

**DRAFT**  
**Association of College and Research Libraries (ACRL) Chapters Council**  
**Meeting Minutes**  
**American Library Association (ALA) Midwinter Meeting**  
**Sunday, January 26, 2014**  
**8:30-10:00 a.m.**  
**LOEWS Philadelphia Hotel**  
**Commonwealth A1**

**In attendance:**

**Officers:**

Tasha Cooper, Secretary (Eastern New York)  
Caroline Fuchs, Vice Chair/Chair Elect (Greater New York Metropolitan Area)  
Gwen Gregory, Blog Editor (Illinois)  
Ryan Gjerde, Listserv Manager (Iowa)  
Danielle Whren Johnson, Past-Chair (Maryland)  
Les Kong, Chair (California)  
Laura Heinz, Newsletter Editor

**Attendees, including Chapter Representatives/Delegates**

Rickey Best (Alabama)  
Katie Bishop (Nebraska)  
Katie Blocksidge (Ohio)  
Stephanie Davis (Michigan Library Association/ACRL Chapter)  
Mary Drewes (North Dakota/Manitoba)  
Eleta Exline (New England)  
Caroline Fuchs (Greater New York Metropolitan Area)  
Scott Garrison (Michigan Library Association/ACRL Chapter)  
Gwen Gregory (Illinois)  
Ryan Gjerde (Iowa)

Laura Heinz (Texas)  
Danielle Whren Johnson (Maryland)  
Jane Kessler (Eastern New York)  
Les Kong (California)  
Stephanie Mathson (Michigan Library Association/ACRL Chapter)  
Linda Miles (Greater New York Metropolitan Area)  
Willie Miller (Indiana)  
Pattie Piotrowski (IL)  
Rachel Schipper (Florida)  
Sarah Steiner (Georgia)  
Sheila Stoeckel (Wisconsin)  
Amy Stewart-Mailhot (Washington)  
Danielle Theiss (Missouri)  
Nancy Weiner (New Jersey)

### **Welcome and introductions**

Chapters Council Chair, Les Kong, introduced himself and called for a round of introductions.

**ACRL Leadership:** Mary Ellen Davis, Executive Director; Trevor Dawes, President; and Karen Williams, Vice President/President-Elect joined the meeting to share information about ACRL initiatives.

Trevor stated that he found his visits to a number of chapters helpful. He learned what chapters are doing, and provided a connection between chapters and ACRL. He reminded Council members that ACRL supports up to ten visits to chapters per year by an officer or staff member. The link to request a visit is on the ACRL web site at:

<http://www.ala.org/acrl/aboutacrl/directoryofleadership/chapters/officersspeakers>

Trevor also noted that ACRL offers two webcasts per year to each chapter. He is arranging for a webinar with the New Jersey Chapter.

Trevor's presidential focus is financial literacy. There was a forum on this topic on January 25, 2014, at the ALA Midwinter meeting. Michelle Singletary and the President of Ferris University will be presenters at an event at the annual conference in Las Vegas being planned by the president's program committee on which Scott Garrison from Michigan sits. Trevor encourages everyone to consider planning events at their institutions about financial education and personal finance.

Karen spoke about hearing from members that data management is of interest. She described a session held the preceding Thursday (January 23) with Danuta Nitecki, Dean of Libraries and Professor, College of Information Science & Technology, Drexel University, and five faculty members, at which faculty were asked to talk about what they do. This session (described as an “amazing conversation”) was followed by a discussion at Drexel with over two-dozen participants (present and virtual) about ACRL’s roles in supporting librarians working with data. The Chair of the Research and Scholarly Communication Committee was present both days and there will be discussion about what to do next. The Research and Scholarly Communication Committee will consult with the Digital Curation Interest Group. ACRL is very much interested in being involved, possibly in a “coordinating role” fostering conversations with administrators, consortia members, and other stakeholders.

Mary Ellen praised the method used in the sessions Karen mentioned. It is the Harwood Approach (<http://www.theharwoodinstitute.org/how-to-turn-outward/>), which comes from the Harwood Institute for Public Innovation. The Harwood Approach focuses on community engagement, encouraging conversations about community interests, and ways to meet the needs of a community. Additional information is at <http://www.ala.org/transforminglibraries/>

The Kitchen Table conversations at the ALA midwinter meeting use a similar approach, finding opportunities for conversations to happen about community.

Mary Ellen reported on the ALA Executive Board Strategic Planning retreat, and the decision that ALA will focus on:

- advocacy for value of libraries and librarians
- information policy
- professional and leadership development.

ACRL would like to hear from membership, and will provide additional details to Chapters and seek feedback. [Note: After the Midwinter meeting, ALA President Barbara Stripling posted the Strategic Framework document and call for comments in ALA Connect. Here is the link to: Strategic Framework and Enabling Strategies: A Message from ALA President Barbara Stripling: <http://connect.ala.org/node/218697>]

Mary Ellen mentioned discussion about several enabling strategies, which include:

- governance structure
- staff compensation
- revenue stream

- engaging division leaders and staff
- building technology
- aligning ALA to support initiatives
- ALA publishing
- strengthening pathways for membership involvement and engagement.

Mary Ellen welcomes ideas about how to communicate more effectively with members, and encourages everyone to subscribe to *ACRL Insider* to keep up with ACRL programs and services (blog at <http://www.acrl.ala.org/acrlinsider/>). She encouraged members to share with ACRL leadership what is on their minds and indicated that leadership enjoys hearing from members.

Additional updates regarding ACRL initiatives include:

- An Institute of Museum and Library Services (IMLS) grant supports the Assessment in Action project, which consists of teams of librarians, faculty, and administrators on selected campuses. Each team works on an assessment specific to their institution. The program is designed to foster conversation about assessment. In the first two years of the grant, the only cost to the institution is to pay for the librarian to come to the conference. The deadline for the next round of applications is March 7; information is available now on the ACRL web site: <http://www.ala.org/acrl/AiA>.
- ACRL 2015 Conference in Portland – the deadline for submitting the first round of program proposals is May 9 <http://conference.acrl.org/>. If there is interest in a Chapter affiliate event, the ACRL office may be able to offer some help. Conference information: <http://conference.acrl.org/>
- The ACRL Information Literacy Competency Standards for Higher Education are under revision, and will be shifting from a set of standards to a “threshold concept” framework. The current standards may be mapped to concepts to show the connections, and point to ways information literacy is integrated into curricula. Information is forthcoming on *ACRL Insider*, and feedback is welcome. Please see: <http://www.acrl.ala.org/acrlinsider/archives/8329#more-8329>
- ACRL has a new staff liaison to the chapters, Chase Ollis. Please contact him with questions and comments at [collis@ala.org](mailto:collis@ala.org).

**Minutes approval:** Caroline Fuchs called for approval of the minutes for meeting in June 2013 at the Annual Conference. A motion to approve with minor corrections was passed.

**Review of agenda:** Les Kong shared the agenda and noted two new agenda items:

- proposal for a Chapters booth at ACRL conferences. This proposal was previously shared with some Chapter leaders.

- brief update from Tim Dodge.

**Announcements:** Les reminded everyone about the work session at 10:30 a.m. following the Chapters Council meeting, in the Jefferson Board Room on the 3<sup>rd</sup> floor, at which everyone is welcome. Agenda items for the work session include:

- best practices
- Chapters' blog
- toolkit
- list administration policies.

**Chapters Council Dine-Around:** All were invited to Moriarty's Pub at 5:30; 1116 Walnut Street, for a chance to talk informally with Chapter leaders. Caroline called for last-minute rsvps.

**Leadership Positions:** Caroline called for nominations for leadership positions in Chapters Council and encouraged everyone to consider nominating him/herself or someone else. There are two elected positions:

- vice chair/chair/past chair (3 year position)
- secretary (1 year position, starting in July after annual); the person holding this position needs to attend the midwinter meeting and annual conference.

Caroline welcomes questions about nominations; please send them to [fuchs@stjohns.edu](mailto:fuchs@stjohns.edu). She will send out a call for nominations and will finalize the slate in May, prior to the annual conference, which is where voting takes place (on paper ballots).

**Best Practices:** Les expressed his hope that Chapters Council can be a venue for sharing information about Chapters. He would like to make this a regular part of Council meetings.

**ACRL Legislative Update:** Les presented a report on behalf of Tim Dodge, who could not be at the meeting. The text of this report follows:

### **ACRL Chapters Council Legislative Update January 26, 2014**

Normally I would be at the Chapters council meeting in person but, unfortunately, a meeting of the GODORT (Government Documents Round Table) FDTF (Federal Documents Task Force) has been scheduled directly in conflict with

the ACRL Chapters Council meeting. Since I am serving as both Secretary and Coordinator-Elect of the Task Force my attendance at that meeting is mandatory. I hope this brief update will be helpful in my absence.

First I would like to draw your attention to the ACRL Legislative Agenda. The ACRL Government Relations Committee, on which I serve as an ex officio member, has as its main responsibility the crafting of an annual legislative Agenda focusing on federal legislation and legislative issues of interest to the academic library community (as well as the library community in general). After approval by the ACRL Board, the new Legislative Agenda is posted online (see: <http://www.ala.org/acrl/issues/washingtonwatch> ). Interested librarians are encouraged to consult the agenda to learn more about federal legislation that is of concern to the academic library community in the hope that this information can be used for advocacy purposes. The agenda provides background information, current status, potential impact on academic libraries, helpful links to additional information, and a brief statement regarding ACRL's position on the legislation in question. The web site listed above provides helpful information for how to communicate with legislators (don't worry, it is not difficult and you do NOT need to be a political wheeler dealer type of person).

Although the link to the Legislative Advocates program has still not been removed, my understanding, as reported at both the Midwinter and Annual meetings in 2013 is that, unfortunately, this program has been phased out. For newer Chapter Council members, the Legislative Advocates program was an attempt to recruit at least one academic librarian for each of the hundreds of U.S. Congressional Districts in the country who could serve as a person to coordinate legislative advocacy efforts on issues affecting the academic library community. Unfortunately, due to funding problems and lack of support, the program was "retired" last year. (I had the honor of serving as Legislative Advocate for Alabama's Third Congressional District for a few years).

Finally, I would encourage those reading this report to please send me the name, institutional affiliation, and email address of the person serving as Legislative Liaison (the position title may vary) for your state chapter to me so I can, in turn, pass this information on to Kara Malenfant, ACRL Staff Liaison.

Tim Dodge  
ACRL Chapters Council Legislative Network Representative

Auburn University  
[dodgeti@auburn.edu](mailto:dodgeti@auburn.edu)  
(334) 844-1729

**Chapters Leaders Orientation:** Les reported on the orientation webinar. A second one will be held, and information about it will be posted on the blog. It may be useful to those considering chapter positions. General feedback was that it was helpful and the timing of it was good.

### **Spotlight on Chapter – “Best Practices”**

For the inaugural best practice session, Les Kong presented “ACRL Chapters Council/BEST Practices: Vendor Sponsorships in California.”

Slides from this session follow these minutes.

Highlights of the best practices session include the following:

The California chapter (CARL – California Academic & Research Libraries) has been able to increase their vendor support over the years.

CARL is the state chapter of ACRL. It is not affiliated with the state library association; it has an elected executive board and no paid staff. It holds conferences every other year (during the off year of ACRL conferences), alternating between northern and southern regions. The conferences are 3 days (typically) and bring in nationally known keynote speakers. Attendance ranges from 200-250. There is a single registration fee.

Event planners emphasize to vendors that they are seeking a partnership to support a successful program. They remind vendors of the purchasing power of California academic libraries. Their work begins a year in advance. The two-person team coordinates vendor contacts and consults with the conference planning committee. They maintain records of potential sponsors and those who have committed; records include contact, date, etc. They maintain an online payment invoice template.

Levels of sponsorship may vary from conference to conference, as outlined in the slides which are included at the end of this document.

Lessons learned over the years:

- The Chapter plans for continued expertise on the vendor team by having an experienced person work with someone who will take over.
- The Chapter may tweak levels from conference to conference.
- Contacting the vendors early is important – at least a year in advance.
- The Chapter strives to form long-term vendor relationships.

Les acknowledged Adolfo Preto – apreito@fullerton for his contributions and for information which provided the basis for this presentation.

Their upcoming conference will be in San Jose – April 4-6, focusing on “Leadership in Action.” For more information, see <https://carl-conference.org>

Questions:

Q. Is there a per-person estimate of savings achieved through vendor support?

A. They aim for five figures.

Q. Do CARL and CLA approach some of the same vendors?

A. The membership overlap between groups is not large, and academic vendors are more likely to recognize that CARL is a more appropriate audience for them.

Q. What is the registration fee?

A. \$325 – this member rate includes many meals for a three day conference; they aim to break even.

Q. For how many years has CARL been arranging this kind of sponsorship?

A. At least three consecutive conferences.

Additional comments/discussion:

- CARL has several interest groups – reference issues; management; instruction; collection development; diversity; science/engineering, and each puts on workshops.
- CARL conference planning has a long range component (for example, they currently are looking at hotels for 2018)
- Stephanie Davis commented that it would be interesting to know more about how chapters are organized, and suggested a document could be put together listing how many are state-affiliated, etc. There was general agreement that this would be helpful.
- Danielle Theiss shared information about the Missouri chapter, which teams with a non-profit group that coordinates their catalog and hosts a meeting. Their Chapter meets at that meeting.
- Sharing additional information about conference planning would be of interest to several members, including how chapters respond to challenges such a large geographic regions (for example, New England); what virtual activities



have been successful; and funding activities. Caroline Fuchs suggested appointing an *ad hoc* committee to create a survey to send to chapters to learn more about their structure.

**Proposal from New England Chapter:** Eleta Exline shared a proposal to have a Chapters booth or representation at the ACRL conference. She will share the proposal via the Chapters list, and encourages everyone to look at it. One of the purposes of the proposal is to invite participation and communication at all levels (Chapter and national).

Feedback was positive and additional ideas included sharing a booth or in some way having referrals from the ACRL booth to Chapter information.

Next steps: Chapters Council executive committee will follow up with Mary Ellen Davis.

Additional activities for the ACRL conference were suggested including having a social gathering or having a program by Chapters Council on a topic such as:

- conference planning
- aligning with presidential priorities (ways Chapters support initiatives)
- round table discussions at ACRL or ALA, possibly about leadership succession.

May 15 is the deadline for submitting a proposal for ACRL. Les and Caroline will construct a general outline of a proposal for something from Chapters.

Additional Chapters Council meeting ideas:

- meeting at ACRL in addition to ALA
- setting up an online component (perhaps making meetings quarterly – in person at midwinter and annual, with two virtual meetings in between).

### **New Initiatives:**

**Online Toolkit:** Stephanie Davis commented on Michigan's initiative to revitalize its chapter, and as the new chair, not being sure what to do and what she needed to know. Stephanie and Tasha worked on coming up with a toolkit for people who are new to chapters. Initial stages of this work are now in place, although there are additional pieces they would like to finalize and add. The pages build on the work previously in place in the existing orientation document and on the web

pages. Many people, including those who worked on the previous pieces, and the current Executive Committee members and ACRL staff deserve thanks and credit for their contributions.

Tasha and Stephanie welcome comments. Here is their contact information and links to the new versions:

Tasha Cooper, [nacoop01@syr.edu](mailto:nacoop01@syr.edu)

Stephanie Davis, [DavisStephanD@jccmi.edu](mailto:DavisStephanD@jccmi.edu)

Chapters Council Officers Manual: [http://www.ala.org/acrl/sites/ala.org.acrl/files/content/ACRL\\_Chaptera\\_Council\\_Officers\\_Manual\\_January\\_2014\\_0.pdf](http://www.ala.org/acrl/sites/ala.org.acrl/files/content/ACRL_Chaptera_Council_Officers_Manual_January_2014_0.pdf)

Chapters Orientation Toolkit:

[http://www.ala.org/acrl/sites/ala.org.acrl/files/content/ACRL\\_Chapters\\_Orientation\\_Toolkit\\_January\\_2014\\_1.pdf](http://www.ala.org/acrl/sites/ala.org.acrl/files/content/ACRL_Chapters_Orientation_Toolkit_January_2014_1.pdf)

**Mentoring Program:** Les announced the formation of a mentoring group and encouraged anyone interested in becoming a protégé or mentor to contact someone from the Executive Committee: Les Kong, Caroline Fuchs, Gwen Gregory, Laura Heinz, Danielle Whren Johnson or Tasha Cooper. The Chapters Council roster includes names with contact information:

<http://www.ala.org/acrl/aboutacrl/directoryofleadership/chapters/roster>

**Chapter Topics:** Laura Heinz reported that upcoming deadlines for this online newsletter [<http://www.ala.org/acrl/aboutacrl/directoryofleadership/chapters/topics/chaptertopics>] are February 10 and May 10.

Articles may include photographs, conference reports and chapter activities. Please send submissions to Laura Heinz:

[laura.heinz@ttu.edu](mailto:laura.heinz@ttu.edu)

Chapter News:

- The Manitoba chapter is holding its annual symposium in early May on human rights. It will be a one-day event, held in Winnipeg.
- The Wisconsin Chapter is partnering with the ALA office to create a leadership program and seminar.
- Florida (FACRL) has an annual event, plus north and south events. They are planning to hold events closer to the spring state library association meeting.

**ACRL Candidates:** Council heard from candidates for ACRL President:

**Ann Campion-Riley** thanked Les for sending questions in advance. She is one of the Associate Directors of Libraries at University of Missouri-St. Louis and has been a member of ACRL for 25 years. She has been interested in a number of ACRL initiatives, including the ACRL scholarly communication road show and the new initiative in data management and data curation. She has been involved in instruction, which is an ongoing interest.

She noted that some Chapters are diverse and some strong, and some less so, something to which ACRL should be attentive. She noted that the ACRL Board is interested in membership numbers and that Chapters can help with this. ACRL and Chapters could benefit from working on communication and Chapters Council could have more communication and increase awareness and outreach both ways.

**Rickey Best** from Auburn University-Montgomery has served the Alabama Chapter as secretary, vice president, president and past president, as well as ACRL as a member of the government relations committee, recruitment and several others.

He noted that he echoed Ann's comments, and that ACRL has an "obligation to chapters" and that additional communication is needed. As an example, a monthly webcast from the president with leaders of chapters could create opportunities for interaction. He suggested that ACRL could help with training for new officers in order to enhance communication and benefits to each organization. He observed that the webinars have been a good step in providing support for local chapters. He closed by thanking the group for the opportunity to speak, stating that he has been a strong supporter of Chapters Council.

Meeting adjourned - 10:00 AM.

**Follow up items:**

- Caroline will send out a call for nominations and will finalize the slate in May, prior to the annual conference, which is where voting takes place (on paper ballots).

- Eleta Exline will share the New England Chapter proposal via the Chapters list, and encourages everyone to look at it. [done] The Chapters Council Executive committee will follow up with Mary Ellen Davis.
- Tasha and Stephanie will continue to work on orientation materials.

Minutes respectfully submitted

Tasha Cooper, Secretary

February 2014

Corrections to these minutes should be sent to Tasha Cooper, [nacoop01@syr.edu](mailto:nacoop01@syr.edu).

*ACRL Chapters Council  
BEST PRACTICES:  
Vendor Sponsorships in  
California*

January 26, 2014  
Philadelphia, PA

# Background: CARL

- ▶ California Academic & Research Libraries (CARL)
- ▶ State chapter of ACRL
- ▶ 400+ members from CSU, UC, Community & private colleges
- ▶ Not affiliated with CLA, the ALA Chapter
- ▶ Run by elected Executive Board, no physical central office, no paid staff
- ▶ Holds conferences every other year (rotating between Northern & Southern California)

# About our Conferences

- ▶ Typically 3–days long held in hotels in major Northern & Southern California cities
- ▶ Features nationally known keynote speakers, as well as librarians & faculty from local campuses
- ▶ Attendance ranges from 200–250
- ▶ Single bundled registration fee, which covers all catered events & refreshment breaks

# Vendor Sponsorships: The California Approach

- ▶ Emphasis placed on the fact that sponsors are partnering with CARL to help put on a successful conference experience.
- ▶ Goal is to develop long-term and positive relationships with vendors.
- ▶ Vendors are reminded of the buying influence & purchasing power of California academic libraries.



# Vendor Sponsorships: The California Approach

- ▶ Work begins about a year in advance
- ▶ Two-person team coordinates vendor contacts & consults with Conference Planning Committee
- ▶ Levels of sponsorship are developed – these may vary from conference to conference

# Vendor Sponsorships: The California Approach

- ▶ Important to maintain accurate records of both potential sponsors, as well as sponsors who have committed support
- ▶ Records should include contact information, date contacted, response received, and other notes
- ▶ New this year: Sponsorship PDF form with link to online payment option, invoice template for billing

# CARL Sponsorship Levels

## CARL President's Circle – \$5000

- ▶ Exclusively sponsor keynote speaker
- ▶ Materials @each of place settings of tables or table tents
- ▶ Logo in conference program w/full-page ad
- ▶ Prominent placement of logo on cover of conference program
- ▶ Exhibit table @welcome reception & dinner

# CARL Sponsorship Levels

## CARL Fellow – \$2500

- ▶ Recognition as sponsor of a coffee break or opening reception
- ▶ Logo in conference program with ½ page ad
- ▶ Exhibit table @welcome reception
- ▶ Additional placement of log on cover of conference program
- ▶ Opportunity to present a 60-minute breakout session during conference

# CARL Sponsorship Levels

## CARL Navigator – \$1000

- ▶ Logo in the conference program with ¼ page ad
- ▶ Exhibit table @welcome reception
- ▶ Opportunity to present a 30-minute breakout session during the conference

# CARL Sponsorship Levels

CARL Associate – \$750

- ▶ Logo in the conference program, with business-card sized message or ad
- ▶ Exhibit table @welcome reception
- ▶ Sponsorship of a conference room for the length of the conference, or sponsorship of a conference presenter, with log on conference room entrance

# CARL Sponsorship Levels

CARL Patron – \$500

- ▶ Logo in the conference program
- ▶ Exhibit table at the welcome reception

# CARL Sponsorship Levels

CARL Researcher – \$250

Sponsors may also consider contributing to the Ilene F. Rockman Scholarship Fund or the CARL Research Award

- ▶ Listed as a supporter in the program (in addition to the benefits of selected sponsorship level)
- ▶ Recognition at awards luncheon



# Lessons Learned

- ▶ Work with and mentor a colleague to “build” expertise on vendor sponsorship team
- ▶ Don’t hesitate to “tweak” sponsorship levels based on past conference experiences
- ▶ Begin vendor contacts early – at least a year in advance
- ▶ It is critical to forge long-term relationships with vendors to help put on successful conference experiences

# Acknowledgement to:

Adolfo Prieto

2014 CARL Conference Sponsorship  
Coordinator

[aprieto@fullerton.edu](mailto:aprieto@fullerton.edu)

# Thank you for attending!

Questions?

CARL 2014:  
Leadership in  
Action April 4–6,  
2014  
San Jose, CA

<http://carl-conference.org>

[lkong@csusb.edu](mailto:lkong@csusb.edu)