

ACRL CHAPTERS COUNCIL
Sunday January 10, 2016
8:30 – 10:00 AM
Westin Copley Place, Essex Center
Boston, MA

Present:

Officers and Chapters Council Liaisons/Representatives

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

Attendees, Including Chapters Representatives/Delegates

Tarida Anantachai (Eastern New York)
Katie Blocksidge (Ohio)
Kimberly Boyd (Georgia)
Bridget Burke (North Dakota/Manitoba)
Dianne Gordon Conyers (Greater New York Metropolitan Area)
Rebecca Doulan (Florida)
Claire Dygert (Florida)
Mary (Mollie) Freier (Michigan Library Association Chapter)
Scott Garrison (Michigan, MI-ALA)
Rob Hallis (Missouri)
Elizabeth Leonard (New Jersey)
Christina McCawley (Delaware Valley)
Willie Miller (Indiana)
Cynthia Mari Orozco (California)
Janet Padway (Wisconsin)
Laura Robinson (Nebraska)
Phil Waterman (New England)

Guests

Mark Emmons, ACRL Vice-President/President Elect Candidate
Mary Ellen Davis, ACRL Executive Director
Irene Herold, ACRL Vice-President/President Elect

I. Welcome

Chapters Council Chair Eleta Exline called the meeting to order at 8:35 am and welcomed everyone to the meeting. Eleta explained the format of the meeting and noted that Chapters Council is a group of representatives from the ACRL Chapters but that we differ in terms of governance and structure. Eleta began the round robin of introductions.

II. Nominations

Eleta announced that Lacy Wolf is unable to serve as Secretary for 2016 and that there was one nomination for the position, Kimberly Boyd. Eleta called for additional nominations.

III. Election

Kimberly Boyd (Georgia) was elected Secretary for 2016.

IV. After one notation of a misspelled name the minutes from Annual & from the Annual Work Session meeting in 2015 were approved.

V. Announcements

- a. Eleta reminded everyone about the Work Session that begins at 10:30am.
- b. Nancy reminded everyone about the dine around brunch at Solas following the working group meeting.

VI. Legislative Update

Eleta updated the council on legislative matters using Rachel Minkin's (Legislative Network Representative) notes. She mentioned briefly, the Elementary and Secondary Education Act (ESEA) as well as a call for action on the Cybersecurity Information Sharing Act. Mollie Freier (Michigan) suggested that in addition, Senate Bill 571 should be on the list of important legislation to watch.

VII. ACRL Candidate Visit

- a. Eleta told us that Cheryl Middleton (Candidate for ACRL Vice-President/President Elect) could not be at the meeting but that she had a candidate statement from Cheryl for us to read.
- b. Mark Emmons (Candidate for ACRL Vice-President/President Elect) initiated a discussion about the need to prepare librarians for the future and asked for feedback from the chapters members concerning what ACRL should focus on in the coming years and what the chapters need from ACRL. Members responded with suggestions:
 - 1. Increased funding support for young or new librarians with more opportunities for travel or electronic opportunities for engaging with ACRL.
 - 2. Possibly increasing the amount of money that chapters receive for attracting new members to ACRL.
 - 3. Increase the number of site licenses that chapters receive for the two free ACRL webinars that chapters receive each year. There was discussion about the difficulty of getting librarians from chapters with larger geographical areas to one location for each webinar.
 - 4. Making sure that there is representation from the chapters at the national conference.
 - 5. Possibility of ACRL providing new registrants with a list of local chapters when they join as well as considering discounts for ACRL membership for those who are already members of their local chapter. Caroline Fuchs suggested a welcome email with this information.
 - 6. Need clarification on whether individual chapters may use the ACRL logo. A discussion about chapters using an ACRL created graphic rather than the logo ensued.

VIII. ACRL Leadership Visit

- a) Irene Herold reminded chapters of the opportunity to have an ACRL speaker come to chapter events and speak. In addition, she discussed the ongoing work on the strategic plan, the framework, and the focus on changing environments and new

roles. She welcomes feedback and the opportunity for increased engagement as ACRL continues to address these issues and goals. She also reminded members that she has a book coming out soon.

b) Mary Ellen Davis addressed the questions and suggestions that came out of the discussion that Mark Emmons initiated. She will work with chapters to see if there is the possibility of as many as six site licenses for the free ACRL webinars that are made available to each chapter during the year. She noted that chapters can get \$10 for each new member they recruit if they develop an innovative new recruitment plan.

c) Chapters can license programs such as IL Immersion, Scholarly Communication Roadshow, etc. and customize them and bring them to their chapters.

d) Mary Ellen Davis agreed to look into getting more site licenses for the free ACRL webinars that ACRL offers to chapters each year.

e) ACRL's conference in 2017 will be held in Baltimore. The deadline for presentations is May 6 and the deadline for posters is October 14. Registration will open in May.

f) The ACRL board directed staff to use \$70,000 for scholarships for ACRL 2017. Lori Goetsch is chairing the fundraising campaign. Chapters may sponsor a scholarship for a minimum of \$735.

g) All are invited to ACRL/Harvard Institute alumni reception at 5 Westin Waterfront.

IX. Best Practices Presentation:

- a. "Branding Our Chapters" Elizabeth Leonard from the New Jersey Chapter said that the discussion that had already occurred about branding and use of the ACRL logo covered what she was going to discuss in her presentation.

Deleted:

X. Branding discussion

- a. Eleta suggested an open ended discussion about branding. Topics included :
1. Discussion of membership engagement surveys and if members are getting value for their dollar – hoping to be able to use that survey to craft messaging.
 2. Scott Garrison will share the survey that his chapter used with the group
 3. Caroline Fuchs suggested that this may be the sort of information that we could put on a libguide as a toolkit for chapters.

XI. Annual Best Practices: Topic is Membership Management

XII. Adjournment

- a) The meeting adjourned at 10a.m.

Respectfully submitted by,
Kimberly M. Boyd

DRAFT