

**Georgia Library Association
Executive Board Meeting
January 10, 2020, 3:15pm, Middle Georgia State University, Hatcher Conference Center
Minutes recorded by Scott Pieper**

Present: Laura Burtle, Mack Freeman, Janice Shipp, Tamika Barnes, Karen Doster-Greenleaf, Oscar Gittemeier, Scott Pieper, Virginia Feher, Mary Ann Cullen, Ashley Dupuy, Mary Young, Emily Thornton, Ben Bryson, Jacqueline Radebaugh, Michelle Jones, Ernie Evangelista, Rebecca Ballard, Ben Carter, Catherine Mancini, Jennifer Lautzenheiser, Beth Ratliff, Autumn Johnson, Sofia Slutskaya, Michael Holt, Angel Abounader

I. Call to Order, Welcome **Laura Burtle**

Laura Burtle called the meeting of the GLA Executive Board to order at 3:25pm. Introductions were made following the Treasurer's Report.

II. Approval of Minutes **Laura Burtle**

Laura Burtle asked for approval of the 12/13/2019 minutes which were previously distributed and follow in the Board packet.

MOTION: A motion to approve the 12/13/2019 minutes was made, seconded, and passed unanimously.

III. Standing Reports

a) Treasurer's Report

Ben Bryson

Ben Bryson presented the current P/L statement, balance sheet, and reconciliation report, which follow in the Board packet. The Board should expect no income from the Georgia Library Conference (we'll break even). P/L statement shows 2019 net income is about \$9,500. The GA COMO bank account has been closed and been put into the GLA account. In February two CDs will mature. The Board will have options with that money. The Budget Committee will make recommendations to the Board.

b) Administrative Services

Ashley Dupuy

Issues with the website can be reported to Wild Apricot or Ashley. Rosters were sent to interest group & division chairs which included members who selected affiliations in their profile. Quarterly updated lists will come from the membership.gla account to Board leadership. IG & division membership lists will not be updated quarterly on the website.

c) Membership Report

Oscar Gittemeier

Oscar Gittemeier reported that membership numbers are looking positive, especially given 26 new members in December 2019 alone. Estimates are between 683-700 members. Duplication in the membership list means 650 is probably a more accurate figure.

The Membership Committee has collected community agreements to use as a model in drafting something similar for the next GLC. Oscar sought feedback from the Board. Adding political affiliations was suggested. The policy will be put forward for an online vote with that addition.

d) ALA Councilor's Report

Tamika Barnes

Tamika Barnes reported that there are no updates since December's meeting.

e) GLQ Update

Virginia Feher

Virginia Feher reported that the GLQ Board met in December. Not all issues of GLQ are digitized; they're working to find copies & make those available. News items are due next Wednesday, January 15th.

f) VP Marketing Report

Jacqueline Radebaugh

Jacqueline Radebaugh delivered the marketing report. The GLA listserv policy is almost complete. Adding an Instagram account is under consideration to reach younger people. Best practices document is almost complete. The committee plans to review social media & PR/Marketing policies. There is not currently a website policy.

g) NMRT Report

Holly Hampton

Autumn Johnson reported for the committee. AEL's Mingle with the Admins is coming up at Oglethorpe University on January 18th.

IV. Old Business

Conference Recommendation Implementation

John Mack Freeman

Mack Freeman reviewed a to-do list and forms included in meeting packet. Mack made the distinction that a "co-host" shares planning responsibilities & gets profit sharing; a "partner" gets free space for programming & no profit sharing. Mack recommends a pilot/test in 2020 with timeline adjustments for partners. Typical timeline for co-host or partner requests would be: Forms are due at end of October and notification of acceptance would occur in December. Partners would be under same timeline as presenters for programming. Who approves these partner & co-host arrangements? Forms would go to President-Elect. Board will decide, possibly just the Executive Committee, not the entire Board.

MOTION: A motion to accept co-host & partner forms as presented in the packet was made, seconded and unanimously approved.

MOTION: A motion to waive some deadlines in the approved forms for a pilot program in 2020 for two potential partner slots was made, seconded, and unanimously approved.

V. New Business

a) Report on Membership Survey

Michael Holt

Michael Holt gave a presentation on the fall 2019 membership survey. The Committee wanted to get baseline results for continued regular surveys. 203 responses were collected. Highlights: majority of respondents heard about GLA at the workplace. Nearly all memberships are self-funded. \$30-35 was the most popular range for dues. Respondents reported reasons for leaving membership: it wasn't valued by workplace, lack of professional development & cost of membership too high. Potential incentives to join: discounts & more training and networking opportunities. From the survey data, the Membership Committee will develop initiatives to try and will determine how to assess those initiatives. The survey will be administered every other year. Copies of membership

analysis, Michael's presentation, and survey data were distributed to Board members via e-mail following the meeting.

b) Membership: Recommendations & Implementation of Idea(s) Janice Shipp

Janice Shipp reported on several recommendations from the Membership Committee. A quarterly welcome to new members on social media, website, and GLQ with name, title, and location. A membership campaign during National Library Week including a membership referral competition with prizes and marketing across platforms. Janice extended a special thank you from the Committee to Oscar Gittemeier for his ideas & enthusiasm. The Committee would like language added to the request of marketing material form: That the membership case can go in the state-wide courier and used at any GLA event. An online membership directory is coming.

c) SLIS Division Conference Survey Results & Recommendations - Ernie Evangelista

Ernie Evangelista presented two recommendations from SLIS for pilot programs for partnerships with GLA as described in the meeting packet. Ernie is confident that deadlines can be met. Board members recommended that either partnership requests or co-host requests needed to come from SGA, not SLIS for higher-level approval. Concern was expressed that co-hosting relationships should not be a priority at this point.

d) Site Selection Subcommittee for GLC Laura Burtle

Laura Burtle asked for volunteers to serve on a site selection subcommittee for future GLCs. Volunteers from the floor: Jacqueline Radebaugh, Oscar Gittemeier, Rebecca Ballard, Ben Carter, Ben Bryson, Catherine Mancini, and Jennifer Lautzenheiser.

e) 2021 GLA Election Process Casey Long

Casey Long described the election process outlined by the Nominating & Elections Committee in a memo to The Board included in the meeting packet. Divisions will participate in September general election. Handbook needs to be updated. The Committee included suggested language for committees to adopt.

f) Subcommittee on structure for affiliate groups to join GLA Michelle Jones

Michelle Jones recommended that a subcommittee form to explore issues related to having affiliate groups join GLA and develop a structure for joining. Volunteers from the floor: Karen Doster-Greenleaf, Beth Ratliff, Autumn Johnson, Michelle Jones, Ben Bryson. Carey Huddleston (MALA) was suggested, too.

g) Awards Committee (non-agenda item) John Mack Freeman

During today's committee planning meetings, the Awards Committee discussed changes to award qualifications that needed Board approval.

MOTION: A motion to change qualifications of the Nora Symmers Paraprofessional Award from three years required GLA membership to current GLA member was made, seconded, and unanimously approved.

VI. Executive Board upcoming meeting

Next meeting is scheduled for April 3, 2020.

VII. Meeting Adjourned at 5pm

Laura Burtle