

Minutes

GLA Executive Board Meeting

July 18, 2014 10:00AM

Porter Library, Newton County

Present: Liz Bagley, Gordon Baker, Tamika Barnes, Benji Barton, Kim Boyd, Ashley Dupuy, Lorene Flanders, Tammy Henry, Lace Keaton, Michael Law, Karen Manning, Evelyn Merk, Susan Morris, Kara Mullen, Sandra Riggs, Jay Turner, Diana Very

I. Call to Order, Welcome, and Introductions – Susan Morris, President

II. Approval of Minutes -- January 17, 2014 (Sandra Riggs) and April 5, 2014 (Diana Very)

Minutes from January 17, 2014 were made available, and corrections were noted. Lorene Flanders made a motion to accept the minutes. Jay Turner seconded the motion. The minutes from January 17, 2014 were approved.

The minutes from April 5, 2014 were not available.

III. Treasurer's Report – Ashley Dupuy

Handouts

- Georgia Library Association Balance Sheet as of July 17, 2014
- Georgia Library Association Profit & Loss January 1 through July 25, 2014

Ashley Dupuy said that while we are currently in the red (-\$4,228.81), this is usual for the time of the year. There will be an income bump just before COMO. We are on track with the budget -- there have been no unplanned expenses. The balance sheet shows our assets. The Executive Board accepted the balance sheet and report.

IV. Administrative Services Report – Kara Mullen

Handout

- GLA Administrative Services Activity Report, July 18, 2014
- GLA Membership Report, July 28, 2014 (on back)

The Midwinter Meeting date has been confirmed. It will be January 16, 2015 at Clayton State University.

Kara Mullen noted that membership is down from previous years, but up from last quarter. Karen Manning asked Ms. Mullen if Administrative Services could provide a membership report for paraprofessionals. Ms. Mullen said yes, and that she would provide Ms. Manning with the information.

[The Board discussed issues related to membership numbers and finances under the Administrative Services report topic.]

Jay Turner (2nd Vice-President, Membership Chair) asked what the membership danger zone is for our budget. Ms. Mullen said that we have had lower membership than 620 before, but she has not seen anything into the five hundreds. She suggested that going into the five hundreds would be a danger zone for our finances. As Treasurer, Ashley Dupuy said that she believes anything under 600 members would cause concern for our finances.

Mr. Turner asked if we should have a danger zone number based on a certain percentage of membership. Kara said that memberships tend to depend strongly on outside factors, such as the location of the COMO conference. Therefore it would be difficult to set a constant percentage. A popular COMO location can provide 60-75 extra memberships, as people join to receive a lower conference rate. We can do a membership push at COMO and target people.

Susan Morris said in the past, GLA had membership drives with a start and end date. She posed the question, is rolling membership better? Lace Keaton suggested that if there were a start date to membership, COMO would be easy to remember.

Ms. Dupuy said that we need the constant small influxes of membership money throughout the year. If we had no income until a membership start date, it could be a serious problem. Currently, we have about \$70,000 in the bank, so our finances are fine. If we did not have money in the bank, low membership or lack of income could be a serious problem.

Ms. Mullen added that having a fixed start date would cause problems with how to deal with partial years. Either all people would pay the same amount regardless of whether it was a full or partial years, or we would have to pro-rate membership cost.

Ms. Morris said we should do a better job of telling people why it is to their advantage to join GLA. She noted that GLA used to have paper marketing pamphlet, but got away from that due to cost, and moved to e-mail.

Lorene Flanders said that these membership issues are common to other states. Other groups are looking at how to better market to those coming out of library school and Millennials. Ms. Flanders mentioned that at the Friends of Georgia Libraries group (FOGL), there has been some talk about whether FOGL would be interested in becoming part of GLA. She has a sense that one factor preventing them might be the cost of cost of attending COMO.

Discussion in the group fell into these areas:

Help the Membership Chair and better support membership planning

- Membership chair could be a multi-year position, like Treasurer, or
- Keep chair position as it currently is, but require the outgoing chair to be active member of the committee for 2 years to encourage dissemination of information, and continuance of goals.
- This year the Chair could set two or three strategic goals or directions for the committee for next year -- then the in-coming Chair would have a place to start.

Highlight or add events of value to market to members

- Carterette series webinars
- Networking opportunities
- Continuing Education Credit
- Find respected GLA members with strong working experience to lead a premium continuing education event that would rotate among Georgia regions, charging \$10-20 to attend.
- Charge a fee to non-members for GLA events, and discount for members, encouraging membership.
- Committees can, and have in the past, sponsored regional event events that promote GLA.
- Committee members can have a larger role in marketing and promoting GLA.

It was determined that Mr. Turner will need to schedule a separate meeting for membership discussion.

V. Electronic Balloting – Kara Mullen

Handout

- Ballot example – Qualtrics printout

Ms. Mullen showed an example of a full ballot for electronic voting. There are 55 members without email addresses. The e-mail will come from the Nominating Committee. The call to vote will be in both personal e-mail and the GLA listserv. All votes have to be received by September 20. The Board members will be volunteers for link testing. Susan Morris asked Ms. Mullen to make sure that people who get nominated are current members. Ms. Mullen noted that some are expired, but they will get an email about their membership prior to the election.

VI. GLQ Report – Ginny Feher could not come, so Susan Morris had a brief announcement.

The deadline for articles for the Fall 2014 issue is September 1, 2014. Announcement of the GLA Award winners will be included in the Fall 2014 issue, not the summer issue.

VII. ALA Councilor's Report – Lorene Flanders

Handout

- Printout of 2014 State of the Chapter Annual Report form

Ms. Flanders sent out a link to the historic attendance for ALA, including times when there were less than 25 in attendance (<http://www.ala.org/conferencesevents/past/pastannualconferences>). She noted that Chicago trends highest. In that there are locations that consistently trend higher for attendance, COMO and ALA conferences are quite similar.

Ms. Flanders noted that there is a 1.5% dues increase, because ALA dues are automatically tied to the Consumer Price Index.

Ms. Flanders asked for assistance from the Executive Board in preparing the State of the Chapter report. She read aloud report items for which she wanted additional feedback from the Executive Board.

If your membership has grown or declined 2% or more, please explain or summarize the cause.

Some of the prior conversation about membership issues, as well as those linked to the conference location and region were voiced. The factors included:

- Conference fatigue
- Competing regional conferences
- Competition from lower-cost webinars
- Budget cuts to travel and professional development money and decisions by library administrators

List Your Association's Most Successful Conference Events

- Scholarship raffle
- Authors' Reception

Did your association try anything new at its conference? Was it successful?

- Vendor Vingo was a new activity. Gordon Baker says it is unclear how successful it was, but we will try it again.

Major activities and accomplishments

- Journal - *GLQ*

Major issues

- Membership

[To add to previous membership discussion]

Tammy Henry suggested that we consider lifetime membership. Evelyn Merk said that ALA takes the current dues amount and multiplies that by 20 to determine a cost for lifetime membership.

Ms. Flanders noted that the Career Development Institute deadline has been extended; however, this item is on the agenda later as ALA Career Development Facilitator Program, so it will be discussed then.

Ms. Flanders asked if we wanted an ALA President (Courtney Young) to speak at the 2015 conference in Athens, Georgia. There are opportunities at two keynote times and a lunch. There will be discussion among the COMO planning group, and Ms. Morris will get back to Ms. Flanders with a time and date.

Emerging Leaders

The Emerging Leaders program began in 2006. There have been a couple people sponsored by GLA in past. Do we want to try to sponsor again? Ashley Dupuy says that we missed the 2014 deadline, and the new 2015 application process is happening now, with a deadline coming up soon (August 1). There were some questions about the process:

Do chapters have Emerging Leader projects? Are the projects that the Emerging Leaders work on set prior, or could a chapter possibly require a COMO presentation from a sponsored Emerging Leader? Ms. Flanders said that the projects are submitted prior, but that groups can apply to be project hosts. Ms. Dupuy noted that this may be something for the future, but GLA has not budgeted for the \$1,000 needed to sponsor an Emerging Leader.

Ms. Flanders said that the ALA Council recognized "Mack" Freeman. The Freedom to Read Foundation (FTRF) selected John "Mack" Freeman, a public librarian in Tifton, Georgia, as the seventh recipient of the Gordon M. Conable Conference Scholarship. Ms. Flanders mentioned that Mr. Freeman is moving to West Georgia.

Diane Very expressed appreciation for ALA information that Lorene sends out to GLA. The Board was encouraged to let Ms. Flanders know of any questions members have about ALA.

VIII. Division Reports:

1. Academic Library Division

There was no report.

2. Public Library Division

There was no report.

3. Paraprofessional Division – Karen Manning

Ms. Manning said that both paraprofessional programs were accepted for COMO. "Emerging Roles in Staff" and "Perspective from the Middle: View from the Top." Ms. Manning said that there is a great

deal of excitement in the group, and it looks like it would be possible to have a paraprofessional forum every year at the COMO conference.

Ms. Manning also expressed her thanks to the Executive Board and Treasurer. She notes that Rhonda Boozer, their awards chair, is excited about the additional award money available to paraprofessionals. (See minutes January 17, 2014.)

Michael Law said that the paraprofessional group is submitting news items in GLQ as needed.

4. School Libraries Division

There was no report.

5. Special Libraries Division – Tamika Barnes

Tamika Barnes was introduced. Ms. Barnes currently works at Georgia Perimeter College; however, she became involved in special libraries through work for the EPA prior to coming to Georgia. Her current project for the special libraries group is a program for COMO, submitted with Sheila Devaney. Ms. Barnes says that the group hopes to reach out to emerging librarians and find opportunities for collaboration.

6. Trustees Friends Division/FOGL Division – Gordon Baker

Dr. Baker said that FOGL submitted a COMO proposal for a “What is FOGL?” session. Diana Very has been talking to FOGL about being a part of GLA. One of the problems with the trustees was the prospect of GLA dues, as FOGL currently has very low dues.

7. New Members Round Table – Kim Boyd

NMRT Dinner

Many people who would be interested in NMRT cannot afford to come on Wednesday. NMRT would like to change their dinner to Thursday instead of Wednesday night. NMRT is planning a joint dinner with Interest Group Council since GLA is not having an Awards Banquet this year.

It was determined that the NMRT dinner will be scheduled for Thursday, 7:30 p.m., right after the Awards ceremony. It will be at a restaurant called Nacho Mama’s. There is not a shuttle this year but the restaurant is a walkable distance from the convention center.

IX. Committee Reports:

1. Awards Committee

The Board had previously approved by email the slate of this year’s recommended awardees. Award winners will be posted on the GLA listserv:

Bob Richardson Award: Carol Stanley

McJenkin-Rheay Award: Virginia Feher

Nix Jones Award: Jay Turner

Charles Beard Library Advocacy Award: Jack Hill

2. Constitution and Bylaws Committee

There was no report.

3. Georgia Student Media Festival Committee

The Georgia Student Media Festival was held May 2, 2014. Susan Morris said that there were 1,013 projects representing more than 3,000 students. The committee expressed thanks to the Executive Board, and announced that the next Festival will be held on May 1, 2015, at the S. Truett Cathy Professional Learning Center in Jonesboro, Georgia.

4. Governmental Relations Committee

In 2014, GLA did not have Library Legislative Day due to timing issues; instead, there was a virtual Show Your Love for Libraries campaign on February 14, 2014. This year the Governmental Relations Committee will plan for a Legislative Day during the 2015 legislative session. Julie Walker is the current chair of Governmental Relations Committee.

5. Handbook Committee

Jennifer Young could not attend; however, Susan Morris reported that there would be a proposal for minor changes at the Executive Board meeting to be held at COMO.

6. Membership Committee – Jay Turner

Mr. Turner had nothing to add to previous membership discussion.

7. Nominating Committee

There was no report as the committee had previously completed its work. Ms. Morris said that now everyone has seen the sample ballot.

8. Public Relations Committee – Ashley Dupuy for Ariel Turner

Ms. Dupuy pointed out that the Committee did a great job of encouraging people to make COMO program proposals this year. The Board expressed thanks to the Public Relations Committee.

9. Records Committee

There was not a report; however, Susan Morris brought up an issue that required clarification from the Executive Board. The GLA records are archived at Valdosta State University. The GLA Handbook recommends:

The [Records] committee consists of a chair, plus at least one other member and the Archivist. It is suggested that members be appointed from past officers of the Association, with the chair having served on the Committee for the past year.

It seems that in practice, it makes sense for the Chair to be the GLA Archivist, and for the Archivist to be at Valdosta. The current Chair is Deborah Davis, who is Archivist and Chair.

Ms. Morris asked if we should we change wording to clarify this position, and add this to list of changes needed for the Handbook. There was general consensus that the issue should be discussed with the Handbook Committee.

Ms. Morris noted that the GLA Archives have historically resided at a library school, and due to that fact, the archives changed location when a library school closed. Also, the SELA, GLMA, and COMO archives are all there. Ms. Flanders asked if GLA retained ownership of the GLA Archives. Several members indicated that it is likely that we retain ownership, given that the collection has moved. Had GLA formally gifted the archives to the holding institution, they would not have been as easily moved. Ms. Morris will discuss the issue with the Handbook Committee.

10. Scholarship Committee

Two scholarship winners have been chosen: Anne Marie Davis, attending the University of Tennessee, and Michael Kennedy, enrolled at Valdosta State University.

11. Student Assistants Committee

There was no report.

X. Interest Group Council Report – Michael Law and Benji Barton

Six interest groups have signed up for business meetings during COMO. Michael Law suggested that we might need to review the Interest Group section in the Handbook, as the list of active IGs does not match the list of interest groups in the Handbook.

Mr. Law said that there is a clear procedure for creating an interest group, but no clear procedure for one being dissolved. The Library Services for Persons with Disabilities group would like to be dissolved. Susan Morris said that she checked the GLA Bylaws, which indicate that they are dissolved – i.e., if they are not active, the group is automatically dissolved. Technically, the interest groups should be informing the Interest Group chair each year that they are active, or they should be considered dissolved.

Mr. Law and Mr. Barton indicated that in practice, this happens in the reverse. The Chair, or Vice-Chair, contacts the groups – sometimes at the Midwinter meeting. Suggestions were made for ways to return the practice to being initiated by the group.

- Send the groups e-mails and request that they confirm an active status by Midwinter
- Give the groups a grace period for contact between October and Midwinter, with it understood that the group is removed from the Handbook after that period.
- Provide a template form for Interest Groups to submit.

Mr. Law and Mr. Barton will determine a method to streamline the process.

Tammy Henry mentioned that some people would like to see an Interest Group for data curation. Mr. Law said that the group can notify the Interest Group Council when they are ready to form.

The Executive Board had a break for lunch at 12:03 p.m. and resumed at 12:36 p.m.

XI. Conference Codes of Conduct

Handout

- (<http://alamw14.ala.org/statement-of-appropriate-conduct>) Statement of Appropriate Conduct at ALA Conferences

Susan Morris distributed the ALA Code of Conduct for Conferences (URL above). She noted that some authors would not come to a conference unless it had a code of conduct. Several Executive Board members supported the idea that we should link to the existing ALA national code of conduct, rather than draft a new document for GLA. Susan Morris stated that the COMO planning group would work on a one-sentence statement – something to the effect of “GaCOMO follows the ALA National Code of Conduct” -- and ask our webmaster, Sofia Slutskaya, to link it to the COMO site, as well as adding it to the printed COMO program.

Ms. Keaton asked what the hotel and conference center rules are? Ms. Morris said that the COMO planning committee would check and see if there are any that need to be posted.

XII. Guns in Libraries – Susan received a question from Susanna Capelouto, of Georgia Public Broadcasting, about guns in libraries. Ms. Morris informed her that there is not a statewide policy regarding guns in libraries, and that libraries must follow state law.

There was some discussion of differences in situation for public libraries. Lace Keaton noted that before state law changed, some public libraries had general weapon (i.e., knives, bows, guns, etc.) policies that will need to be reassessed. Public libraries cannot make a policy that goes against state law. Ms. Keaton noted that if a building has a metal detector and a security guard, it is allowed to have some restrictions to the secure area.

It was determined that the simplest answer that can be given by a library regarding new gun laws is to say, “We follow state law.”

ALA Career Development Facilitator Program – Jay Turner and Lorene Flanders

Mr. Turner offered to take the lead on overseeing the program, if GLA chooses to support an applicant for it. Ms. Dupuy asked about costs. ALA covers registration but there is not tuition or travel funding. The state chapter or the participant would have to cover those costs. The deadline was extended to the end of this month, on July 31. ALA is seeking 25 chapters to participate.

The facilitator training would certify the person as knowledgeable to provide career development assistance. The question was asked, how formal is the training that the facilitator gives in turn to other library staff? Mr. Turner said that he would be happy to work with that person to make sure he or she developed a training plan, but the content of the training would be up to the person who had been certified.

Ms. Flanders asked if we should assume that this would be most appropriate to go though GPLS? Diana Very noted that most university/academic libraries have career centers on their campuses, so they are not involved in career development support.

Ms. Dupuy suggested as this would not support the main mission of GLA, and would be more appropriate to see if GPLS would want to support this. Gordon Baker suggested that GLA could simply wait a year, see how effective the program seems to be, and revisit the question.

It was decided that GLA would not take part this year.

Update on COMO 2014 and Planning Activities – Susan Morris

- The 2015 and 2016 locations have been set for Athens, Georgia at the renovated Classic Center. While many members would like to see a COMO in the Atlanta metro area, there are also significant numbers who would rather not attend a conference in Atlanta due to distance and traffic. Also, Atlanta hotel and conference services are prohibitively expensive.
- The 2014 program committee accepted 90 programs, with a representative number from SELA members.
- Notices of program acceptances should have gone out yesterday. There are already 40 confirmations out of the 90 programs.
- Author Carolyn Haines will be the lunch speaker, and the committee will check about getting her books.
- At the August Convention Center, the largest rooms are Olmstead A and B. The vendors will be in B. We will not have Olmstead A on Friday. Friday events will be in the Oglethorpe rooms.

- The Authors' Reception and (new) Awards Ceremony will be next to vendors to allow for later vendor hours.
- The committee is working on getting forms online for continuing education (CE) credits.
- Dr. Baker noted that we currently have about 12 exhibitors and he had not sent anything out yet except initial packets. There are 92 booths available at \$350, which is the lowest pricing in the southeast for a conference booth. Michael Law noted that other organizations offer exhibitors free advertising in their publications as an incentive to register. Dr. Baker said he would look into that.
- We are expecting about 600 attendees.
- Movie Night plans are still being developed, but the public library in Augusta is hosting us.

Ms. Morris also explained the make-up of the COMO Conference Planning Committee. Organizations are collaborating, with the president being the representative of the organization. GLMA dropped out of COMO. SELA, GAIT, Georgia Association of School Librarians (GASL), and GLA planned the conference this year. GLA is currently the conference chair, but next year, GAIT would be the chair.

The Executive Board had discussion about the structure of the planning committee, and several Board members acknowledged a desire to seek a different structure that would allow a rebranding of the conference. Discussion included some of these concerns:

- Balancing uneven workloads of the planning committee members
- Adequately meeting the needs of conference attendees when there is unbalanced organizational representation (ex. there were 8 GAIT members attending last year, and hundreds of GLA members)
- Splitting the pool of potential vendors with multiple conferences
- Maintaining collaborative relationships between organizations
- Contractual obligations
- Future directions and possible name change
- The possibility of changing the role of a Conference Committee representative from the President to President-elect, as originally intended.

Gordon Baker suggested having a subcommittee to discuss some of these issues with GAIT representatives – the current and incoming GAIT presidents.

Lace Keaton (1st Vice-President, President-Elect), Susan Morris, the GAIT president, and GAIT president-elect, will have a conversation about next year's Conference Committee.

Old Business

No old business

New Business

No new business

Next meeting of the Executive Board is set for 1:00-3:00 p.m., October 1, at GaCOMO 2014, in August, Georgia.

Diana Very made a motion to adjourn. Lace Keaton seconded. The meeting ended at 2:09 p.m. Minutes submitted by Sandra Riggs, Secretary.