

conference customers diversity challenges partnerships learn
 libraries statewide grow Winston-Salem change networking
 connections recharge exhibitors North Carolina
 value STRONGER TOGETHER
 learn grow energize NCLA collaborate
 diversity patrons networking
 60th Biennial Conference
 customers community grow value connections
 statewide membership recharge
 libraries energize
 change
 North Carolina Library Association
 2013

October 15th-18th Winston-Salem, NC



Biennium Reports

Resources & Technical Services Section

RTSS started off the year with a full slate of officers. Cindy Shirkey assumed the responsibilities of chair and Rachel Holderied was elected vice-chair. Our secretary/treasurer was Christine Fischer and our directors were Sara Levinson and Jean Moats. Our interest group chairs were as follows: collection development was Barbara Marson, serials was Netta Cox, preservation was Maegen Wilson, acquisitions was Susan Whit and cataloging was Yan Wang.

The bulk of our activities for 2012 were directed at planning and holding a one day workshop at UNC Greensboro. The workshop centered on the theme of advocacy for technical services as that seemed a timely topic. We planned to have Eleanor Cook from East Carolina University and Julie Todaro of Austin Community College give the keynote address in person. Julie was quite busy however, and felt that a virtual presentation would work just as well. Eleanor agreed to be the presenter on site and Julie's was a virtual presence. To make this work, we had a great deal of technical support from the folks at the library at UNC Greensboro. For speakers, we had Eileen Heeran (UNC-CH) and Anna Craft (UNCG) speak on how to promote technical services within the library, Linda Burr (UNCG) talked about how development offices work through the library, Anthony Chow (UNCG) gave a presentation on the public library perspective on advocating for libraries, Yan Wang (CPOCC) did a session on expanding the cataloger's role with enriched ILL services, Susannah Benedetti (UNCW)

and Lisa Kushner (Forsythe Public Library) talked about the differences in how academic and public libraries deal with gifts and Stephen Brooks (UNC-CH) wrapped things up with the closing address. We had over 40 attendees. Rachel Holderied followed through with assessment on the workshop.

Activities started up again in 2013 when planning for the NCLA Conference began. We came up with ideas for five sessions. First, we have Cindy Shirkey and Lisa Barricella talking about demystifying fund formulas. Next we have Anna Craft, Beth Bernhardt, Lisa Kushner and Rich Murray discussing career options in technical services. (This event is co-sponsored with NMRT.) Susannah Benedetti and Paula Brown will discuss gifts in academic and public libraries. System migration in academic and public libraries will be the topic of discussion for Mary Jane Conger, Lisa Kushner and Catherine Wilkinson. And finally, Wanda K. Gunther, Jacquie Samples and Beth Cramer will talk about the transition from AACR2 to RDA.

As I write this, we have almost a full slate of officers for the next biennium to be voted on at the NCLA conference.

Cindy Shirkey

NCLA Archives Committee

I began my appointment as the Archives Committee Chair in July 2012. In August, I met with the former Archives Committee Chair, Jean Rick. Ms. Rick provided guidance and support for organizing

and managing the NCLA archival records. In September I visited the State Library in Raleigh where the unprocessed NCLA records are housed. During my visit I was able to survey the collection and I discovered that the collection had been neglected over time and that a great deal of attention would be needed to get the collection processed, organized and sent to the North Carolina Archives. After estimating the size of the collection to be approximately 60 unprocessed and unlabeled boxes of various sizes, I sought out help by asking colleagues to serve on the Archives Committee. The Archives Committee was formed and included the following librarians: Bob McInnes of New Life Theological Seminary, Shaunta Alvarez of Elon University, Thomas Flynn of Winston Salem State University and Rachel Stas.

Because the Archives Committee was made up of members who were not in close proximity to the location of the State Library, Raleigh, committee members found it difficult to justify and schedule time to go to the location to process the collection. This challenge led me to look for other alternatives to complete the task of processing and organizing the NCLA archival records. This alternative was to seek out help from library schools which included soliciting assistance from Chapel Hill, North Carolina State and North Carolina Central. My proposal seemed to be most appealing to North Carolina Central. Due to the interest the institution showed, I pursued a partnership with North Carolina Central University School of Library and Information Studies.

Proposal for partnership with North Carolina Central University School of Library and Information Studies.

Purpose: To process approximately 60 boxes of NCLA records currently stored at the State Library and to have the completed processed records archived and sent to the State Archives.

The Archives Committee would like to propose a working partnership with one or more library students attending North Carolina Central University School of Library and Information Sciences. The partnership would provide a student or students the opportunity to gain field experience in processing, organizing and working with archival material from the NCLA records which have been kept and preserved from 1904 until the present time. This partnership would be developed, organized and implemented under the guidelines outlined in the North Carolina Central's course, Practicum (LSIS 5620). Training and supervision would be a key component to this partnership, as the Archives Committee would provide the necessary leadership in carrying out the mission of organizing and processing the NCLA Records.

In addition to asking for permission to pursue this partnership with the School of Library and Information Sciences of North Carolina Central University, I am also requesting funds to support a stipend to pay the student(s) for working on this project as well as funding to purchase the necessary supplies to have the project completed.

My budget request is below:

Stipend—\$1,500 for student

Supplies—\$500 (archival boxes and folders)

To date: The proposal for the partnership was brought to the Executive Board during the February 15 meeting. Denelle Eads, Archives Committee Chair, was unable to attend the meeting. Priscilla Lewis, Operations Chair, brought the motion to the floor on Denelle's behalf.

After this meeting, the Executive Board had a series of questions for the Archives Chair. Those questions were answered and sent via email to the Executive Board. At the last quarterly executive board meeting, due to continued uncertainty and questions regarding the NCLA and North Carolina Central University School of Library and Information Sciences partnership, in relation to the request that a stipend be paid to students for the work of processing the collection, the Executive Board agreed to hold the proposal for further action until the next biennium.

Denelle Eads

NCLA Technology and Trends Round Table

The members of the 2011-13 TNT Executive Board were as follows:

- Chair: Kathy Shields, High Point University
- Vice Chair/Chair-Elect: Jenny Dale, UNC Greensboro
- Secretary/Treasurer: Julie Raynor, High Point Public Library
- Director: Chad Haeefe, UNC Chapel Hill
- Director: Suvanida Duangdom, Wake Tech Community College

After the position of chair of the TNT Round Table was left vacant in early 2012, NCLA President Wanda Brown put out a call to the membership for people interested in serving as Chair of this round table. Kathy

Shields (High Point University) responded and was nominated to fill the vacant seat at the July 27 NCLA Executive Board Meeting. She then chose people to fill the remaining vacancies on the TNT Board. Since that time, the Technology and Trends Round Table (TNT) has been extremely active.

The newly elected TNT Board met virtually for the first time on August 22, 2012 to discuss potential events and set meeting dates for the rest of the semester. Our primary goals were to rejuvenate and generate interest in the round table again in order to attract new members, and to provide worthwhile programming to support our membership and NCLA as a whole.

Jenny Dale and Kathy Shields (with input from the other board members) created a survey that was sent out to the membership via the Google Group for the Tech and Trends Round Table. The board used the results of this survey to plan events during the year and at the 2013 Biennial Conference.

We gained access to the Google Group that had been used previously by the past chair. We used this to compare our most recent list of current members to those in the Google Group and sent invitations to those who were members of TNT but not on the Google Group and encouraged them to join.

Chad Haeefe represented TNT at Meet NCLA Day on September 13 in Durham, where he promoted our upcoming virtual networking event and had the opportunity to speak to around 25 attendees.

The Board met in person on December 13, 2012 in High Point. Based on the results of the survey that we distributed earlier in the year, the Board discussed programming for 2013. The Board was in favor of

doing free online webinars to reach the broadest group of TNT and NCLA members. The Board also discussed programming for the NCLA Conference in October 2013.

Throughout 2012-2013, we presented several webinars:

Webinars

- October 5, 2012: Virtual Networking Event (5 attendees)
- November 18, 2012: Virtual Discussion on tech uses and trends in libraries (12 attendees)
- February 27, 2013: Ebook Training, Julie Raynor (28 attendees)
- March 30, 2013: Teach Yourself How to Program, Chad Haeefe (50 attendees)
- April 26, 2013: Free Image Editing Tools, Jenny Dale & Amanda Wilkerson (14 attendees)
- August 7, 2013: Citation Tools, Jenny Dale & Chae Haeefe (18 attendees)
- August 21, 2013: RDA, Dr. Sonia Archer-Capuzzo (47 attendees)
- September 16, 2013: Presentation Tools & Skills, Lauren Pressley (26 attendees)
- September 25, 2013: Mobile Devices in Libraries, Crystal Holland & Aislyn Denny (28 attendees)

The board met virtually on March 6 and April 2. We met in person again on June 7 in Carrboro to make some final decisions regarding the upcoming NCLA Conference. We met again virtually on July 24, August 30, and October 16.

At the conference, TNT had a table outside the exhibit hall, where we advertised our programs and also gave away TNT-branded tech-related products, including a mobile device stand and a pen/stylus. We also sponsored three programs at the conference, one of which we co-sponsored with RASS.

Conference Programs

Share Your App!

Emily King & Nathaniel King, UNC; Samantha Leonard, High Point University; Holly Mabry, NCKnows; Keeley Murray, The Chef's Academy

This flash presentation allowed presenters to demonstrate their favorite apps for smartphone or tablet. Each presenter was given approximately 10 minutes to talk about the app and its application to libraries. The featured apps covered a wide range of uses in libraries of all kinds, from those that we may use with patrons to those that we use to keep our libraries and ourselves organized. Participants had a chance to ask questions about the apps and a list of the featured apps with information on where to download them, compatibility, and key features was posted on the TNT website.

Web Design for Libraries

Emily King and Chad Haeefe, UNC-Chapel Hill; Alan Unsworth, Surry CC

Libraries around the state are using a variety of free and low-cost tools to make their websites both functional and visually appealing. In this panel presentation, librarians demonstrated their websites, talked about the software they used to create it, why they chose that software, and how they created their site.

Up with eBooks!: Best Practices for Staff (& Patron) Training
Julie Raynor, High Point; Crystal Holland, Forsyth County

*Co-sponsored with RASS

With the recent increase in demand for electronic books, libraries are trying to find the best ways to teach our community how to effectively use the library's eBook collection. Some libraries have created staff training programs to better prepare staff

to assist their patrons with eBook questions. Panelists discussed their training programs and troubleshooting techniques, which can be easily adapted to meet the needs of your library's staff and patrons.

At the conference, we held a business meeting, where we held elections for board members for the 2013-2015 biennium. Since the current board started mid-way through the biennium, we requested re-election for another term. So, the 2013-15 board remains the same as the 2011-13 board. We also had a chance to talk with current members regarding what programming they would like to see in the future.

We have additional webinars planned through February 2014 and look forward to partnering with other groups to provide programming and continue to bolster interest in NCLA and TNT.

Kathy Shields

New Members Round Table

The following individuals were members of the NMRT Executive Board for the 2011-2013 Biennium:

- Katrina Vernon, North Regional Library, Wake County Public Libraries (Chair)
- Melanie Wood, Central Piedmont Community College, Charlotte (Vice Chair/Chair Elect)
- Lorrie Russell, High Point Public Library (Secretary)
- Patrick Holt, Durham County Public Library (Treasurer -- until early 2013)
- Sarah Lyon, Wake Forest Community Library, Wake County Public Libraries (Treasurer)
- Marian Fragola, NC State University, Raleigh (Programming Director)
- Stephen Bollinger, NC A&T State University, Greensboro (Publicity Director)

- Alan Unsworth, Surry County Community College, Dobson (ALA-NMRT Affiliates Council Representative)
- Jennifer Hanft, Meredith College, Raleigh (Mentoring Committee)
- Alicia Finley, (Students to NCLA Committee)

2011 Conference Involvement

- NMRT hosted a Welcome Breakfast. We gave out 87 tickets to attend the event while conference attendees checked in.
- Although not heavily used, we received great feedback for this year's Conference Mentoring Program.

Networking Events

- NMRT hosted (or partnered with individuals who hosted) 24 networking events this biennium, reaching approximately 275 participants. We worked to offer events all across the state, and successfully hosted them in Asheville, Cary, Chapel Hill, Charlotte, Durham, Fayetteville, Greensboro, Greenville, Lexington, Raleigh, and Sylva.
- NMRT created a Best Practices for Hosting a Networking Event document that was shared with groups and individuals wanting to host events of their own.

Other Events

- NMRT hosted a table at the Paraprofessional Conference in May of 2012 to try to boost membership and talk about the benefits of joining.
- With NCLPA, NMRT offered a \$150 scholarship to the Leadership Institute.
- In August of 2012, NMRT hosted Tips and Tricks for Job Seekers to 15 attendees.
 - We videotaped this presentation and posted it to YouTube
- In August of 2012, NMRT participated in the ALA/NCLA Panel at the SCALA Kickoff at UNC to around 50 attendees/

- In September of 2012, NMRT hosted Meet NCLA Day to 23 attendees. All sections and roundtables were invited to attend and have a table to talk to new members about what NCLA does.
- In November of 2012, NMRT had a membership table at a WILR event, to talk about NCLA in general and promote upcoming NMRT events.
- In April of 2013, NMRT hosted Tips and Tricks for Job Seekers in both Charlotte and Durham, to 32 attendees.
- In August 2013, NMRT reached out the new UNCG LIS students to let them know about NCLA membership, the conference and the mentoring program.

Services

- NMRT began a quarterly newsletter, NC Citations, to promote all upcoming programs and services of NCLA. At each publication, this was sent to the listserv, posted to Facebook and LinkedIn, and brought to any networking events.
- NMRT continued our Mentoring and Resume Cover Letter and Review programs. In the summer of 2013, these services were temporarily put on hold so the incoming NMRT Executive Board can redefine the needs of our members and re-envision the services.

Board Meetings

- The board met either in-person or virtually (or a combination of the two) every other month.

Elections

NMRT hosted a successful election in the fall of 2013.

The incoming Executive Board is as follows:

- Melanie Wood, Central Piedmont Community College, Charlotte (Chair)

- Nicole Spoor, Business Librarian, UNC-Charlotte (Vice Chair/Chair Elect)*
- Sarah Lyon, Wake Forest Community Library, Wake County Public Libraries (Treasurer/Secretary)
- Marian Fragola, NC State University, Raleigh (Programming Director)
- Stephen Bollinger, NC A&T State University, Greensboro (Publicity Director)
- Terry Hobgood, Mary Duncan Public Library (ALA-NMRT Affiliates Council Representative)*
- Tracy Pizzi, Cabarrus County Public Library (Mentoring Committee)*
- Shae Cooke, UNC-Greensboro LIS Student (Students to NCLA Committee)*
- Heather Greer Klein, NC LIVE (Conference and Workshop Planning Committee)*
- Lara Luck, Forsyth County Public Library (Nominating Committee)*

*New to the board

2013 Conference Involvement

- Networking Breakfast
- Speed Interviewing (partnering with LAMs)
- Tips and Tricks for Job Seekers
- Conference Mentoring
- Breakfast with author Rebecca Lee
- Pub Crawl

All of our programs were successful. The Pub Crawl brought in over \$1500 toward the Endowment. The new board is already thinking about 2015 conference planning, while the 2013 conference is fresh.

Katrina Vernon

Strategic Initiative on Membership

The steps originally posited by this group were as follows:

Improve branding and consistency of NLCA publications:

- Create templates for all NCLA printed materials (with logo, contact info, etc.)
 - These could be housed in a members only area of the site for groups to access and use
- Improve consistency of posted information; events are often posted with incomplete/incorrect information.
- The overall goal here is to professionalize the look and feel of publications from the association.

This is in the process of being achieved by the Marketing Committee, which has created a redesign of the logo and website to be used throughout all NCLA publications.

Publicize events uniformly:

- All events should be posted to the same locations:
 - Website
 - Listserv
 - Facebook /LinkedIn/Twitter
 - Printed fliers to individual sections/round tables, as feasible
 - NC Citations
- Again, it might be best to have one group be responsible for all of this. In the past, Katrina had created a “publicity checklist” to go through whenever a group wants to promote an event. This could be fine-tuned and used.

This information has been passed on to all the sections and roundtables, but it is now up to them to use these methods effectively.

Look into e-newsletter capability and a more effective and quick way to post to the listserv:

- Subscribing to a product like Constant Contact (\$30/month) or iContact (\$29/month) would allow us to brand outgoing emails give them a cleaner look.
- Post events as they come through rather than many at a time. This clutters our members’ inboxes and

causes many of them to just delete the batch of NCLA-related emails.

The new NCLA listserv has at least created a stop-gap method for the issues that were previously being noticed.

Membership data is not yet available for the new quarter, but I believe we will see the same trends as in past biennia with a large increase around the time of conference. Perhaps it is time to again think of a two-year membership to reduce some of the non-renewals between conferences.

Katrina Vernon

New Member’s Round Table

The outgoing board consists of:

- Katrina Vernon, North Regional Library, Wake County Public Libraries (Chair)
- Melanie Wood, Central Piedmont Community College, Charlotte (Vice Chair/Chair Elect)
- Lorrie Russell, High Point Public Library (Secretary)
- Sarah Lyon, Wake Forest Community Library, Wake County Public Libraries (Treasurer)
- Marian Fragola, NC State University, Raleigh (Programming Director)
- Stephen Bollinger, NC A&T State University, Greensboro (Publicity Director)

The incoming board consists of:

- Melanie Wood, Central Piedmont Community College, Charlotte (Chair)
- Nicole Spoor, Business Librarian, UNC-Charlotte (Vice Chair/Chair Elect)*
- Sarah Lyon, Wake Forest Community Library, Wake County Public Libraries (Treasurer/Secretary)
- Marian Fragola, NC State University, Raleigh (Programming Director)

- Stephen Bollinger, NC A&T State University, Greensboro (Publicity Director)
- Terry Hobgood, Mary Duncan Public Library (ALA-NMRT Affiliates Council Representative)*

*New to the board

Over the past quarter, NMRT has prepared for conference events. We hosted:

- Networking Breakfast
- Speed Interviewing (partnering with LAMs)
- Tips and Tricks for Job Seekers
- Conference Mentoring
- Breakfast with author Rebecca Lee
- Pub Crawl

All of our programs were successful. The Pub Crawl brought in over \$1500 toward the Endowment. The new board is already thinking about 2015 conference planning, while the 2013 conference is fresh.

The new board will be working to re-envision the Mentoring Committee to offer the best services to our members.

The board had a business meeting at the conference to begin to discuss the upcoming year. Another meeting will be planned soon.

Katrina Vernon

Scholarship Committee

During this biennium the Scholarship Committee explored its history. A brief timeline (created from information published in *North Carolina Libraries* from 1942-1975) is attached to this report. If anyone would like to add/correct any information on the timeline, please let the scholarship committee know. This biennium the committee created electronic scholarship application forms and recommendation forms. These forms

are available on the NCLA web site and all applicants used these forms to submit their paperwork electronically.

The Scholarship Committee received 15 complete applications for scholarships. The committee voted to award the scholarships as follows

- NCLA MEMORIAL SCHOLARSHIP, \$1000: Julianne Clark Moore, Appalachian State University
- MCLENDON SCHOLARSHIP, \$400: Stefanie Rae Keller, Appalachian State University
- QUERY – LONG SCHOLARSHIP, \$1000: Lisa Williams Hartzell, UNC Greensboro
- APPALACHIAN SCHOLARSHIP, \$1000: Melanie Ross Sherrill, Appalachian State University

The winners have been notified of their awards and all have received their checks from NCLA.

The Scholarship Committee welcomes Libby Stone of Gaston College as the new committee chair and will need to replace outgoing committee member (past chair) Christy Earp after the 2013 NCLA conference.

Current committee membership includes:

- Libby Stone 2009-2015, Gaston College, Incoming Chair
- Amy Funderburk, 2013-2019, Wake County Public Library
- Carolyn McCallum 2009-2015, Wake Forest University
- Rachel Holderied 2009-2015, GTCC
- Luba Sawczyn 2009-2015, Chapel Hill Public Library
- Christy Earp 2006-2013, Wilkes Community College, Outgoing Chair

NCLA Scholarship Committee History

1904—NCLA Founded

1929—North Carolina College for Women Department of Library Studies

1931—UNC School of Library Studies (Master's Program began 1951)

1948—NCLA executive committee voted to establish a Scholarship-Loan Fund. Charles Adams (Women's College of Greensboro librarian) was the chair.

1949—NCLA donates \$500 to the Scholarship/Loan fund in honor of Dr. Louis R. Wilson.

1953—Bentley-Christ-Ruzicka memorial donation in memory of George Bentley (UNC), Robert Christ (Duke), and Vernon Ruzicka (Ruzicka Book Bindery in Greensboro)

1959—First Ruzicka scholarship (\$1,000) awarded to Elizabeth Bias of Washington, NC, where she was an elementary school librarian.

1961—Ruzicka scholarship to Eva McArthur, attending UNC, teacher at Durham City Schools

1963—Ruzicka scholarship of \$300 awarded to William C. Sizemore

1967—NCLA Memorial Scholarship of \$300 1st recipient: Mrs. Nancy F. Cook, reference librarian at ASU in 65-66, and librarian of Juvenile Library of ASTC in 66-67

1971—NCLA board votes to accept Joyce C. McLendon leaves \$3,000 in her will to NCLA to be used as a student loan fund Loan of \$100/year, with interest rate of 1%

1972—Anonymous donor gives \$9,000 for a Query-Long Scholarship. Board decides the amount will be \$500. In honor of Mary Eunice Query, NCLA president 1967-1969

Christy Earp

Literacy Round Table

The following individuals served on the Literacy Round Table (LRT) Executive Board for the 2011-2013 Biennium:

- Donna Phillips, Wayne County Public Library, Chair
- Steve Sumerford, Greensboro Public Library, Vice Chair
- Becky Callison, Wilson County Public Library, Secretary
- Dr. Pauletta Bracy, North Carolina Central University, Director
- Jane Blackburn, Appalachian Regional Library, Director

2011 Conference Involvement

- LRT sponsored a panel discussion on the “American Dream” Literacy Initiative. The sessions was well attended.

Other Activities

- Members of the LRT Executive Board prepared and distributed a “Literacy Toolkit” to all North Carolina Public Library’s. Libraries were encouraged to celebrate Family Literacy Day on November 1st and to use recommended activities in the Literacy Toolkit as a way to promote literacy in their communities. At the LRT requests Governor Beverly Perdue issued a proclamation declaring November 1st Family Literacy Day in North Carolina.

2012 Activities

- 2012 was a year of reorganization for the LRT Executive Board as we lost several members due to retirement.
- The “Literacy Toolkit” was revised and copies were distributed to all North Carolina Public Libraries. Libraries were once again encouraged to celebrate and raise awareness regarding literacy on November 1st.

2013 Conference Involvement

- The LRT sponsored a conference session, Public Libraries as Leaders in Achieving Grade-Level Reading. The conference session included a panel discussion with representatives from several NC Public Libraries who are

participants or leaders in this campaign in their communities. The session was well attended.

Elections

The incoming Executive Board is as follows:

- Molly Westmoreland, State Library of North Carolina, Chair
- Jane Blackburn, Appalachian Regional Library, Vice Chair
- Becky Callison, Wilson County Public Library, Secretary
- Donna Phillips, Wayne County Public Library, Director

Donna Phillips

Legislative and Advocacy Committee

General Business

Committee Chair Brandy Hamilton started communication with incoming chair, Dr. Anthony Chow and Assistant Chair- LaJuan Pringle. We began the transfer of files from previous years.

#MYNCLibrary Project

A subcommittee formed several months ago to review ALA's library snapshot day initiative and decide if North Carolina wanted to do a statewide event. After consideration, we decided to forgo the traditional "Library Snapshot Day" in favor of a five-day advocacy initiative called #MyNCLibrary. The initiative will take place during National Library week 2014. We will encourage library staff and patrons to participate. There are three major goals:

- To communicate the value of the library
- To get patrons more involved in library advocacy in a fun and meaningful way
- To produce content to be given to legislators during National Library Legislative Day

Please see <http://www.nclaonline.org/issues-advocacy/mynclibrary-advocacy-campaign> for details.

Subcommittee member Tamara Rhodes spearheaded the work on the project by creating the concept to populating the website and supporting materials. More information and PR will be coming soon.

Conference

Legislative and Advocacy set up a table highlighting advocacy projects and provide some basic information. In addition, several of us participated in a poster session entitled "*North Carolina Libraries Matter - An Exploration of NCLA Advocacy Projects*" *Learn about NCLA advocacy initiatives past, present and future. Discover valuable tools you can use to promote libraries and their value to North Carolina Citizens.*

We highlighted past and future projects and it was very successful. We took names and emails of interested library staff.

Brandy Hamilton

Library Administration and Management

The LAMS board set the following goals for the 2012-2013 biennium:

- Increase the programming offered for new managers, and inspire new leaders.
- Work with NCLA to offer an exciting and interesting Leadership Institute for the association.
- Increase membership in LAMS, and interest in our programming opportunities.

LAMS accomplished the following in this biennium:

- This biennium LAMS began publication of a quarterly newsletter entitled "LAMS

Letters" that was distributed by email to section members. We have had positive feedback from our membership, and intend to continue regular, and possibly more frequent, publication in the coming biennium.

- Board Chair Lorrie Russell served as a member of the Leadership Institute Planning Committee and as a Mentor for five of the thirty-seven participants. LAMS also sponsored one participant (Laurence Gavin) and offered him a full scholarship.
- LAMS offered an "Unconference" event in November 2012 with the title "Change Happens". Lois Kilkka of Charlotte-Mecklenburg presented a program about dealing with change and the effects it has on an organization. Thirty-seven people participated in the Unconference.
- LAMS hosted the spring meeting of the Leadership Institute participants and their mentors. Board members served as facilitators and assisted with helping make sure that the participants were on track with completing their projects.
- At the 2013 Biennial Conference, LAMS partnered with the Leadership Institute and presented a Pre-Conference event with guest motivational speaker Adair Cates from Atlanta, GA. There were twenty participants who signed up for the program on Emotional Intelligence in the work place and how to use it to best benefit managers and staff.
- LAMS partnered with NMRT to present a Speed Interviewing session for job seekers. Over twenty "interviewers" and eighteen "interviewees" came together. Overall feedback from the session was positive, and may be offered again in the future.
- LAMS also presented a panel of seasoned managers who addressed the topic of "What I wish I had

known when I was just starting”. LAMS had over fifty-eight participants in the session, and other than a concern about not being able to hear everything, feedback was very positive.

- LAMS also prepared a basket for the raffle to raise funds for the section and the association at conference. Final numbers for this are still pending at this time.

LAMS hosted elections of new officers in September, 2013. Officers for the coming Biennium are as follows:

- Chair: Laurence Gavin, Cumberland County Public Library and Information Center
- Vice-Chair: Mark Sanders, East Carolina University
- Secretary/Treasurer: Deana Cunningham, Granville County Public Library
- Director: Ruth Ann Copley, Davidson County Public Library
- Director: Brandy Hamilton, Wake County Public Libraries
- Director: Joan Sherif, Northwest Regional Public Library
- Publicity Committee Chair: Michael Crumpton, University of North Carolina, Greensboro
- Immediate Past Chair: Lorrie Russell, High Point Public Library

Lorrie Russell

Government Resources Section

The following individuals were members of the GRS Executive Board for the 2011-2013 biennium:

- Lynda Kellam, UNCG, Chair
- David Durant, ECU, Vice-Chair/Chair-Elect
- Lisa Watson, Elon University School of Law, Secretary-Treasurer
- Jennifer Smith, Elon University, Website Administrator
- Mimi Curlee, Publi Library of Charlotte & Mecklenburg County, Past Chair

- Beth Rowe, UNC Chapel Hill, Representative of the Federal Regional Depository Library
- Jennifer Davidson, State Library of North Carolina, State Documents Clearinghouse Coordinator

2011 Conference:

We sponsored two sessions at the NCLA biennial conference in 2011:

- “Do We Really Need to Pay for this Anymore? The best free v. fee sources for statistics and country research” presented by Lynda Kellam, UNCG, and Steve Cramer, UNCG (co-sponsored with BLINC).
- “Census 2010: An Update” presented by Michele Hayslett, Data Librarian at UNC, Bob Coats, Governor’s Census Liaison, and Erin Watkins, Researcher at Charlotte Chamber of Commerce.

2012 Spring Workshop and Business Meeting

We held our annual meeting on June 1, 2012 at Elon University. We had 27 people in attendance at the workshop. Jennifer Davison gave an update on programs at the State Library of North Carolina and Beth Rowe provided an update on the Federal Depository program. Bryna Coonin from East Carolina University presented on the historical development of the US Census. John Burger from ASERL and David Durant from East Carolina University gave presentations on the ASERL Collaborative Federal Depository Program. We closed the day with a business meeting.

Board Meetings:

After every quarterly NCLA Executive Board meeting we held a GRS Executive Board meeting, usually virtually, to discuss the webinars or plan for events.

Help! I’m an Accidental Government Information Librarian webinar series

Our webinar series continues to be successful and the full list is below. Since starting the series we have had 30 webinars and we have planned more through May 2014. This series has been a great promotional and educational tool not only for North Carolina librarians but for librarians nationwide. Because of this series the Chair and Vice-Chair have been invited to write an article for the FDLP newsletter and to present at the Depository Library Council Meeting in October 2012. More information about the series including recordings and slides can be found at our website: <http://www.ncla-online.org/government-resources/help-im-accidental-government-information-librarian-webinars>

2013 Conference

We sponsored three sessions at the NCLA biennial conference in 2013:

- “For the Record: The History and Development of the Congressional Record from its Inception to the Present” presented by Bryna Coonin, East Carolina University.
- “Emergency Preparedness: How Ready is Your Library?” presented by Michele Hayslett, UNC-Chapel Hill.
- “Using Government Resources to Support Small Business” presented by Beth Kaylor, UNC-Wilmington.

Elections

We held our first virtual election in September and October 2013 and confirmed the results at the business meeting on October 18, 2013. The following individuals are our 2013-2015 Executive Board:

- David Durant, ECU, Chair
- Michele Hayslett, Vice-Chair/Chair-Elect

- Anupama Pal, Elon University School of Law, Secretary-Treasurer
- Jennifer Smith, Elon University, Website Administrator
- Lynda Kellam, UNCG, Past Chair
- Beth Rowe, UNC Chapel Hill, Representative of the Federal Regional Depository Library
- Jennifer Davidson, State Library of North Carolina, State Documents Clearinghouse Coordinator

We are looking forward to the new biennium!

Lynda M. Kellam

NCLA Community & Junior College Libraries Section

February 2012

- Created a CJCLS membership bookmark that was distributed at the North Carolina Community College Learning Resources Association conference and at the North Carolina Community College System conference.

November 2012:

- Partnered with the College & University Section to co-host a mini-conference on Friday, November 2, 2012 at the Davidson County Community College Conference Center in Thomasville, NC. The theme of the conference was "Assessment beyond Statistics."

March 2013:

- Board members met in March 2013 at the NCCCLRA Conference, which was held at Cape Fear Community College in Wilmington.
- The Board voted to appoint Angela Davis, Director at Large, as Vice Chair/Chair Elect to replace Jason Setzer who resigned from that position.
- A CJCLS Google Group was created in order to facilitate communication between members.

August 2013:

- Elected officers for the new biennium via online ballot. Chair: Angela Davis, Pitt CC Vice-Chair: Catherine Tingelstad, Pitt CC Secretary/Treasurer: Deanna Lewis, Cape Fear CC Directors at Large: Keith Burkhead, Guilford CC, and Staci Wilson, Catawba Valley CC Past Chair: Penny Sermons, Beaufort CC

October 2013–NCLA Conference in Winston-Salem:

- Many community college librarians throughout the state participated in conference sessions.
- A CJCLS membership meeting was held at the conference on Thursday, Oct. 17, at 5:15 p.m. where new officers were installed.
- Discussion topics included things on which to focus for the next biennium:
 - update the CJCLS bylaws to more accurately reflect how the business of the organization is carried out
 - work closely with current NCCCLRA President Libby Stone to define the roles of each organization and make a plan for how the two organizations can complement each other
 - offer a workshop in 2014
 - be more involved as a section in the 2015 NCLA Conference

Angela Davis

Roundtable for Ethnic Minority Concerns

The following individuals were members of the REMCo Executive Board for the 2011-2013 Biennium:

- Philip Cherry III, Onslow County Public Library, Chair (Partial Term)
- Avis Jones, WCPL, Vice-Chair/Chair Elect (Acting)
- Evelyn Blount, Guilford College, Immediate Past Chair

- Shamella Cromartie, Robeson Community College, Secretary/Treasurer
- Alan Bailey, ECU, Co-Director
- Forrest Foster, Winston-Salem State University, Co-Director
- Iyanna Sims, North Carolina A&T State University, Webmaster

The 2013-2015 New Slate of Officers (election held September 2013) is below:

- Avis Jones, Wake County Public Libraries, Chair
- Shamella Cromartie, Robeson Community College, Vice-Chair/Chair Elect
- Iyanna Sims, North Carolina A&T State University, Secretary/Treasurer
- Jewel Davis, Appalachian State Univ., Co-Director
- Forrest Foster, Winston-Salem State University, Co-Director

Board Meetings

REMCo Executive Board meetings are usually held quarterly via email or teleconference.

2011 Conference:

- REMCo sponsored a pre-conference workshop—Skeleton in the Closet: Genealogical Resources and Research for Everyone, Aimed at African American Families, conducted by Jamane Yeager and Janey Deal.
- REMCo's Luncheon Program hosted author Nooma Monika Rhue, Library Director, Johnson C. Smith University, Charlotte, NC. She discussed her new book entitled, *Organizing and Preserving Family History and Religious Records*.
- The Roadbuilders Award, established in 1989, were presented to-- Annie H. Coleman, Academic Librarianship and Agnes W. Ho, Public Librarianship

60th NCLA Biennial Conference –Winston-Salem, NC – REMCo sponsored/co-sponsored the following events/activities:

- Stronger Together: Multicultural Competence - From Ideas to Action, This workshop featured library leaders and Library HR personnel in a conversation around cross cultural competence during the morning. The panel shared recommendations and answered those tough questions: How do you make sure your library has a welcoming inclusive presence? What challenges do you face recruiting talented diverse staff members, what are some of the major hurdles? And what works? In the afternoon, Shayla led us through the GATEKEEPERS series. Panelists include: Tiffany Allen, Director of Human Resources, UNC-Chapel Hill; Kathy Bradshaw, Human Resources Librarian, UNC-Greensboro; Sylvia Sprinkle Hamlin, Director, Forsyth County Public Library; Barbee Oakes, Assistant Provost for Diversity and Inclusion, Wake Forest University; and Shayla Herndon-Edmunds, Manager of Diversity Education, Wake Forest University.
- Meet the Family Relatives: 21st Century Style, Using WordPress software and other social media technologies, a family page was created. Participants created a family page from members of their family tree preferably deceased ancestors who have digital images. The goal is to push this information to younger generations using laptops, Facebook, Twitter and other social media methods. Presented by H. Jamane Yeager, Belk Library, Elon University.
- Raffle of “Relaxing with REMCo” Gift Basket
- From the Bookshelves to the Hearts and Minds of Children: Teaching and Programming with Coretta Scott King Award-Winning Books, Coretta Scott King award-winning author,

Kelly Starling Lyons and Alan R. Bailey discussed the significance of African American children’s literature. Those K-12 educators, youth services librarians, and academic librarians/faculty with an interest in children’s and young adult literature left this session equipped with inspirational strategies and resources necessary to integrate Coretta Scott King award-winning books into their classes and library programs.

- REMCo Luncheon, featuring guest speaker Dr. Tara Green, PHD, UNCG the Professor and Director of African American Studies at the University of North Carolina at Greensboro where she teaches literature and gender studies courses. In addition to publishing *From the Plantation to the Prison: African American Confinement Literature* and *Oprah Winfrey, Her Films, and African American Literature*, she is the author of *A Fatherless Child: Autobiographical Perspectives of African American Men*, winner of the 2011 National Council for Black Studies Outstanding Scholarship Award. Dr. Green has presented her work in Africa, England, and the Caribbean, as well as throughout the United States. She is completing a book manuscript on activist and writer, Alice Dunbar-Nelson.
- 2013 Roadbuilders Awards were presented to the following:
 - Academic Librarianship—Alan R. Bailey, Associate Professor & Interim Head of Services, Teaching Resources Center, Joyner Library, East Carolina University.
 - Public Librarianship—Tammy Baggett, Library Director, Durham County Public Library
 - Special Librarianship—Tamika Barnes, Library Director, Georgia Perimeter College, Dunwoody Campus

- Library Education—Dr. Clara M. Chu, Professor and Department Chair, Department of Library and Information Studies, UNCG

Avis Jones

Constitution, Codes, and Bylaws Committee

Committee members:

- Phil Barton
- Laura Davidson (chair)
- Suchie Mohanty
- Sandra Pinkham

During the biennium, the committee reviewed the contents of the handbook and the handbook website. The committee recommended and the Board approved these actions:

- The designation of the Handbook portion of the NCLA website as the official version of the NCLA Constitution, Codes, and Handbook. (<http://www.nclonline.org/organization/ncla-handbook>)
- The removal of non-governing sections of the handbook to other sections of the website and clean-up of handbook sections. The revised table of contents for the NCLA Handbook web site is now:
 - The Association
 - Who we are and what we do
 - Background
 - Contact the NCLA Office
 - Frequently Asked Questions
 - Scholarships
 - Awards
 - Publications
 - Constitution and Bylaws
 - NCLA Constitution
 - NCLA Bylaws
 - Sections and Roundtable Bylaws
 - Sections
 - Business Librarianship in North Carolina (BLINC)
 - College and University Section and North Carolina Chapter of ACRL

- Community and Junior College Libraries Section
- Government Resources Section
- Library Administration and Management Section
- North Carolina Association of School Librarians
- Public Library Section
- Reference and Adult Services Section
- Resources and Technical Services Section
- Trustees, Friends, and Advocates Section
- Youth Services Section
- Roundtables
 - Literacy Roundtable
 - New Members Round Table
 - North Carolina Library Paraprofessional Association
 - Round Table for Ethnic Minority Concerns
 - Round Table on Special Collections
 - Technology and Trends Round Table
 - Women's Issues in Libraries Round Table
- Executive Board Handbook
 - Standing Rules of the Executive Board
 - Non-codified policies adopted by the Executive Board
 - Officers
 - Standing Committees
 - North Carolina Libraries Editorial Board
 - Sections and Roundtables
 - Financial Procedures
 - Archives Committee Records Retention
 - Operations
 - Forms
 - Membership application form
 - Motion form
 - Request for reimbursement of travel expenses
 - Scholarship recommendation form
 - Challenged work
 - Sample by-laws
 - Conference Handbook

In addition, sections were asked to review the bylaws posted within the Handbook portion of the website to ensure that those were up-to-date. Sections were also asked to refer to the Handbook rather than reposting their bylaws in other parts of the NCLA website.

Several sections and roundtables updated or revised bylaws during the biennium, including GRS, NCLPA, RASS, and TNT.

In collaboration with the NCLA Secretary and NCLA Webmaster, we began exploring online forms for posting section and roundtable reports and filing motions for Board meetings.

Laura Davidson

Finance Committee

Committee Members for 2012-3

- Mary Sizemore, Treasurer
- MJ Wilkerson, Treasurer-Elect
- Christy Earp, Scholarship Comm. Chair
- Priscilla Lewis, Operations Comm. Chair
- Andrea Tullos, At-Large
- Carol Cramer, Chair
- Kim Parrott, *ex officio*

Following a highly profitable conference in 2011, the 59th biennium for NCLA was relatively prosperous financially. The Finance Committee proposed a spending plan for the 2011 conference profits. This plan set some funds aside for the 2013 conference, some funds for general

operations in 2012 and 2013, and designated \$25,000 for unrestricted reserves. The goal of the unrestricted reserves was to break out of the boom-and-bust cycle in which the financial health of NCLA is largely dependent on the financial success (or lack thereof) of the most recent conference. The Executive Board adopted the 2012 and 2013 budgets, which were largely informed by this plan.

The Finance Committee encouraged (and the Board adopted) the continued use of Endowment returns for the Legislative Day project.

The Committee also instituted a new policy that the Treasurer-Elect would perform an audit of the organization's finances during their second year in office. The 2013 audit, compiled by MJ Wilkerson, is appended to this report.

Carol Cramer,

Leadership Institute 2012 Planning Committee

The Planning Committee for the 2012 Leadership Institute was formed in January 2012, following the NCLA Executive Board Retreat and consisted of the following members:

- Mike Crumpton – UNC-Greensboro, chair, macrumpt@uncg.edu
- Raye Oldham – State Library of North Carolina, raye.oldham@ncdcr.gov
- Dale Cousins – Wake County Public Libraries, NCLA VP, dale.cousins@wakegov.com
- Lorrie Russell – High Point Public Library, lorrie.russell@highpointnc.gov
- Marilyn Carney – Wake Tech Community College, mmcarney@waketech.edu
- Rita Van Duinen – Central

Carolina Community College LIS program, rvanduinen@cccc.edu

- Tamika Barnes, EPA Library, Past-pres, NCSLA, barnes.tamika@epa.gov
- Linda Haynes - Mary Duncan Library- Benson, NC, lindagato@yahoo.com

The goal was to re-envision and restructure the Leadership Institute after missing a biennial and losing the rhythm of expectation. Early tasks addressed and accomplished by the Planning Committee included:

- Mission statement was created:
 - “The mission of the North Carolina Library Association (NCLA) Leadership Institute is to create opportunities for learning and skill building in leadership and mentoring. The Institute will cultivate an improved understanding of self and others, while inspiring participants to serve in leadership roles within the profession at local, state and national levels.
- A logo was designed:



- A site visit was conducted on the site planned from a previous commitment and logistics discussed of menu options, accommodations, conference center restrictions and features of the center for execution of program and content presentation.
- An assessment was conducted with previous Leadership Institute attendees in order to establish a baseline for program development and content.
- An application process, FAQ and media plan was developed and executed with applications for the

2012 Leadership Institute due on July 2nd. This included expectations for participants who are accepted as well as institutions supporting candidates.

- NCLA has received an LSTA grant for \$35K for the Leadership Institute so attendance fee was established at \$300 per attendee, sections and roundtables were encouraged to sponsor a member.
- An outline of post-LI activities has been outlined and is being planned.

The committee is now focused on content and is utilizing two outside facilitators, Cheryl Gould and Eric Gladney as well as speakers representing North Carolina library leadership; Wanda, Dale, Ross Holt, Anthony Chow and Cal Shepard.

The Planning Committee also solicited mentors to make up teams to help coach and enable participants during the process, they were selected as follows:

- Rodney Lippard – Rowan Cabarrus Community College
- Steve Cramer – UNC-Greensboro
- Gerald Holmes – UNC-Greensboro
- Lorrie Russell - High Point Public Library
- Sylvia Sprinkle - Hamlin-Forsyth County Public Library
- Alan Bailey - East Carolina University
- Pam Jaskot - Chair, Public Library Section

The Leadership Institute was marketed to the NCLA community and applications were solicited per guidelines and logistics established. 65 applications were received and have been reviewed by the planning committee. The committee determined that an additional 9 spots could be made available so invitations for 37 accepted participants were sent out. A non-acceptance letter was also sent to applicants who were not successful with a promise to include in future events and activities. The participants

selected were as follows:

- Genevieve Baillie, Wilson County Public Library
- Randall Bowman, Elon University
- Alison Bradley, UNC Charlotte
- Amy Brake, North Carolina Wesleyan College
- Kelly Brannock, State Library of North Carolina, Library Development Section
- Christain Burris, Wake Forest University
- Heidi Buchanan, Western Carolina University
- Alicia Finley, Charlotte Mecklenburg Library - University City
- Laurence Gavin, Cumberland County Public Library & Information Center
- Heather Greer Klein, NC LIVE
- Jennifer Hanft, Meredith College
- Amy Harris Houk, UNC Greensboro
- Tiffany Hayes, Cumberland County Public Library & Information Center
- Julie Humphrey, Durham Technical Community College
- Carmella Johnson, Sandhill Regional Library System - Hamlet
- Kathryn Kavanagh, East Carolina University
- Mark King, Craven Community College
- Jennifer Lohmann, Durham County Library - Southwest Regional
- Rosemary Loomis, Wayne County Public Library
- Lara Luck, Forsyth County Public Library
- Brandie Martin, Orange County Public Library
- Patti McAnally, H. Leslie Perry Memorial Library
- Sara McGough, Henderson County Public Library
- Julie Obst, Central Piedmont Community College
- Mary Elisabeth Price, Cabarrus County Public Library
- Anne Pusey, Orange County Public

- Library
- Jessica Reid, Cabarrus County Public Library - Kannapolis
- Catherine Roche, Robeson County Public Library
- Jason Rogers, Wake County Public Libraries - Cameron Village
- Lisa Shores, Rowan-Cabarrus Community College
- Debbie Shreve, Wake County Public Libraries - West Regional
- Joetta Stoner, Wilson County Public Library
- Jennifer Taft, Cumberland County Public Library & Information Center
- Catherine Tingelstad, Pitt Community College
- Dave Trudeau, Vance-Granville Community College
- Katrina Vernon, Wake County Public Library
- Cathy Wright, Alamance County Public Libraries

This became the roster for the attendees to the 2012 NCLA Leadership Institute.

The Planning Committee then created the agenda, schedule and overall program parameters for the institute, to include follow-up events and activities that bridged the institute with the biennial conference planned for October 2013. The following is the agenda for the on-site institute in 2012:

Thursday – October 25th

- 10:00 Committee members arrive
- 11:00 Mentors arrive
- 12:00 – 1:00 Committee Members and Mentors – Lunch
- 12:00 – 2:00 Attendees arrive and check in
- 2:30 Welcome/Introduction (Icebreaker/Logistics & Caraway rules/ Committee & Mentor Introductions/ Mission Statement and Goals – Wanda Brown, Dale Cousins and Mike Crumpton
- 3:15 – 3:40 Break with Snacks

- 3:45 – 4:30 Description of Facilitated Content – Cheryl Gould
- 4:30 – 5:30 Finalize Check ins
- 5:30 - 6:30 Dinner Break
- 6:30 – 7:00 NCLA Overview - Wanda Brown and Dale Cousins
- 7:00 – 9:00 Group Break Out with Mentors

Friday – October 26th

- 7:30 – 8:30 Breakfast
- 8:30 – 10:00 Role of the Leader – Cheryl Gould
- 10:00 – 10:30 Break with Snacks
- 10:30 – 12:00 Continue Role of the Leader – Cheryl Gould
- 12:00 – 1:00 Lunch – Speaker Mike Wasilick
- 1:00 – 2:30 Change Management – Cheryl Gould
- 2:30 – 3:00 Break with Snacks
- 3:00 – 4:00 Continue Change Management – Cheryl Gould
- 4:00 – 5:00 Mentor led Group Discussions
- 5:30 – 6:30 Dinner Break
- 6:30 – 8:00 Camp Fire

Saturday – October 27th

- 7:30 – 8:30 Breakfast
- 8:30 – 10:00 Emotional Intelligence – Eric Gladney
- 10:00 – 10:30 Break with Snacks
- 10:30 – 12:00 Continue Emotional Intelligence – Eric Gladney
- 12:00 – 1:00 Lunch – Speaker Anthony Chow
- 1:00 – 2:30 Organizational Capability – Eric Gladney
- 2:30 – 3:00 Break with Snacks
- 3:00 – 4:00 Continue Organizational Capability – Eric Gladney
- 4:00 – 5:00 Mentor led Group Discussions
- 5:30 – 6:30 Dinner Break
- 6:30 – 8:00 Bingo

Sunday – October 28th

- 7:30 – 8:30 Breakfast
- 8:30 – 10:00 Trends/Professional Development/Keeping Up – Cheryl Gould

- 10:00 – 11:00 What's Next? – Mike Crumpton, Wanda Brown and Dale Cousins
- 11:00 – 12:00 Mentor led Group wrap up
- 12:00 – 1:00 Lunch – Speaker Cal Shepard
- 1:00 Check out

The expectation established for each attendee was that each attendee would facilitate a project, either solo or in partnership at their home institution. Then at the 2013 Biennial Conference they would either present on their project or participate in the conference somehow. A “Bridge” meeting was established for April 25th in order to check-in and touch base with attendees and mentors. This meeting was held at High Point Public Library and included time for reflection, guest speaker (Anthony Chow) and meetings with mentors with regard to project status. Following the April 25, 2013 “Bridge” meeting with Leadership Institute participants, mentors and planning committee a survey was sent out to assess some particulars of the content and presentation, as well as request feedback on the learning outcomes related to the published learning objectives. At the 2013 NCLA Biennial Conference, Leadership Institute participants were recognized both in the conference program, with their presentations, and as a cohort with the presentation of a trophy honoring their participation. A final assessment is being sent to participants asking about their total experience with the Leadership Institute. This information will be used in several ways; most notably it will serve as a planning document for the 2014 Leadership Institute Planning Committee. A recap is expected to be included in an article for North Carolina Libraries related to the more recent activities of the Leadership Institute. The decision

has already been made to host the 2014 Leadership Institute at the same venue on October 30th thru November 2nd. After the January 2014 Executive Board retreat the new Planning Committee will meet to tweak the process and move forward with the next cohort.

Mike Crumpton

Marketing Committee Biennial Report 2011-2013

Fourth Quarter 2012

(August-October):

The committee was reestablished and renamed in September 2012. We worked on recruiting members for the committee. The committee consists of Jennifer Hanft (Chair), Lisa Shores (Membership Committee), Laura Wiegand (Webmaster), Rodney Lippard, and Dan Brooks.

First Quarter 2013

(November-January):

The committee worked on the following items:

- We created marketing pieces for the new NCLA listserv and, in conjunction with the Web Committee, addressed other issues and questions necessary for a smooth launch.
- We discussed marketing the association to NC library schools and a possible NCLA internship program.
- We began working with two classes at Meredith College on NCLA marketing efforts. One group in a marketing class in the business school worked on creating a marketing plan for NCLA as a semester project, while several students in a graphic design studio class in the art department worked on a new NCLA logo and web design.

Second Quarter 2013

(February-April):

The committee worked on the following items:

- We continued to work with Meredith College marketing students to create a marketing plan for NCLA.
- We met with Meredith graphic design students to review three logo and website concepts. The committee chose one concept and made suggestions for revision to the graphic designer.

Third Quarter 2013

(May-July):

The committee worked on the following items:

- We finalized the new NCLA logo and web design with the graphic designer and submitted a motion to the Executive Board for approval of the new design, which passed.
- We reviewed the marketing plan created by Meredith College marketing students and continued to tweak and revise the plan.

Fourth Quarter 2013

(August-October):

The committee worked on the following items:

- We finalized the new NCLA logo for unveiling at the NCLA conference at Friday's Closing Luncheon.
- We worked with the graphic designer to adjust color in the new web design to make the contrast more pronounced and easier to view.
- We discussed a plan for the redesign of the NCLA webpage, as well as roles, responsibilities, and timeline for launch in spring 2014.

Jennifer Hanft

NCLA 60th Biennial Conference Planning Committee

Beginning November 2012, the Conference Planning Committee met at approximately 6 week intervals to plan the 2013 conference. The committee (*members listed below) was expanded to include project subcommittees of 3 or more people with the hope of both being inclusive and in building succession for the future. The culmination of the committee's work was the very successful conference, *NCLA: Stronger Together*, held in Winston Salem from October 15-18, 2013.

Highlights include: 925 registrations; 77 exhibitors; 20 sponsors; 130 programs/workshops/sessions, 33 poster sessions, and 6 Tuesday preconferences. Keynote speakers were NC author, Lee Smith, ALA President Barbara Stripling and ACRL President Trevor Dawes. Greetings were offered by the Forsyth County Board of Commissioners, Secretary of Cultural Resources, Susan Kluttz, and State Librarian, Cal Shepard. The State Library provided 50 scholarships for first-time attendees via LSTA funding.

Special events included the traditional Vendor Reception, the Library School Reception, the All Conference Dinner and the Closing luncheon session. Special thanks to the Forsyth County Public Library for hosting the All Conference Dinner in the Main Library. Additional enhanced events included the President's Endowment Dinner (75 attendees) at the Salem Tavern in Old Salem and the first biennial Endowment Pub Crawl (101 attendees). Both events contributed significant amounts to the Endowment Fund.

The NCLA awards presented at the conference included; Lifetime Achievement: Ron Jones (formerly

of Wake County and the State Library) for his work in elevating the level of library service to children; Distinguished Achievement: Carol Walters (former Director of the Sandhills Regional Library) and lifelong library advocate, and Honorary Membership to Harriet Smith, Chair of the State Library Commission and library advocate (Trustee for both New Hanover County Library and the Charlotte Mecklenburg County Library), and the Ray Moore Award for the best article published by a public librarian: Winona Ramsaur.

As of December 1, 2013, the final financial statements continue to be resolved; however, it is obvious that the conference has earned revenue (approaching \$70,000) to keep the Association healthy for the next biennium, to fund special projects, and to set aside seed money for the 2015 conference.

*Committee members included: Michael Crumpton, Lorrie Russell, Mary Scanlon, Clare Bass, Harry Frank, Gerald Holmes, Debra Shreve, Steve Cramer, Elizabeth

Novicki, Mary McAfee, Elizabeth Skinner, Carol Cramer, Amy Harris Houk, Lynda Kellam, Lynn Sack, Kathy Shields, Susan Wolf Neilson, Harry Cooke, David Trudeau, Iyanna Sims, Jill Wagy, Tammy Baggett, Rodney Lippard, Jill Morris, Ross Holt, Katrina Vernon, Brandy Hamilton, Jen Hanft, Kathy Clapsell, Kim Parrott, Wanda Brown, Laura Wiegand, and Mary Sizemore.

Dale Cousins



Photographs by Susan Smith