



NASIG NEWSLETTER

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Executive Board Minutes

NASIG Board Meeting

June 4, 2019

Omni William Penn Hotel, Pittsburgh, PA

Executive Board:

Angela Dresselhaus, 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

Ex-Officio:

Eugenia Beh

Lori Duggan

Guests:

Betsy Appleton, Incoming Vice President

Andrew Barker, UKSG Chair

Maria Collins, PPC Chair

Anna Creech, Conference Coordinator

Cris Ferguson, Incoming Treasurer-in-Training

Shannon Keller, Incoming MAL

Denise Novak, CPC Co-Chair

Wendy Roberston, PPC Vice-Chair

Pat Roncovich, CPC Co-Chair

Regrets:

Keondra Bailey, Incoming MAL

Michael Fernandez, Incoming MAL

Steve Oberg, Past President

Welcome (Dresselhaus)

Angela Dresselhaus started the meeting at 9:01 with introductions from all the board members and guests. Andrew Barker shared greetings from UKSG and discussed the ongoing connections and partnerships between UKSG and NASIG and how he has enjoyed having monthly meetings with Angela to discuss ways we can further collaborate. UKSG is excited about the opportunity to work with NASIG to make our proceedings open access.

Treasurer's Report & Preliminary Conference Financials (Ireland)

Jessica Ireland said that the overall conference financials will change based on the information CPC just provided. With this new information it looks like we might break even on the conference. We currently have \$117,000 in our Chase accounts to pay conference bills and we have already paid \$50,000 to the hotel in March. We have \$16,000 in savings and \$289,000 in investments. Jessica also has gift cards for committees that need them as prizes so those committees can come and see Jessica at registration. The gift card for Evaluation and Assessment will be mailed to the winner once they are chosen at random by the committee.

Set the 2020 Conference Rate and Consider Opening Registration in July 2019 (All)

The board discussed the possibility of raising the conference rate for regular, student and paraprofessional conference attendees in 2020.

Considering that we raised the conference rate for regular members this year and the financials are looking good we can probably use this rate for Spokane as well. The board also discussed that we would like to keep the student and paraprofessional rates low to support their attendance at the conference. Even though this represents subsidizing their attendance because the rate is lower than what we pay per person for food, the numbers of student and para-professional attendees are relatively low (9 students, 16 para-professionals this year) so it is not a huge subsidy and these individuals often do not have access to other sources of funding for conference attendance. We also have opportunities to increase conference revenue by getting pre-conference sessions settled as early as possible before registration opens as well as getting more sponsorships.

VOTE: Ted Westervelt moved to use 2019 conference rates for the 2020 conference. Lisa Martincik seconded. 10 votes in favor. 0 votes against. 0 abstentions.

The board discussed the possibility of opening registration earlier to get people interested in and committed to coming to NASIG earlier in the fiscal year. The board discussed what it would take to get registration opened earlier than the end of January when it opened this year.

- Pre-conference speakers would need to be arranged and marketed when registration opens because if someone is going to attend a pre-conference it involves adjustments to travel plans. The Program Planning Committee (PPC) would need to be on board to make this change to their schedule. We could support PPC in this work by being more intentional with our pre-conference planning by inviting speakers from past pre-conferences that were successful like MarcEdit

with Terry Reese, or other speakers who we have identified that are talking about topics we want to cover, like leadership and middle management. PPC could also send out a separate earlier call for pre-conference speakers. If pre-conference topics come in through the regular call for sessions we could always add an additional pre-conference later if something really good came in.

- Vision session speakers should probably be arranged and marketed in order to create buzz when registration opens. PPC would need to be on board to make this change to their schedule.
- Opening registration early this year could be problematic since we are migrating to Wild Apricot and it might not be ready in time for a summer or early fall registration roll out.
- Rather than opening registration a lot earlier, potentially we could do some marketing with examples from previous conferences of the types of sessions you can expect to find, along with conference dates, location, and rates so people can plan and put in travel requests with their organization and then open conference registration in January with pre-conferences set.
- We would also need to ask the Conference Planning Committee (CPC) to get the conference theme and logo ready in July, but also not let the lack of theme and logo keep us from beginning to market the conference as early as we would like to.
- We could also announce at the Pittsburgh conference that rates will be the same for Spokane.
- We could begin marketing by announcing when the call for proposals will happen in July along with information about award deadlines. Then we could get the call for proposals out on October 1 so as not to get too close to the Charleston Conference in early November.
- Andrew Barker shared that UKSG does a call for papers in May and June for their conference in April. They also leave a few places open for things that may come up later, but they have 80% of their program set up 10 months in advance. September 1st could probably work for our call for proposals, but we wouldn't want to go so early that people who are thinking about presenting and come to the

website only to realize that the call for proposals has already passed.

- We need to ask PPC chairs about their current schedule and what they might have to change to get this going for those pre-conference and program deadlines as well as talk to CPC about prioritizing the information that needs to go on the conference website in order to get the website out early and lessen the pressure on CPC and Communications to have the website complete before they release it.
- Does the conference need to be in June? Some past conferences have been in May and the 2021 Madison conference will be in the beginning of May. We can see if that changes anything although it is hard to pinpoint why a particular conference did well or not because there can be so many factors to a conference's success.

ACTION ITEM: Beth Ashmore will put together a calendar of peer conferences for the board to review.

ACTION ITEM: Steve Shadle (CPC liaison) and Betsy Appleton (PPC liaison) will work with the committees to discuss these ideas for getting conference information set earlier in the year.

Sponsorship Update and Planning for 2020 Conference (Wilson)

Nicole Ameduri is our new Fundraising Coordinator. The board discussed when we want to release sponsor information on the conference website. Maria Hatfield suggested that the Vendor and Publisher Engagement Task Force (VPETF) begin their work by revising sponsor outreach materials and better defining the sponsorship opportunities and benefits.

The board discussed offering a wider variety of sponsorship opportunities including sponsoring AV, streaming, wifi, snacks, meals and the opening reception. Charleston has sponsors for individual sessions and snacks and uses announcements and signage to recognize those vendors for their support. The board also discussed what the best time to ask for

sponsors would be. The VPETF will work on the sponsorship form and calendar to determine when it would be the best time to make requests including the information that sponsors can commit now but will not be invoiced for their sponsorship until closer to the conference. The VPETF will also provide a list of sponsorship opportunities and the benefits as well as looking at codifying how awards sponsorships should work.

ACTION ITEM: Maria Hatfield and the VPETF will work on defining sponsorship opportunities and benefits and revising sponsorship messaging and timing.

Fundraising for OA Proceedings (Dresselhaus)

Moving to publishing with UKSG Insights, we will pay per article for our proceedings so one way we can reduce costs is by covering fewer sessions in the proceedings. Pre-conferences have always been difficult to include in the proceedings because they are usually more practical and hands-on in nature and it often involves asking an attendee to act as recorder. The board agreed that preconferences could probably be left out of the proceedings and that we should collect some information on what kinds of articles are most popular in our proceedings to help make decisions on the future.

ACTION ITEM: Beth Ashmore will collect stats on past proceedings articles to see what is popular.

The board discussed allowing some concurrent session speakers the opportunity to opt-out of the proceedings. Some speakers just want to present a topic without having to write a paper and others want to publish their findings in a peer-reviewed article and may be reluctant to report on them in proceedings first. There are also concerns that our normal 40-paper proceedings is too many for Insights to manage. We could negotiate with Insights the number of papers that would be ideal. Another reason that we published so many papers in the past is because the proceedings generated revenue and we had a page count we needed to meet, but going open access takes both of these factors out of our

decision. We could focus on disseminating session information through multiple avenues (slide sharing services, YouTube and streaming videos) and publish the proceedings as NASIG highlights with select articles including vision sessions. We could use a variety of approaches to identify the presentations that should appear in proceedings including presenters opting-in, NASIG proceedings editors inviting presenters to write papers with or without recorders, and UKSG Insights editors helping to identify presentations that they think would be good to cover. UKSG sends Insight editors to the UKSG conference and then they identify the content they would like to publish and ask people to write an article on that topic and it doesn't have to stick to that presentation. In the future, we will need to ask Andrew Barker if the articles we submit to Insights will go through peer-review.

ACTION ITEM: Michael Fernandez will ask the Communications Committee to share the current processes/venues for sharing presenter slides and ask them to provide guidance on the long-term plans for preserving these slide shows and whether or not we might be able to include a platform like the Open Science Framework (OSF) as a long-term solution for providing access.

The Open Initiatives Committee will be helping with fundraising for open access. Some of the current and future fundraising efforts are:

- A \$25 increase to the regular membership dues that will be voted on in the members forum with new funds earmarked to help fund OA proceedings.
- The NASIG website now has a donate to the open access fund button as well as an opportunity to donate to open access efforts when you renew your membership.
- NASIG has an Amazon Smile account so members can go through the NASIG portal to shop at Amazon and NASIG will receive a percentage of the purchase as a donation.
- Facebook fundraising is also still a possibility, but it is made more difficult because birthday fundraiser's are run through Facebook Pages and NASIG currently only has a Facebook group so we would

need to create a Facebook Page for NASIG in order to let members donate to NASIG via Facebook.

- The board has also been looking at operational costs:
 - The board passed a motion to move SERIALST to the SimpleLists platform. Beth still needs assistance with converting the SERIALST archives to the MBOX format. Beth will send Shannon Keller and Marsha Seamans the information she currently has as both know someone that might be able to help with the PERL script that is needed to convert the archives.

ACTION ITEM: Beth Ashmore will send Shannon Keller and Marsha Seamans the information she has about the PERL script to convert the archives and they will see if their colleagues can help diagnose the problem and fix it.

ACTION ITEM: Beth Ashmore will work with Michael Fernandez as liaison to Communications to move the listserv to SimpleLists.

- Continuing Education is looking to move from WebEx to Zoom webinars.
- The board will review how we handle the fall board meeting to reduce the costs associated. This could include doing the fall board meeting via Zoom or meeting at a central location where we can get free meeting space rather than meeting at the conference hotel. This would also include ensuring that a small spring meeting would occur for CPC, PPC, Conference Coordinator and possibly a few board members to visit the conference location in the spring before the conference to nail down arrangements.
- The Vendor and Publisher Engagement Task Force will look at the suggested new sponsorship opportunities for open access.
- A new International membership category that would allow librarians outside of North America to join NASIG for \$25 and receive member rates for online NASIG events. UKSG could help us to market

this and it would also provide opportunities for potential NASIG members in the global south to have more access to NASIG content and the proceeds would be earmarked for open access which would benefit the international community as well. We would potentially want to discuss with the membership why international members would pay a lower rate and would want to restrict the member rate to only online events. This opportunity could be publicized through IFLA. Shannon Keller, Michael Fernandez and Ted Westervelt will all be at IFLA in Athens this year so they could help spread the word.

Wild Apricot Implementation (Martincik)

Web-based Infrastructure Implementation Task Force has begun the transition of the NASIG website infrastructure to Wild Apricot. The task force chair Paoshan Yue is stepping down and has suggested the workgroups report directly to the board. The board discussed that they would like there to be a project manager to coordinate the workgroups and report to the board liaison. Lisa Martincik will speak to the working group members that have been identified as potential project managers.

The web management workgroup asked the board how to proceed with the migration of web content including what content might not need to be migrated as well as what kind of redesign the board would like to see. The board discussed some specific changes they would like to see that Lisa will take back to the group and asked the workgroup to focus on information about mission, vision, bylaws and current and future NASIG events first and leave historical documentation for later. The board suggested a deadline of January for the basic website to be functional with a focus on getting information for the NASIG 2020 conference on the new site so registration can be run through the new platform.

Strategic Plan Assessment & Record Keeping (All)

Eugenia Beh provided information on how the marketing and social media efforts have contributed to NASIG's marketing efforts per strategic direction #1.

The board discussed how effective Eugenia's efforts have been and how adding Chris Bullock as the Marketing and Social Media Coordinator-in-Training will continue the overall positive trend. The board discussed how the NASIG media profiles are designed to both communicate with members, but also to share information among the NASIG community and those with similar interests. We have done a lot better at communicating with NASIG members and have room to grow when it comes to sharing interesting articles and information with our larger intellectual community. This will involve trying to identify both thought leaders and content that we think members and the larger community will be interested in.

Angela asked Eugenia if she thought we accomplished most of the elements that we wanted to from the marketing plan that Non Profit Help provided. Eugenia thinks we went as far as we could with their recommendations and we can sunset that marketing plan. The board discussed new directions for marketing including looking at outside marketing firms that work with libraries and having at least two people on the marketing and social media coordination at any time. The board also discussed continuing to support relevant regional conferences through sponsorship and being open to, if not actively pursuing, partnerships with peer conferences including Code4Lib and FORCE11.

ACTION ITEM: Beth Ashmore will add FORCE11 partnership discussion for the next board conference call.

Committee Updates (All)

- Awards & Recognition: Ted Westervelt reported that committee would like to update language for award winners to the 2020 annual conference to a specific dollar amount. Currently, the language speaks to flights, hotels, and meals, which is difficult to manage financially. This update would allow for more transparency for the awardees. The change would also allow for the committee and board to be more upfront about the total number of awards

available for 2020. The board agreed and said that this was supposed to have changed after the Indianapolis conference, but all of the information did not get updated. The board discussed being more clear about sponsorship levels for awards and separating award sponsorship opportunities from other sponsorship opportunities since they currently can be bundled. The board should communicate to Awards and Recognition each fall how many awards they can give based on NASIG financials and sponsorships with a minimum number of awards being one of each award. Awards and Recognition, the treasurer, and VPETF should also coordinate any changes to award sponsorship opportunities.

ACTION ITEM: Beth Ashmore will find the language to be used for awards from the Indianapolis board meeting minutes and pass along to Awards and Recognition and Communications to update the website and any internal documents and forms.

ACTION ITEM: Beth Ashmore will move the Conference Planning Committee's question about volunteer benefits to the next board conference call.

- Digital Preservation Task Force: Shannon Keller and Ted Westervelt reported that they are looking at recruiting new members for the standing committee and looking for ways to support the keeper's registry, now that EDINA has lost funding from JISC. The newly-formed standing committee will be tasked with creating a template or model preservation policy in conjunction with vendor input and collaborating with other preservation agencies and organizations interested in preservation, particularly with the void caused by the Digital Preservation Network disbanding. The ISSN Centre has a proposal to keep the Keepers Registry alive, but they are waiting on an official request from EDINA because EDINA will need to keep it going until December when ISSN Centre could take it over. The board discussed the possibility of collaborating with UKSG in this space

and potentially recruiting committee members from some of the disbanded programs. The committee is also working with Continuing Education and Program Planning to plan webinars and preconferences on digital preservation topics.

- Diversity: Eugenia passed along a question about getting supplies for the Town Hall vision session. Angela said that she would coordinate with the committee to make sure they had what they needed for the session.
- Nominations & Elections: Steve Shadle reported that the committee would like to know if the relationship of the NASIG-related references needed to be so specific for nominees. The Board agreed that we could open it up to NASIG members that the nominee has worked with on a NASIG committee with a preference for a committee chair or board member that the nominee has worked with.
- Standards: Maria Hatfield reported that the committee wanted to know if there was anything that they needed to be doing with the standards group from UKSG. Angela reported that there is nothing to be done at this time as UKSG is still working on making changes to their standards group.
- Student Outreach & Mentoring: Marsha Seamans reported that the committee wanted to know if the board had any way of determining which NASIG members teach in Library Schools in order to target those members to assist in outreach to the library schools and improving the ambassador program. We don't currently collect that data as a number of our members may be primarily working in a library as well as working as an adjunct professor in a library school. The board suggested the committee work with membership services to identify library school faculty who are members or could be members that might help promote NASIG with their students.
- Web-based Infrastructure Implementation Task Force: Lisa Martincik reported that the task force inquired about receiving paid help to migrate the website as well as going forward to help maintain

and develop the new site. The board discussed that interns or an independent contractor would be worth investigating to support this work.

Adjourn

Ted Westervelt moved to adjourn the meeting. Karen Davidson seconded. 10 votes in favor, 0 votes against, 0 abstentions. Meeting adjourned at 4:56.

Minutes submitted by:

Beth Ashmore

Secretary, NASIG Executive Board