Executive Board Minutes

NASIG Winter Board Meeting Minutes
January 15, 2019

Executive Board:
Angela Dresselhaus, President
Kristen Wilson, Vice President/President-Elect
Steve Oberg, Past-President
Beth Ashmore, Secretary
Jessica Ireland, Treasurer

Members at Large:
Karen Davidson
Maria Hatfield
Lisa Martincik
Marsha Seamans
Steve Shadle
Ted Westervelt

Eugenia Beh, Ex Officio
Lori Duggan, Ex Officio

Guests:
Maria Collins, PPC Chair
Wendy Robertson, PPC Vice-Chair
Anna Creech, Conference Coordinator
Denise Novak, CPC Co-Chair
Pat Roncevich, CPC Co-Chair

Welcome (Dresselhaus)

The meeting was called to order at 11:00 am Eastern.

CPC/PPC Report (Collins, Creech, Novak, Robertson, Roncevich)

Charlene Foggie-Barnett is the proposed opening night local speaker for the conference. She is the Teenie Harris Archive Specialist at the Carnegie Museum of Art. She does a lot of speaking about the Teenie Harris collection and its relationship to the city and the city’s history. She is happy to tailor her talk to those aspects of the archive and the city that we are most interested in including how the archive tries to document Pittsburgh’s African American community to tell their story both at the archive but also by supporting other artistic endeavors that use the archive. She will have photographs in her presentation, but she is also willing to bring exhibition prints, including those that detail the techniques that Teenie Harris developed to photograph people with dark-skin because the standard photographic developing techniques at the time were insufficient. She said that she wouldn’t charge us because it is a part of her outreach work for the archive but we can give her an honorarium. The board asked for an outline of her talk two weeks prior to the conference. CPC chairs, Pat Roncevich and Denise Novak, are also going to visit the archive to see a rough draft of the presentation and help tailor it to the NASIG audience’s interests. CPC asked when they can begin publicizing the opening speaker and the board told them they can begin sending messages through Eugenia Beh for the blog and then they can be sent out via social media and email blasts.

PPC noted that there were a few proposals that were similar enough that they thought the presenters could
combine their sessions. Once PPC has heard back from the presenters to see who would like to combine, they will share with the board the final list of presentations for review and to look for a balance of topics and speakers. There were also enough proposals that could fit into the snapshot sessions that PPC does not believe they will need to do a second call for snapshot sessions. They will do a call for poster sessions and the student showcase. The student showcase proposals will be handed off to Student Outreach for selection. So far there are two proposed preconferences: Sarah Sutton, Text-mining 101; Stephanie Huss, Licensing 101. Stephanie is also interested in looking for a co-presenter so if the board has anyone in mind, let PPC know. PPC is hoping to add two or three more preconferences for a total of four or five. PPC asked for clarification on how many presenters in a concurrent session are eligible for the $100 registration discount. The board clarified that the policy states that under normal circumstances, a maximum of three (3) speakers per session will receive this discount. PPC invited the board to look at the accepted proposals and make suggestions for threads or topic areas that can be highlighted in Sched as well as any potential biases against vendor or product-oriented sessions that we might want to correct for. CPC mentioned that the hotel provides a service called Omnilink that might be used in conjunction with Sched if it provides additional assistance in helping attendees find where programs are located. PPC said that once the program is set in Sched they can export the content and share it with the Omnilink system.

**NASIG Strategic Plan (Dresselhaus)**

The board reviewed the 2017-2021 strategic plan.

**Strategic direction #1: NASIG will revitalize its marketing approach to reflect its new mission and vision.**

The board will review the elevator pitch document along with the marketing plan from Non-Profit Help in advance of the February meeting to see what actions we can take to move forward with both of these efforts. The social media presence is increasing with our Twitter followers over 1,000. Eugenia Beh will take a look at the plan and see what information might need to be included as we prepare for the call for a new marketing and social media coordinator. The volunteer form also includes an area where volunteers can specify if they are interested in helping with marketing and social media.

**ACTION ITEM:** Beth Ashmore will distribute the marketing plan and elevator pitch documents to the board and put this discussion on the agenda for the February meeting.

The board discussed how we might measure some of the critical success indicators specified in the strategic plan. Suggestions included asking the Evaluation & Assessment committee to perform some assessment of these indicators as well as asking the incoming VP to head up the assessment efforts because it would help them to become familiar with the strategic direction of the organization.

**Strategic direction #2: NASIG will expand student outreach and mentoring.**

The student mentoring program is in its second year although we have not extended this to professionals. We have also begun offering students the opportunity to serve on committees and the new volunteer form includes a checkbox to specify if you are a student. Student Outreach asked if a student might be able to serve on the board as well. The board discussed this possibility and while it could be very impactful for the student it might be expensive, difficult to elect/appoint, and difficult to schedule. Student Outreach has updated the list of ambassadors and encouraged face-to-face meetings with students, but we do not have any numbers on how many have actually happened. The board agreed that we have made good progress on this direction, but that more could be done with onsite visits from NASIG members near library schools as well as partnering with ALA student chapters to provide programming.
Strategic direction #3: NASIG will find the optimum balance between paid staff and volunteer work

Tom Osina from Non-Profit Help provides services for audio visual contracts for conferences and arrangements for award winners. The board discussed reviewing this arrangement to determine if this is the best use of our paid staff or if there might be other areas of our work that would be better suited to a paid staff position. This may be especially true if we rotate between conference sites and begin to use the same hotels’ in-house AV and streaming services year after year.

**ACTION ITEM:** Beth Ashmore will find our current contract with Non-Profit Help and add to the March meeting agenda a review of this contract and the services we have received.

Continuing Education is specifically mentioned in the strategic plan as being a place where paid staff may be needed. The board discussed if this is still an area where paid staff might be put to good use. Other areas suggested for potential paid staff were web maintenance and design and marketing and social media.

The board discussed the creation of committee toolkits to improve the training and support of committee members as a project for next year. The board also discussed the prospect of Evaluation & Assessment putting together a rotating calendar for evaluating each committee every five years. The board discussed if this was something best done by Evaluation & Assessment or if it happens more organically within the committees themselves and leads to more tweaks in committee charges rather than major revisions of committee duties and practices. Potentially, Evaluation and Assessment could lead the committees in the process of self-evaluating as well as providing an outside perspective and collecting data from current and past committee members on potential improvements. It could also help to ensure that chairs are able to delegate work and don’t end up doing all the work themselves. Since there are inter-dependencies between some committees, we will need to schedule any reviews of these committees together in the evaluation rotation. Board liaisons could also help with this work by doing exit interviews with outgoing chairs.

Strategic direction #4: NASIG will be involved in creating new content to add to the body of scholarly work.

The board discussed that future conference dates will be during the work week making the conference presentations more attractive for streaming/virtual attendance. There was not much programming on publishing or management in the programs for this year, but, potentially these topics could be picked up in preconferences. Maria Hatfield will send PPC her contact at the Center for Creative Leadership as a possible future presenter. If we are looking for programming on the topics outlined in the strategic plan we are going to need to be more specific in our calls for proposals or target specific speakers on these topics directly. The board will contact PPC to talk about setting aside a 30-minute slot at the end of the second day for hot topics that may be breaking as the conference begins. The session would not require much other than a flip chart for people to sign up at on the first and second day, although no one signing up is a risk. The continuing board will want to discuss with next year’s PPC, CPC, and CEC how this strategic direction might take shape for next year, including whether or not there are any opportunities for regional events like the continuing education workshops that used to be offered at Mississippi State University or in conjunction with other regional conferences like the Ohio Valley Group of Technical Services Librarians (OVGTSLS) or NC Serials.

Strategic direction #5: NASIG will work to enhance benefits to all members, with a particular emphasis on members from the commercial sector.

The board discussed how NASIG needs to improve its relationship with the vendor community and how a task force of vendor and library members could gain insight
into the vendor perspective. A call for a task force would also signal that the organization wants to serve vendors better and that we need their help to figure out how. The task force could include the fundraising coordinator and would run for a limited time with the end result being recommendations on what NASIG can do to increase vendor participation in the organization.

**ACTION ITEM:** Angela Dresselhaus will start a document to come up with a charge based on this strategic direction. Maria Hatfield has volunteered to chair the task force.

**ACTION ITEM:** Kristen Wilson will also use her existing call for volunteers to find people who might be a good fit for the task force. There will also be a follow-up volunteer call in March that can include a targeted call to vendors.

**ACTION ITEM:** Beth Ashmore will put assessment and record keeping of the strategic plan on March board conference call agenda.

**Treasurer’s Report (Ireland)**

NASIG has $22,000 in checking, $30,000 in savings and $275,000 in investments. Before the conference we will have to move funds out of investments, but it can wait until we get our credit application back from the hotel so we do not take too much out of investments and risk losing any more money than we have to. Treasurer, Jessica Ireland is currently working on the credit application, but she also needs CPC’s budget. Steve Shadle will get the revised budget sent to the board list. In addition to the credit application with the hotel, we are also working on getting a tax exemption with the state of Pennsylvania which could help us keep from paying sales and occupancy tax. Getting the tax exemption requires a lot of paperwork. Registration is being prepared with the new conference rates and will open before the programs are set. The hotel registration link will also need to be ready before registration can open because it will need to go out with registration confirmation emails. The board discussed when to set the early bird registration deadline and agreed that April 30, 2019 would be the last day of early bird registration. The hope is that we would have the majority of attendees registered one month before the conference which would allow us to have accurate headcounts in the weeks before the conference.

**Secretary’s Report (Ashmore)**

Beth Ashmore reminded board member’s to vote in the doodle poll to approve the meeting minutes from the December 20th board conference call and to provide feedback on the NASIG profile for Library and Book Trade Annual 2019. The board then updated ongoing action items.

The meeting was adjourned at 3:00 pm Eastern.

Minutes submitted by:
Beth Ashmore
Secretary, NASIG Executive Board