

**GLA Executive Board Meeting
October 1, 2014
Augusta Marriott**

Attending: Eli Arnold, Liz Bagley, Gordon Baker, Tamika Barnes, Benji Barton, Kimberly Boyd, Ashley Dupuy, Amy Eklund, Virginia Feher, Lorene Flanders, Lucy Green, Tammy Henry, Cathy Jeffrey, Lace Keaton, Karen Manning, Rhonda McCoy, Angela Megaw, Evelyn Merk, Susan Morris, Kara Mullen, Sandra Riggs, Ariel Turner, Jay Turner, Diana Very, Jennifer Young.

I. Call to Order, Welcome and Introductions

II. Approval of Minutes from April 5, 2014 (Diana Very) and July 18, 2014 (Sandra Riggs)

1. Approval of minutes for April 5, 2014 was tabled
2. Minutes for July 18, 2014 were approved with one correction

III. GLA Reports

1. Treasurer's Report (Ashley Dupuy)

The treasurer, Ms. Dupuy, noted that the balance sheet is typical for this time of year. Most of the expenses for the year have posted. Expenses paid include the books for the Authors' Receptions and for scholarships. Scholarship Raffle revenue should be coming in soon.

2. Administrative Services Report (Kara Mullen)

From an administrative perspective, the electronic balloting went perfectly. Only 2-3 people received error messages, and these were resolved individually. There were twice the electronic ballots as paper ballots. However, if anyone has suggestions for improvements, please pass them on.

Midwinter will be January 16, 2015.

Memberships are being added for GaCOMO attendance as expected. New officers and board members can request membership lists from Administrative Services.

3. GLQ Report (Virginia Feher)

Erin Prentiss has been selected as the new assistant book review editor. Ms. Feher asked for approval from the Executive Board to make that official. So moved by Susan Morris. The motion was approved.

The October issue after COMO is to include COMO news, so November 1 -15 is the actual target release for the issue. Submit pictures and information by October 15.

4. ALA Councilor's Report (Lorene Flanders)

The chapter report was submitted in August. We have extended an invitation for Courtney Young to attend the next GaCOMO.

IV. Division Reports:

1. Academic (Rhonda McCoy)

New officers have been elected. Christina Yau is secretary and Kim Boyd is the ACRL Chapter Representative

2. Georgia Association of School Librarians Division (Lucy Green)

The University of West Georgia school library faculty, lib media programs met to discuss various items:

- Timing of conferences -- GMLA (summer) and GAITC
- Background of division
- Foundational sessions vs Specialized
- ASL
- Formation of partnership with University of West Georgia and UGA to change the division focus to school library candidates

GASL would like to close the section for school library media, and request support of Executive Board for development of a new vision.

Susan Morris said that this was good idea, as everyone has been concerned about the viability of the school library media section.

Ms. Green noted that many applicants to the Georgia Library Media Association and Georgia Library Association Exemplary Media Program award are not members of GLA.

To attract media specialists, we would need to work on focusing on a skill set they aren't getting in other areas. However, university faculty from the school media programs provide these specialists with some support materials.

Motion was made to close the section for school library media, and support of development of a new vision
Motion passed.

3. Georgia Libraries Trustees, Friends and Advocates Division/FOGL

(Gordon Baker)

There will be a panel discussion on how the Friends of Georgia Library (FOGL) can assist and guide library Friends groups during the conference.

4. NMRT (Kim Boyd)

There will be a joint NMRT and Interest Group Council Dinner on Thursday night.

5. Public Library Division (Tammy Henry)

It was suggested that the person handling the Authors' Reception be a multi-year assignment due to the complexity of learning the tasks involved.

Also, in the past, the Chair of the PLD has also been in charge of the Authors' Reception. Susan suggests that the Author Reception duties be given to a different person from the one in charge of the PLD Luncheon, if there is to be a separate PLD luncheon in the future.

6. Paraprofessional Division (Karen Manning)

The division is progressing with planning a mentorship program.

7. Special Libraries and Information Services (Tamika Barnes)

No report

The Special Libraries tour for GaCOMO expects 8 to 10 people.

V. Committee Reports

1. Awards

Jean Cook sent in award results. After the conference Jean and the Awards Committee will rewrite the requirements for the Team Award to be approved in time for next year's awards.

2. Constitution and Bylaws

There was no report.

3. Governmental Relations Committee

There was an e-mail from Julie Walker, asking if someone could take over Legislative Committee.

4. Georgia Student Media Festival (Gordon Baker)

The committee met in July, and the web page has been updated for 2015. The Workshop will be held on Thursday, following the All-Conference Luncheon.

5. Handbook (Jennifer Young)

Some changes were made to the Handbook. The name of the GLA Paraprofessional Award was updated. The GLA budget section was updated to reflect the Team Award budget (page 81). The new version will be uploaded to website. The current chair will be staying on for 2015, but the committee is looking for a vice-chair.

Changes that require approval of the Executive Board:

- 1) Deletion of section related to the wiki in NMRT charge. Susan Morris made a motion. It was seconded and passed.
- 2) PR committee has an addition to their charge regarding new social media coordinator. It was determined that this should be discussed under the Public Relations report item on the agenda.

Note: Records committee item moved up due to Handbook
(See proposed Records change on Handbook handout)

6. Membership (Jay Turner)

Mr. Turner sent out a membership survey to current and lapsed members. Current member survey responses were distributed on a handout.

From 2012 to 2014, overall participation is down, but more people are involved in Carterette and AEL.

More passive participation is an ongoing trend. Fewer are serving on a committee, interest group, or task force. Fewer are attending COMO.

Value of GLA membership services, where respondents were asked to rate perceived value, indicated that the overall perceived value of all GLA activities and services dropped. The biggest losers were Legislative Day, and the Atlanta Emerging Librarians (AEL) meet up group.

Respondents do want more continuing education and online events. They want better ways to communicate with GLA, and ways to participate ad hoc, without long term commitment

In 2012, member engagement was not an issue. In 2014, member engagement is quickly becoming an issue.

Mega-issues emerging from the survey are:

- GLA grand image linked to GaCOMO
- Factions among different types of libraries
- Continuing education
- Membership value
- Passive participation
- Determining best structure and organization
- Collaboration and networking in our state

Executive board discussion followed Mr. Turner's presentation of findings. Several questions and issues raised by members of the board include:

- Where is GLA information in this all dissemination?
- Regional leadership?
- Lack of clarity about GLA connections to events
- What about marketing to library schools
- Levels of participation
- Is there need for a midpoint meeting between COMO and Midwinter – virtual Midwinter

Mr. Turner believes that we need to identify and focus on three top items. Also, it may be helpful to have a *GLQ* article on membership. Ginny Feher asked him if he could provide one soon.

7. Nominating

We've had twice the number of people voting, since moving to electronic, so it can be said to be a successful election.

8. Public Relations

The Public Relations committee created a contact list to determine where to send announcements. It includes GLA, SELA, GAIT, GLA presidents, as well as those of other southern library associations. The Twitter account seems successful.

PR requests a budget for marketing for next year (see handout) of \$200- \$300. Ashley will look at it with the Budget Committee

9. Records Committee

The change to the Records Committee chair definition was covered under the Handbook Committee discussion.

10. Scholarship Committee

Karen sent out the e-mail listing those awarded scholarships. Linda Cooks will take over at Midwinter

11. Student Assistants

No report

VI. Interest Group Council Report

Benji Barton gave the report for Michael Law (See handout from Michael Laws)
Mr. Barton noted that not all Interest groups asked for GaCOMO presentation times.

VII. Updates on COMO 2014

None

VIII. Update on Carterette Webinars

Viewing numbers up (See handout)

IX. Old

No further old business.

X. New

- Lace Keaton mentioned that the Governor's Mansion is putting up a Christmas tree and there is an ornament to decorate for it. Cathy Jeffrey volunteered to do it this year.

- Lace Keaton asked the Executive Board to approve Elizabeth McKinny as the annual coordinator for the Pat Carterette Run/Walk at GaCOMO. Motion made, with Jay Turner seconding.

The Meeting was adjourned.

Sandra Riggs, Secretary