

# North Carolina Library Association Executive Board Minutes July 27, 2012

## Attending

Phil Barton (Endowment), Theron Bell (Co-chair, Trustees), Wanda Brown (President), Robert Burgin (Strategic Initiative TF), Cathy Campbell (Director), Phillip Cherry (REMCO), Eleanor Cook (Secretary), Jackie Cornette (NC Paraprof RT), Dale Cousins (VP/Conference), Carol Cramer (Finance), Michael Crumpton (Leadership Institute), Laura Davidson (Constitution), Denelle Eads (Archives), Brandy Hamilton (Public Policy), Amy Harris (RASS& also reporting for L. Williams, CUS), Rachel Holderied for Cindy Shirkey (RTSS), Carol Jordan (SELA rep), Lynda Kellam (Gov. Resources Section), Billy King for Pam Jaskot (PLA), Emily King (Director), Rodney Lippard (ALA Councilor), Jennifer Meyer (Membership), Kim Parrott (Administrative Assistant), Donna Phillips (Literacy), Lorrie Russell (LAMS), Mary Scanlon (BLINC), Cal Shepard (State Librarian), Joan Sherif (Women's Issues RT), Kathy Shields (Technology 'n Trends RT), Iyanna Sims (Cont. Ed.), Mary Sizemore (Treasurer), M.J. Wilkerson (Treasurer-elect), Jason Tomberlin (Special Coll RT), Katrina Vernon (NMRT), Carol Walters (co-chair, Trustees)

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Procedural reminders: Each board member is given either a blue card or a yellow card. A blue card means you can VOTE; a yellow card means you DO NOT.

Call to Order and Welcome 10:12 am. The agenda was approved with slight adjustments after a motion and a second. The minutes from the April 2012 meeting were approved after a motion and a second.

Welcome from host, Rodney Lippard  
Rodney Lippard, Director of the RCCC Learning Resources Center & Library, welcomed us. We are being hosted today at the RCCC's newest campus. The R3 Center was developed to help the people of the region reskill after Cannon Mills was closed in 2004, resulting in the loss of 40,000 jobs. Several major NC universities have research centers here.

President's Report - Wanda Brown  
Good morning all. I thank you. You are a group of dedicated and committed board chairs who view your work as crucial to the success of our organization, NCLA. Welcome to this our third meeting for the year. I am really glad to see such large numbers in

attendance. I am especially proud to see a significant number of you post your reports to the group in advance of attending. These are for all of us in libraries, extraordinarily busy times. I know you all have to make sacrifices of time, energy and effort to fulfill your commitments to NCLA. And yes I'll say it again, that work is so very much appreciated.

As we strive for continued excellence, I ask that each of you along with your boards or committee members, review your charge or mission statements. Make sure it reflects current practices and still has a most relevant charge. We want to ensure that NCLA has it sections, roundtables and committees representing as accurately as possible the current voice of librarians across the state. What are their interests, concerns & challenges? What can we do as an organization to assist?

We will have later this morning a strategic taskforce present on ways to increase our membership. I ask that each of us take full responsibility for growing our association, specifically our sections and roundtables. Communicate with your members both openly as well as frequently. Seek assistance where ever possible.

At our January board retreat collectively we tasked ourselves with addressing six critical strategic initiatives. Today I have asked those individuals tasked with chairing the taskforces devoted to exploring each of the six topics to report on their findings. I was especially delighted to see within their reports that several of you have specific recommendations for the board.

Brown introduced new chairs: Kathy Shields, Technology 'n Trends Round Table; and Denelle Eads, Archivist.

## Strategic Initiatives Reports

1. To strengthen the financial well-being of NCLA - Carol Cramer - No report yet
2. To develop a more robust online NCLA presence - Laura Wiegand
3. To increase engagement among members - Mary Kleinfeldt
4. To increase membership by 5% - Katrina Vernon
5. To foster interest in NCLA between conferences - Cathy Campbell
6. To build awareness of NCLA - Robert Burgin

We had an in-depth discussion of the recommendations put forward by

the 3 task forces who issued reports. Many of these initiatives overlap. J. Meyers went over the recommendations made in the report authored by L. Wiegand for the Initiative 2 (Online presence) task force. R. Burgin went over the recommendations offered by the Initiative 6 (Build awareness) task force. K. Vernon discussed the report by the Initiative 4 (membership increase) task force.

Many excellent ideas came out of these reports, including suggestions for the renaming of committees, making sure that responsibilities for critical infrastructure work not rest with just one person, and inclusion of constituent groups such as trustees in the planning process. However, exactly how to realize these recommendations is the question. In order for the organization and its component parts to respond to changes, we may wish to consider a thorough review of the existing mechanisms that control our bylaws and constitution. Changing the structure incrementally and inconsistently between and among sections, roundtables and committees may bog us down even more. We are constantly running into operational roadblocks that are frustrating our efforts to take advantage of new options for communications and marketing.

Of particular note, our conversation continually returned to a theme of improved communication, both among our members and in terms of reaching out to potential members. Burgin noted that he is bombarded regularly by surveys from all kinds of organizations but has never in his recollection ever been asked by NCLA for feedback. Vernon noted that many of our activities never make it on to our web calendar, and sometimes only go out once by listserve.

A marketing plan developed by a group that includes representation

from NCLA's different sectors has been recommended. Other recommendations will also be worked on after Brown convenes a conference call of the Executive Committee of the Board.

Constitution, Codes and Handbook Comments related to the above discussion: Ensure all standing committees are listed correctly; Charge for committees (outside of Constitution/Bylaws) need to be developed; Problem about who "owns" NC Legislative Day--NCLA or NCPLDA? Was there any formal transition?

Treasurer's Reports--Mary Sizemore See the submitted spreadsheets for detailed information (on the web site). There are some additional explanations in the 2nd quarter detailed report to help us understand how money flows in and out. Legislative Day is where Public Policy's activity is showing. Lippard asked about membership renewal figures (we are in a non-conference year). One-half of our budget comes from membership, the other half from conference income.

Finance - Carol Cramer

The Committee has not met since the last board meeting. The multi-year effort to get an NCLA credit card that is not tied to an individual has finally succeeded. The card that was tied to Diane Kester has been canceled. Thanks to Priscilla Lewis and Kim Parrott for their determined persistence in resolving this problem.

Conference 2013 - Dale Cousins

2013: The conference planning committee has been formed for the 60th biennial conference to be held in Winston Salem at the Benton Convention Center, October 15-18, 2013. The committee will begin to

meet in September 2012 and welcomes your suggestions for content, theme, new ideas, publicity, etc. The committee members and contact information is attached. If past schedules hold true, we will begin a call for programs in early 2013 and registration will occur in the early summer of that same year. More information will be forthcoming from the committee. (See Addendum A on the web for committee roster)

2015 Conference Site Selection Committee Report

2015: The committee has moved forward with the Executive Board's approval to negotiate and execute a contract with the Koury/Sheraton Convention Center in Greensboro for the 61st biennial conference. The contract was signed by Site Selection Committee Chair Dale Cousins on July 20, 2012 and copies are on file in the office, with President Brown, and two copies with Ms. Cousins (for her files and for her successor as Vice President/President-Elect who will be coordinating the conference). The dates for the 2015 conference will be October 20-23, 2015. Thanks to Tammy Baggett, Michael Crumpton, Raye Oldham, Kim Parrott, and Sherwin Rice who served on the Site Selection Committee.

## **Section/ Round Table Reports**

Business Librarianship Section--  
Mary Scanlon

BLINC's officers consist of:

- Mary Scanlon, Chair, Wake Forest University
- Leslie Farison, Vice-Chair, Appalachian State University
- Sara Thynne, Secretary/Treasurer, Alamance Regional Public Library
- Nina Exner, Web Master, North Carolina A&T State University

BLINC's May workshop was held at Meredith College in Raleigh. Owing to our proximity to the capitol, we had a resource-intense workshop focused on government sources. In the morning, Elizabeth Hayden from the State Library demonstrated the new American FactFinder interface to the Economic Census. In the afternoon, three representatives from the Dept. of Commerce met with us; they demonstrated resources for small business, sources of import and export data, and other DOC information sources. Our August meeting will be held at Wake Forest University.

College and University Section –  
Amy Harris for Lisa Williams

The College and University section met in May to begin brainstorming for a fall mini-conference. CUS will be partnering with CJCL on the mini conference which will be held on November 2, 2012 at the Davidson Community College Conference Center. A call for presentation proposals was sent to the NCLA listserv and the deadline for proposal submissions is July 31, 2012. More information about the mini conference will be available once the proposals and keynote speakers have been selected. After the conference the CUS will survey conference attendees to see if there were any presentation topics which could be elaborated on and turned into a workshop series. Planning for the workshop series will begin in January 2013.

Community and Junior College Libraries Section – Penny Sermons (written report only)

CJCS committee members:

- Chair: Penny Sermons, Beaufort County Community College

- Secretary-Treasurer: Deanna Lewis, Cape Fear Community College
- Vice Chair/Chair Elect: Jason Setzer, Davidson County Community College
- Director-at-Large: Keith Burkhead, Guilford Technical Community College
- Director-at-Large: Angela S. Davis, Pitt Community College Library

The Officers of the Community and Junior College Library Section of the North Carolina Library Association have communicated by e-mail and conference calls. The committee is working with The North Carolina Library Association (NCLA) College & University Section to host a mini-conference Friday, November 2, 2012 at the Davidson County Community College – Conference Center, Thomasville, NC; the theme of this year's conference is "Assessment beyond Statistics."

Ongoing objectives include: increasing the Section's membership by at least 5 percent using e-mail and conferences to recruit and collaborating with the NC Learning Resources Association.

Government Resources Section–  
Lynda Kellam

The current officers are Chair Lynda Kellam, UNCG, Vice-Chair David Durant, ECU, and Secretary-Treasurer Lisa Watson, Elon University.

We have continued with our webinar series entitled "Help! I'm an Accidental Government Information Librarian." Since the last report in April we have had one webinar in May and one in June. We had one scheduled for July, but the presenter was ill and it has been rescheduled for August.

We held our annual meeting on June 1 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, which won the GODORT Documents to the People award this year. We closed the day with a business meeting.

We have explored the possibility of electronic voting for our officers in 2013. The Constitution, Codes and Handbook Committees has approved the language and Lynda submitted the bylaw changes to the NCLA Executive Board leadership on July 11. The motion will be considered at the July 27th meeting (see below).

The next workshop and business meeting is planned for November 16 and will be on changes with ProQuest Congressional. At this meeting we will also vote on the bylaw changes to prepare for the 2013 elections. Our membership holds steady and we have had several volunteers to work with our section.

The Government Resources Section plans to present a motion to its membership in November to change wording in their bylaws so they can accommodate electronic voting in the future. The Board approved this request.

Library Administration and Management Section–Lorrie Russell  
The LAMS Board wishes to report the following:

- We have selected Larry Gavin of Cumberland County Public Library as our recipient of the scholarship we offered to our members for the Leadership Institute.
- We are working on our Unconference: "Change Happens," that is scheduled for November 15th, at the High Point Public Library. Lois Kilka of Charlotte/Mecklenburg Public Library will be our speaker.
- LAMS has sent out to its members the first two editions of "LAMS Letters", and is in the process of planning the next edition for September. Part of the content for the next newsletter will be resources selected by board members as helpful in their careers as library managers.
- LAMS is in the process of adding content to its web page, and will send out a survey to its members to see if there is interest/justification in starting a Facebook page for our members.
- LAMS has agreed to partner with the Leadership Institute and will host the April 25, 2013 meeting of their participants. LAMS will provide a guest speaker, and board members will be available to facilitate the meeting.

**Literacy Roundtable – Donna Phillips**  
The current officers are Chair Donna Phillips (Wayne County Public Library); Vice-Chair Steve Sumerford (Greensboro Public Library); Secretary Becky Callison (Wilson County Public Library). Other members include Dr. Pauletta Brown Bracy, Jane Blackburn, and Jay Stephens.

The Literacy Round Table met on May 30, 2012 at Braswell Memorial Public Library to discuss plans for involving NC Libraries in

the observance of National Family Literacy Day. Plans were made to revise the Family Literacy Toolkit in order to prepare it for distribution at the August 2012 meeting of NCPLDA.

Other topics discussed were the need to develop an updated survey for the purpose of collecting information from libraries regarding their library's involvement in literacy initiatives. The next meeting will be a conference call meeting and is scheduled for July 25th at 10:00 a.m.

**New Members Round Table – Katrina Vernon**

The Board consists of:

- Katrina Vernon, North Regional Library, Wake County Public Libraries (Chair)
- Melanie Wood, University of North Carolina, Pembroke (Vice Chair/Chair Elect)
- Lorrie Russell, High Point Public Library (Secretary)
- Patrick Holt, Durham County Library (Treasurer)
- Marian Fragola, NC State University, Raleigh (Programming Director)
- Iyanna Sims, 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)
- Vacant (Students to NCLA Committee)

**Networking Events:**

We have hosted 4 events this quarter (in Greenville, Greensboro, Charlotte, and Raleigh), two of which were coordinated by volunteers. Average attendance at these events was 7.

**Other Events:**

We have several events in planning stages:

- Tips and Tricks for Job Seekers - Wednesday, August 1st (with networking dinner to follow)
- Meet NCLA Day - September 1st (with networking happy hour/dinner to follow)
- Meet NCLA Workshop - a full day event on May 10th, 2013, to learn more about academic librarianship and the benefits of joining a professional organization.

**2013:**

The board is reviewing the idea of regional programming directors to divide the state up and ensure that we are providing events in all areas.

**NC Citations:**

The Summer issue was sent to the listserv and posted on the website and on Facebook in early July. It resulted in an increase in use of NMRT's services (mentoring and resume and cover letter review program), students wanting to join our board to fill our Students to NCLA Committee position, and sign-ups for our upcoming Tips and Tricks for Job Seekers program.

This version was twice the length of our first one, we received a lot of great information to include in it!

**Other:**

NMRT is offering \$150 scholarship to the Leadership Institute. We will partner with NCLPA to offer a full scholarship to one attendee, who must belong to (or join) both groups.

**Board Meetings:**

NMRT is meeting every other month at different locations throughout the state.



NC Association of School Librarians—vacant

NC Library Paraprofessional Association—Jackie Cornett

The executive board met at East Carolina University- Joyner Library May 9, prior to the Paraprofessional Conference.

Members Present: Jackie Cornette (Chair), Beth Lyles (Region 2 Director), Harry Frank, (Vice Chair/Conference Chair), La Nita Williams (Region 3 Director), Evelyn Johnson (Region 4 Director), Linda Haynes (Treasurer), Tamara Kraus (Nominations Chair), Angela Davis (Webmaster), and Cathy Wright (Communications Chair) who attended online via VYEW.

The board discussed ways to increase NCLPA membership and to increase our online presence- (posting to NCLPA's social networking accounts) - Twitter account be created and icons for Facebook and Twitter be added on the NCLPA homepage. NCLPA hosted Joyner Library's pre-conference program, "Prepare, Promote, Present: The Three P's of successful Tween and Teen Programming" presented by Katie Huneycutt of Robeson County Public Library. NCLPA also co-hosted a successful networking mixer with New Members Round Table on the evening of pre-conference events. Upcoming Program & Scholarship: Region 3 workshop- Chatting About Chat-Do you Know what your Chat Reference options are? Do you Know NCKnows?- Monday August 6, 10:00am-1:00pm-Smith Library-High Point University.

NMRT and NCLPA are partnering to offer a full Leadership Institute Tuition Scholarship \$300.00 for 2012. Next Meeting -August 9, -Randolph Public Library, Asheboro

Public Library Section—Billy King for Pam Jaskot

The Planning Council met at South Regional Library in Burlington May 2012.

Members attending: Pam Jaskot, Chuck Ebert, Arthur Erickson, Billy King, Jane McAllister, Jason Rogers, Catherine Rudelich, Joan Sherif, David Singleton, Martha Sink, Decca Slaughter and Deborah Wadleigh. (8 constitute a quorum; we had 10 voting members present)

The primary focus of the meeting was to plan and discuss the Fabulous Fridays, a series of workshops scheduled for Fall 2012. The workshops will be held in 3 different locations throughout the state and will offer participants a variety of workshop topics. Cost will be minimal. There is still a question as to whether NCLA office will handle registration.

### **New Business**

After some discussion of the Leadership Institute and past PLS support for it, a motion was made to fund up two \$500 scholarships.. The motion passed unanimously. Details will be handled by the Awards Committee. The next meeting will be Aug. 24 at 10:30 AM in Cameron Village

Reference and Adult Services

Section—Amy Harris

The RASS board met on May 25. We will collaborate with the Public Library Section to put on their Fabulous Fridays workshops in October. We have also started a "Resource of the Month" column on our webpage that will highlight one free resource or a resource that is available through the State Library or NC LIVE. Look for the current Resource of the Month, as well as the archive (once we get it established) at <http://www.nclaonline.org/rass>.

To begin with, board members will be writing these articles, but we will expand to include volunteers once it's well established. We will choose our scholarship recipient for the Leadership Institute soon.

Round Table for Ethnic Minority Concerns—Phillip Cherry (No written report)

They are looking at a program opportunity for the conference or for a spring workshop, possibly something to do with genealogy of African American soldiers and sailors. They are trying to organize a meeting.

Resources and Technical Services Section—Rachel Holderied for Cynthia Shirkey

RTSS has been working on its fall workshop program. The theme is advocating for technical services.

We have come up with seven different programs in all. There will be a keynote address by Eleanor Cook and Julie Todaro of Austin Community College. Stephen Brooks from UNC-CH will be our closing speaker. We will have other programs to choose from on gifts, ILL, development, public libraries advocacy and cross-training. The workshop will be held at the Elliot University Center on UNC Greensboro's campus. The workshop will be on Monday, October 22nd.

RTSS has also volunteered to sponsor one applicant to the Leadership Institute. After polling the board we discovered no one on the board was eligible or able to go. We will extend this scholarship to someone in the general membership, but we need a list of applicants and their sections to do so.

Special Collections Round Table—Jason Tomberlin

The RTSC board sent a “please come back” email to former members and will continue to look for ways to increase membership. As of July 25, this email has generated (we think!) 3 to 4 new or returning members.

The RTSC board is also discussing the feasibility, practicality, and other issues involved in creating a web page that would list the contact information of appraisers who live in North Carolina. Many board members agree that this would be a useful page for our members, but they also recognize that there are many potentially troublesome issues related to the creation and maintenance of this resource. We invite the NCLA board’s comments and suggestions as we ponder this issue.

As reported at the last NCLA board meeting, the RTSC board is planning to present an off-year workshop focusing on teaching with special collections. Discussions are underway to secure a time, date, and location, as well as presenter(s).

Technology and Trends Round Table  
—Kathy Shields is the new Chair.

Trustees, Friends, and Advocates—  
Carol G. Walters/Theron Bell

This quarter our section partnered with Task Force, NCPLDA, Public policy for North Carolina Legislative Day, June 13, 2012 in Raleigh, NC. Event flyers went to library systems, trustees, etc. Over 300 attended the event on Halifax Mall. Secretary Carlisle and State Librarian Cal Shepard kicked off the event and then participants visited with legislators. Storytelling was added to the event this year and Wake Country pre-schoolers attended, with 4 storytellers entertaining. We hope that the event can grow with our library stories.

Women’s Issues in Libraries Round Table—Joan Sherif

The current officers are Chair Joan Sherif (Northwestern Regional Library); Vice-Chair Carol Laing (Wake County Public Libraries); Secretary Jenny Boneno (Forsyth County Public Library), Web Coodinator Sarh Jeong (Wake Forest University). Other members include Jennie Hunt, Ruth Hoyle, Laura Weigand, Jahala Simuel, and Mary McAfee.

WILR met on May 11 at the Forsyth County Public Library in Winston-Salem to plan the fall workshop and conduct other business. The fall workshop will be “Insiders’ Guide to Your Career Potential: Trust, Leadership, and Happiness in the Workplace”. It will be Friday, November 2 from 10:00 to 3:30 at the West Regional Library of Wake County Public Libraries. The program will address the following issues for librarians at various stages of their careers: dealing with career crossroads, decisions to become a manager, leadership, leading from where you are, development of an environment of trust in the workplace, and personal responsibility in the workplace.

Speakers will include Stephanie Goddard from Wake HR who will present a morning session on trust and leadership in the workplace. An afternoon panel including Cal Shepherd, Wanda Brown, and Dale Cousins who will comment on the morning session and speak to other areas of interest. A save the date email has been sent out to members with some early responses of interest.

Other topics discussed were an e-newsletter in August with topics of interest and links to the NCLA web site. Wanda Brown will be the first featured librarian.

The next meeting will be at the Mebane Public Library on August 17 at 10:30.

Youth Services Section—  
Mary Kleinfeldt (No report)

## **Committee Reports**

Archives—The new Archivist is Denelle Eads

Constitution, Codes and Handbook  
—Laura Davidson (This was covered above; otherwise, no report)

Continuing Education—Iyanna Sims  
The committee met on Tuesday, July 17, 2012 to analyze the results from the CEC survey. From the analysis, the committee agreed to create a page on the NCLA website. The page will include information on the value of continuing education, continuing education opportunities, trending topics, and further reading. The committee is targeting mid-August to launch the page.

Endowment—Phil Barton

The NCLA endowment ending fund balance as of March 31, 2012, the end of the first quarter of 2012, was \$129,693.96. The fund balance was \$123,203.77 as of January 1, 2012. During this quarter, investment returns accounted for \$5,585.24 of the fund growth. There was a contribution of \$1,010.00 during the first quarter. The second quarter report will be available from the North Carolina Community Foundation sometime in August.

This is the first financial report that reflects the scholarship funds that were transferred to the NCLA Endowment fund in 2011. The endowment fund includes the following designated fund accounts:

- Appalachian Scholarship—\$10,000.00
- Barbara Beebe Memorial Fund—2,150.00
- McLendon—5,000.00
- NCASL Scholarship—10,000.00
- NCLA Memorial Scholarship—20,000.00
- Query-Long Scholarship—11,500.00
- Ray Moore Award—2,000.00
- William Roberts Public Library Award—10,000.00
- Marilyn Miller Award for Professional Commitment\*—(18.13)

The NCLA Endowment Committee membership is now comprised of Tammy Baggett, Phillip Barton, Robert Burgin, Harry Cooke, Bryna Coonin and Ross Holt.

Intellectual Freedom—No report, still looking for a Chair

Leadership Institute—  
Michael Crumpton  
Committee 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 LIPC has met 6 times, February 13th, March 6th, and April 19th, a site visit to Caraway Conference Center on May 8th, May 23rd and July 11th.

To recap:

- 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 and logistics discussed of menu options, accommodations, conference center restrictions and features of the center for execution of program and content presentation.



- 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.

Sixty-five 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 39 accepted participants were sent out, see text below:

#### LI Acceptance Letter

*On behalf of the NCLA Leadership Institute, I would like to congratulate you on your acceptance to this the 2012 NCLA Leadership Institute, being held October 25th thru the 28th at Caraway Conference Center near Asheboro. We appreciate your dedication and effort in completing the information needed for this selection and we look forward to working with you in this exercise of strengthening leadership skills and experiences for North Carolina library employees.*

*Your selection is representative of 65% of interested applicants so it is imperative that you confirm your acceptance criteria. This criterion is;*

- *That you are committed to full attendance to the Leadership Institute at Caraway as an in-house guest during the entire program, and your supervisor has accounted for your time away.*
- *That you have accounted for payment of the all inclusive fee of \$300, either personally or through your employer or NCLA section as a sponsor.*
- *That you are able to attend the Post Institute gathering scheduled for April 25, 2013 as a bridge to involvement in the 2013 NCLA Biennial Conference in October 2013.*
- *You understand the limitations of outside contact and the restrictions imposed by Caraway as to alcohol use and third party access.*

*Although this Leadership Institute is supported by an LSTA grant through the State Library, the fee is an important component in sustaining the program for future activities. Confirming attendees will be registered and an invoice will be produced in early August with payment due by August 31st. Failure to pay could result in forfeiture of your place at the Institute.*

*Once you confirm your acceptance, more information will be forthcoming related to program content and expectations, speakers and project guidelines for post Institute activities.*

*We are excited for the opportunity for you and the others selected this year to experience a significantly beneficial program for leadership development for our association. This program has been developed based on assessment of previous program successes and on a review of field literature as to what library leaders need in these dynamic times.*

*Please indicate your acceptance by reply to this email by July 31st and please let me know if you have any questions. We look forward to seeing you in October.*

Twenty-one letters of non-acceptance were sent out as well explaining the overwhelming response. Other factors beyond application criteria that needed to be considered became; size of group to be accommodated, number of applicants per institution and library type and service to NCLA over time, see text below:

#### LI Non-acceptance Letter

*On behalf of the NCLA Leadership Institute, I would like to thank you for your dedication and effort in completing the application to the 2012 NCLA Leadership Institute. Response was overwhelming and unfortunately we could only accommodate 65% of applicants. I am very sorry to inform you that you have not been selected to*

*participate.*

*The Planning Committee had many factors to consider that go beyond any individual's specific qualifications to attend. This included the number of applicants per library or library system, service to NCLA as a professional association and limited space at the conference site based on previously arranged accommodations.*

*We feel that all applicants demonstrated a genuine interest and desire in strengthening their leadership skills and in expanding their experiences. For that reason we are exploring other options for leadership development in which you will receive early notification. Ideas being considered include; partnership with LAMS on additional programming regarding leadership topics and a special day long pre-conference workshop on leadership at next year's NCLA biennial conference. We also encourage you to apply for the next Leadership Institute which is expected in 2014.*

*The investment in your time and effort for completing this application process demonstrates your commitment for personal growth in leadership and responsibilities. Although we cannot accommodate you at this event, NCLA is committed to providing opportunities for all of its members to learn, grow and develop as individuals while making us all stronger collectively.*

*Thanks again for your application and efforts, please continue to participate and be involved in NCLA programs and activities in the future.*

The planning committee considers this to be a significant number of interested NCLA members who we are now promising to offer additional programming as stated in the non-acceptance letter.

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, Mike Wasilick, Anthony Chow and Cal Shepard. This is a rough draft of the proposed agenda for the 4 day institute:

#### Leadership Institute 2012–

##### First Draft Schedule

##### 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 committee is also approaching other senior library leaders to serve as group mentors who will attend the institute but also maintain contact with their group of attendees into the project phase and deliverable at next year's conference. The next planning committee meeting is expected the first part of August and will include making final decisions on content, mentors, menu, project guidelines

and assessment tools. The committee will also begin to formulate additional leadership programming in partnership with LAMS in order to accommodate membership needs in that area. Suggestions are welcomed at [macrumpt@uncg.edu](mailto:macrumpt@uncg.edu).

## Membership—Jennifer Meyer

Accomplished this quarter:

- Two monthly meetings
- Assisted with strategic initiative in June and agree with recommendations
- Publicity check list created by Katrina Vernon to assist S/RT chairs with event marketing
- Invitation letters for Directors Association and library institutions written

## Planned for next quarter

- Library school orientations
- Member highlight
- AchieveLink member benefit <http://affinitycenter.com/for-associations>
- Investigate possibility of “sustainable” membership via Rodney Lippard
- Two virtual membership meetings
- Vote/discuss virtual meeting manager software subscription

## Issues/Challenges Identified

- Transition with marketing committee
- Representation at library school orientations
- Creation of institutional member benefits - what do we need for a vote?

## Nominating—Sherwin Rice

No report

## Operations—Kim Parrott

- Attended and assisted Chair, Public Policy with coordination for Legislative day.

- Attended local Legislative day in Raleigh.
- Attended the Leadership Institute committee planning meetings.
- Setup the event module for the Leadership Institute online registration.
- Met with operations chair to secure new NCLA credit card which included trip to Wells Fargo to meet with representative which set in motion the securing of the credit card.
- Met with treasure to secure new NCLA credit card which included trip to Wells Fargo to meet with representative which set in motion the securing of the credit card
- Met with Operation Chair and NCLA Listserv backup moderator to brainstorm Listserv posting criteria.
- Worked with Vice-Chair, and Potential Venue, re: 2015 Contract.
- Processed memberships daily.
- Made bank deposits as needed.
- Secured the NCLA credit card with Operations Chair and Treasurer.
- Provided section and roundtable reports as requested.
- Reconciled 2nd quarter expenses.
- Meet with membership committee via online.
- Assisted as needed.

## Public Policy—Brandy Hamilton

NC State Legislative Day was held June 13, 2012 from 9:15-12:30 at Hallifax Mall in downtown Raleigh. The event was planned by the North Carolina Public Library Directors Association. The Public Policy Committee assisted by providing tents, tables, a storyteller and t-shirt sales. Public Policy also sent email alerts to local homeschool groups. During the event several



homeschooled families visited the legislature along with other attendees. In addition, policy members contacted local day care centers to serve as an audience for the storytellers. We also took photos and video footage of the event and secured releases when appropriate. The photos will be posted on the NCLA facebook page/photos section by the meeting.

#### Advocacy Video

Brandy Hamilton met with Todd Frei of Wake County Public Libraries to discuss the development of the advocacy video. We are currently developing a theme and hope to have a short video by late fall. We discussed getting more footage of NCLA officers (esp. Wanda Brown) but the Wake County camera is currently under repair. I will discuss other options for obtaining footage at the board meeting.

**National Legislative Day and ALA**  
National Legislative Day will be held May 7- 8, 2013. Since office visits will now be on a Wednesday this may help us get appointments with legislators instead of office aides. ALA offers training on the first day. Historically the NCLA delegation has not attended the training due to additional costs.

ALA contacted me and Cal Shepard to set up a conference call to discuss how to make Legislative Day better. We participated in the conference Monday July 23, 2012. We offered a few suggestions such as: securing dates that do not correspond with legislative travel days and getting the issues as early as possible. They offered some suggestions for us and provided some insight into what they were looking for NC to accomplish. Some notes from the meeting include:

- Reinforce the viewing of the ALA "What to Know Before you Go" Webinar
- Briefings are available a week prior to the event because - this makes them as up to date as possible. They may be able to provide some basic information in April. At this point they know that appropriations will be an issue.
- I confirmed that we could focus on the topics most valuable to our state
- They ask that we reinforce work-force development s with Senator Burr and are looking for him to be a strong supporter of libraries in the future.
- They mentioned Congresswoman Virginia Foxx is the chairwoman of the Higher Education & Workforce Training Subcommittee and could be a good advocate for libraries. We all agreed we would like to see more academic representation next year.
- ALA felt that overall the most important aspect is for participants to feel comfortable and have a specific issue and or story assigned to them prior to attending the meeting.
- Other thoughts: combine our packets with ALA packets and send letters to legislators by the end of March inviting them to the reception on May 7th (location TBA)

Scholarships –Christy Earp–  
Written report only

The Scholarship Committee communicated via email this quarter. We are currently seeking a new member from among the pool of NCLA Leadership Institute graduates in order to bring us up to the suggested number of 6 members. The new member will ideally come from the public library sector, since most

members are currently in academic libraries. Current committee membership includes:

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

The committee is currently researching the history of the scholarship committee. A brief timeline (created from information published in North Carolina Libraries from 1942-1975) is attached to this report. (Can be seen on the NCLA web site at: <http://www.nclaonline.org/sites/default/files/documents/scholarships/AScholarshipCommitteeTimeline.pdf>). If anyone would like to add/correct any information on the timeline, please let the scholarship committee know.

Website–Laura Wiegand–No report

#### Other Reports

**ALA Council–Rodney Lippard**  
I attended the Annual Conference of the American Library Association in Anaheim, CA from June 22-27, 2012. While there I attended Council Sessions I, II, and III as well as the Planning and Budget Assembly and I served as Co-Convener for the Council Forums. In addition NCLA President, Wanda Brown, and I met with the staff of AssociaDirect, an association-marketing agency, to talk about their service, MembershipDirect which is an email and direct mailing campaign to assist associations with communication, i.e. membership mailings, renewals, and follow-up. While in Council

Sessions, I continued to tweet the sessions so that NCLA and others who are on twitter could follow. During the Council Sessions, the following resolutions were adopted:

Resolution on Voter Suppression in America, as amended read: "That the American Library Association (ALA): (1) opposes voter ID laws, restrictions on voter registration, cuts to early voting and any other laws resulting in the restriction of lawful access to voting; (2) encourages libraries; librarians; and library support staff to provide information to citizens to mitigate these restrictions should they remain in effect on Election Day."

Resolution that School Libraries and Librarians are Critical to Educational Success, as amended to read: "That the American Library Association (ALA): (1) directs the ALA Presidential Task Force on School Librarians to lead the Association in its continued mission to address the urgent need for advocacy for school libraries and school librarians; and to address the impact of the de-professionalization and curtailment of school library instructional programs on students and student achievement, continuing to engage librarians of all types from across the association to advocate for school libraries, which are imperative to the survival and success of all libraries; (2) encourages state associations and affiliates to influence legislation requiring adequate funding and appropriate staffing of school libraries in schools at all levels; (3) places a high priority on seeing that upcoming ESEA legislation recognizes and specifically supports the necessity for effective school library programs and credentialed school librarians; (4) works to encourage federal lobbying efforts to

include school libraries in legislation and regulations, including areas such as digital literacy and broadband; and (5) actively seeks partnerships with national organizations to reach mutual goals of sustaining school libraries."

The following resolutions were considered, but defeated:

Resolution in Support of Whistleblower Bradley Manning: "That the American Library Association calls upon the Secretary of the Army and the Chief of Staff of the United States Army to release Pfc. Bradley Manning from pre-trial confinement and drop the charges against him."

Resolution on Access to Information and WikiLeaks: "That the American Library Association (ALA): (1) supports the rights of WikiLeaks to publish leaked government documents; (2) commends the efforts of WikiLeaks to expunge from documents names and other material deemed potentially harmful to innocent people; (3) commends WikiLeaks for performing a public service for making available important documents related to foreign and military policy; (4) recommends that libraries consider linking their websites to the WikiLeaks website where appropriate; and (5) condemns any harassment of WikiLeaks."

The following resolution was referred to the Council Intellectual Freedom Committee:

Resolution on Homelessness and Libraries: "That the American Library Association (ALA) shall amend Article V of the Library Bill of Rights to include housing status, so that it now reads: 'A person's right

to use a library should not be denied or abridged because of origin, age, background, views or housing status.'"

In addition, Council adopted the recodification of the ALA Policy Manual, Section A: Organization and Operational Policies and Section B: Positions and Public Policy Statement as outlined in ALA CD#10.1 and 10.2. Other related documents include ALA CD#10.3, Final Report of the Presidential Policy Manual Revision Task Force and ALA CD#10.4, ALA Policy Crosswalk to New Sections A & B to Old ALA Policy Manual.

Council also approved the FY2013 Total ALA Budgetary Ceiling of \$65,026,831

SELA Representative—Carol Walker Jordan—No written report  
How many people are members of SELA? Not many Partnering with Georgia Media specialists.

Editor, NC Libraries—Ralph Scott (written report submitted)  
Work continues on our next issue which will be a fall 2012 combined regular and 2011 conference report issue. Please continue to urge your section and roundtable members to submit articles at: [www.ncl.ecu.edu](http://www.ncl.ecu.edu).

Recently a number of new North Carolina book reviews have been submitted to the webmaster for posting to the NCLA website.

State Librarian—Cal Shepard  
Activities / Accomplishments

- In July the State Library experienced a budget cut of \$350,759. (DCR total was \$1.3 million)
- (\$67,794) State-Aid (represents a .5% reduction)
- (\$197,206) Statewide programs and services

- (\$85,759) Two staff positions within the State Library

LSTA - new 5-year plan submitted to IMLS in June 2012

- The State Library has purchased a subscription to LibGuides for all public and community college libraries. Training will be offered at 5 different locations across the state;
  - July 30, Guilford Tech Community College, Jamestown
  - July 31, Central Piedmont Community College, Charlotte
  - August 3, AB Tech Community College, Asheville
  - August 6 Cape Fear Community College, Wilmington
  - August 7, ECU Joyner Library, Greenville
- The Continuing Education Advisory Committee (CEAC) is launching a portal (using LibGuides) that lists all workshops and CE opportunities in the state for all library types. All libraries are encouraged to contribute. The URL is:
- A new digital preservation tool, called CINCH (Capture, INgest, and CHecksum) created by the State Library's Digital Information Management Program and funded through an IMLS Sparks! Ignition grant, is now available for use by institutions throughout North Carolina. The FREE tool was created to address the digital preservation needs of small and mid-sized institutions throughout North Carolina. For more information: <http://digitalpreservation.ncdcr.gov/cinch/>
- Our State Magazine published a list of 100 NC icons that make the state unique in their May issue. State Library staff created a resource guide to help people learn more about the icons on the list and how they might go

about experiencing them. To view the resource guide go to: <http://statelibrary.ncdcr.libguides.com/100ncicons>

- A newly appointed sub-committee of the State Library Commission is studying the issue of
- "affiliated/non-affiliated" libraries. (Libraries that do not receive state aid on their own.)
- The State Librarian is presenting bi-monthly "State Library Update" webinars. Any library staff member is invited to attend. The next one is scheduled for Thursday, August 23 at 10:00 a.m. To register go to: <http://statelibrary.ncdcr.libcal.com/event.php?id=109078>
- The Government Heritage Library will hold a Family History Fair on Saturday, August 11, 2012.
- This free program will be held at the State Library in Raleigh from 10:00 a.m. - 2:00 p.m.

#### Issues

- Denise Sigmon (Assistant State Librarian) retires August 31 - deadline for applications is 7/27.
- Also recruiting for Grant Pair's (NC Cardinal Manager) and Pam Jaskot's (Consultant for
- Communication and Data Analysis) positions.

#### Coming Up

- The State Library is offering scholarships to public library staff (covering registration and hotel) to the Association of Rural and Small Libraries Conference in Raleigh on September 26-29th. Deadline to apply is Wednesday August 1, 2012. Here's where to find the application: <http://www.surveymonkey.com/s/6N3FN2K>
- Also funded registration scholarships to LJ's "Lead the Change" one-day leadership training to be held September 11 in Raleigh.

#### Other

- Comment about the services from the Library for the Blind and Physically Handicapped from the son of a patron:

The more I think about it, the more I remember how my Mom would listen every single night to those tapes, and she would look forward to getting them, and sometimes couldn't wait to go and sit quietly and listen. She would talk about some book she had listened to, or share something she had learned from the tapes. It really was an enormous source of joy for her. All of her life she had devoured books, and when she lost her vision, the inability to read was what terrified her more than anything else. Your program alleviated that fear and that loss.

At the completion of the State Librarian's report, there was an unveiling and short demo of a new site called the "Train Station" which is the State Library's training site, using their new LibGuides capabilities. Here is the link: <http://statelibrary.ncdcr.libguides.com/trainstation>

Future meetings: See the web site for this information: <http://www.nclaonline.org/executive-board/meetings>.

Motion to adjourn, approved, 2 pm.

