

# NASIG Newsletter

Vol. 30, no. 2

May 2015

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## Executive Board Minutes

### January Board Meeting

**Date:** January 16, 2015

**Place:** North Carolina State University, Hill Library,  
Multimedia Seminar Room Raleigh, NC

#### Attendees

##### Executive Board:

Steve Kelley, President

Joyce Tenney, Past-President

Carol Ann Borchert, Vice President/President-Elect

Shana McDanold, Secretary

Beverly Geckle, Treasurer

##### Members at Large:

Eugenia Beh

Clint Chamberlain

Maria Collins

Wendy Robertson

Sarah Sutton

Peter Whiting

##### Ex Officio:

Kate Moore

#### 1.0 Welcome (Kelly)

#### 2.0 Secretary's Report (McDanold)

##### 2.1 Action Items Update

The changes and new Action Items are combined in a new document posted to the Board space called

ActionItems2015January.docx, which replaces the ActionItems2014October.docx version.

#### 2.2 Approval of Board Activity Report

##### NASIG Executive Board Actions

October 2014-January 2015

The following actions were taken by the NASIG Executive Board for the period of October 2014-January 2015:

Nov. 14, 2014: Board approved support for the North Carolina Serials Conference at \$1,000 for 2015.

Jan. 14, 2015: Board approved the recommendation of the Site Selection Committee for the 2017 Annual Conference.

Tenney recommended changing the wording of the second activity item.

**VOTE:** Tenney moved to approve the Board Activity Report with aforementioned edit. Seconded by Sutton. All voted in favor.

#### 3.0 Conference Rates for 2015 (Kelley)

The Board discussed the 2015 Conference rates.

##### 2014 REGISTRATION RATES

Full Conference member (early bird)	\$375.00
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Full Conference member (after May 6)	\$425.00
Full Conference non-member	\$500.00
Full Conf. Paraprofessional/Student (early bird)	\$250.00
Full Conf. Paraprofessional/Student (after 5/ 6)	\$425.00
Full Conf. 1/2 price waiver (CPC, Tactics or PreConf. Presenters)	\$200.00
Full Conf. Award Winner	\$0.00
Full Conf. Vision, Strategy	\$0.00
One Day	\$150.00
One Day Paraprofessional/Student	\$75.00
Local Public Librarians	\$75.00
Opening Reception for NASIG- Guest	\$65.00
Workshop Full Day member	\$150.00
Workshop Full Day non-member	\$200.00
Workshop 1/2 Day member	\$75.00
Workshop 1/2 Day non-member	\$100.00
Guest Rate for Dessert Reception	\$65.00

For the 2016 conference, there are two suggested changes:

- Change to “1/2 price” to “reduced price” and change rate back to \$200.00
- Discuss at end of 2015 Conference revising the registration rate for 2016.

The Board agreed to keep rates the same for 2015 due to additional costs of attending the SSP Joint Day.

**VOTE:** Robertson moved to approve the rates. Seconded by Whiting. All voted in favor.

#### **4.0 Treasurer’s Report (Geckle)**

Geckle reports that NASIG finances are doing well and currently expenditures are under estimates.

Tenney asked what was the increase in Administration expenditures from 2014. Geckle explained the increase was likely due to the migration expenses for SERIALST but will investigate and will make a note in the report before publication in the Newsletter. [NOTE: the increase was due to Committee Travel, not SERIALST. Geckle submitted a revised report.]

2015 Conference Sponsorship totals will be posted \*after\* the Conference.

Tenney asks Board members to ask their contacts at vendors for sponsorships.

Geckle also reported that NASIG has two new Organizational members: IOP and Oxford.

#### **5.0 Committee Reports including Consent Agenda (All)**

A&R: no questions for the Board.

Bylaws: no questions for the Board. The votes on name change are still coming in until Feb. 2 (Bylaws will change report to indicate Feb. 2 date). Kelley will send out another reminder before closing.

CCTF: no questions for the Board. They are working on the print serials core competencies.

CEC: Chamberlain provided an update on the activities since the report was submitted: Oberg and Castro has a list of questions for the Board to review regarding the crowd-sourced e-resources management handbook. The updated NASIG Wikipedia entry is being reviewed by Wikipedia editors. Regarding Educopia, they will contact Skinner again about the CEC contributing.

**ACTION ITEM:** Chamberlain will ask CEC to write an article/report about their activities for the Newsletter; Feb. 15 is deadline for March Newsletter issue.

**ACTION ITEM:** Chamberlain will ask CEC to write a short article and submit to ATG about the upcoming NASIG Conference, joint SSP activities, and workshops from the focus of professional development/continuing education.

The CMC had a question about an action item related to investigating the possibility of banner ads and their placement on website. They have learned that Arcstone's banner ads appear on every single NASIG webpage and we cannot specify pages. To select individual pages, the CMC would have to hand code and post/remove each ad. Banner ads on the website while Arcstone hosts the NASIG website is not worth pursuing. Whiting will report CMC findings to FDC.

CPC: A plated dinner may be less expensive than a buffet for the opening reception dinner. They will be meeting with hotel and caterer in February and will report back to Board after that meeting.

CPE (Proceedings): They have four issues for the Board to review.

Authors vs recorders for sessions: The CPE reports more authors are contributing their own papers and they are having issues recruiting recorders. They would like to create an incentive to be a recorder such as a drawing for multiple gift cards (3 x \$50 gift cards) (use the credit card rewards to cover this). The incentive would be only for recorders that have submitted their papers on time. They would also like to advertise being a recorder as an opportunity to hone writing skills. The Board suggests the CPE also ask the student award winners to be recorders. FYI, the recorder is listed as a co-author on the T&F website.

**VOTE:** Tenney made a motion to approve the incentive. Seconded by Borchert. All voted in favor.

Dresselhaus is creating a style guide to add to the author guidelines to address concerns about quality of writing in addition to the author guide.

Dresselhaus is working on a brief review and/or presentation of the "evolution of NASIG conference topics" for the 30<sup>th</sup> Anniversary Proceedings.

**ACTION ITEM:** Kelley will ask PPC to add a session regarding the NASIG conference topics; Borchert will ask 30<sup>th</sup> Anniversary Task Force if they have any objections (or if they want to present with Dresselhaus) and notify Collins of any concerns.

In February the search for proceedings editor timeline begins. Collins will send out the announcement (the text and timeline in the Proceedings manual). Collins and the outgoing Proceedings editor will review applications and make recommendations to the Board.

D&D: no questions for the Board. In their next report they will include a 5 year synopsis of membership numbers.

FDC: no questions for the Board. Whiting will follow up regarding ads for the Newsletter and let Moore know. Whiting will also remind Bacon to update her contact information on the NASIG website and for the NASIG listservs. Finally Whiting will remind the Committee to create a manual.

Tenney is wondering about the role of the FDC now (e.g. relevancy in current NASIG context). She suggests putting the FDC on hiatus, and have a task force (with specific membership) update the NASIG financial plan. As for the role of the FDC in the future, Tenney suggests changing the role to be a support role for the Past-President for seeking out conference sponsorships. For continuity, the Past-President will continue to be involved in sponsorships.

Regarding upcoming committee appointments: the Board agrees to put the FDC on hiatus and appoint a task force to update the NASIG financial plan (a 1 year task force). An individual from the FDC will be moved to

the Newsletter Committee to coordinate advertisements for the conference sponsorships. The Newsletter will add sponsorship advertisement information to their manual.

**VOTE:** Whiting moves to approve moving a FDC member to Newsletter; seconded by Robertson. All voted in favor.

MDC: no questions for the Board.

Mentoring group would like Board opinion regarding the First Timers Reception door prize (one prize, or multiple small prizes)? The Board likes the idea of multiple small prizes.

N&E has a good number of nominations to consider. The timeline is tight this year (Board reviews timeline; approves it and President sends timeline to membership in blast message (only public pieces)).

**VOTE:** Borchert moves to approve timeline submitted by N&E; seconded by Tenney.

All voted in favor.

Borchert asks for feedback on whether or not to limit the number of candidates on the slate. N&E should aim for between 6 and 12 nominees for Member at Large. The N&E Committee will add a requirement for 2 years of committee membership before a member is eligible to run for a Board position for next year's nominations.

Newsletter is working on March issue and is focusing on Vision Speakers for profiles. They are also targeting getting reporters for webinars.

PPC will be sending out calls for Great Ideas and Snapshot proposals as soon as possible.

The Board reviewed the preliminary program slate. They suggested encouraging those that are not accepted for a full proposal to do a Snapshot or Great Ideas showcase instead or possibly turning their proposal into a webinar. They also suggested

reconsidering some of the proposals if they need proposals and if they were rejected solely because they were presenting or co-presenting elsewhere.

**ACTION ITEM:** Doodle poll to approve the slate (close the vote on Friday, Jan. 23, 2015).

SCTF has a wiki that is open to the public for anyone to view.

Student Outreach: Students attending the conference have a free membership for the following year.

The student registrations will need a separate box for the student rate attendees in order to pull a list to notify D&D to grant them membership for 1 year. The Registrar and D&D will be notified of the change.

30<sup>th</sup> Anniversary Task Force: the Old-Timers get together as a "dine around" rather than a separate function. They are seeking possible vendor sponsorship for commemorative give-away in addition to t-shirt. Currently the t-shirts are the commemorative give away. They can do something other than the t-shirt, but it can't be both.

The Task Force would like to know who is responsible for the t-shirts. The 30<sup>th</sup> Anniversary Task Force needs to determine a design and give it to Borchert. Tenney will bid out the t-shirts. T-shirts are for those that are early bird registrants only. The cost of t-shirt is NOT coming out of the 30<sup>th</sup> Anniversary Task Force.

Archives has no report at the moment. Whiting and the Archivist will be visiting the Archives in early February (depending on weather).

E&A does not submit a report at this time.

**VOTE:** Motion to consent agenda by Chamberlain; seconded by Beh. All voted in favor.

## 6.0 Non-Profit Help Contract (Kelley)

There is concern about having Non-Profit Help step in with the two conference related committees (CPC, 30<sup>th</sup> Anniversary) at this late date. Kelley proposes changing the dates of the contract to cover next year's Conference (Albuquerque). For this year, we would invite Tom Osina to attend the Conference as a consultant in order to gain familiarity with how our Conference and organization operates, and ask him for post-Conference feedback.

May 2015: consultant (Kelley signs contract)

June 2015-June 2016: full services (Borchert signs contract)

**ACTION ITEM:** Tenney will follow up with Tom to change contract and the consultant proposal and submit revised contract(s) to Board for review and approval.

## 7.0 NASIG/SSP Joint Programming (Kelley)

The next conference call for the SSP/NASIG planning team is Jan. 29, 2015. Kelley reports the group is still working to finalize the speakers, and Bob Boissy will moderate the panel discussion of all the speakers.

They are planning a joint announcement with SSP regarding the joint-programming. October Ivins will write a draft and send to Kelley for NASIG input. That will then be reviewed by the joint programming committee. The plan is to get that completed prior to registration opening.

SSP registration opens in March (possibly).

In the March Newsletter President's corner Kelley will discuss the joint programming event.

Tenney suggested that NASIG and SSP swap booth spaces at the Vendor Expo. Kelley shared the idea with SSP.

## 8.0 Sponsorship/Vendor Expo Update (Tenney)

Tenney reports the sponsorship process is ongoing.

## 9.0 Code of Conduct (Robertson, McDanold)

There are questions about the language regarding the warnings (warnings to the individual; also tracking those warnings internally for informational purposes) and legal implications. The Board discussed concerns about keeping reports and other information confidential and tracking behavior from year to year. A more defined structure is needed for effective tracking and legal purposes.

Under Escalation, the Board has first responsibility, and any committee involvement/responsibility would be secondary. The code will read: "Report to 2 Board members; report is filed with the President and/or Vice-President."

The Board agreed that for the 2015 Conference, the "Medium" version will be posted and used with the addition of the local contact information.

The long version and internal procedures will be developed more fully, including a more defined structure, for implementation at a future date.

The medium version will be posted on a separate webpage, and all NASIG event registrations (conference, webinar, etc.) will use the Short version and refer to that webpage. The link will be posted on the Policies page, as well as linked from other locations such as the Vision & Mission page.

**ACTION ITEM:** McDanold will create a Doodle Poll for approval Jan. 26, 2015.

## 10.0 T&F Contract (Collins, Borchert, Kelley)

The Board discussed the renewal of the NASIG contract with Taylor & Francis for publication of our Conference Proceedings.

## 11.0 Parking Lot Issues (All)

### 11.1 Membership Consultant (Kelley, Tenney)

Membership in NASIG has been slowly dropping over the years. Now that we are expanding into other areas including scholarly communication/publication, NASIG needs to find ways to increase and pull in members from those new areas. Tom Osina knows several membership consultants he could refer. The potential cost of a consultant is the main concern. NASIG would need a very specific RFP with activities and timeframe.

The consultant would want to attend a Board meeting for discussion with the Board about vision/mission, etc. so timeframe would need to include a Board meeting. One option is to aim for the October 2015 meeting.

The consultant would facilitate discussions and perform an environmental scan. Based on that, they would make recommendations for rebranding, marketing/publicizing plans, how to connect with new areas, etc.

There is concern that we are already doing a lot of those things now, but there hasn't been time to see the impact/results so we are not sure a consultant is really needed at this point. The one thing identified that could be improved is more publicity, including expanding our postings to other listservs, groups, etc.

**ACTION ITEM:** Borchert will find out where Publicist is currently sending things (lists, etc.) and pursue adding additional lists in the new topical areas. Add to regular workflow an annual review of where things are being sent and adjust (add/drop) accordingly.

The Board agreed the PPC and CPC need to be more "publicity" oriented to generate energy and excitement. They need to submit their publicity requests and have Publicist adjust it for each list (focus on list specialization).

In addition, the CMC needs to add an individual focused on marketing in addition to the Publicist. It suggested to

find a sales rep from our membership to be the marketing coordinator.

**ACTION ITEM:** Borchert will ask Publicist to draft a message to sell NASIG membership (independent of our conference/webinars).

**ACTION ITEM:** MDC needs to review the membership benefits page and let CMC know to update their page. (Borchert and Sutton)

**ACTION ITEM:** MDC should send a message to past members (from list of conference attendees that didn't renew membership) advertising NASIG membership and highlighting changes. (Sutton)

The Board agrees that we will wait and see how the recent changes and new communication efforts affect membership levels before pursuing a membership consultant.

### 11.2 LPC and NASIG (Borchert, Robertson)

We are a Strategic Affiliate of LPC. The Board discussed what we can do with this connection. One option is exploring holding a co-conference with LPC. Their 2nd conference is this year's 2015 and is being held "adjacent" to ACRL in Portland, OR to encourage participation.

It is possible to have LPC join as an Organizational Member of NASIG since they are funded by Educopia.

**ACTION ITEM:** Discuss possible partnership options (webinar, adjacent conference with a joint workshop/activity, advertising/sponsorship, CEC's crowdsource e-resources mgmt. document, etc.) with LPC. (Kelley) [Suggestions: Ask if they want to do a Lightning Talk about their organization at the 2015 Conference. Also maybe a dine-around at the conference for LPC organizational members as well.]

Borchert moved to adjourn the meeting. Seconded by  
Tenney.

Meeting was adjourned at 4:20pm.

Minutes submitted by:

Shana McDanold

Secretary, NASIG Executive Board