

North Carolina Library Association Executive Board Minutes October 19, 2012

Attending

Phil Barton (Endowment), Randall Bowen (CUS), Wanda Brown (President), Keith Burkhead (CJCLS); Eleanor Cook (Secretary), Jackie Cornette (NCLPA), Dale Cousins (VP/Conference), Carol Cramer (Finance), Michael Crumpton (Leadership Institute), Laura Davidson (Constitution), Denelle Eads (Archives), Brandy Hamilton (Public Policy), Jennifer Hanft (Marketing), Amy Harris (RASS), Rachel Holderied (RTSS), Pam Jaskot (PLA), Avis Jones (REMCO), Lynda Kellam (Gov. Resources Section), Emily King (Director), Rodney Lippard (ALA Councilor), Kim Parrott (Administrative Assistant), Lorrie Russell (LAMS), Tiffany Russell (Cont. Ed.), Mary Scanlon (BLINC), Ralph Scott (NCL), Joan Sherif (Women's Issues RT), Kathy Shields (Technology 'n Trends RT), Lisa Shores (Membership), Mary Sizemore (Treasurer), Jason Tomberlin (Special Coll RT), David Trudeau (Intell.Freedom), Carol Walters (co-chair, Trustees, Advocates, Friends), Laura Wiegand (Web Admin), M.J. Wilkerson (Treasurer-Elect), Melanie Wood (NMRT)

Thanks to Mary Sizemore and Lorrie Russell for hosting the meeting today. Minutes of the July meeting were approved.

Introductions:

Lisa Shores - Membership

Jennifer Hanft - Marketing

David Trudeau - Intellectual Freedom

Treasurer's Report—Mary Sizemore (link is to all the detailed reports)

We need more memberships in order to reach our budgetary goal - we budgeted \$38K but so far we are only at \$25,144.50. Discussion centered on how to anticipate and promote increased membership. Minimum of 2 trustees per library system is the goal, but not all systems can afford to pay their trustees' dues. Trustees, advocates and friends is what we are supposed to be calling them and this phrase needs to be corrected in all places within the web site and printed resources. Section chairs request that Kim send quarterly lists of members for each section, including lapsed members.

The Endowment disbursement needs to have a budgetary amendment to show that the amount is \$2490

instead of \$2200. This was approved. Motion to approve the Treasurer's report was made and seconded. Motion passed.

President's Report—Wanda Brown

Good morning and welcome to this our final board meeting of 2012. Thank you so much for your continued support for NCLA and for your enthusiasm with respect to our profession. I think your presence here today exemplifies not only your commitment to NCLA, to your respective sections, roundtables and committees, but also to the spirit of collaboration that is necessary for us to grow and sustain our association. As we look to the next year and think upon the role each of your vice chairs will take, I strongly encourage you to bring them to the board meetings. Not only will this aid in the transitioning of the board, but more importantly, it will give them the historical perspective and insight into the strategies taken, decisions made and subsequent implications which will all become more relevant in their time as chair. This enables the next board to move forward with greater ease. This makes us stronger as a board and as an association.

I recently attended the SELA/COMO conference held in Macon, Georgia as well as the Joint Conference of Librarians of Color which was held in Kansas City. At both of these events I was amazed at the amount of LIS students there were in attendance. They encouraged and inspired me with their quest for knowledge and their eagerness to network. They asked how they might get involved within the profession now. Questions about the workings of NCLA were abundant. How can we engage these students and give them an up and close personal experience within NCLA? As I pondered upon the idea, I had several thoughts. Perhaps we could invite a couple to join us as guest during the quarterly board meetings. What about a link (for students only) to our webpage where they could identify themselves and express any specific areas of interest? What if each section solicited a student representative to join their boards? Just ideas, but I hope they get you thinking.

I do want to publicly mention the work of the New Members Roundtable's with "N.C. Citations." Not only did it make me proud, but it brought to remembrance something

I do truly miss; Tarheel Libraries. I want to know who's new to the state, who's gotten a promotion or who's switched jobs within the state. Perhaps we could revisit the notion of how we communicate within our association via a similar mechanism. The wonderful LAMS publication could also be a vehicle for sharing the "who's done what stories." Just an idea, but I hope it gets you thinking.

Special thanks to all the sections and roundtables that have been busy planning what appears to be a wonderful array of programs for the fall. You are given back to your sections, but more importantly you are keeping the NCLA brand alive. Thank you. NCLA day I understand was also another huge success. I have attended many of the meetings of the Leadership Institute Planning Committee. I think we have much to look forward to in this year's institute. Also the work of the conference planning committee has begun and I am equally encouraged by the work done so far. Thanks especially to Kim who keeps us all in the get, know and go mode. Great work all!

During the last board meeting we began hearing the reports from the Strategic Initiatives working groups; reports that sparked a series of good and healthy conversations. The Executive Committee met to discuss some of the recommendations from the "Build Awareness of NCLA" taskforce. I am pleased to report that Jennifer Hanft has been appointed as the chair of the recently renamed Marketing Committee. She has been charged with convening group of interested folks to devise a marketing plan for NCLA. She has been asked to work closely with both the Membership and Web Committees. As a follow up to the conversations to "increase membership within NCLA by 5%", as well as queries from our

members, we will explore the possibility of an un-moderated listserv. More details on that are forthcoming.

Before we hear reports from the sections and roundtables, let's hear from the remaining strategic initiative taskforces.

Initiative Reports

Financial Wellness Task Force Report (Carol Cramer)—discussed ideas contained there

NCLA Financial Task Force Report
Readers are referred to the Finance Committee report from the January 2012 NCLA Board Meeting to freshen up on the current state of NCLA's finances. In short, we currently have \$25,000 designated as short-term reserve and about \$3000 in undesignated revenue. NCLA is currently in a position of strength, financially speaking. How do we ensure that we stay strong and not continue the boom & bust cycle where our fortunes depend on the financial success of the last conference? We quickly examined the three primary ways of improving one's finances: Cutting expenses, raising revenue, and managing assets better. Cutting expenses further was dismissed quickly, since NCLA had cut just about everything possible during the most recent bust cycle. The other two possibilities are discussed in more detail below.

Ideas for Raising Revenue

These three ideas have the greatest potential:

1. Increase membership - Especially tapping the trustees, friends, advocates sector. (Further thoughts are delegated to the separate task force assigned to this purpose.)
2. Advertising on the website - furniture vendors, etc. Also local

restaurants and the like immediately before a conference. Refer this idea to the Marketing/Website committee and Kim.

3. Ensure that future conferences are highly successful. These three ideas could raise revenue, but would cost more (in effort etc.) for the amount we would raise:
4. Grow the endowment - Solicit more gifts, NCLA transferring money
5. Fee charged when sect/rt have a program: will this really be new revenue or just shifting revenue from sect/rt (could be done as a percentage or as a flat fee). This idea has been floated several times, but has proven controversial within the board.
6. Raise dues - Would this go over in a year when we're not desperate? However, when we are desperate is often when the economy is in the toilet and members are least able to pay more. The following idea was discussed, but we decided that this would not ultimately increase revenue (especially when one considers the effort involved):
7. Go to an annual conference? Is this effectively what happens with the off-season programming? NCLA currently has \$3000 (or \$1500 per year in the 2012-13 biennium) in completely undesignated conference revenue. The board could consider applying some of the undesignated revenue to hire professionals to do some of the marketing for the top two items above.

Ideas for Making Better Use of Current Surplus

The Task Force members agreed that we need as much flexibility as possible, so we do not advise the board change its bylaws in such a

way as to require NCLA to maintain a short-term reserve fund, or to transfer money to the endowment. However, we agreed that the principle of setting aside short-term revenue to cover future downturns is a good idea. The Endowment Committee could request that surplus revenue be added to the undesignated portion of the endowment. We should consider making organizational contributions to the Endowment when revenues are available beyond what is needed to be held aside for projected short-term needs. Submitted by the Financial Task Force: Carol Cramer, Chair, Phil Barton, Mary Sizemore

Member engagement—Lorrie Russell reported for Katrina Vernon (This report was submitted in July)

Foster interest in NCLA between conferences—Jason Tomberlin reported for Cathy Campbell (This report was submitted in July)

Listserve proposal/motion—
Laura Wiegand

Discussion surrounded its workability in terms of moderation, commercial content restrictions, list etiquette. Err on the side of openness. Assess the situation after a certain time period. Assess in October 2013. Motion was approved unanimously. We will communicate with the membership about these changes. Discussed how to reach opted out members. Several ideas were offered. Marketing and Online will work together to craft the announcement and work out further communications.

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 most recent quarterly workshop was held August 2nd at Wake Forest University. As this was our 'back-to-school' workshop, we focused on instruction. Lauren Pressley, Head of Instruction at the Z. Smith Reynolds Library taught a session on instructional design.

In the afternoon, we met with three representatives from Mergent/Hoover's to provide feedback about a new interface the company is designing for one of the NCLive databases. We ended with a report from BLINC member Dan Maynard of Campbell University about an outreach program to Small Business Development Centers that he's been developing and a discussion about how we might support SBDC investment counselors. Two BLINC librarians represented us at Meet NCLA Day. Our next workshop will be held November 8th at Elon University.

College and University Section –
Randall Bowman

Registration is now open for The North Carolina Library Association (NCLA) College & University Section and Community & Junior College Libraries Section mini conference "Assessment Beyond Statistics." The mini conference will take place on Friday, November 2, 2012 at the Davidson County Community College Conference Center, Thomasville, NC.

Highlights include: Keynote speaker: Yvonne Belanger, the Head of Assessment and Planning for

Duke University Libraries and Duke University's Center for Instructional Technology (CIT); Lunchtime speakers: Kathryn Crowe: Associate Dean for Public Services at the University Libraries at the University of North Carolina at Greensboro and A. Kathy Bradshaw: Human Resources Librarian for University Libraries at University of North Carolina Greensboro. There will be three breakout sessions with three presentations in each breakout session and five poster presentations. As of October 9th we have 16 registrants. We are hoping to fill the 96 seats for the conference so please pass on the conference announcement to colleagues at your libraries. More information on the mini conference is posted on the CUS and CJCL section pages.

Community and Junior College Libraries Section—K. Burkhead
No report

Government Resources—
Lynda Kellam

We have continued with our webinar series entitled "Help! I'm an Accidental Government Information Librarian." Since the last report in July we have had two webinars (in August and September). We have three scheduled through January. The next one on November 14 is on UN Data resources.

We have explored the possibility of electronic voting for our officers in 2013. The Constitution, Codes and Handbook Committees has approved the language and the NCLA Executive Board voted for the change at the July 27th meeting. We presented the language to the membership via email and at our business meeting on June 1.

The next workshop and business meeting is planned for November

16 in Greenville, NC 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 executive committee met virtually on September 12 to plan our November 16 workshop and to discuss other matters. Our membership holds steady and we have had several volunteers to work with our section.

Library Administration and Management Section—Lorrie Russell
The LAMS board has continued to plan and prepare for their Unconference. The date will be November 15th, from 9:15 am to 3:00 pm at the High Point Public Library. The theme for the Unconference will be “Change Management,” and the speaker will be Lois Kilkka of the Charlotte/Mecklenburg Public Library. At their October meeting, the LAMS board agreed to offer up to 15 scholarships, if space allows, to the Unconference for the Leadership Institute applicants who were not accepted to the Institute.

This quarter, LAMS also agreed to sponsor Larry Gavin, of Cumberland County Public Library and Information Center, and a LAMS member, to pay for his participation in the NCLA Leadership Institute.

LAMS will also work with the Leadership Institute to prepare and host their April meeting, where the participants will gather to discuss the progress they have made on their individual projects.

LAMS has sent out three issues of the new quarterly LAMS Letters at this time. The board is working on the next edition, which will be sent out to our membership in December. The LAMS board is also starting to plan for programming at the 2013 NCLA Biennial Conference in Winston-Salem.

Literacy Round Table—

written report only

Literacy Round Table officers consist of:

- Donna Phillips, Chair, Wayne County Public Library
- Steve Sumerford, Vice-Chair, Greensboro Public Library
- Becky Callison, Secretary, Wilson County Public Library

The Literacy Round Table held a conference call at the end of July to discuss our plans to update the Literacy Toolkit that was developed by our group last year. During late July and early August, board members made revisions to the Toolkit and the revised version was submitted so that it could be posted on the NCLA web site. See it here: Literacy Toolkit 2012

During the month of August, all public library directors in attendance at the North Carolina Public Library Director's Association meeting, received a copy of the updated Literacy Toolkit and were asked to encourage their library staff to plan and report on any literacy related activities that took place in conjunction with the celebration of National Family Literacy Day. Additionally, Governor Perdue is being asked to proclaim November 1 as Family Literacy Day in North Carolina. Our next meeting will be held in November when we will begin discussions on building membership and plans for the 2013 NCLA Conference.

New Members Round Table—
Melanie Wood

The 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)
- Patrick Holt, Durham County Library (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)

**New board members!*

Networking Events:

We hosted 6 networking events since the last meeting (in Asheville, Cary, Chapel Hill, Charlotte, Durham and Fayetteville), 2 of which were coordinated by volunteers. Average attendance at these events was 12.

Other Events:

Since the last meeting, we hosted two other events and been involved in a third:

- Tips and Tricks for Job Seekers - 15 attendees
- We videotaped this presentation and posted it to YouTube
- We were so pleased with the program that we've decided to recreate it all across the state next spring! We're currently seeking librarians from all types of libraries in areas surrounding each of the NC library schools to participate.
- Meet NCLA Day - 23 attendees (resulted in several new members as well as some renewals)
- ALA/NCLA Panel at the SCALA Kickoff at UNC - around 50 attendees

- Library School Ambassador Program
- To help promote our events and activities to library schools, we are soliciting a student from each of the NC schools with a library science program to be our contact for that school. They would then promote our programs and services to their student listserves.

NC Citations:

The fall issue was sent out in early October. We're always happy to receive comments, constructive criticism, etc! We want this to be a joint venture between all of NCLA.

Board Meetings:

NMRT is meeting every other month at different locations throughout the state. We recently used Free Conference Call to meet virtually, and were pleased with how that worked.

NC Association of School Librarians –VACANT

Still need someone to represent for this group. We discussed some ideas on how to deal with this. D. Cousins was asked by W. Brown to help recruit for this.

North Carolina Library

Paraprofessional Association–
Jackie Cornette

NCLPA's Last meeting was held August 9- Randolph Public Library. Membership concerns were discussed and a "hands on approach" will be pursued by board members, encouraging one-on-one recruitment. NCLPA was invited by the H. Leslie Perry Memorial Library - Henderson to participate in their staff development day "Black Belt Librarians"- Warren Graham- opening up their program to NCLPA members- September 6. - Region 2 program.

2012 Update:

Hosted: - 3 regional workshops
ECU- Paraprofessional
Preconference
Representation at Meet NCLA Day
2 NCLA networking dinners
Joint-Scholarship-Leadership
Institute

Discussions are underway to secure a time, date, and location, as well as presenter(s) for upcoming spring workshops. Next NCLPA meeting is scheduled for November 8-Randolph Public Library- Asheboro

Trustees, Friends & Advocates Section–Carol Walters

Our task force for Legislative Day 2012 includes Adrienne Williams, Clara Bernicken, Martha Ferguson, Bonita Collins, and Donnie Lewis. They plan to meet in November to plan for this coming year. Developing a positive Network with Friends across NC is one goal, as well as maintaining connection with NCPLDA, the University, and NCLA Public Policy Committee so that we can have a strong & consistent voice for libraries.

Public Library Section (Pam Jaskot)

The Planning Council met at Cameron Village Library, Wake County Library on August 24, 2012. Members attending: Pam Jaskot, Chuck Ebert, Arthur Erickson, Billy King, Terri Luke, Jason Rogers, Joan Sherif, David Singleton, Martha Sink, Decca Slaughter, Deborah Wadleigh and Laura Weigand.

Fabulous Friday workshops are set and ready to go. The committee has been working diligently to coordinate each session and have a variety of sessions for participants to choose from. Cal Shepard, State Librarian, will be the keynote at all three sessions. The Fabulous Friday planning

committee has done an excellent job organizing the programs and recruiting volunteers from the library field to provide the training.

The Awards Committee, via email, selected 2 recipients for the Leadership Institute scholarship. PLS will provide \$300 for J.R. Rogers, Wake County, and Jennifer Lohemann, Durham County. The section members expressed some concern over the lack of organization in terms of selecting scholarship candidates. There was no process in place for how to select candidates. Joan Sherif, YSS Liaison, is assisting with the YSS biennial retreat on November 1 & 2.

Each committee reported. Their focus for the last month has been to coordinate speakers for the Fabulous Fridays. Marketing committee is looking for new members.

Reference and Adult Services Section–Amy Harris

RASS met virtually on October 5 to discuss our off-year workshop. We decided to hold a virtual conference entitled "Current Trends in Reference" on March 14 from 10 AM-noon. There will be 4 presentations, each lasting 20 minutes with 10 minutes in between for Q&A and switching between presenters. We will solicit proposals and give preference to RASS members and first-time virtual presenters. The timeline will be as follows:

- Early November- call for proposals sent out on NCLA Listserve
- Early January- reminder sent out January 18- proposals due February 1- acceptances sent out
- Early February- call for registration
- February 28- registration closes
- February-March- scheduled times for each presenter to practice with Blackboard Collaborate
- March 14- Workshop!

Round Table for Ethnic Minority Concerns (Avis Jones for Phillip Cherry) Said something will send report

Resources and Technical Services Section—R. Holderied for Cindy Shirkey

RTSS will hold its Fall Workshop on Monday, Oct. 22 at UNC Greensboro's Elliot Center. A tremendous amount of preparation has gone into this event, so RTSS has no other activities to report. RTSS is sponsoring Lisa Shores from RCCC to go to the Leadership Institute.

Special Collections Round Table—Jason Toberlin

No report (Although Jason did note that a number of students have expressed interest in their section and he is energized now to do more outreach to them.)

Technology and Trends Round Table—Kathy Shields

At the Executive Board meeting on July 27, Wanda Brown appointed Kathy Shields (High Point University) as Chair of the Technology and Trends Round Table (TNT). In August, Kathy appointed the other members of the board based on those who had expressed interest in serving. These board members agreed to serve until the NCLA Biennial Conference, when a new board will be elected by the membership. The new board members are:

- Jenny Dale, Vice Chair, UNC-Greensboro
- Julie Raynor, Secretary/Treasurer, High Point Public Library
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- Chad Haele, Director, UNC-Chapel Hill
- Amy Chadwell, Director, High Point University

The board members met virtually on August 22 to discuss potential events and set meeting dates for the rest of the semester. We also discussed the possibility of amending our bylaws to include a student representative on the board. We plan to propose this to the membership later in the year. 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. We will use the results of this survey to plan events through the Biennial Conference in October 2013. We also compared 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 Haele represented TNT at Meet NCLA Day on September 13 in Durham, where he promoted the virtual networking event and had the opportunity to speak to around 25 attendees.

On October 5, 2012, we held a virtual networking event for the group through Blackboard Collaborate. The event had 5 attendees, and we plan to repeat this event in November with more marketing.

The board will hold another virtual meeting in November and a face-to-face meeting in December 2012 in High Point. At the meeting, we will plan the meetings and events for the rest of the year and begin making plans for the Biennial Conference.

Women's Issues in Librarianship Round Table—Joan Sherif

The WILR board has continued to plan and prepare for the fall workshop, "The Insider's Guide to Your Career Potential: Trust, Leadership,

and Happiness in the Workplace: a workshop examining where you are and where you are going for all career stages". It will be held November 2 from 10:00 am to 3:00 pm at the Cameron Village Regional Library in Raleigh.

Featured speaker will be Stephanie Goddard, work stress solutions innovator, from the Wake County HR Department. Afternoon panelists will include Cal Shepard (North Carolina State Librarian), Wanda Brown (Associate Dean- Z. Smith Reynolds Library and NCLA President), and Dale Cousins (Library Manager for Communications/ Community Relations, Wake County).

Registration is \$45 for NCLA non-WILR members (includes membership), \$30 for WILR members, and \$60 for non-NCLA members. Lunch is included.

Scholarship for Leadership Institute
The board voted to sponsor Mark King from Craven Community College to the NCLA Leadership Institute.

E Newsletter

An e-newsletter is being developed and will be sent out the first of the year to new and prospective members with helpful information, links, and more.

2013 NCLA Biennial Conference
The board is beginning to plan for programming for the 2013 NCLA Biennial Conference in Winston- Salem.

Youth Services Section - No report

Committee Reports

State Librarian [no report]

Archives - Denelle Eads

Since the last meeting, she has formed a committee, met with the

former Archivist, to show her what to do. There are 60 boxes of unprocessed materials at the State Library; 6 more boxes from Kim, additional materials as well. She is assessing now, much work to do. Committee members are far-flung, so look into getting some student help who need experience in archival work. Jason Tomberlin mentioned that SNCC gives stipends to archival students. NC Central and/or UNC-CH may be willing to work with them.

Conference 2013 (Dale Cousins)
Planning is beginning for the 2013 60th Biennial Conference in Winston Salem, October 15-18, 2013. The complete conference committee met at UNC Greensboro on September 21, 2012 in the Jackson Library. After initial welcomes and introductions, a draft budget was hammered out and a calendar of upcoming meetings was created through May 2013. The budget projects income of approximately \$45,000 for the Association. The calendar will be reexamined in the spring to determine the number of meetings needed in the final two quarters of the year prior to October. Additionally, the subcommittees made arrangements to meet during the month of October 2012 in order to have preliminary reports for the full committee on November 30 when next we meet at the conference site, from 10:00 until 3:00ish. A tour of the facility and an extended conference calendar, working back from the conference dates, will be developed on that date along with preliminary reviews of a conference logo.

MOTION ONE: I, Dale Cousins, on behalf of the 2013 Conference Committee, move that the assets (inventory of materials) remaining from the 2011 Conference Store be

transferred to the 2013 Conference Committee in the charge of Brandy Hamilton and Katrina Vernon, Store Managers.

Additionally, the full committee considered ideas for a conference theme. Twenty suggestions were offered and discussed. Jill Morris created a survey monkey poll for members of the committee to vote on the suggested themes. Nearly 40% of the votes were cast for NCLA: Stronger Together as a conference theme. Generally, the committee felt that this theme is inclusive, which is to say....the association is strengthened if we are working together; the library community is strengthened if all types of libraries are working in concert; and the communities we serve are strengthened if we are collaborative and community-centered. With that, I would like to present the following motion.

MOTION TWO: I, Dale Cousins, on behalf of the 2013 Conference Committee, move for approval of the theme for the 60th Biennial Conference to be held in Winston Salem, October 15-18, 2013. The theme being proposed by the committee is NCLA: Stronger Together.

[Motion passed]

In addition, Dale provided us a handout of the proposed budget. There was a question about logo design - the answer: we're trying to do this internally. There was a question about the call for proposals-the answer: This will happen March/April. At the January 2013 board meeting there will a discussion of the conference program structure.

Constitution, Codes, and Handbook Committee (Laura Davidson)

The Constitution, Codes, and Handbook Committee met in September to review the online versions of the handbook. There are a number of changes we want to recommend.

It is not clear where the official version of the NCLA Handbook is located. We recommend that the Handbook web pages of the NCLA website become the official version of the Handbook (as opposed to the "printer friendly" version or any printed version). At this point, we want Board permission to move forward with this concept. Once some of the corrections described below are implemented, we will bring this back as a formal motion for the Board to enact.

We ask that each section and roundtable verify that the bylaws of their group listed in the handbook portion of the website are the correct, up-to-date versions. If they have posted a separate copy of their bylaws in their section's website, we recommend that they take that down and link to the bylaws in the handbook (once corrected), to avoid proliferation of different versions of governing documents. Please send corrections or confirmations to Laura Davidson (davidson@meredith.edu)

We recommend that information currently in the handbook that does not refer to governing the association be relocated to other portions of the website. Examples include lists of former officers and award winners and contact information.

Here is the proposed table of contents of the handbook-each bullet represents a web page:

- The Association
 - Who we are and what we do
 - Background
 - Contact the NCLA Office
 - Frequently Asked Questions
 - Scholarships and Loan Funds
 - 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 Roundtable
 - North Carolina Library Paraprofessional Association
 - Roundtable for Ethnic Minority Concerns
 - Roundtable on Special Collections
 - Roundtable on the Status of Women in Librarianship
 - Technology and Trends Roundtable

- 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 (general information)
 - 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

A prototype handbook based on these recommendations can be found here: <http://infotogo.meredith.edu/NCLAhandbook>

On this Libguide, each box represents a separate webpage. Each box also shows the source of the information in the box. You can compare boxes with original sources to determine what is recommended for omission from the Handbook section of the website.

Continuing Education—Tiffany Russell for Iyanna Sims
The committee had to extend the launch date of the proposed CEC page on the NCLA website. Our new target date is to launch the page in mid-November. The page will

include information on the value of continuing education, continuing education opportunities, trending topics, and further reading.

Endowment—Phil Barton

The NCLA endowment ending fund balance as of June 30, the end of the second quarter of 2012, was \$128,096.21. This latest fund balance represents a decrease of \$1,597.75 compared to our fund balance as of the end of the first quarter, which was \$129,693.96.

According to the quarterly report from the North Carolina Community Foundation “The first quarter giveth, the second quarter taketh away.” The second quarter essentially reversed about one-quarter of the equity gains realized during the first quarter. The greatest damage was during the month of May. Issues affecting the market included the European debt situation, the slow rate of domestic job creation, inaction in Washington and the uncertainty heading towards election.

However, the outlook is positive for long-term growth in the market with the sustained recovery of the U.S. economy, despite drags on equities and other obstacles. Bear in mind that our fund balance at the beginning of 2012 was \$123,203.77. The increase since then is the result of \$3,692.49 in earnings and \$1,305.00 in contributions. Also, an administrative fee of \$105.00 was paid out during the first quarter.

A request will be submitted later this month for an annual distribution of \$2,490.00.

Finance (Carol Cramer)

No report

Intellect Freedom (David Trudeau)
No written report since he was just appointed. He made a few comments, however. He's been appointed to ALA Intellectual Freedom Round Table's Promotion Committee. Also, please feel free to share stories and incidents. He's looking forward to revitalizing the Round Table.

Leadership Institute (Mike Crumpton)
About ready to happen! No written report.

Marketing (Jennifer Hanft)
Since being recently resurrected, the NCLA Marketing Committee has been actively trying to recruit members this quarter. Currently, the Committee consists of:

- Jennifer Hanft, Chair
- Lisa Shores
- Laura Wiegand
- Rodney Lippard

We will begin addressing our charge-to create a marketing plan for NCLA-at our first meeting in the next few weeks. Any questions, suggestions, or ideas are welcome.

Membership (Lisa Shores for Jennifer Meyer)

Third quarter business

- Webinar with AchieveLink as possible new benefit of membership
- Mixed feelings about usefulness of platform. Concerns included: limited revenue, lack of use, survey indicated no interest from members
- Lisa Shores put together survey to poll current members for their experiences with NCLA and
- she is currently analyzing the results
- Kim Parrot looked into logistics of putting together "sustainable membership." Concern that it

may be more expense to have a system put into place then would pay out with increased membership.

Nominating (Sherwin Rice) No report

Operations (Kim Parrott)

- Worked with sections and roundtables in planning upcoming events.
- Attended the Leadership Institute committee planning meetings.
- Set up the event module for all section and roundtable events for online registration.
- Processed incoming membership and registrations payments.
- Attended 2013 conference planning meeting.
- Made bank deposits as needed.
- Provided section and roundtable reports as requested.
- Reconciled 3rd quarter expenses.
- Assisted as needed.

Public Policy—Brandy Hamilton

NCLA Day

The Public Policy Committee participated NCLA day this quarter. During the event, we received several requests for more information about advocacy related issues. A handout created by ALA entitled "Speaking Out" was provided to every person who visited the table. This handout provided helpful ideas on ways to advocate year-round. It was also during NCLA day that we became aware that the terms "advocacy" and "legislative" appeared to resonate more than "Public Policy," this lead to a discussion about changing the name of the committee.

Proposed Change Committee Name and Charges

After reviewing several other state association public policy, legislative, and advocacy committees, it became

apparent that we needed to adopt a new name that reflected the nature of our work. In addition to define what we do in terms that were more identifiable. Therefore, Public Policy will present a motion to the board at the next executive board meeting to change the name of the committee from Public Policy Committee to Advocacy and Legislative Committee. In addition, after reviewing the current charges, we would also like to make changes that more accurately reflect what we do, while providing more flexibility.

Co-Chair Public policy is also recommending that the committee have the option of functioning under the leadership of two co-chairs. This is due to the significant amount of planning involved in National Legislative Day. We submitted the idea the president and received her approval pending discussion at the executive board meeting.

Legislative Actions

In early October, the Institute of Museum and Library Services (IMLS) sponsored a Congressional briefing titled "How Libraries Support Workforce Development." ALA wanted to bring awareness to this issue and asked that the public notify their representatives to make them aware of the briefing. Public Policy posted this alert on the listserv and NCLA's Facebook page.

We emailed ALA to find out how to embed a legislative action center on the NCLA website. This would allow NCLA members and others to subscribe to legislative alerts that are relevant to NC Libraries. Training Members watched and shared ALA's webinar entitled "Making the Election Connection." This webinar focused on ways that library staff could take advantage of the election season for advocacy efforts.

Library Snapshot Day

We emailed and followed up with a call to NCPLA's president Carol Wilson to inquire about the status of Library Snapshot day and offer Public Policy's assistance and are awaiting a response.

Motion:

There was discussion of the motion in general and in particular #6, in terms of whether to keep or revise. Suggested to keep something in #6 but change the wording.

Suggested we table the Motion and allow Brandy to take it back and revise the wording. We are supportive of the name change, but the wording in the Charge needs some more work.

The Motion about the name change was restated. It was approved. The portion of the Motion concerning the changes in the Charge will be brought back to the next meeting.

MOVED that:

The Public Policy Committee's named be changed to Advocacy and Legislative Committee. That the committee charges be altered in the following ways: (Taken from the standing rules of the Executive Board) Membership: Chairperson, plus five or more members, and the President of the Association, ex officio

Charges:

1. To keep the Association informed of all pending state and federal legislation affecting libraries. Keep
2. To keep in touch with state and federal legislators, acquainting them with needs of libraries, and justifying budget requests. Keep
3. To cooperate with other groups in promoting legislation which benefits libraries and librarianship. Keep

4. To promote good relations between government at all levels and libraries of all types, and to explore ways and means of improving these relationships.
5. To plan and promote State Legislative Days. Change: To assist with the planning and promotion of State Legislative Days with other state organizations.
6. To recommend to the President up to 25 congressional and state officials for "special" membership NCLA (remove)
7. (Add) To plan National Legislative Day on behalf of North Carolina Libraries and NCLA.

By: Brandy Hamilton

Scholarship—Christy Earp
No report

Web Site—Laura K. Wiegand

- Site updates: I continue to monitor, update and assist with content on nclaonline.org. This month I also updated all of the Drupal modules that had updates.
- Committee formation: The committee continues to remain essentially unformed, and without a charge. This is partially due to waiting for a formal decision regarding the recommendations made by the Strategic Task Force to Improve NLCA's Online Presence to change the name and scope of the committee. I feel this is the first step towards revitalizing and recharging the committee.

Other Reports

ALA Council—R. Lippard

Nothing to report from ALA. However, he did submit 2 resolutions. 1st resolution passed and Wanda will present it at the next State

Libraries Commission meeting next week. Resolution regarding 200th anniversary

2nd resolution—Linda Carlisle
Waiting to January 2013 to revisit

SELA Representative—Carol Jordan
No report

W. Brown did attend SELA. She did a presentation there with C. Campbell. Cathy did a resume tips presentation that was very well attended. Well attended by library science students.

Editor, NC Libraries—Ralph Scott

1. We are currently proofing the final copy of our Fall/Winter 2012 issue -- v. 70, no. 2.
2. Issue should be released by end of this month.
3. I continue to ask that all board members request that their section and roundtable members solicit articles for our future issues.
4. This is your journal, you need to support it both with articles and finances.
5. If the Executive Board wishes to have a 2010/2012 retrospective print issue we will need about an additional \$10,000 in our budget next year. Our last year of full funding for print was 2009.
6. Exact cost will depend on a number of factors including number of copies printed, paper/ink prices, etc.
7. It would be nice to have a print issue to distribute at the 2013 conference as we have done in the past to those who register for the conference.