
NORTH CAROLINA LIBRARY ASSOCIATION

MINUTES OF THE EXECUTIVE BOARD

Friday, January 31, 2003

King Public Library
King, North Carolina

Attending: Ross Holt, Martha Davis, Diane Kester, Jim Carmichael, Robert Canida, John Via, Irene Laube, Jean Rick, Elisabeth Leonard, Suzanne White, Jennie Hunt, Mark Pumphrey, Elizabeth Laney, Michael Sawyer, Jan Blodgett, Dale Cousins, Linda Hearn, Lisa Sheffield, Peggy Hoon, Patrick Valentine, Sandy Cooper, Peggy Quinn, Paula Hinton, Robert James, Beverley Gass, Caroline Walters.

(Full reports from the President, Treasurer, Lobbying Task Force, NC Association of School Librarians, New Members Round Table, Round Table for Ethnic Minority Concerns, Round Table on the Status of Women in Librarianship, Governmental Relations Committee, Intellectual Freedom Committee, Leadership Institute, Literacy Committee, Membership Report, Operations Committee, Scholarships Committee, North Carolina Libraries, and the Finance Committee can be accessed from <http://www.nclaonline.org/ExBd/meetings/agenda/mtg030117.html>.)

Call to Order and Welcome: President Ross Holt called the meeting to order at 10:00 a.m. Michael Sawyer welcomed the Board to King Public Library.

Minutes, October 18, 2002 Meeting: With two corrections via e-mail, the minutes of the October 18 NCLA Executive Board Meeting were approved.

President's Report:

Referring to his report on the Web, President Ross Holt said through no fault of our own, NCLA is "seeing a precipitous decline in income from two of our four primary revenue streams." These changes are causing us to reconsider the priorities of the organization and perhaps make some tough budget decisions. A significant variable is the decline of income from memberships. Some reasons are the withdrawal of many school library members of NCASL, the number of past members who have not renewed because they think they are still members, the decline in members from large library systems, the decline in members who are in the top salary ranges due to retirement, etc. Holt believes that NCLA must take steps to reclaim past members and recruit new members.

Other variables in income are administrative services to the State Library, which are decreasing because of changes in LSTA funding, revenue from conferences, and NCLA reserves.

Despite the decline in income, NCLA revenue and traditional operating expenses balance. Two budget items,

which are outside of the operating budget, will need to be considered carefully today: monies allotted for project grants and monies allotted for the lobbying effort.

Treasurer's Report:

Treasurer Diane Kester noted that all of the 2002 end-of-year financial reports and the January 2003 statement are available from the NCLA website.

Old Business

Commission on Charter Schools:

No report at this time. An article will be written on charter schools for publication in *North Carolina Libraries*.

Lobbying Task Force:

Peggy Hoon, Chair of the Lobbying Task Force and Chair of Governmental Relations, presented the report/recommendations on state-level lobbying. Research projects completed as a basis for this report are: (1) research concerning nonprofits, lobbying, and 501c3 status, and (2) lobbyist survey to other state library associations. State Librarian Sandy Cooper reported on the results of the lobbyist survey to other state library associations. A number of state library associations have had lobbyists for ten years. Funds allocated for lobbying efforts range from modest to large amounts.

Discussion followed on the contents of the report and the fact that a lobbying effort would be a shift in direction for NCLA. Support for a strong lobbying effort and strong legislative program would create a "fundamental cultural change in how the organization views itself and its role on behalf of its members and their libraries." A motion was made and passed to accept the report.

A motion was made and passed without opposition to approve the recommendations of the Lobbying Task Force as follows:

1. In the short term for the upcoming legislative session, beginning January 2003, NCLA will allocate a fixed sum to retain a lobbyist (possibly in partnership with

N.C. Public Library Directors Association (NCPLDA) to achieve goals and receive services mutually agreeable (similar to those attained during the lobbyist partnership with NCPLDA during the summer of 2002). If NCLA does not partner with another organization in the short term, it will consider how to set a legislative agenda quickly, and how to implement strategies suggested by the lobbyist. NCLA can allocate up to 20% of its exempt purpose expenditures (about \$18,000) for lobbying and other legislative efforts.

2. For the long term, NCLA will refocus its priorities and goals to reflect a strong commitment to an effective and active legislative program to include: (1) developing a NCLA legislative agenda, (2) developing a NCLA legislative network of skilled and knowledgeable advocates, (3) reorganizing/restructuring the Governmental Relations Committee, (4) retaining an outside lobbyist to monitor issues, give strategic advice, and to assist with access to legislators and their staff.

Section/Round Table Reports

Children's Services Section:

No report.

College and University Libraries Section:

No report.

Community and Junior College Libraries Section:

Chair Peggy Quinn reported on this section's recent efforts to increase membership. CJCLS Board members obtained the names of all library employees in each community college and sent a personal letter and newsletter which included a NCLA membership form. Four hundred letters (400) were mailed in mid-December resulting in eight new memberships and four to five renewals so far. In response to Quinn's suggestion to have the CJCLS newsletter and other section newsletters put up as templates for other sections to use, President Holt will talk to Bao-Chu Chang about adding a membership kit link on the NCLA Web site.

Documents Section:

No report.

Library Administration and Management Section:

Chair Dale Cousins said that a report is on the Web.

North Carolina Association of School Librarians:

Report is on the Web. There are currently 96 members of NCASL.

North Carolina Public Library Trustee Association:

No report.

Public Library Section:

Chair Patrick Valentine said that the new Public Library Section brochure is almost completed.

Reference and Adult Services Section:

A reference workshop is planned for March.

Resources and Technical Services Section:

No report.

New Members Round Table:

Chair Jennie Hunt reported that the NMRT "Big Adventure" was successful even though the group was small and the weather was rainy. The next challenge is to provide programming and interesting activities at the conference that will appeal to new members, long-time members, paraprofessionals, and retired members. The section would like to sponsor a field trip to interesting libraries in the Triad area in the spring.

North Carolina Library Paraprofessional Association:

This section is finalizing plans to pay registration and lodging for one paraprofessional to attend the NCLA Conference in the fall. The section welcomes names of paraprofessionals to be considered for this trip.

Round Table for Ethnic Minority Concerns:

The REMCo Executive Committee met in November 2002 to develop a strategy to recruit new members and mobilize current members. Committee members are in the process of updating the REMCo brochure.

Round Table on Special Collections:

No report.

Round Table on Status of Women in Librarianship:

The RTSWL Executive Committee is finalizing plans for the "Marilyn Miller Award for Professional Commitment." Criteria and the nominating process will appear in the upcoming hard copy of *Ms. Management*, on the RTSWL Web page and other sites as needed. A plaque and a \$200 cash award will go to the recipient at the 2003 Biennial Conference.

Technology and Trends Round Table:

Members are working with the State Library to sponsor one of the LITA Institutes in Chapel Hill on May 5.

Committee Reports

Archives:

Chair Jean Rick said that the committee has been working to organize the NCLA archives. She suggested that they might compile information on when committees were formed and a list of speakers who spoke at NCLA Conferences before they became famous.

Conference:

Dale Cousins who is on the conference program committee distributed forms for conference programs due on April 4. For this conference, sections will be responsible for providing their own multimedia equipment for programs. At the last conference, thirteen thousand dollars (\$13,000) was expended to rent computer equipment, data projectors, etc.

The 2003 conference theme is: "Libraries — A North Carolina Value — Enriching, Inclusive, Essential."

The working budget has been increased by 5% in all areas except conference store. Registration will be raised by \$5.00. The final conference budget will be submitted for approval at the April Executive Board meeting.

President Holt has appointed John Via as chair of the 2004 NCLA Centennial Conference. Via reported that site choices have been narrowed to Winston-Salem and Charlotte. A decision is targeted for March.

Commission on the Future of Libraries and the Book:

This committee hopes to sponsor the speaker for the Ogilvie Lecture at the 2003 conference.

Constitution, Codes and Handbook Revision:

This committee is still working on updating and creating pagination for the electronic version of the *NCLA Handbook*.

Continuing Education:

No report.

Development/Endowment:

Chair Elizabeth Laney distributed two brochures for Board members to examine. One of the brochures lists all of the contributors to the foundation from its inception in 1999 through December 31, 2001. It also lists all persons who were recognized by a gift as an honoree or as a memorial. Within the next month, letters of recognition along with the two brochures will be sent to all contributors and their honorees for the year 2002. The committee continues to explore ways to interest the membership in supporting the endowment. Diane Kester suggested that a page be created on the NCLA Web site for the endowment.

Fundraising Liaison Committee:

No report.

Governmental Relations:

Chair Peggy Hoon thanked Guilford Technical Community College for hosting the USA Patriot teleconference which thirteen people attended.

On January 7, 2003, the Museum and Library Services Act of 2003 was introduced in the House of Representatives. ALA is urging all library supporters to contact their Representatives to sign as co-sponsors for this legislation.

Leadership Institute:

Robert James submitted a detailed written report on the 2002 Leadership Institute. Even though fundraising was not as successful as usual, resulting in a deficit of \$8,000 this year, the committee recommends the continuation of the Leadership Institute as a valuable educational experience. The committee listed six recommendations to expand the success of the Leadership Institute. The recommendations include moving the Institute to the spring instead of the fall and opening available seats to library personnel in other states.

Literacy:

Chair Mark Pumphrey reported that Steve Sumerford secured a \$300 donation to support the future work of the Literacy Committee from the Friends of the Greensboro Public Library's LilaWallace/*Reader's Digest* Literacy grant funds. Sumerford has also suggested that the committee consider sponsoring a biennial NCLA Literacy Award, an idea also suggested by Vice President Pauletta Bracy. The Literacy Committee will discuss possible criteria for a literacy award at its next meeting.

Marketing and Publications:

Bao-Chu Chang is putting up the new logo on the NCLA Web site.

Membership:

As of January 29, 2003, NCLA has 917 members. Membership Committee chair Teresa Wehrli has sent letters to Deans/Chairs/Heads of Library Schools in North Carolina asking them to invite her to speak to their students, to post NCLA membership information on their listservs or Web sites, or to provide the college with brochures that can be included in orientation packets or displayed as handouts. She worked with Caroline Walters to create a membership renewal letter, to be mailed to all members whose memberships expired last year.

Nominations:

Beverly Gass reported that Carol Freeman has withdrawn her name from the 2003-05 ballot for Vice-President/President-Elect. The Nominations Committee will find another candidate to fill the vacant spot.

Operations:

Chair Irene Laube thanked Caroline Walters for the things she is doing to improve services of the NCLA Office. Recently Diane Kester worked with Walters to load QuickBooks on the office computer so that Walters can generate the section and round table financial reports as well as membership reports. Walters has also assumed the maintenance of the listserv. Other activities in December 2002 included mailings to 500 community college librarians, mailing of 500+ renewal notices, and the creation of a database to track endowment donations and send notices to donors.

Scholarships:

The NCLA Scholarship Committee will continue to assist NCASL with the processing of its Appalachian Scholarship. Because interest rates are so low, current balances for all scholarships are insufficient to make awards in 2003. The Scholarship Committee recommends that neither the Appalachian Scholarship, the NCLA Scholarship, nor the Query-Long Memorial Scholarship be awarded during 2003. Because of lack of interest, the committee also recommends that no applications be considered for the McLendon Loan in 2003. Since funds are available, the NCLA Executive Board suggests that the Scholarship Committee seek applications for the McLendon Loan.

Other Reports**North Carolina Libraries:**

Al Jones is working on the publication of the annual print edition of *North Carolina Libraries*, which will be available in February 2003.

ALA Council:

Councilor Vanessa Work Ramseur, recently returned from the ALA Midwinter Conference in Philadelphia, was pleased to report that the ALA Council passed a number of items at this conference. Her written report lists all items that were passed and all items defeated in Council sessions. Much concern was also expressed at the closing of the library school at the University of Arizona and the dissolution of the state library function in Florida.

SELA Councilor:

Councilor John Via encouraged all to join SELA.

State Library:

State Librarian Sandy Cooper reported that the State Library has three openings that can now be filled. All else will depend on the new state budget proposals.

New Business**Intellectual Freedom:**

Chair Mike Sawyer said that no challenges have been reported to him, though he has heard that there was at least one incident involving the USA Patriot Act. A motion was made and passed for the Intellectual Freedom Committee to draft a resolution relative to NCLA's position on the USA Patriot Act. This draft is to be presented and voted on at the next NCLA Executive Board meeting.

Job Shadow Program:

Robert James reported via e-mail that all of the national sections of ALA have begun a year-long job shadowing program to give students a chance to "shadow" a workplace mentor as he or she goes through a day on the job. Robert wants to know if any NCLA sections would like to participate in this cooperative recruitment effort.

Finance Committee – 2003 Budget:

(A Finance Committee full report of the two options proposed for the NCLA 2003 budget can be accessed from <http://www.nclaonline.org/ExBd/meetings/agenda/mtg030117.html>.)

Chair Catherine Wilkinson could not attend the meeting today, but submitted, on behalf of the Finance Committee, a NCLA 2003 Proposed Budget with two options for consideration. An additional Finance Committee report gives explanatory information on revenue and expenses for both options. The Finance Committee recommends Option B.

President Holt went over both projections with the Board. Option A funds lobbying and project grants for a combined total of \$20,000. With the consideration that more money would have to be moved from NCLA reserves to fund Option A, Option B provides \$10,000 for lobbying and nothing for project grants. Since a modest amount has been projected for membership renewals, some monies from additional memberships could generate funds later for project grants. Vice President Bracy suggested that money saved in not renting data projectors from the convention center at the 2003 conference might provide extra funds for project grants. Concern was expressed about continuing to pull money out of NCLA reserves each year. However, since sections are now signing contracts for conference speakers, Patrick Valentine expressed the need for an amount to be placed in the NCLA 2003 budget for project grants.

Patrick Valentine made a motion to amend Option B to include an additional \$8,000 income from NCLA reserves and an \$8,000 expenditure for project grants in order to balance the budget. The amendment passed.

The motion was made to approve Option B as amended as the FY 2003 operations budget. The motion passed without opposition.

Membership Discussion:

President Holt opened the floor for discussion on how to increase and retain members. Some ideas generated were: (1) the NCLA President could write a letter to library directors encouraging them and their staff members to become NCLA members (Holt has already written such a letter to public library directors); (2) e-mails could be sent to individual library staff members; (3) draft a letter to academic directors and department heads to include membership in NCLA as a requirement for tenure; (4) academic library professionals can only publish in refereed journals to get counted toward tenure (identify *North Carolina Libraries* as a refereed journal to encourage academic library professionals to publish and become NCLA members. Jim Carmichael volunteered to help draft a letter); (5) continue to market and develop exciting programs at conferences for professionals and paraprofessionals; (6) market NCLA to library administrators who are not from North Carolina and have no "NC connection" as yet; (7) examine a list of ALA members from North Carolina for names of library professionals who do not belong to NCLA; (8) have each section accept a challenge to increase memberships by a certain percentage and present a reward for reaching the goal; (9) individual NCLA members contact non-members one-on-one; (10) be sure that membership renewal notices continue to be mailed on schedule; (11) sections accept the challenge to double section memberships; (12) individual NCLA members sponsor one person for membership for their first year; (13) NCLA President could send a letter to academic Presidents telling them of NCLA's lobbying efforts, etc., asking them to encourage their library professionals to join, and to include NCLA membership in tenure considerations; (14) encourage retired librarians to renew membership; and (15) encourage library trustees to join NCLA.

President Holt asked Board members to focus between now and April on lapsed memberships. Sections should be prepared to share a section membership goal for this year at the April Board meeting.

Announcements, Other Business:

President Holt announced that the next edition of *Tar Heel Libraries* is about to be published and mailed.

He encouraged all Board members to look at the following site: <http://www.plcmc.lib.nc.us/clc> or <http://www.plcmc.org/clc>.

The next NCLA Executive Board meeting will be held at Meredith College on April 25, 2003.

Adjournment:

The meeting was adjourned at 2:15 p.m.

Respectfully submitted,
Martha Davis, Secretary

Minutes approved by the NCLA Executive Board on Friday, April 25, 2003