

ACRL CHAPTERS COUNCIL
Sunday February 1, 2015
8:30 – 10:00 AM
Sheraton Hotel (Ontario Room)
Chicago, IL

Present:

Officers and Chapters Council Liaisons/Representatives

Eleta Exline, Vice Chair/Chair Elect, (New England)
Caroline Fuchs, Chair (Greater New York Metropolitan Area)
Les Kong, Past-Chair (California)
Nancy Weiner, Secretary (New Jersey)

Attendees, Including Chapters Representatives/Delegates

Tarida Anantachai (Eastern New York)
Katie Blocksidge (Ohio)
Rickey Best (Alabama)
Kimberly Boyd (Georgia)
Gwen Gregory (Illinois)
Susan Kromrie (Missouri)
Nicole Michaud-Oystryk (North Dakota-Manitoba)
Linda Miles (Greater New York Metropolitan Area)
Willie Miller (Indiana)
Janet Padway (Wisconsin)
Meg Spencer (Delaware Valley)
Nicole Sump Crethar (Oklahoma)
Ericka Raber (Iowa)
Phil Waterman (New England)

Guests

Ann Campion Reilly, ACRL Vice President/President Elect
Mary Ellen Davis, ACRL Executive Director
Irene Herold, ACRL Candidate for Vice President/President Elect
Chase Ollis, ACRL Staff Liaison

- I. Welcome: Chapters Council Chair Caroline Fuchs called the meeting to order at 8:35am. Caroline welcomed those in attendance and thanked everyone for braving their way through the snowy conditions to attend the meeting. Caroline explained the format of the meeting and that the agenda is fluid to accommodate the schedules of ACRL Leadership and ACRL Candidates. Caroline asked the Chapters Council Officers in attendance to introduce themselves (see above).
- II. Agenda adopted with addition of Mentoring Program.
- III. Minutes from June 2014 Annual approved with typo correction.
- IV. ACRL Candidate Visit: Caroline reported that candidate for ACRL Vice-President/President Elect Scott Walter apologized for not being able to attend due to a scheduling conflict. Caroline yielded the floor to Irene Herold, candidate for ACRL Vice-President/President Elect. Dean of Libraries at the University of Hawaii at

Manoa, Irene noted that it is an honor to be nominated to stand for election and she thanked the Chapters Council for providing her with the opportunity to address the group. After introducing herself, Irene noted the following:

- a. Irene has had a wonderful journey as an academic librarian and has been involved with ACRL for many years, beginning with the Law and Political Science Section. Irene is also a past Chair of the College Library Section and is currently serving as a Director at Large on the ACRL Board of Directors.
- b. Irene's full Biography and candidate statement will be featured (along with Scott Walker's) in the next issue of *CR & L News*. There will also be a live online candidate forum on March 17, where Irene and Scott will be responding to four questions. Everyone is encouraged to participate in the forum and everyone is encouraged to vote in the upcoming election.
- c. Mentoring is of great interest to Irene and she helped establish various mentoring programs. She expressed interest in the Mentoring Program proposal on the current agenda.
- d. Recognizing the importance of local ACRL Chapters, Irene noted that Hawaii does not have an ACRL Chapter and will be reaching out to ACRL members in Alaska to explore the possibility of forming a combined chapter.

Irene also responded to the following questions:

- a. What do you expect ACRL to accomplish in the coming year/three years? Irene noted that her full statement would be featured in the February issue of *CR & L News*, but indicated that the Framework for Information Literacy for Higher Education would be a continuing issue of prominence. Irene also noted that data management and data curation, as well as copyright law are other areas that will remain a priority.
- b. How could ACRL better support Chapters? Irene noted that networking and support at the Chapter level is important and pointed to the Illinois and New England Chapters as models. Irene also felt that ACRL should recognize the common issues that Chapters face, rotating leadership is an example, as is the challenge of maintaining a knowledge base among leadership. Support and sharing of knowledge is a priority and Irene would encourage more virtual meetings, interspersed with a theme, to enhance connections among Chapters and ACRL leadership.

Irene shared a Hawaiian expression to sum her up remarks and what type of leader we could expect her to be, noting, "The top of the cliff isn't the place to look at us; come down here and learn of the big and little current, face to face." Essentially meaning that she would not lead from the top. Irene thanked members of Chapters Council for their time.

V. Announcements

- a. Caroline Fuchs noted that Chapters Council is a group of representatives from the ACRL Chapters and that we are similar but different in terms of governance and structure and that some Chapters are affiliated with state organizations while others are independent. Caroline noted that Chapters Council meets twice a year, at Midwinter and Annual on Sunday mornings at 8:30am. A Work Session is also scheduled and begins a half hour after this meeting ends. Attendance at the work session is not mandatory but it is an opportunity to discuss issues and establish

task forces if necessary. Caroline announced the Work Session would be held in the Missouri Room.

- b. Vice-Chair Eleta Exline announced that instead of the Dine Around traditionally held on Sunday evening, we would be trying out a Lunch Around instead. The D4 Irish Pub & Café was recommended by members of the Illinois Chapter and Eleta indicated that reservations are for noon. About ten people indicated their willingness to brave the conditions and participate in the Lunch Around.

- VI. Introductions: Caroline asked representatives to introduce themselves and share one item of interest or challenge about their Chapter.
- a. Caroline began the introductions by noting she represents the Greater New York Metropolitan area which includes NYC, Long Island, Westchester and the Lower Hudson Valley. Caroline noted that there are two additional ACRL Chapters, Eastern NY and Western NY.
 - b. Janet Padway is an elected representative for the Wisconsin Chapter and noted that a challenge is communicating to members/non-members since the academic group is a division of the state association.
 - c. Les Kong represents California, which sponsors a conference every other year. Les noted that while the Chapter is no longer associated with the state association, there are a number of professional associations vying for members and this has led to a splintering of membership and is a concern.
 - d. Nancy Weiner represents the New Jersey chapter and noted that the affiliation with the state association is confusing and a challenge to communication.
 - e. Meg Spencer represents the Delaware Valley Chapter and reported that it is a very active Chapter that sponsors a program each semester. Meg did note that turnover in officers happens quickly which may pose a challenge.
 - f. Rickey Best represents the Alabama Chapter and noted the secession from the state association was a positive move but there are still communication challenges.
 - g. Kimberly Boyd represents the Georgia Chapter and was elected through the academic library division of the state association. Kimberly noted that there is not enough communication and too much turnover.
 - h. Nicole Michaud-Oystryk represents the North Dakota-Manitoba Chapter and noted that distance and recruiting members are the biggest challenges.
 - i. Erika Raber represents the Iowa Chapter, which is affiliated with the state association, and members pay dues to both. Communication is pretty good and facilitating online meetings and working with other divisions are two initiatives.
 - j. Katie Blocksidge represents Ohio and noted that a recent challenge/initiative is building membership.
 - k. Nicole Sump Crethar represents the Oklahoma Chapter, which is separate from the state chapter, but distance among members remains a challenge.
 - l. Tarida Anantachai represents the Eastern New York Chapter and echoed sentiments already expressed. Terri also noted that engagement tends to be with the same group of people.
 - m. Susan Kromrie represents Missouri and noted similarities with those already expressed but indicated that continuity is a problem. Susan also noted that even without paying extra dues, not everyone gets involved. Networking seems to work but distance is also a problem.

- n. Gwen Gregory represents the Illinois Chapter, which is affiliated with the state association, which manages membership. The Chapter sponsors a one-day conference every other year
- o. Willie Miller represents the Indiana Chapter and it is similar to the Illinois Chapter. Willie noted that the chapter sponsors a few programs throughout the year and is focusing efforts on a membership drive.
- p. Eleta Exline represents the New England Chapter and noted there is little interest in establishing better communication with ACRL and that members prefer to connect more with each other.
- q. Phil Waterman also represents the New England Chapter and noted that the chapter is not affiliated with the state association.
- r. Linda Miles represents the Greater New York Chapter and noted that while there are many events and activities sponsored, there needs to be deeper engagement. Linda also noted that succession and loss of institutional knowledge is an issue.

VII. Best Practices Presentations: Caroline noted that Les Kong introduced the Best Practices during his tenure as Chair and we are pleased to continue the initiative with the following presentations about “Communicating with Membership”

- a. Widely Dispersed Geographic Area – New England Chapter presented by Phil Waterman. Highlights below see [Appendix 1 for full presentation](#).
 - Comprised of six states the NE Chapter has about 1000 members.
 - Concentrated in Southern NE States
 - Board of Directors hold virtual meetings six times a year
 - Annually sponsors a one day conference; recently added a virtual component with hubs in regions that voted on sessions to view
 - Virtual attendees liked the interactive nature but the technology needed improvement
 - Professional broadcasting company hired which increased cost of conference but this greatly improved the quality of the broadcast
 - Presenters are made aware of the recording
- b. Concentrated/Densely Populated Geographic Area – Greater New York Metropolitan Area Chapter presented by Linda Miles and Caroline Fuchs. Highlights below see [Appendix 2 for full presentation](#).
 - 110 institutions concentrated within 735 square miles includes four MLIS programs
 - Active participants, from students to retirees; and the Chapter maintains contacts with library schools
 - Sponsors annual symposium in Manhattan, completion for membership from CUNY and SUNY
 - Committees meet in person and virtually
 - Professional development opportunities offered throughout the year
 - Dedicated Gmail account; helpful for leadership transition
 - Uses Flickr and system for posting to variety of library listservs

VIII. Open Positions: Legislative Network Representative and Officers. Eleta Exline noted that the Legislative Representative position previously held by Tim Dodge is vacant and Eleta encouraged anyone who is interested in serving in this capacity to let her know. Eleta also noted that elections for Chapter Officers will be held at Annual. Vice-Chair/Chair Elect is a three year commitment and the position of Secretary is a one year commitment. If interested, please let Eleta know.

IX. ACRL Leadership Visit

- a. Vice-President/President Elect Ann Campion Reilly arrived at the start of the meeting and indicated she would remain for the duration. Ann indicated she was here to listen and would take back what she learned to the ACRL Board to help improve communication between Chapters and the Board. Ann also reminded everyone that the deadline for submitting the Committee Volunteer form was two weeks away and encouraged those in attendance to remind chapter members about the volunteer opportunities with ACRL.
- b. Executive Director of ACRL Mary Ellen Davis provided an update of ACRL activities. Highlights include:
 - Nearly 40% of ACRL members do not belong to a section or roundtable and is an issue ACRL would like to address. We need to articulate the value of ACRL membership and highlight what members receive in return for joining. As Chapter Leaders, Mary Ellen asked those in attendance to suggest ways or ideas to better articulate the value of membership and maintain our vibrant association going forward.
 - ACRL National continues to work with Chapters and funds 10 visits by ACRL leaders each year. Mary Ellen noted that there is one visit remaining for 2014-2015. Mary Ellen also acknowledged the efforts of Chase Ollis whose role as the staff liaison to the Chapters Council has helped strengthen collaborative efforts between ACRL National and Chapters.
 - Mary Ellen reminded those in attendance that the deadline for the third round of Assessment in Action Grants is March 4 and encouraged those in attendance to submit proposals for consideration. The first two rounds of the IMLS grant funded program have been very successful and participants will be highlighting their results on how they contribute to student success at ALA in June.
 - Mary Ellen also reminded everyone that the early bird registration for the ACRL Conference is Friday, February 13. Virtual and institutional registrations are also options. Mary Ellen also encouraged everyone to stop by the ACRL booth at the Exhibits for a chance to win a Portlandia themed bike.
 - Mary Ellen also reported that ACRL would be sponsoring a free webinar on fair use on February 24 featuring Kevin Smith from Duke University Libraries.
 - Mary Ellen took a few questions and indicated that leadership may revisit the four-year timeframe restriction for ACRL Leadership visits to the same Chapter since there has been an increase in the number of visits.
 - Caroline informed Mary Ellen that the Board Action Proposal form is on the agenda for the work session.
 - When asked about ACRL's tracking of institutional memory, Mary Ellen noted that ACRL tracks the leadership of Chapters but does not become overly involved with the management of Chapters. Mary Ellen noted that ACRL provides access to online meeting software and encouraged Chapters to use these tools for virtual orientation and executive meetings to foster better management of Chapter succession.

- X. Update on Mentoring Program
 - a. Les Kong distributed an overview of the proposal for establishing a formal Mentoring Program for ACRL Chapters Council **See Appendix 3 for full details.**
 - b. Les explained the purpose and the background for the proposal and asked those in attendance to review the proposal and the proposed outcomes for the program. Initial feedback was overwhelmingly positive since many chapter leaders in attendance noted the confusion often associated with serving on Chapters Council.

- XI. Listserv update
 - a. Caroline reported that as of January 16, 2015 there were 222 members on the listserv. Nearly 58% of the members (n=128) were added since 2012 and 94 members were added in 2011 or earlier. There were 108 messages sent in 2014 and Caroline noted that there was a flurry of emails recently and reminded everyone that this is an opt out list so let prior Chapter Leaders know in case they wish to opt out.

- XII. Old Business – All items deferred to work session
 - a. Newsletter /blog – thematic approach (Fuchs)
 - b. Online toolkit (Fuchs)
 - c. Board Action Proposal for Policies (Fuchs)
 - d. Table at ACRL National (Exline)
 - e. Online Orientation for Leadership (Fuchs)

- XIII. New Initiatives
 - a. Virtual meetings for Council (Fuchs) Deferred to work session
 - b. Semi-annual virtual meeting for executive officers (Fuchs) Deferred to work session
 - c. Chapter email – (Fuchs) Caroline announced that she created a designated email address acr1chaptescouncil@gmail.com which can also serve as an archive for correspondence.

- XIV. Social at ACRL National (Fuchs) Deferred to work session

- XV. Adjournment at 10:24 am

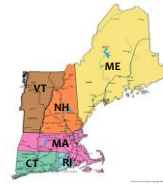
Respectfully submitted,
Nancy Weiner, Secretary

ACRL/NEC Outreach to Geographically Dispersed Members

Presentation to ACRL Chapters Council
February 2, 2015
Chicago, IL

ACRL – New England Chapter

- * Have almost 1,000 members across the six New England states.
- * Membership heavily concentrated in three southern states: 82%



State	# of Members	% of Total
MA	525	55%
CT	183	19%
RI	81	8%
NH	78	8%
VT	59	6%
ME	47	4%
Total	978	

ACRL/NEC Virtual Conference

- * Major initiative in 2010 to better include members from the northern states
- * Chapter added a **virtual conference** component to its annual one-day conference in May.
 - * **Goals:**
 - * Provide a virtual conference experience that emulates the in-person experience
 - * Provide local content
 - * Provide local networking opportunities

ACRL/NEC Virtual Conference

- * **Implementation:**
 - * Recruited two host sites: Colleges in VT and ME
 - * Chose WebEx – allows video, chat and recording. Attendees participate in Q&A
 - * Chapter members on Conference Planning Committee use camcorders to produce live, interactive broadcasts of keynote speaker and multiple breakout sessions
 - * VT and ME site coordinators created their own local agenda, interspersed with the live broadcasts
 - * Marketed as part of overall conference marketing, but with separate registration and cost
 - * Vendors

ACRL/NEC Virtual Conference

* Results:

- * Attendees liked:
 - * Live, interactive nature
 - * Networking with local colleagues
- * Attendees did not like:
 - * Low-tech, in-house broadcasting
 - * Audio problems
 - * Always an unexpected glitch

ACRL/NEC Virtual Conference

* Changes:

- * Hired a professional broadcasting company for 2014 conference
 - * Quality of broadcast significantly improved
 - * Significantly increased the cost of the virtual conference, but chapter has a commitment to involving northern members in chapter events
- * 2014 Conference Website: <http://conference2014.acrlnec.org/>

ACRL/NEC Virtual Conference

Questions?

Appendix 2

ACRL CHAPTERS' BEST PRACTICES: COMMUNICATING WITH CHAPTER MEMBERSHIP IN A HIGH-DENSITY GEOGRAPHIC AREA

Linda Miles, President, Chair NLDG

Caroline Fuchs, Recording Secretary, Chair FYEDG

Greater New York Metropolitan Area Chapter



CASTING OUR NET

- Greater New York Metropolitan Area
- 5 boroughs of NYC (Manhattan, Queens, Bronx, Brooklyn, Staten Island)
- Nassau & Suffolk County (aka "Long Island")
- Westchester County
- Lower Hudson River Valley



ACRL/NY MEMBERSHIP POOL

- ~110 higher ed institutions in ~305 square miles (NYC area) *
- ~16 higher ed institutions in ~430 square miles in Westchester county*
- Totaling of ~126 higher ed institutions in 735 square miles*

*as per Wikipedia 01/26/2015



ACRL/NY MEMBERSHIP SNAPSHOT

- Active participants from across tri-state area
- Diversity of institutions/experience/perspectives
- From students to retirees

MEMBERSHIP ENGAGEMENT ENHANCED BY . . .

- Large, active roster
- Accessibility of public transportation
- Potential partnerships with other organizations
- Four MLS/MLIS programs within geographic area
- Executive Board members active in other library organizations



CHALLENGES TO MEMBERSHIP . . .

- Opportunities to meet outside 5 boroughs
- Typically “Manhattan Centric” locations
- Competition for membership
- Competition for programs/program ideas



OUR “COMPETITION” – TO NAME A FEW

- LACUNY (Library Association of the City University of New York)
- SUNYLA (State University of New York Library Association)
- Art Libraries Society of New York
- Archivists Roundtable
- Medical Library Association
- METRO
- NY Area Theological Library Association
- NY Library Club
- NY Technical Services Librarians
- Special Libraries Association
- Visual Resources Association
- NYLA (New York Library Association)
- NCLA (Nassau County Library Association)



ACRL/NY REGULAR MEETINGS . . .

- Monthly F2F meetings of Executive Board (Sept-June)
- Monthly F2F meetings of Symposium Committee (Sept-June)
- Frequent F2F & virtual meetings with select officers
- Nine active Discussion Groups (blogs, listservs)
- Professional Development Workshops
- Annual Symposium (website)
- Semi-annual “Meet & Greet” (Membership Drive)
- Mentoring Group/Writers’ Support Group (listserv)



COMMUNICATIONS . . . INTERNAL

- Dedicated email accounts (i.e. symposium chair, secretary, blog team)
- Shared DropBox folders
- Contact distribution lists
- Conference calls
- Google docs
- Wiki



COMMUNICATIONS . . . EXTERNAL

- Dedicated email accounts (i.e. symposium chair, secretary, blog team)
- Contact distribution lists
- MailChimp to push content to members (maintained by Membership Secretary)
- Website (Announcements, RSS feed)
- Twitter, FaceBook, Flickr
- Posting to variety of library listservs
- DG blogs
- Newsletter
- Designated EB contacts to each library school



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ACRL CHAPTERS COUNCIL MENTORING PROGRAM

Background and Purpose: Over the years, attendance at ACRL Chapters Council meetings by regional and/or state chapter representatives has been lagging. Some possible reasons for this may be – the considerable expense of travel to Midwinter and Annual, combined with the lack of financial support to support such travel; some chapter representatives may not be aware of or simply do not have an understanding of the role of Chapters Council and their specific roles at the meetings; some chapter representatives may not see the relevance of Chapters Council or ACRL National to their local chapter; or specific time conflicts with other meetings at Midwinter or Annual may prevent or limit attendance.

Objectives: The Mentoring Program is proposed to facilitate the pairing of experienced ACRL Chapters Council leaders with new, and/or relatively inexperienced regional and/or state chapter representatives, to accomplish the following objectives –

- a) By identifying and working with new regional and/or state chapter representatives earlier in the year, prior to Midwinter and Annual, mentors will spend the necessary time with these individuals to educate them (using the planned *ACRL Chapters Council ToolKit*) as to the purpose of Council and the roles of chapter representatives;
- b) Mentors will work with their “protégées” to identify issues for possible improvements in local chapter operations, activities, and/or programming;
- c) Mentors will work with their protégées to develop potential agenda items for further discussion at Midwinter and/or Annual meetings;
- d) Feedback from protégées will inform Chapters Council leadership as to unmet needs of regional and/or state representatives, which may result in new initiatives; and, finally,
- e) The long-term objective will be to develop a sustained leadership model within ACRL Chapters Council using this Mentoring Program as a foundation for identifying and working with new chapter leaders.

Procedures:

1. Identify mentor candidates within existing and past ACRL Chapters Council leadership;
2. Identify protégée candidates, focusing upon these three target populations – a) newly elected representatives, b) inexperienced representatives; and c) representatives from chapters who have consistently been absent from Chapters Council meetings;
3. Match up mentor/protégée pairs by one of the following methods – a) regional proximity between mentors’ and protegees’ geographic locations, b) past and/or current networking relationships between mentors’ and protégées, or c) random selection; and
4. An evaluation form will be completed at the end of each year, to be filled out by both mentors and protégées, regarding the benefits of the program, improvements needed, etc.

ACRL Chapters Council Mentoring Program Outcomes

- 1. After completion of the mentoring process, chapter representatives will be informed and very familiar with the purpose of Council and the roles of chapter representatives.**
- 2. As a result of the mentoring relationships, chapter leaders will have identified strategies to enhance chapter operations, activities, and/or programming.**
- 3. Chapters Council agendas will more directly reflect the concerns of chapter leaders, as they provide input in advance.**
- 4. Discussion at Council meetings will be more relevant to chapter representatives.**
- 5. Chapter representatives will be more engaged at Council meetings.**
- 6. More chapters will send representatives to Council meetings, thereby increasing attendance by at least 25%.**
- 7. As a result of the mentoring program, chapter leaders will be more easily identified, thus ensuring a leadership succession model for ACRL Chapters Council.**

**Submitted by: Les Kong
 Past Chair
 ACRL Chapters Council**

LK; 2/1/15