organization discussing conference, membership, new directions, etc.

- Mentoring Committee has no agenda items or questions for the Board.

The Committee noted that they want to give out gift cards again next year at the First Timer's Reception, given this year's success.

ACTION ITEM: Mentors follow up with mentees sometime in the fall (reminder from Mentoring committee) to encourage attendance at next conference and follow up on impact of previous conference. (Collins)

- Newsletter

The Advertising editor needs to know if organizational members get a free ad in the newsletter.

- Nominations & Elections has no agenda items or questions for the Board.

Shadle is creating the manual and a draft is complete.

- Scholarly Communications Core Competencies Task Force has no agenda items or questions for the Board.

- Site Selection Committee will be discussed in a later agenda item.

- Student Outreach Committee

There are many library schools that are missing ambassadors. The Committee will post to the Facebook pages for the schools (if they have one) to push content and award opportunities.

The Committee is seeking more ambassadors and more onsite visits to schools to promote NASIG.

The Ambassador program is more formalized. The Committee will work with the Mentoring Committee to put a program in place for ongoing mentoring of students, including those that do not attend the conference.

The Committee has also increasing their marketing.

ACTION ITEM: Ask SOC ambassadors to attend events or classes at library schools to push NASIG membership (Collins)

Tenney suggests that NASIG investigate developing an online course (MOOC), potentially in a partnership between Student Outreach and Continuing Education Committees.

Boissy suggested students to do Snap Shot presentations during the conference, which may give them funding support as “travel stipend”? This should be managed by Student Outreach rather than Awards & Recognition. Collins will follow up with Boissy.

ACTION ITEM: Collins will follow up with Boissy on a student focused Snap Shot Conference session.

7.0 Streamlining Organizational Memberships and Sponsorships, including Newsletter Advertising (Geckle)

The Board reviewed the proposed changes to the Sponsorship form and Organizational Membership forms. [NOTE: see separate document of revision ideas, and chart/forms.]

The chart will make things much simpler for understanding benefits.

Sponsoring the Birdie award would count as Tier 2 sponsorship.

There is also a type for organizational members to designate them within the directory for renewal and contact purposes.

Feedback from the Board on Geckle’s proposals included:

- Ensure there’s communication with PPC and CPC about sponsors and their benefits.
- Clarify the conference registration rate situation for organizational members versus sponsors
- Conference event sponsorship should be \$1,000, or Tier 4 benefits

- Remove the listed benefit of being in the conference program as NASIG no longer publishes a printer program
- Add benefit of being in the Schedule notes of who is sponsoring that session or event
- Add bottled water as an option for conference event sponsorship for appropriate locations (such as Albuquerque, NM)

The Board also suggests adding Newsletter ads to the chart for Tier 1 and Tier 2 sponsorships

- Add a separate option of having an advertisement independent of the sponsorships; this benefit mentioned to vendors by the Past President as part of sponsorship discussions
- The workflow is as follows:
 - Newsletter has an advertising editor
 - List of Tier 1 and Tier 2 is given to Newsletter advertising editor for arrangements
 - Send link to vendor for ad details

ACTION ITEM: Add information to conference registration website that Tier 1 sponsors get the registration list to send a one-time blast message prior to the Conference to all conference attendees (Kelley)

ACTION ITEM: Add link to sponsorship page from Newsletter for ad information (Moore)

ACTION ITEM: Sponsorship and Organizational Memberships – unified page – linking from Conference website and Membership; add link information about sponsorship/benefits (Burriss)

ACTION ITEM: Remove the 2013 and 2014 conference attendee lists and put up the 2015 conference attendee lists (Lisa Martincik has 2015 list) (Burriss)

ACTION ITEM: Geckle will update the proposed forms and send to the Board for approval.

8.0 Organizational Sponsorship Update (Tenney)

The total sponsorships received for the 2015 Conference was \$28,125.

Tenney recommends that the Past-President sends the initial letter as soon as the Vendor Expo time slot is decided by PPC and to send monthly follow up emails.

Tenney will pass on spreadsheet of contacts to Kelley.

VOTE: Tenney moved to place all sponsorship monies into the conference budget rather than splitting between membership and conference. Seconded by Robertson. All voted in favor.

ACTION ITEM: Explore the option of a “Vendor Visit” challenge to increase traffic at Vendor Expo, e.g., have a card with all the sponsors listed and as members visit each booth (or a specific number of vendors) to check off and then do a raffle for gift card(s) for those that complete the card. (Kelley)

9.0 Site Selection (Borchert, Kelley)

The Board discussed the timeline for the 2018 conference RFP and the appointment of the CPC co-chairs.

10.0 Archives Task Force (Borchert)

VOTE: Whiting moved to accept the proposed charge. Seconded by Robertson. All voted in favor.

Current Archivist will serve as Chair of the Task Force.

11.0 Promotion of New Tagline (All)

NASIG’s current tagline: *Advancing and transforming the information resources community*

Comments from members included the tagline was too long and not very memorable. They do like the verb “transform” and the use of “community” in the tagline.

Proposed revision (streamlined) by the Board:
Transforming the Information Community

The Board reviewed where to post the tagline on the website. It will be placed under or next to the logo, with the goal of pairing the tag line with the logo. However, they will remain as separate elements so the tag line can evolve without impacting the logo in the future.

It was noted that NASIG currently has two logos in use: the Newsletter logo with the globe and the website logo without the globe

The Board agreed to design a new logo to be used consistently on all NASIG related material.

VOTE: Whiting moved to approve funding to contract with a graphic designer to work on pairing the tag line with a redesigned logo in a modular fashion (so tag line can be updated), using the same color scheme. The designer will provide several options for the Board to review and select from. Seconded by Robertson. All voted in favor.

Geckle will contact the graphic designer that has worked on the past few Conference logos.

ACTION ITEM: CMC will review the website and all documentation with our logo to replace with the logo/tag line combination. (Burriss)

ACTION ITEM: Start including the tag line on all textual communications. Review CMC social media connections to add the tag line where possible. (All; Burriss)

NASIG

Transforming the Information Community

ACTION ITEM: CMC review moving the NASIG FB Group page to a FB Page. (Burriss)

12.0 Parking Lot Issues (All)

Future discussions (incoming Board): Anne Kenney’s slide covering NASIG’s suggested actions.

ACTION ITEM: CEC review the existing ALCTS courses to possibly have a NASIG taught course to fill in the gaps (e.g. a “continuing resources acquisitions” or “database management” focused course; and tie-in the resources handbook) (Robertson)

ACTION ITEM: Committees create a brief list of activities (distilled down from the charge and include updating) to be used for recruiting volunteers for appointments (Creech)

ACTION ITEM: Review and update the Café Press designs to reflect the name change and (when approved) the updated logo and past/current conference information. (Kelley)

Whiting moved to adjourn the meeting. Seconded by Robertson.

Meeting adjourned at 11:22am May 31, 2015.

Minutes submitted by:
Shana McDanold
Secretary, NASIG Executive Board

Approved by the NASIG Executive Board on October 21, 2015.