



Executive Board Minutes

NASIG Board Conference Call February 12, 2019

Executive Board:

Angela Dresselhaus, President
Steve Oberg, Past-President
Kristen Wilson, Vice President/President-Elect
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

Regrets:

Lori Duggan, Ex Officio

Welcome (Dresselhaus)

The meeting was called to order at 3:01 pm Eastern.

Marketing Update (Beh)

Eugenia Beh is catching up on conference and general NASIG marketing. The awards & recognition committee needed to extend their deadline because they had not received enough applications. The announcement was

sent and the deadline is tomorrow. A&R has already reported that they have received more applications.

Secretary's Report & Action Item Update (Ashmore)

The vote to upgrade the NASIG blog WordPress account to no ads closes today. The April board conference call needs to be rescheduled. Beth Ashmore will send a doodle poll to the board listserv to set an April conference call date.

Treasurer's Report & Conference Registration Update (Ireland)

Jessica Ireland received the \$16,000 check from Taylor & Francis for the NASIG proceedings. Membership services has sent a proposal for a Bring-a-Friend program for NASIG 2019. Invoices are being sent to conference sponsors.

NASIG Strategic Plan - Review marketing plan and elevator pitch (All)

The web infrastructure implementation task force asked the board about whether or not the Wild Apricot click-through license terms are acceptable. The board agreed that the terms are standard for software licensing.

VOTE: Steve Oberg moved to accept the terms and sign up for a two-year subscription to Wild Apricot at a cost of \$3,264. Steve Shadle seconded. Motion passed with 11 votes in favor.

Lisa Martincik will let the task force know that they can move ahead and Jessica Ireland will assist them in paying Wild Apricot.

The board discussed rewriting the current draft of the elevator pitch into bullet points and making it fit closer to the elevator pitch model outlined in the marketing plan. The board also discussed the inclusion of libraries in the elevator pitch instead of or in addition to the term “information resources” which can seem vague depending on the audience. Steve Oberg provided some history on the deliberate and careful input that led to use of the words “information resource” which came from a task force to develop our current mission and vision statements that he led 3-4 years ago. The board discussed that the elevator pitch does not have to stick to the mission and vision wording exactly but it is worth keeping in mind as we revise the pitch. Angela Dresselhaus asked the board to look over the draft again and make edits.

Committee Updates (All)

- **Program Planning:** Kristen Wilson reported that the committee is looking for guidance on filling the third vision speaker session. Kristen will send an email to board with the ideas that the committee has been discussing. The board discussed the possibility of giving this slot to the Diversity and Equity committee’s town hall which is in need of a slot. The board agreed that this sounded like a promising idea to provide this session with a no-conflict time slot. Kristen Wilson will put Maria Collins, PPC chair, and Del Williams, Diversity and Equity chair, in touch with each other to discuss how the town hall could be fleshed out for this session.
- **Communications:** Angela Dresselhaus thanked the communications committee for getting the donations and membership forms updated to include the OA donation options.

Maria Hatfield asked if liaison meetings will start up again in February. Angela Dresselhaus said yes at first by request and for particular committees that have upcoming work.

Adjourn (Dresselhaus)

The meeting was adjourned at 3:04 pm Central.

Minutes submitted by:

Beth Ashmore

Secretary, NASIG Executive Board