

# NASIG Newsletter

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## Executive Board Minutes

### June 2012 Meeting

**Date:** June 6, 2012

**Place:** Sheraton Music City Hotel (Cheekwood Room),  
Nashville, TN

#### Attendees

Executive Board:

Steve Shadle, President

Katy Ginanni, Past-President

Bob Boissy, Vice President/President-Elect

Carol Ann Borchert, Secretary

Lisa Blackwell, Treasurer

Jennifer Arnold, Treasurer-Elect

Members-at-Large:

Patrick Carr

Clint Chamberlain

Buddy Pennington

Jenni Wilson

Allyson Zellner

Ex officio:

Angela Dresselhaus

Guests:

Joyce Tenney, incoming Vice President/President-Elect

Shana McDanold, incoming Secretary

Chris Brady, incoming Member-at-Large

Tim Hagan, incoming Member-at-Large

Selden Lamoureux, incoming Member-at-Large

Michael Hanson and Karen Davidson, PPC co-chairs

Ann Ercelawn and Beverly Geckle, CPC co-chairs  
Anne McKee, Conference Coordinator in Training

Regrets:

Stephen Clark

#### 1.0 Welcome (Shadle)

Shadle called the meeting to order at 8:36 a.m.

#### 2.0 CPC (Arnold, Ercelawn, Geckle)

CPC welcomes everyone to Nashville and thanks Joyce Tenney for all of her help and guidance in planning the conference.

Ercelawn reviewed logistics for the Country Music Hall of Fame event on Friday night. We are having a full dinner rather than appetizers, with an Italian food theme.

The Holiday Inn and Sheraton have shuttles available to go between hotels, but the primary purpose of the shuttles is to transport to and from the airport. People with cars are asked to help transport those without vehicles. Taxi service from the Sheraton is slow. CPC will have handouts at the registration desk for road closures during the festival.

Opening reception will also be a Latin-themed dinner. The cost to make Thursday and Friday full dinners was fairly low.

### 3.0 PPC (Carr, Hanson, Davidson)

Things are running smoothly, and audiovisual setups seem to be in order. The structure of the program changed a lot this year, so it will be interesting to see what feedback we receive on the evaluations. If possible, we'd like to add a question on the evaluations specifically for feedback on the program changes this year.

Continuing Education appreciated PPC sharing program information with them on possible programs for webinars.

SlideShare changed the configuration options a few days ago, so PPC and ECC have scrambled to adjust to the current configuration for uploading presentation slides. Presenters can upload slides to their personal account now and share with NASIG rather than having an event section. The event section that no longer exists was not linkable to our main NASIG page. ECC will evaluate if we want to continue to use SlideShare for future conferences or if they wish to explore other options. There is no guarantee of any archiving via SlideShare. There should be a policy statement indicating this is a temporary space for presentation materials.

**ACTION ITEM:** Zellner and Clark will ask CPC and ECC to add policy statement to speakers' page indicating the SlideShare page is temporary space and the conference proceedings is the official archive of the conference.

**ACTION ITEM:** McDanold will ask the Archivist to investigate whether UIUC can take presentation slides into the archive and in what file formats.

The Board appreciates all of PPC's and CPC's great work in getting the conference together!

### 4.0 Site Selection (Boissy, McKee)

The Board discussed site options for the 2015 conference.

### 5.0 System Needs (Shadle)

There was a suggestion about registration software for the conferences. We could use RegOnline (<http://www.regonline.com>), which allows us to drill down in creating a registration form. It costs \$3.55 per registrant, and it allows us to run reports for planning food and other events. We need to investigate whether there is an option to upload member information so that we know who is a member registrant versus non-member. Each person can print off their own agenda once they've registered. We can test this on a webinar before we try this with a full conference.

This brings up the issue that we need to review all of our system needs and what system will serve us best. What are the functions that we need in the various activities that we do (conference planning, program planning, member registration, proceedings publication, elections, listserv management, archiving, etc.)? We are on a year by year contract with ArcStone.

**ACTION ITEM:** All Board Liaisons will consult with current and former committee chairs to make a "needs and wants" list in terms of computer system needs and functionality within and outside of ArcStone.

**ACTION ITEM:** Tenney will forward information from the American Society of Association Executives web site, which contains information for nonprofit association conference planning regarding systems we might want to use for our functions.

**ACTION ITEM:** Shadle will draft a memo to go to committees for them to report to the Board regarding system needs.

**ACTION ITEM:** Boissy will assemble a task force to examine system needs across the organization.

**VOTE:** Shadle made a motion for the Treasurer and the Registrar to investigate and set up a trial with RegOnline for the next webinar and possibly the 2013 conference, seconded by Ginanni. All voted in favor.

**ACTION ITEM:** Arnold will work with the registrar to investigate the possibility of using RegOnline and set up a trial for the next webinar.

## 6.0 Secretary's Report (Borchert)

### 6.1 Approval of April 30 minutes

Shadle made a motion to approve the April 30 conference call minutes, seconded by Boissy. All voted in favor.

### 6.2 Action Item Updates

The list of Board action items was updated as follows:

#### Not Done/In Progress:

**ACTION ITEM:** Blackwell will follow up and make sure that rates on the Membership Benefits page are listed in U.S. dollars and that it includes the separate rate for Mexican members. **IN PROCESS**

**ACTION ITEM:** Boissy will ask MDC to print copies of an updated membership flyer and have copies sent to McDanold. **IN PROCESS**

**ACTION ITEM:** Carr, Arnold, Shadle, and Ginanni will work on providing mutual access to manuals for CPC, PPC, PPR, and the Past President. **IN PROCESS**

**ACTION ITEM:** Clark will ask CEC to put out a call for volunteers to help set up webinars over the next year and to work with this year's PPC to get names and proposals. **IN PROCESS**

**ACTION ITEM:** Clark will ask CEC to work with PPC to identify content and use survey results to potential locations and organizers. **IN PROCESS**

**ACTION ITEM:** Clark will ask CEC to work with PPC to create something such as a podcast and/or website that explains the conference program proposal process. **IN PROCESS**

**ACTION ITEM:** Ginanni will contact Oscar Saavedra regarding the possibility of setting up an online continuing education event in Mexico. Clark will follow up. **IN PROCESS**

**ACTION ITEM:** Hagan will ask ECC to work with ArcStone on getting organizational dues added to the invoice form.

**ACTION ITEM:** Hagan will ask ECC to follow up with ArcStone regarding the issue of members not being able to submit more than one nomination form when they were logged in.

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

**ACTION ITEM:** Hagan will ask ECC to explore where we could add advertisements into the NASIG website without ArcStone intervention, and pass that information to FDC. **IN PROCESS /ON HOLD UNTIL UPGRADE?**

**ACTION ITEM:** McKee will approach appropriate organizations with the idea of a national summit.

**ACTION ITEM:** Shadle will move forward with appointing a Mission/Vision Task Force. **IN PROCESS**

**ACTION ITEM:** Shadle will contact Pamela Bluh regarding webinar cancellation policies.

**ACTION ITEM:** Shadle/Ginanni 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. This should include sponsorship, the vendor expo, or other forms of participation. **IN PROCESS**

#### Completed:

- Blackwell will discuss investment scenarios with our investment banker.

- Borchert will ask the Photo Historian to work with the Archivist to find out options regarding archiving and organizing photos on UIUC's site.
- Chamberlain will email the draft of competencies to the Board for feedback.
- Pennington will ask someone from ECC to write a *NASIG Newsletter* article explaining the different NASIG communication and social media options.
- Shadle will forward T&F LIS and NASIG copyright forms to Board for discussion.
- Shadle will work with Stacy Stanislaw on the Taylor & Francis contract.
- Shadle will contact UKSG regarding reformatting of Serials e-News and organizational membership.
- Wilson will forward an editable version of current membership brochure to Borchert.
- Wilson will ask A&R to create a committee manual to codify some of the issues that arose this year.

Removed/Replaced:

- Blackwell will ask the Website Liaison to obtain a list of current customers using the new ArcStone platform.
- Blackwell will ask the Website Liaison to work with ArcStone to schedule a demonstration for NASIG regarding the new functionality.
- Borchert, Pennington, and Dresselhaus will draft a version of the contingency planning document for the membership in bullet list form.
- Borchert, Pennington, and Dresselhaus will discuss contingency planning documentation and forward any documents to Board that might be appropriate for making public on strategic planning page.
- Ginanni will investigate obtaining an Outsell report to see if there is an environmental scan already done.
- Shadle will put together a group (Blackwell, Arnold, ECC folks, Pennington, Beth Ashmore, possibly Boissy) to examine new Archstone features and cost thereof will be to make a recommendation to Board whether to upgrade or not, or to search for a different company.
- **Action Item: Shadle will approach ER&L with the idea of a national summit.**

### 6.3 Approval of Board Activity Report

Shadle made a motion to approve the following Board activity report for addition to the minutes, seconded by Wilson. All voted in favor.

4/12 The Board reviewed the PowerPoint of NASIG sponsors from CPC and made suggestions.

4/12 The Board agreed that it is fine for ALPSP to distribute their event announcements on NASIG-L, since they will be doing the same for us on their membership distribution list. The Board will discuss a workflow at the June meeting for how distribution will happen.

5/12 The Board discussed the second draft of the membership flyer and made suggestions.

5/12 The Board discussed whether to allow tier 1 sponsors to use member email addresses one time, and decided against changing what we offer sponsors mid-stream. The Board will discuss further at the June Board meeting.

5/12 The Board discussed what printed items to continue to include in conference packets and decided to keep: the business meeting agenda, the list of Board members for the coming year, and the 2012 award winners. The call for nominations and committee rosters will be removed.

5/12 The Board agreed to spend an additional dollar per attendee at the Country Music Hall of Fame event to provide a full dinner rather than appetizers.

5/12 The Board discussed the *Conference Proceedings* contract with Taylor & Francis and the renewal timeframes. The Board decided to renew for three years.

5/12 UKSG offered NASIG a reduction in the price we are paying for distribution of UKSG e-News to NASIG members. The Board heartily concurred with the reduced price.

5/12 The Board decided against offering a reduced price for purchasing the archive of a webinar. If attendees are not able to view the webinar live, they will be able to view it later.

5/12 CEC members should be attending the first NASIG webinar at no charge, since they will need to provide feedback for future webinars. The Board would like a written evaluation of this event.

5/12 The Board would like for CEC and E&A to work together on a survey for attendees to evaluate the webinar.

5/12 The Board agreed with the proposed closing date for online registration of May 25.

5/12 The Board provided feedback on the Taylor & Francis contract renewal to publish the *NASIG Conference Proceedings*.

5/12 The Past President announced that 2012 sponsorships to date total \$39,250.00. NASIG currently has five organizational members. The Board appreciates all of Ginanni's work to obtain sponsorships for the 2012 NASIG Conference!

5/12 NASIG's first webinar attracted 54 total registrations, with 21 of those being group registrations. Congratulations to CEC and our presenters for organizing such a successful webinar!

### **7.0 Website Liaison (Blackwell)**

Several action items pertained to the website liaison position. It was suggested that the responsibilities of this position be rolled back into ECC rather than being a separate position. It makes sense for the people managing the website to talk directly to ArcStone without a liaison.

**VOTE:** Shadle made a motion to eliminate the website Liaison position and incorporate into ECC, seconded by Blackwell. All voted in favor.

### **8.0 Treasurer's Report (Blackwell)**

We still brought in a healthy amount of sponsorship money in spite of this being a difficult financial year.

Blackwell spoke with the investment banker, and May was the worst month in 3 years for investments. Our investments are moderately conservative, so we are still doing pretty well.

Total assets currently sit at \$542,997.99, which is nearly \$40,000 ahead of where we were last year. Thanks to Ginanni's great work, sponsorships and organizational membership dues currently sit at \$45,250. Because the secretary is now printing and mailing conference flyers, there was discussion of which budget line should include this expense. Currently this is under the Treasurer's budget, and can remain so. Website Liaison line item can be removed, as that money has not been used the past two years.

### **9.0 Consent Agenda**

Awards & Recognition  
Archivist/Photo Historian  
Bylaws  
Conference Proceedings  
Database & Directory  
Financial Development  
Membership Development  
Nominations & Elections  
Publications & Public Relations  
Student Outreach

**VOTE:** Boissy made a motion to approve the committee reports on the consent agenda as submitted, seconded by Zellner. All voted in favor.

### **10.0 Publicist Distribution of Non-NASIG Content (ALPSP) (Shadle)**

The Publicist is already handling NASIG communication outside of NASIG, so distribution of communications from ALPSP to the NASIG membership would add a separate responsibility for them. It would make more

sense for the Vice President/President-Elect to handle this communication as they do for the UKSG Serials e-News. We don't expect this to be a frequent activity.

**ACTION ITEM:** Shadle will ask ALPSP to add Vice President/President-Elect as contact for distribution of their materials.

### **11.0 Distribution of Conference Registrant Email Addresses to Conference Sponsors (Shadle)**

The Board discussed whether to allow Tier 1 sponsors to have email addresses in addition to snail mail addresses. There have been problems with people being added to email lists from other conferences and not being able to unsubscribe when emails were being sent through a third party. The idea of allowing email addresses for Tier 1 arose when at least one vendor chose a lower level of sponsorship because they wanted email not snail mail addresses. An alternative would be for Tier 1 vendors to send email through ECC as a blast to conference attendees. One of the Board members developed language to send to Tier 1 sponsors allowing for a single mass mailing using attendee email addresses:

We have added e-mail addresses to your registrant list this year, with the proviso that these addresses can only be used for one mass mailing to the registrants, and may not be outsourced to any 3rd party marketing service. You may pass a mass mailing to our Electronic Communication Committee if you wish, and it will be distributed on your behalf.

### **12.0 FDC Investigating/Managing Investment Options (Blackwell)**

It might be wise to differentiate the responsibility between the person handling the mechanics of working with investments and the person(s) making decisions about where to invest money. The challenge will be to find committee members for FDC with the financial savvy to make investment decisions, though this has been a challenge for the Treasurer as well. The current treasurer has been working with an investment banker, who makes recommendations but not decisions for us,

particularly in terms of level of investment risk. Another option would be to have a Development Officer.

**ACTION ITEM:** Ginanni will draft a job description for a Development Officer position and send to the Board for review.

### **13.0 Contingency Planning Task Force (Borchert)**

#### **13.1 Document(s) to Put on Strategic Planning Page**

#### **13.2 Next steps**

The Contingency Planning session took place two years ago, so adding information to the strategic planning web page is going to be a bit historical. Given that the Board has taken several actions resulting from the contingency planning process, the task force can create a document with a brief narrative about why we did contingency planning and the changes that have resulted from that.

Action Item: Borchert, Pennington, and Dresselhaus will create a document outlining the reasons for the contingency planning session in 2010, and the actions that have resulted from that session.

### **14.0 ECC Questions & Recommendations (Pennington)**

#### **14.1 Conference Handouts**

The Archivist does collect conference handouts for the NASIG archives, whether they are included on a public website or not. PPC should add to their manual to make sure handouts go to the Archives, and that the presenters give permission to allow NASIG to make their presentations available on our website.

**ACTION ITEM:** Carr will ask PPC to add to their manual that handouts go to the Archives, and that the presenters give permission to allow NASIG to make their presentations available on our website.

## 14.2 Tweet Collection/Archiving

There has not been a lot of Twitter activity at this conference compared to other conferences. The Board decided not to archive this information. After the conference, the context for the Tweets is gone.

ECC had additionally suggested moving Forms under About NASIG and renaming Resources as Continuing Education, since that is where we tucked the information about the recent webinar. Continuing Education won't fit in that location as a label, but Education might be another option. The Board would like more information from ECC for that entire section and how best to present it.

**ACTION ITEM:** Hagan will ask ECC to make recommendations for the entire Resources section in terms of what to call it and what to include there.

## 15.0 Disbursement of *Proceedings* Editor Stipends (Shadle)

Under the new contract with Taylor & Francis, the Conference Proceedings editors receive a conference stipend. Taylor & Francis will give the \$1,000 stipend per editor to NASIG, and the editors will fill out a reimbursement form for conference expenses. NASIG will reimburse the editors for up to \$1,000 per editor. This information should be added to the conference compensation web page. If the institution is paying full expenses for the editors, NASIG will keep the stipend.

**ACTION ITEM:** Boissy will draft text for the conference compensation web page to account for the editors' stipend.

## 16.0 PPC Wiki Idea (Carr)

PPC suggested creating wikis for the conference manuals rather than static .pdf files. This might make it easier to share information among committees since there are a few committees that need to share such information, such as CPC, PPC, PPR and the Past

President. The ECC wiki from pbwiki is publicly available, and there is no way to require registration for access. In particular, the CPC manual should not be available publicly. A wiki model would be easier to update as committees went along. Certain portions of the manuals can be freely shared among committees, but other sections should be for the committee only. This can be incorporated into the larger discussion of needed web services and functionality.

## 17.0 Follow-up from Webinar (Clark)

### 17.1 Free Distribution of Webinar Recordings

ALCTS makes webinar information freely available after 6 months. We have not, to date, made any agreements with the presenters for whether to offer their content freely online, but could do so from this point forward. Live attendance allows for questions and feedback, but the recording loses that dynamic. We also need to be aware that we might repeat a topic over time.

**ACTION ITEM:** Clark will give information to Board regarding any agreement with presenters, particularly in terms of possibly making their content available online for free. He will ask CEC to work with PPC to develop such an agreement for future webinars.

### 17.2 Feedback from Attendees

CEC provided the summary evaluation results to the Board, and a few Board members attended the webinars. Connectivity was good with the exception of one or two attendees. The Board discussed details of the evaluations, which were overall very positive.

Registration income was \$3805, but we don't have a final figure yet for profit from the webinar. We need to investigate if it would be cheaper to do a flat rate for the webinar software.

### 17.3 Improvements for Next Time

We could create tips for doing a good webinar presentation for future presenters. ALCTS provides a

good starting point. Presenting a webinar is very different from presenting in person with the lack of visual cues, and handling questions in a virtual environment.

**ACTION ITEM:** Clark will ask CEC to look at ALCTS website, WebEx's help site, and any other useful sources to create a tip sheet for webinar presenters.

All webinars should be branded with the NASIG logo. CEC could provide a template to presenters for them to use.

**ACTION ITEM:** Clark will ask CEC to create a template with the NASIG logo for webinar presenters.

### **18.0 Other Items (All)**

One Board member requested clarification regarding having slides publicly available. 2011 slides and earlier are not publicly available; 2012 slides to date are. However, we need to add something into the speaker agreement to let them know that their materials will be publicly available. That statement is under speaker

resources, but not necessarily in the signed speaker agreement. We also need to consider who has liability if a speaker has copyrighted material in their slides without obtaining permission to do so. If NASIG retains copyright for the slides, NASIG would be liable.

**ACTION ITEMS:** Carr will ask PPC to create a form for speakers to sign outlining expectations and responsibilities pertaining to conference handouts, obtaining copyright permissions, written record for the proceedings, and the presentation itself.

The topic arose regarding having a mobile site for the conference program information. One Board member noted it was really helpful at another conference to have that feature available. Boopsie was one option that was discussed, as was Google Calendar.

The meeting adjourned at 4:23 p.m.

Minutes submitted by:  
Carol Ann Borchert  
Secretary, NASIG Executive Board  
June 13, 2012