

# NASIG Newsletter

Vol. 26, no. 1

March 2011

eISSN 1542-3417

## Executive Board Minutes

### Midwinter Meeting

**Date:** January 6, 2011

**Place:** San Diego State University

#### Attending

#### Executive Board:

Katy Ginanni, President

Steve Shadle, Vice President/President-Elect

Rick Anderson, Past-President

Carol Ann Borchert, Secretary

Lisa Blackwell, Treasurer

#### Members-At-Large:

Patrick Carr

Clint Chamberlain

Steve Kelley

Buddy Pennington

Christine Stamison

Jenni Wilson

Angela Dresselhaus, *ex officio*

#### Guests:

Anne Mitchell and Michael Hanson, PPC co-chairs

Shana McDanold and Karen Darling, CPC co-chairs

### 1.0 Welcome (Ginanni)

The meeting was called to order at 8:33 a.m.

### 2.0 Secretary's Report (Borchert)

#### 2.1 Approval of December 8 Minutes

Ginanni made a motion to approve the minutes from the December 8 Executive Session. Blackwell seconded and all voted in favor.

#### 2.2 Action Item Updates

The Action Items list was updated as follows:

#### Not Done/In Progress:

**ACTION ITEM:** All Board members will discuss how to turn the contingency planning documentation into a public document for distribution and discussion among the NASIG membership.

**ACTION ITEM:** All Board members will consider the issue of member information being shared with Tier One sponsors and how to communicate this to members.

**ACTION ITEM:** All Board Liaisons will investigate and become familiar with process of doing an environmental scan.

**ACTION ITEM:** Anderson will continue work with N&E over the course of this year to insure that the manual is complete and posted on the website. **ONGOING**

**ACTION ITEM:** Anderson will ask FDC for pricing parameters for website advertisements.

**ACTION ITEM:** Blackwell will add information to the Treasurer's manual indicating that the Board may approve additional funding for the Merriman Award winner and the NASIG President to account for emergency situations.

**ACTION ITEM:** Blackwell will investigate the possibility of getting statistics on how our room reservations have looked over the past five years.

**ACTION ITEM:** Blackwell will investigate numbers for how many people registered before and after early registration deadline for the past couple of conferences.

**ACTION ITEM:** Chamberlain and Shadle will talk to ECC & CEC about working together on the Archiving Information section of the CEC-PPR proposal. **IN PROCESS**

**ACTION ITEM:** Chamberlain will ask E&A to poll vendors via email to see how NASIG could be more valuable to them/how the conference could be a more valuable experience. **IN PROCESS**

**ACTION ITEM:** Chamberlain will ask ECC to review the website to correct broken or outdated links. **IN PROCESS**

**ACTION ITEM:** Chamberlain will ask ECC and the Website Liaison to explore where we could add advertisements into the NASIG website without ArcStone intervention. **IN PROCESS**

**ACTION ITEM:** Ginanni will appoint or select members on FDC and the Newsletter to work with advertisements. **IN PROCESS**

**ACTION ITEM:** Ginanni will draft a charge and job description for the NASIG Historian, run it by the Board, and then appoint a Historian. **IN PROCESS**

**ACTION ITEM:** Ginanni will work with the Student Outreach Committee to create a formal proposal for the internship program.

**ACTION ITEM:** Ginanni will consult with Joyce Tenney regarding cost per person of conference to see if we can offer a lower rate to paraprofessionals both for full conference rate and single-day registration. **IN PROCESS**

**ACTION ITEM:** Ginanni will ask SOC to send out a blast with information on library schools lacking library school ambassadors and rephrase page about library ambassadorship to show these as suggested activities, not requirements, and discuss ideas about drafting a document outlining what it's like to be a serialist.

**ACTION ITEM:** Ginanni will contact October Ivins to see if they might be amenable to doing an event or conference together.

**ACTION ITEM:** Kelley will follow up with PPC to make sure it is in their manual to follow up before and after conference to get presentations online and/or on flash drives.

**ACTION ITEM:** Kelley will ask PPC to create a form for proposal submissions that clarifies expectations, including the right of first publication, of each type of speaker (vision, strategy, and tactics).

**ACTION ITEM:** Kelley will ask PPR to formulate a conference marketing plan.

**ACTION ITEM:** Kelley will ask PPR to send letters to NASIG members and directors in conference region suggesting paraprofessional attendance at conference.

**ACTION ITEM:** Stamison will draft new language in conjunction with Wilson for the sections of the NASIG website that refer to personal memberships, and will send this to Board for revision by end of December.

**ACTION ITEM:** Wilson will take the idea of thank you letters to new members back to MDC for consideration.

**ACTION ITEM:** Wilson will work with MDC to ensure they have a booth next year with membership brochures, etc. at the vendor expo.

### **Completed Action Items:**

- **All Board Members** will review the MDC November report carefully for discussion at the Midwinter Board meeting.
- **All Board Liaisons** will notify their committees that conference calls need to be scheduled through the NASIG Treasurer.
- Blackwell will ask Abigail Bordeaux to investigate website usage statistics to determine whether it is worth fixing some of the lesser-used sections of the website.
- Blackwell will have D&D work with ECC to have the link put on the Join Now page to send interested organizations to D&D for membership processing.
- Ginanni will ask Joyce Tenney to explore setting up a display for tweeting during the conference.
- Ginanni will ask the Mentoring Group to determine criteria for the first-timers reception and include this in their new manual.
- Ginanni will investigate idea of having a table at ERL with NASIG membership information.
- Ginanni will send out a call for volunteers to serve on a task force to draft a vision and mission statement for NASIG.
- Shadle will ask CEC to explore unconferences and podcasts.

### **2.3 Approval of Board Activity Report since November Meeting**

After making one correction to the Board Activity Report, Stamison made a motion to accept the following report, seconded by Carr. All voted in favor.

11/10 The Board discussed the leftover paperweights from a former Awards & Recognition committee that have the former logo on them, and decided to sell these at the conference.

11/10 Ginanni announced that the Telecommunications Task Force has completed their charge. The Board appreciates all of their work!

11/10 The Board discussed the definition of “student” for the awards via email and tabled the discussion until the midwinter meeting.

11/10 **VOTE:** Borchert made a motion that NASIG continue its partnership with NISO, and Ginanni seconded. All voted unanimously and enthusiastically in favor.

11/10 The Board discussed the possibility of reducing the conference registration rate for paraprofessionals.

11/10 **VOTE:** Ginanni made a motion to approve the 2010/2011 budget presented by the Treasurer. Motion seconded by Anderson. All members voted in favor.

11/10 **VOTE:** Ginanni made a motion to approve the slate of programs presented by the Program Planning Committee, seconded by Anderson. All members voted in favor. The Board wishes to express its appreciation for PPC’s work on this!

12/10 **VOTE:** Anderson made a motion to approve the discount rates for newsletter advertisements as proposed by the Financial Development Committee: \$3500 for a year-long front-page ad and \$1600 for a year’s worth of interior ads. Ginanni seconded the motion. All voted in favor.

12/10 The Board supports the idea of sponsoring the ER&L conference at the Bronze level.

### **3.0 Treasurer’s Report (Blackwell)**

Blackwell reported that sponsorships are currently at \$15,000, and assets for NASIG total \$348,643.40. Expenses came in slightly below estimates for 2010, in part due to help from sponsorships.

### **4.0 Consent Agenda (All)**

**Archivist:** Shadle made a motion to accept the Archivist report, seconded by Kelley. All voted in favor.

## 5.0 Site Selection (Ginanni, Shadle)

Ginanni reported that the contract is not yet signed for 2013, but will be soon.

## 6.0 PPC (Kelley, Mitchell, Hanson)

For the 2011 conference, there will be three preconferences, 2 half-day and one full day, and two vision speakers. The program slate is set. PPC hopes to have the conference program and abstracts ready by February 15. PPC will send CPC preliminary information to put on the website.

Registration opens Monday, February 28. CPC will put hotel registration on website when registration opens February 28.

Borchert made a motion that the full day preconferences be offered at \$150 for members and \$200 for nonmembers; half-day preconferences would be \$75 for members and \$100 for nonmembers. Minimum number of registrants will be 10 for each preconference. Anderson seconded the motion, and all voted in favor.

PPC will ask the preconference speakers if they need a registration cap for the maximum number of registrants.

The Board decided there will be six student Grant Awards for 2011, same as last year.

## 7.0 CPC (Pennington, McDanold, Darling)

Preconference information will be posted on the website as PPC has it ready, with the information about opening registration date.

Registration costs for the 2011 Annual Conference will be as follows:

- \$375 members; \$500 nonmembers until May 5

- \$425 members and \$500 after May 5; registrants will be on their own for hotel as the block reservations will only be taken until May 5
- Daily rate will be \$150 members and nonmembers; \$75 for paraprofessionals
- Library paraprofessionals: \$250 until May 5; full rate after May 5

Stamison made a motion to accept the aforementioned registration rates, seconded by Shadle. All voted in favor.

This year, registrants will be asked to bring their own bag same as last year, plus bags to give away if they desire.

One committee member is working on what to do in St. Louis and looking into mobile apps that might be helpful. Café Press person is on board and starting work.

Evening events:

- City Museum on Thursday
- Baseball on Friday
- Saturday night will be an open night

PPC will provide a list of what to do in the area for Saturday night and for folks who don't go to the game.

There is still a question on the food issue for baseball game. We'll just do tickets and let folks get their own food rather than try to make it a package. 200 tickets is the smallest block and PPC will see if we can do an add-on of more tickets as needed.

PPC explained details of City Museum event, and which sections of the Museum will be open or closed due to the cost of having those areas available to us. There will be one shuttle for the event, and the trolley is also an option if folks don't want to walk.

### 7.1 \$100 Drawing for Early Registrants

The Board and PPC decided to skip trying to do a drawing for \$100 this year. Last year, the \$100 gift

certificate was an incentive for people to register for Palm Springs since we were worried about meeting registration targets for that conference.

### 8.0 Membership Recruitment Ideas (Wilson)

The Board discussed ideas for membership recruitment from MDC's November report.

- Reducing membership rates for first-year members.

Not at this point. We're offering some new registration discounts for this year, but a change of membership rates will require a change in NASIG's bylaws. We would also need to determine some method of keeping track of the new members.

- Conference prize for first-time members?

Work with D&D to put together a document outlining details of this idea.

**ACTION ITEM:** Wilson will ask MDC to work with D&D to create a document outlining the idea of offering a conference prize to first-time members.

- Partnering with other organizations.

There are 50% reduced rates for NISO events in a partnership with NASIG. Can we do this with other organizations? The information about this benefit does not appear in the brochure. Does it appear in the online information? Can it be made more prominent by adding it to the online information and the next brochure batch printed?

Add this information to the membership benefits area. The brochure was printed before this was a membership benefit. Currently it is included in places where the NISO seminars are mentioned.

- Are there other tangible, monetary benefits we could play up in the brochures?

One benefit is the \$25 subscription to *Serials Librarian* for NASIG members. We need to make sure this information is on the NASIG site.

**ACTION ITEM:** Wilson will ask MDC to add additional membership benefit information to website, such as NISO registration and *Serials Librarian* subscription discounts.

- We are concerned about whether the brochures can be updated to include membership benefit information such as NISO discounts. Did the NISO benefit start up after the last time the brochure was designed? The brochures may mention benefits too vaguely to really be attractive to recruits.

MDC will need to update the printed brochure when we are ready to print new ones.

- Continuing Education Committee.

Can we partner with them by finding out their regional workshops and sending them material to distribute? Perhaps this is another area for a discount, for joining while attending one of these workshops?

Secretary already sends brochures and banner to these when notified to do so.

- Was there a combined membership / conference rate last year? If there was, will it be available again for the 2011 conference?

There always has been. It's cheaper to join and pay member registration than to register as a nonmember.

- Did sending out the brochures to Charleston Conference vendor attendees have any discernable result; can we get a list of the contacts they were sent to (all non- NASIG members) and check to see if they ever signed up? Or is this something the Registrar already knows?

D&D can run a list of who joined since those brochures were sent, and MDC can cross-check it against who was contacted from the Charleston Conference.

- Have an organization-wide membership drive, and ask all NASIG members to pass on membership information to colleagues or contacts.

Add a box to find out if someone was recruited by a NASIG member and who it was. We could do a membership drive effort between now and May 5 for first-time or returning members. MDC can draft something for a blast or for NASIG-L. Incentive is free membership for one year via a drawing.

**ACTION ITEM:** Wilson will ask MDC to draft a blast for a membership drive between now and May 5, with the incentive being free membership for one year via a drawing for recruiting a new or returning member.

- Use NASIG's Facebook page or LinkedIn to suggest that NASIG members there send membership information to other contacts in their social network.

This is fine.

**ACTION ITEM:** Wilson will ask MDC to use NASIG's Facebook page or LinkedIn to suggest that NASIG members there send membership information to other contacts in their social network.

- Can we follow up with the list of past Award winners to see if they are still members?

Yes, this is fine. The Board asks that MDC please run draft of this document past the Board before sending.

- Ask vendor members to help publicize NASIG by mentioning when they are going to NASIG conferences, through email or Facebook, etc. If vendor members are attending a conference with exhibits, ask if they are willing to help distribute NASIG fliers there.

Most vendors already do this in some form, via Facebook, LinkedIn, or emails. Some already distribute fliers. MDC can work with D&D to get a list of vendor and publisher members, contact them and ask if they'll do this, and if so, the NASIG Secretary can forward

brochures to someone who is attending ALA. MDC might also make a list of other potential conferences, such as MLA or SLA.

- Library school. Is NASIG membership information routinely sent to Library Schools?

Student Outreach Committee and Library School ambassadors do this.

**ACTION ITEM:** Ginanni will ask SOC to reach out to library schools in greater Midwest with information about the 2011 conference.

- Have a mentoring program that is in place besides the conference mentoring, to help with retention of new members.

Make the current mentoring program be for one year instead of just for conference. The Board suggested that MDC contact the Mentoring group and ask them to include this encouragement when they are sending out the call for mentors. There could be an option for mentees and mentors not attending conference to match up for the year anyway.

**ACTION ITEM:** Wilson will ask MDC to work with the Mentoring Committee to explore implementation of a year-long mentoring program in addition to the conference mentoring program.

### 9.0 Fritz Schwartz Award Qualifications (Def. of "Student") (Stamison)

Can we consider someone not registered in a Master's in Library Science program to be a "student" for purposes of awards? If a program is not ALA-accredited, then it is probably too far outside our scope for the Fritz Schwartz Award due to the focus on research. However, we could be more inclusive for the student grant awards. For the 2012 student grant awards, we should remove "library science" from the award wording and make it "ALA-accredited graduate program."

**ACTION ITEM:** Stamison will ask A&R to submit suggested rewording for 2012 student grant awards over the summer to better define the term “student”.

### 10.0 OVGTSL Sponsorship (Ginanni)

The Board will discuss this via email once we have details of the sponsorship from CEC.

### 11.0 Website Statistics (Blackwell)

The documents that included website statistics were for ECC’s purposes to determine where to start fixing links on our site. If the Board wishes to do other things with this information, we can at a later date.

### 12.0 Implementing NASIG-L (Chamberlain)

The Board decided to have ECC sign everyone up for NASIG-L and allow people to opt out, and to provide that option before the list goes live. There should be no non-NASIG members on the list. The listserv will be open to any topics that may be of interest to NASIG membership and will be moderated.

**ACTION ITEM:** Chamberlain and Ginanni will draft a blast to membership announcing return of NASIG-L.

### 13.0 Offering Regional Seminars (Shadle)

We should explore the possibility of offering regional seminars in order to serve members who are not able to travel to the conference. CEC has information in their manual for how to do an unconference. We could also possibly offer more webinars if Project Transfer webinar turns out well. The board discussed ideas of regions to target for further events.

### 14.0 New Task Force Questions (Carr) [EXECUTIVE SESSION]

### 15.0 Contingency Planning Discussion (All) [EXECUTIVE SESSION]

## 16.0 Other Business (All)

Mission/Vision TF: There are 4 applications so far, but no one from private sector. The Board decided to wait for a few months before moving forward, given other projects on the table that will feed this conversation.

**ACTION ITEM:** Ginanni will contact the 4 applicants for the Mission/Vision Task Force and notify them of the Board’s decision to wait a few months before moving forward.

*Newsletter* will work with ER&L to publish a more complete synopsis of their conference. We cover a few sessions in the *Newsletter* already.

Home page: Limit events view to 5 as the default and highlight NASIG events or co-sponsored events in bold if possible. Right now it is too long and jumbled.

**ACTION ITEM:** Chamberlain will ask ECC to limit the events view on the NASIG home page to 5 items, with NASIG events or co-sponsored events in bold if possible.

Anderson made a motion to adjourn the meeting, seconded by Stamison. All voted in favor.

The meeting adjourned at 4:20 p.m.

Minutes submitted by:  
Carol Ann Borchert  
Secretary, NASIG Executive Board  
January 13, 2011  
Rev. February 10, 2011

Minutes approved by the NASIG Executive Board on February 14, 2011.