

North Carolina Library Association Executive Board Minutes February 15, 2013

Attending

Jane Blackburn (Literacy); Wanda Brown (President); Cathy Campbell (Director); Eleanor Cook (Secretary); Dale Cousins (VP/Conference); Carol Cramer (Finance); Michael Crumpton (Leadership Institute); Laura Davidson (Constitution); Angela Davis (CJCL); David Durant (Gov. Resources); Christy Earp (Scholarships); Jean Ellis (Leg. & Advocacy); Harry Frank (NCLPA); Brandy Hamilton (Leg. & Advocacy); Amy Harris (RASS); Pam Jaskot (PLA); Avis Jones (REMCO); Billy King (PLA); Priscilla Lewis (Operations); Rodney Lippard (ALA Councilor); Kim Parrott (Administrative Assistant); Kathe Rauch (BLINC); Ralph Scott (NCL); Joan Sherif (Women's Issues RT); Kathy Shields (Technology & Trends RT); Cindy Shirkey (RTSS); Lisa Shores (Membership); Debra Shreve (Youth Services); Iyanna Sims (Cont. Ed.); Mary Sizemore (Treasurer); Jason Tomberlin (Special Coll RT); Katrina Vernon (NMRT); Laura Wiegand (Web Admin); M.J. Wilkerson (Treasurer-Elect)

Call to Order and Welcome

Adoption of the Agenda

Approve Minutes of October 19, 2012 Meeting.

Minutes of the October meeting were approved.

Announcements

Reminder from Secretary, Eleanor Cook: Section, Round Table and Committee reports are due two weeks prior to the meeting. Please send your reports either through direct email or through the Google

Groups, preferably as a Word document or a pdf file. Those of you handing me paper copies of your reports today should follow up afterwards and send an electronic copy if at all possible. Thank you!

President's Report - Wanda Brown

Wanda welcomed everyone and thanked the folks at Wake County PL for hosting us. Review of 1/16/13 membership report-most sections have fewer members. Why? She stressed the importance of communicating with members. Need to

push ourselves out-use the NMRT newsletter, communicate with members, reach out to prospective members (look for opportunities), show benefits.

Treasurer's Reports - Mary Sizemore

Motion to approve the Treasurer's report was made and seconded. Motion passed.

Finance Committee Report- Carol Cramer (Proposed 2013 Budget)

The two motions put forth related to the proposed budget and the audit were passed.

The Finance Committee met on January 15, 2013 to determine a proposed budget for 2013 and to address other matters. We also "met" via email and resolved two issues that arose after the January 15 meeting.

Improvements to Treasurer's Reports: The Fund Account sheets show \$68,500

of our Endowment as designated for specific purposes, e.g. scholarships. The Bank Account sheets show the total Endowment amount is approximately \$128,000. The Finance Committee recommends to the Treasurer that an additional line be added to the Fund Account sheets to make clear that the remaining \$59,500 is Unrestricted Endowment whose earnings can be applied to any need within the mission of the Endowment. In 2013, as in 2012, the Committee proposes applying the earnings to Legislative Day.

Proposed Budget: Details included as a separate handout. In the 2012 budget presentation, the Committee argued for the responsible use of Conference 2011 profits. Here is an update on the use of these profits.

	2012 Proposed	2012 Actual/ 2013 Proposed
Total 2011 Conference Profits	\$61,711.00	\$61,711.00
Hold back for 2013 Conference	\$10,000.00	\$10,000.00
Hold back for unrestricted reserve	\$25,000.00	\$25,000.00
Use for 2012 operations	\$7,428.00	\$7,451.88
Use for 2013 operations	\$16,000.00	\$17,987.24
Remaining	\$3,283.00	\$1,271.88

Audit/Financial Review: For several years, the Board has debated several options for conducting an Audit of our Finances. The two main proposals are (1) hire an external Auditor (expensive) and (2) nominate an Audit Committee (logistically difficult). The Finance Committee has a third proposal. We suggest that the Treasurer-Elect perform a financial review in the year before assuming the office of Treasurer. This would work because the Treasurer-Elect does not touch the books until becoming Treasurer (thus preserving neutrality). It would have the added benefit of making the Treasurer-Elect intimately familiar with our financial procedures before assuming office. Our current Treasurer-Elect, M.J. Wilkerson, has expressed a willingness to conduct this review in 2013.

Conference Budget and the Endowment Dinner: On behalf of the Conference Committee, we were charged with investigating the financial situation of the Endowment Dinner held at Conference. Thanks to research done by Mary Sizemore, Andrea Tullos and Kim Parrott, we discovered that the 2011 Dinner made a profit of \$1010 (after clearing expenses of \$1770). The \$1010 was duly transferred into the Endowment. We make the following recommendation to the Conference Committee and the Treasurer: If an Endowment Dinner is held in 2013, the money should be accounted for more explicitly in the 2013 Conference Budget. The gross ticket sales for the Endowment Dinner should be a line item in the income section. The profit that is transferred to the Endowment would be listed in the Expense section. (That profit should equal the gross income less the overhead expense of providing the dinner.)

Handbook Compliance: The Finance Committee officially commends the Constitution, Codes & Handbook Committee for their work on our governing documents. In their review, they found three items that require Finance Committee attention. The first was to add the Chair of the NCLA Conference Program Committee as a member of the Finance Committee. That has been achieved. The second was "The Association should maintain an unrestricted reserve fund equal to at least ten percent of annual operating expenses." In 2012, the Finance Committee independently advocated for that same idea using some of the 2011 Conference Profits. Beginning in 2013, we are now labeling this money "unrestricted reserve" to comply with the Handbook.

NCLA Handbook discrepancies regarding Project Grants: The third item highlighted by the Constitution, Codes & Handbook Committee was the problem of three separate and conflicting entries in our governing documents regarding Project Grants. The Finance Committee proposes to resolve this conflict by eliminating Project Grants. We cite several reasons:

- NCLA did not award Project Grants during the lean fiscal years of 2010 and 2011. They were not restored in the relatively flush year of 2012, and no one on the Board objected.
- The Project Grants that were awarded in the most recent round (2009) went to sections that already had sufficient money in their accounts, so arguably the projects could have happened anyway without the Project Grants.
- Committees with special projects have successfully received money

by applying directly to the Board (e.g. Legislative Day, presumed success of Archives Committee project).

Section/ Round Table Reports

Business Librarianship Section-
Kathe Rauche for 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 January 10th at UNC-Greensboro. The workshop attracted about 23 librarians, one of whom was joining us for the first time. At this meeting we celebrated BLINC's 10th anniversary with a cake and some storytelling from our founding members about how they started the organization.

NCLA 60th Biennial Conference:
We developed a slate of 6 presentations we'll propose for the October conference, one of which we'll co-sponsor with GRS.

Database Review:
We reviewed the results of trials we conducted for NCLive on the following databases: ReferenceUSA, AtoZ, PrivCo, Hoover's Online and Mergent Intellect. A panel of BLINC members consisting of half academic and half public librarians evaluated compared and ranked the resources. The panel shared their results with the members at the workshop who then discussed their merits and

shortcomings. At Jill Morris' request, we distilled the databases down to their primary functions and content types, and ranked the importance of each parameter; directory-style information on domestic companies led the rankings.

Support for Regional Economic Development:

BLINC has been exploring a greater support role for regional economic development; we've been talking with directors at several Small Business Development Centers (SBDC) to see if and how we might support their counselors. At this workshop, the conversation continued. In February, BLINC librarians will accompany Jill Morris (NCLive) to 6 regional SBDC meetings to conduct training on NCLive databases. In addition, we held a session on the structure and roles of various organizations supporting regional economic growth, such as the SBA, SBDC, SBTDC, and the NC Rural Economic Development Center.

New Member RT Initiative:

At the last meeting, NMRT asked sections to conduct outreach to LIS students. BLINC's plan to fulfill this request is to approach the business reference instructors at the state's LIS programs; we would ask if we could send a BLINC librarian to a class and provide an NCLA/BLINC info session, or distribute BLINC brochures and invitations to attend our workshops. Unfortunately, business reference isn't taught every semester and instructors change regularly, but we're still pursuing it.

Our next workshop will be held May 3rd at Western Carolina's business school's new facility in Asheville.

College and University Section-
Amy Harris for Lisa Williams

CUS recently partnered with the Community and Junior Collection Section to offer a mini-conference, "Assessment Beyond Statistics," with Yvonne Belanger from Duke University's Center for Instructional Technology as the keynote speaker. Turnout for this one day conference was great, considering the financial strain libraries are currently experiencing. Sessions presented included: "Measuring What You Value: Assessment of Student Learning Outcomes in Library Information Literacy Instruction," "Assessing Sustainable Practices in an Academic Library," "Shop Your Way to Service Excellence: Mystery Shopping in an Academic Library," and "Retention Matters: The Academic Library's Role in Student Success." Our section sponsored newly elected Vice-Chair/Chair-elect Randall Bowman to attend the NCLA Leadership institute.

The CUS Distance Learning Interest Group will be partnering with the Reference and Adult Services Section to hold a virtual conference in March 2013 with the theme: "Current Trends in Reference." If anyone is interested in submitting a proposal you can find more information on the RASS website.

CUS will be more active in ACRL Council meetings and chapters' newsletter postings. Lisa Williams will be attending the ACRL Chapters Council and ALA Midwinter and she posted a chapter report to the ACRL Chapter Topics Newsletter winter 2012 issue: <http://www.ala.org/acrl/aboutacrl/directoryofleadership/chapters/topics/chaptertopics>

Community and Junior College Libraries Section-
Angela Davis for Penny Sermons

The Officers of the Community and Junior College Libraries Section of NCLA have communicated by e-mail and conference calls. Activities the committee is focusing on include: Increasing the Section's membership by at least 5 percent using e-mail and conferences to recruit and working as co-sponsors with the College and University Section for the 2012 conference held at Davidson Community College. Committee members Angela Davis and Deanna Lewis assisted with conference preparations by creating the program, securing the hotel, and scheduling the session attendants.

CJCLS will meet in March at the NC CCLRA Conference, which will be held at Cape Fear Community College in Wilmington.

Vice-chair Jason Setzer resigned in October. New officers will be elected at the NCLA Conference in the fall of 2013.

Government Resources Section -
David Durant for Lynda Kellam

We have continued with our webinar series entitled "Help! I'm an Accidental Government Information Librarian." Since the last report in October we have had three webinars.

November 14: UN Statistics and Data Resources
December 13: British and Commonwealth Legal Materials
January 16: Information for International Development

We have had fabulous attendance at all three with over 50 people signed up for each webinar, and we have webinars scheduled tentatively through July 2013. We created a mailing list of people interested in the webinars and have had 60 people sign up so far. We held a workshop

and business meeting on November 16 at East Carolina University in Greenville, NC on changes with ProQuest Congressional. We also in advance of the meeting held an electronic vote on our bylaw changes. With 15 votes for yes out of 26 members, we had a majority vote required for the change. We are in the process of implementing the change on our website. The executive committee will meet after the January NCLA executive board meeting. We are planning three conference sessions for the NCLA 2013 conference, one in conjunction with BLINC. We will probably hold a brief business meeting in spring 2013. Our membership holds steady and we have had several volunteers to work with our section.

The GRS Bylaws change proposal was passed.

Library Administration
and Management Section-
Lorrie Russell (written only)

LAMS hosted an Unconference on Change Management for 37 attendees on November 15th, at the High Point Public library. Those who participated seemed to feel that the even addressed issues facing not only seasoned managers, but also beginning level and first time supervisors. Lois Kilkka from Charlotte Mecklenburg was an engaging and informative speaker. Brandy Hamilton and Lorrie Russell facilitated the discussions, and all members of the LAMS board were involved in the planning and presentation of the event.

The LAMS board is now beginning to focus on programming for the 2013 Biennial Conference. The next edition of the LAMS Letters will be sent out in late January, and will include a call for programming proposals. Meg

Smith of Cumberland County Public Library has expressed an interest in working with the board to help with program.

Literacy Roundtable -Jane Blackburn reporting for Donna Phillips

The following are notes from the RT's conference call on Feb. 1, 2013.

The purposes of the meeting were to report on Family Literacy Day activities; review the membership list and discuss the possibility of calling each member; discuss plans for the development of the Libraries & Literacy survey and start making plans for the NCLA Conference. Members reviewed the feedback from libraries that held Family Literacy Day activities on November 1st. There was a good response from libraries considering the small amount of time the committee spent in revising and disseminating the toolkit. Donna shared her spreadsheet listing current members' names and contact information. She will divide the list equally and each member will be called and asked specific questions regarding their areas of interest and expectations. It was suggested that we email the members first to let them know we would be calling them. Donna reported that Joyce Chapman Communications and Data Analysis Consultant from the State Library will work with us to develop an instrument in Survey Monkey and will help us to analyze the data that is received. Our committee just needs to decide what information we are hoping to receive from the survey. A brief discussion was held regarding plans for holding a session or two at the NCLA Conference. It may be possible to discuss the findings from the survey. It was also suggested that we try to get a rep from Dollar General

to discuss their grant program The American Dream Begins @ Your Library. It was reported that 100 libraries have been funded thus far and more money is available from Dollar General. Nothing was finalized as yet. The group was reminded that Kelly Brannock is the liaison from the State Library for our group and that she might be able to help us with the plans mentioned at today's meeting. Donna reported that Jane Blackburn will represent the group at the February 15th NCLA Executive Board meeting to be held in Raleigh.

New Members Round Table - Katrina Vernon

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)

Networking Events:

Created a Best Practices for Hosting a Networking Event

Other Events:

Since the last meeting, NMRT has:

- Assisted in the publicity & planning of 1 networking event in Lexington that drew a crowd of 8;
- Set up a table at a WILR workshop, promoting events and membership;
- Held a Networking Event/Trivia night in collaboration with the Metrolina Library Association with attendance of 20.

We are planning a series of “Tips and Tricks for Job Seekers” programs to span the state.

NC Citations: The winter issue was sent out in early January. The remainder of the issues this year will be focused heavily on the upcoming conference.

Board Meetings: NMRT is meeting every other month at different locations throughout the state. The board will next meet on Friday, January 25th in Raleigh. We will begin to discuss how we would like to be involved in conference programming and activities at this meeting.

NC Association of School Librarians- Vacant No Report

NC Library Paraprofessional Association-Harry Frank reporting for Jackie Cornette

NCLPA's Last meeting was held on November 8 at Randolph Public Library

Upcoming programs/networking events:

Meet & Greet @ Hickory Public Library: for late January/ early February- may now be March.

Exploring Steven Covey's 7 Habits of Highly Effective People- May 24 -10:00-12:30- Watauga County Public Library, Boone, - Presenter- Alan R. Bailey-Assistant Head of Services & Education Curriculum Librarian at ECU.

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

Next meeting scheduled for February 14th at Randolph Public Library- Asheboro

Public Library Section - Pam Jaskot

PLS met at Mebane Public Library on November 9, 2012. Members attending: Pam Jaskot, Kelly Brannock, Chuck Ebert, Arthur Erickson, Billy King, Jane McAllister, JR Rogers, Joan Sherif, Martha Sink, Decca Slaughter and MJ Wilkerson. (10 constitutes a quorum; we had 9 voting members present)

There was a lengthy discussion how we could generate new members. Suggestions included encouraging current members to renew, have members talk to their staff members and encourage membership from library students.

Fabulous Friday workshops were held in three different locations in November; Asheville, Rocky Mount and Winston Salem. There was a total attendance of 89, with the majority of paraprofessionals. All committee members participated in the programs, providing presentations, organizing registration, coordinating sites and arranging for lunches. The evaluations were very positive.

The Awards Committee covered the costs for two librarians to attend the Leadership Institute: Jennifer Lohmann, Durham County Library and JR Rogers, Wake County Library.

YSS committee members participated in the Youth Services biennial workshop.

Next meeting is scheduled in February in Durham.

Reference and Adult Services Section- Amy Harris

RASS continues to work on its off-year virtual conference “Current Trends in Reference.” Proposals are due on 1/18, and we will send out acceptances on February 1. A call for registration will come out on February 8.

We are also starting to think about programs for the upcoming conference and will be meeting in the very near future to begin fleshing that out.

Round Table for Ethnic Minority Concerns - Avis Jones

Current Board:

- Vice-Chair/Chair Elect-Avis Jones, Southgate Community Library, Wake County Public Libraries
- Past Chair-Evelyn Blount, Guilford College, Greensboro
- Secretary/Treasurer-Shamella Cromartie, Fayetteville State University, Fayetteville
- Co-Director-Alan R. Bailey, East Carolina University, Greenville
- Co-Director-Forrest Foster, Winston-Salem State University, Winston-Salem
- Webmaster-Iyanna Sims, North Carolina A&T State University, Greensboro

I. We met via teleconference at 11:00 a.m., on Wednesday, February 13, 2013. Members present were:

Avis Jones, Vice-Chair

Wanda Brown, President, NCLA

Alan Bailey, Co-Director

Iyanna Sims, Webmaster

II. Agenda Items:

A. Fulfilling goal of creating or co-branding, outside of the NCLA conference, at least one significant program or workshop featuring minority librarianship; minority-centered library services; or minority focused collections was discussed. The group agreed to search for various minority speakers on the topic of Diversity. Several attended the JCLC conference in Kansas City, and developed contacts in other minority associations. Speakers recommended will be considered for the upcoming 2013 Biennial Conference, October 15-18 in Winston-Salem, NC.

B. Officers agreed to prepare information for a proposed newsletter to promote continuous communication and sharing among REMCo members and to assist with encouraging all minority librarians to join the roundtable.

III. Miscellaneous:

A. Vice-Chair, Avis Jones will attend the NCLA Executive Board meeting, Friday, February 15, 2013 in Raleigh, NC.

B. We will meet next month, March, in Greensboro, to complete our plans for the proposed luncheon/workshop and presentation of awards. Date and time TBA.

IV. We adjourned the meeting at 11:38 a.m.

Resources and Technical Services
Section - Cindy Shirkey

RTSS held its Fall Workshop on advocacy this past October. The workshop was attended by about 40 people and was a success. There were two keynote speakers, one closing speaker and a variety of sessions held in the morning and the afternoon. A survey was distributed to attendees and will be looked at to provide ideas for both improving future Fall Workshops and for programming for the upcoming NCLA conference. And finally, the chair would like to thank everyone on the RTSS board for helping make the Workshop a success.

Special Collections Round Table -
Jason Tomberlin No Report

Technology and Trends Round Table
- Kathy Shields

TNT added over 30 new members in the second half of 2012.

TNT held a virtual discussion through Blackboard Collaborate on November 19 on technology uses and trends in libraries. We had about 12 people attend this online discussion. The TNT executive committee held a business meeting on December 13 in High Point, NC to discuss plans for the upcoming year. We discussed potential changes to our group's bylaws and will be submitting a proposal to our membership before the next Executive Board meeting. We are looking at adding a student representative to our board as well. We have several webinars planned through March/April 2013 on topics that were requested by members through the survey we conducted last fall. We will also be launching a blog this spring to advertise our webinars and create a forum for our members.

The TNT executive committee will continue to meet virtually and in person throughout the spring. We are planning three conference sessions, including a potential pre-conference for the NCLA 2013 conference and hope to offer one in conjunction with another NCLA group. We will also hold a business meeting at the conference.

Trustees, Friends, and Advocates -
Carol G. Walters & Theron Bell - No report

Women's Issues in Libraries Round
Table -Joan Sherif

Board Members:

- Joan Sherif, Northwestern Regional Library (Chair)
- Carol Laing, North Regional Library (Wake County), (Vice Chair) Jenny Hunt, Peeler Open Elementary School (Past Chair)
- Jenny Barrett Boneno, Reynolda Manor Library (Secretary)
- Ruth Hoyle, Davie County Public Library (retired)
- Laura Weigand, Forsyth County Public Library (Director) Jahala Simuel, Shaw University (Director)
- Mary McAfee, Forsyth County Public Library (Director) Sarah Jeong, Wake Forest University (Web Coordinator)

Workshop:

The off conference year workshop was held November 2 at the Cameron Village Regional Library in Wake County. The topic was "Insiders' Guide to Your Career Potential: Trust, Leadership, and Happiness in the Workplace". The room was full, and the program was stimulating. The morning session was a presentation by Stephanie Goddard, Work Stress Innovator with Wake County, who discussed trust and leadership.

The afternoon panel was a lively discussion with Wanda Brown (NCLA President), Dale Cousins (NCLA Vice-Chair), and Cal Shepard (State Librarian of North Carolina) who led a conversation about leadership and their own experiences.

Katrina Vernon did a presentation about NCLA membership and had information to hand out.

Next Meeting: The next Executive Board meeting will be January 25 at the Forsyth County Public Library.

Upcoming Events: Discussion will begin about the biennial Marilyn Miller Award for Professional Commitment which will be announced at the NCLA Conference. Planning is underway for sessions at the biennial conference in October including possibly a luncheon and a reception. WILR will begin a blog to involve members and potential members.

Youth Services Section - Debra Shreve (oral report only) for Mary Kleinfeldt

- YSS retreat-57 attending (recruited potential officers)
- Conference planning
- Chapbook future (usage is low)-perhaps Pinterest account
- NCLA web site and Facebook presence
- State library interest in Youth Services advisory council
- Exploring a YA/Adult Services Interest Group

Committee Reports

Archives - Denelle Eads

Archives Committee Chair, Denelle Eads was unable to attend meeting. Priscilla Lewis, Operations Chair, brought a motion to the floor on

Denelle's behalf. The motion/proposal is below:

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

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

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

My budget request is below:

Stipend-\$1,500 for student

Supplies-\$500 (archival boxes and folders)

Result of motion/proposal, February 15, 2013 Executive Board Meeting

The Executive Board included the requested funding for the partnership in the budget, but they decided to hold off on a decision/vote until they were satisfied with answers to a few questions about the partnership. The questions are below:

1. Can the boxes just move to Archives as they are?
2. Will State Archives support our records
3. Is there a grant provided by NC Preservation Consortium for supplies? Also supply budget seems low.
4. How many students are you talking about, and is the professor aware he is supervising these students?
5. Most internships and practicums cannot get paid if they are receiving credit or grade.
6. Why not digitize?

Jason Tomberlin said he would contact Eads to assist with guidance. Any decisions or motions deferred until more information received.

Conference 2013 - Dale Cousins | Motion

Twenty-seven members of the conference planning committee met on site in Winston Salem on November 30, 2012. After a briefing by all subcommittee members, the group had lunch and toured the Benton Convention Center and the meeting rooms of the Marriott and Embassy Suites. Most of the conference activity will occur in the Embassy Suites and the Convention Center will the Marriott being used as needed. There was a second meeting on January 11 (20 attendees) in the Archdale Public

Library of the Randolph County Public Library system. Thanks to host Ross Holt. Subcommittee reports were given by the following groups at both meetings:

Program, Vendors & Exhibits, Sponsorships, Local Arrangements, Marketing & Public Relations (includes Publications), Conference Store (includes section baskets to be raffled), Registration (includes Volunteers), and Poster Sessions. Every subcommittee had met at least once prior to the general meetings and each has charted a path of activity leading up to the October conference. In Winston Salem, President Wanda Brown was on hand to lend support and logistical advice. Harry Frank, from ECU's Joyner Library has joined the committee in the Program Planning subcommittee and Cathy Shields from High Point University has joined the Local Arrangements subcommittee.

At the second meeting, the Public Relations/Marketing/Publications subcommittee presented 3 black and white samples of the proposed logo for the committee's review. The subcommittee had previously narrowed the choices to 3 from a general field of 12. After discussion, the Conference Committee agreed on a logo and charged the subcommittee to add color to it. The intention is to present the logo along with the branding strategy to the Executive Board on January 18 (rescheduled to February 15) and to begin the work of the conference in both online and print fashion in early February. At the second meeting, the Local Arrangements Subcommittee proposed making changes to the concept of the Endowment Dinner in order to encourage more attendance and to make the event seem a bit less formal and imposing. Conversation included

several ideas to make that happen. Work continues. The Exhibits Subcommittee formed an email group for communication about and suggestions for Exhibitors and Vendors. They want to encourage the entire Executive Board to refer vendors and contractors with whom they work to nclaexhibits@gmail.com. The first mailings for exhibits will go out the first week of February. After much discussion, it was suggested by the Registration Committee that we maintain the rates of registration from 2011. After discussion and an investigation of Border States' rates, it was suggested by the Vendor & Exhibits Committee that rates for exhibitors be maintained at the 2011 levels. Upon looking at the sponsorship levels from 2011, the subcommittee for Sponsorships recommended that rates of Sponsorship for Platinum and Gold sponsors be lowered for 2013. An email group for sponsorships has been established: nclasponsorship@gmail.com.

Efforts will be made to recruit attendees from ancillary groups and associations of interest, to recruit vendors, exhibitors, and sponsors outside of the standard library world but of interest to conference attendees. Groups will be in touch with the Visitors' Bureau for suggestions of alternate vendors.

The intention was to present the rates as a motion at the January 18 (rescheduled to February 15) meeting. As the meeting was rescheduled motion to approve fees and rates was emailed to the board for an electronic vote. The rates were approved as follows, with 19 affirmative votes; no negative votes. The target date for mailing the first packets of sponsorship and exhibit information is February 4.

MOTION: Pending Rates/costs for 2013 are as follows:

Registration Rates for 2013

Advanced Registration:

Onsite registration:

Exhibits Only - Daily rate of \$30.00

Exhibitor Rates:

Full Conference	One Day
NCLA member \$90.00	NCLA member \$70.00
Non Member \$135.00	Non Member \$110.00
Student \$40.00	Student \$25.00

Full booth: \$500.00 with second

Full Conference	One Day
NCLA member \$105.00	NCLA member \$85.00
Non Member \$155.00	Non Member \$135.00
Student \$25.00	Student \$35.00

adjacent booth at \$400.00

Two end caps booths: \$1100.00

Non Profit booth: \$100

Sponsorship Rates:

Platinum: \$3000; Gold: \$2000;

Silver: \$1000; Bronze: \$ 500;

Contributor: \$250

The Motion to accept the conference rates was passed.

The next meeting of the Conference Planning Committee will be February 22 at the Forsyth County Public Library, beginning at 10:30 a.m. A meeting schedule has been established for the committee to meet at 6 week intervals throughout the summer. Dale wants to remind the Executive Board Chairs, Vice Chairs and Conference Planning Committee that they will be receiving an invitation to the President's Dinner on Tuesday evening, October 15. Please put this on your calendar and be on

the lookout for an invitation closer to the conference. Also, each section should be planning for a gift basket to be raffled at the conference. Proceeds from the raffle baskets (as determined by the ticket distribution) will be divided between the conference revenue and the section that produced the basket. Baskets will be managed by the Conference Store Subcommittee.

Constitution, Codes and Handbook-
Laura Davidson -- No report

Continuing Education-Iyanna Sims

Continuing Education Committee
Members:

- Iyanna Sims, Chair, North Carolina A&T State University
- Wright Adams, Greensboro Public Library
- Kelly Brannock, State Library of North Carolina Tiffany Russell, North Carolina A&T State University Anders Selhorst, Guilford Technical Community College

Committee Report:

- The Continuing Education Committee has forwarded the results of the State Library continuing education survey to the executive board. The survey analysis should provide insight on topics for workshops, webinars, and conference programming.
- The committee attempted to meet on December 6, 2012. Unfortunately, the meeting was postponed due to scheduling conflict. However, we will be continuing communication via email to finalize content of web page via email. After completion, the committee will forward the content to the marketing committee for review as suggested at the October board meeting.

Endowment - Phil Barton -- No Report

Intellectual Freedom - David Trudeau

After a period of limited activity, the Intellectual Freedom Committee (IFC) is seeking to revitalize its awareness and education focused efforts. We are currently seeking to build our membership roster and have received interest from individuals from across the state with backgrounds including academic and public librarianship. Initial contacts have been made with these individuals, with no formal meeting plans set at this time. In an effort to encourage our role as advocates for intellectual freedom across our state and beyond, we have recently launched our own Twitter site IFC_NCLA to help keep us informed of IF related news and activities - and to tweet about news and issues impacting our NC libraries and communities. As an information and education tool, the IFC members have been encouraged to logon to the site to follow other IF newsmakers and to post tweets relevant to our committee's efforts. It is our hope that the site will encourage the committee members to stay abreast of ongoing issues and discussions - and to be active participants in these conversations. The committee members have also been made aware of a blog managed by the ALA Office for Intellectual Freedom (OIF): <http://www.oif.ala.org/oif/>

At the national level, we have recently seen a strong initiative from the ALA's OIF to actively support and enhance IF efforts at the state and local levels. Serving as the state's IFC Chair, I participated in the group's first-ever web meeting in November and its follow-up survey. According to the OIF staff, the survey responses

have been extremely helpful in better understanding the current status of intellectual freedom groups at the state and regional level. The OIF will host quarterly web meetings of the state and regional IFC chairs during 2013, with the first meeting scheduled for February.

Leadership Institute - Michael Crumpton No written report. Bridge day planned for April. Expect to have a big Leadership Institute presence at the conference in Oct.

Legislative and Advocacy Committee-
Brandy Hamilton | Motion passed

Name Change:

The name change from Public Policy to Legislative and Advocacy has been implemented and the website has been updated. In addition, a brief article about the committee and its name change was submitted to Citations

Budgets

Committee budgets were due in December. The majority of our budget was allotted to National Legislative Day (NLLD). We submitted two budgets to the Finance Committee that included different logistics for NLD. Upon recommendation from President Wanda Brown, we will discuss the two options with the Executive Board at the January meeting to get their thoughts before proceeding.

National Library

Legislative Day Plans:

The committee began planning for NCLA's representation at National Library Legislative Day (May 7-8, 2013). The committee is recommending a change to the trip, making it a two night stay. This will allow the group to attend ALA's training held

earlier in the day on May 7. In previous years we were unable to attend the training because it was cost prohibitive with the large group. At the time there was an interest in having a large delegation. After speaking with ALA via conference call last year, they informed us that a well trained group of speakers was the most important aspect from their perspective. Previously our goal was to have around 29 attendees. This year we would like to reduce that number to 20. Instead of focusing on the political district of the attendees, we would strive to have good, well trained speakers and equal representation from school, public and academic libraries. In addition, a call will be put out encouraging NCLA members to participate on their own if they wish.

Library Snap Shot Day:

The committee would like to assist with getting Library Snap Shot Day planned. What is Library Snapshot Day? According to ALA: "Library Snapshot Day provides a way for libraries of all types across a state, region, system or community to show what happens in a single day in their libraries. How many books are checked out? How many people receive help finding a job? Doing their taxes? Doing their homework? This initiative provides an easy means to collect statistics, photos and stories that will enable library advocates to prove the value of their libraries to decision-makers and increase public awareness."

We would like the board to think about what month would be good to host this event. The committee then can reach out to other organizations (and would love to have NCLive and the State Library if possible) and would like participation from all types of libraries. See

the following for more information: <http://www.ala.org/advocacy/advleg/statelocalefforts/snapshotday>

Recognition: The committee is charged with recognizing local and state officials or groups. We will ask the board at each meeting if there are any recommendations. Respectfully Submitted, Brandy

Hamilton, Legislative and Advocacy Committee Chair

Follows the content of the motion that passed after discussion:

The Legislative and Advocacy Committee MOVED that: 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 plan National Legislative Day on behalf of North Carolina Libraries and NCLA. (Add)
7. To recommend to the President up to 25 congressional and state officials for "special" membership in NCLA (Change) To recommend persons or organizations for special recognition by NCLA.

Marketing - Jennifer Hanft

At our last meeting, the Marketing Committee discussed the following initiatives:

- New NCLA listserve marketing-
- We talked about the new NCLA listserve and the factors still needing to be addressed prior to launch. Jennifer solicited feedback for some marketing pieces to promote the listserve (web graphic and email text) and is working on final drafts of each. We discussed who NCLA members should contact for questions about the listserve;
- Laura Wiegand volunteered to create a web form that would automatically be submitted to several people. The response would then come from the appropriate person, depending on the nature of the question (technical problems, membership-related, etc.). This process would be evaluated when assessment of the listserve takes place (six months after launch ?).
- Marketing to NC library schools
- Following a discussion at the Leadership Institute about NCLA interaction with NC library schools, the issue was raised at a meeting of NC library school deans, who were most enthusiastic about NCLA. They welcome our presence on campus and encourage us to interact with their students. The committee brainstormed about ways we could be more involved with library

school students and promote not just NCLA membership, but involvement in the association. One option is to start a competitive NCLA intern program, where a library school student would attend Executive Board meetings, work on projects as assigned, and be mentored by a Director-at-Large. The interns could also be recognized at the Executive Board dinner at the NCLA conference. A Section/Round Table intern program was also an idea the committee discussed.

- NCLA marketing plan & new logo/brand-This semester, Jennifer is partnering with two classes at Meredith College to advance NCLA marketing efforts. A marketing class in the business school will be assigning groups of students to create marketing plans for NCLA as part of a semester project, and a graphic design studio class in the art department will be working on a new NCLA logo. Both projects are still in their infancy and will draw heavily on direction and feedback from the committee.

Membership - Jennifer Meyer & Lisa Shores

1. The Membership Committee has decided at this time to not move forward with the AchieveLinks benefits until a firm understanding of the marketing committee's goals is established.
2. Budget was submitted for the next biennium
3. Moving forward with a web conferencing tool. WebEx seemed to be most successful. Before creating subscription a search for free alternatives will be redone
4. Begin organizing for conference
5. Present for new student orientation at NCCU on Jan 11

Nominating - Sherwin Rice --No report

Operations - Priscilla Lewis

- Assisted with planning the section and roundtable off-conference workshops and events. Setup online registration, collected funds, made deposits, provided reports.
- Attended the Leadership Institute planning meeting and actual Institute in Asheboro, NC.
- Assisted with organizing the attendee onsite registrations and lodging check-in table. Provided documents, reports, etc. that were needed. Worked with venue to make sure lodging needs and meals were accommodated. Ran errands, assisted committee members, facilitators, and mentors.
- Processed incoming membership and registrations payments for old and new members.
- Attended 2 conference 2013 planning meetings in Greensboro and Winston-Salem.
- Made routine bank deposits, work with treasurer to reconcile monthly expenses.
- Provided section and roundtable reports as requested for mailers, membership information, etc.

Pay Equity - VACANT

Scholarships - Christy Earp

Amy Funderburk of the Wake County Public Library has joined the Scholarship Committee, bringing us up to the suggested number of 6 members.

Current committee membership includes:

- Amy Funderburk, 2013-2019, Wake County Public Library
- Carolyn McCallum 2009-2015, Wake Forest University

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

The scholarship and professional development pages on the NCLA web site have been edited to remove references to the McLendon Loan, which is now the McLendon Scholarship. Laura Wiegand created online forms for scholarship applications and recommendation letters. Applicants can choose whether to submit their applications online or by mail. Scholarship applications are due no later than May 30, 2013. Please encourage anyone you know who is attending or has been accepted to attend a Masters in library studies program this year to apply.

Scholarships are as follows:

- The North Carolina Library Association Memorial Scholarship is a \$1000 scholarship. Opportunities for this award will vary depending on how much funding is available from NCLA.
- The McLendon Scholarship is a \$400 scholarship awarded for original or continued study in library science.
- The Query - Long Scholarship for work with children or young adults is a \$1,000 scholarship.
- The Appalachian Scholarship is a \$1000 scholarship awarded to a library science student who plans to be a school library media specialist in NC. The recipient must be accepted or currently enrolled in a graduate library science school of education media program approved for certification by the NC State Board of Education.

- Website -
 Laura Wiegand (oral report only)
- Adding committees to the volunteer form
 - Have done updates and clean up in the handbook
 - Conference web site will be up soon

Other Reports

ALA Council - Rodney Lippard
 (Oral report only)

- Leadership Institute
- Joint trustee membership
- Kim will indicate interest and have Carol Walters work on details
- Dues increases-ongoing
- Discussion about getting members to renew

SELA Representative -
 Carol Walker Jordan - No report

North Carolina Libraries -
 Ralph Scott

- Volume 70 #2 Fall/Winter 2012 was recently published. Check it out on the web.
- Budget for 2013 submitted to include print publication of 2011 and 2012 issues in a single volume. We can do either color or black/white depending on cost, but as you recall color was very impressive. Please give this request serious consideration. Print issues are nice to pass out to new members at the annual conference in 2013.
- Have a number of articles submitted but always interested in submissions from your colleagues on any topic of interest to North Carolina librarians www.ncl.ecu.edu
- We will have some openings on the NCL Board in the Spring so if sections and roundtables want to nominate candidates that would be appreciated.

State Librarian - Cal Shepard

State Government Transition
 New DCR Secretary!
 Susan Kluttz -
 former Mayor of Salisbury

LSTA
 18 Letters of Intent (LOI) Received for Project Grants. Libraries will be notified on December 11, 2012

REMINDER!! February 28, 2013
 All LSTA Grant Applications Due

Personnel - New Staff:
 Joyce Chapman - Consultant for Communication and Data Analysis
 David Green - Data Specialist, NC Cardinal

Promotions:
 Laura O'Donoghue - Assistant State Librarian
 Michelle Underhill - Director of Digital Info. Mgt. Open Positions

Other:
 LD Public Library Management Consultant

Director - Chapel Hill Public Library
 (search re-opened)

Government Heritage Library
 NCPedia
 November 26 - 2 million pageviews! (1.7 million in 2011)
 Completed loading all entries from the UNC Press Encyclopedia of North Carolina
 Now loading entries from the UNC Press Dictionary of North Carolina Biography <http://ncpedia.org/>

Fun NCPedia Fact
 1919 - Miniature golf (in US) was born
 First (private) course was in Pinehurst, NC <http://www.ncpedia.org/origin-miniature-golf-and-thistle>

FREE Genealogy Workshops (in Raleigh)

January 26: Researching Your Revolutionary War Ancestors
 April 27: Researching Your Civil War Ancestors
 July 27: Researching Probate Records
 October 26: Family History Fair (2nd annual)

Special topic guide on the Emancipation Proclamation was created in honor of the 150th anniversary of its signing. It is easily accessed in the Explore NC digital collection as <http://statelibrary.ncdcr.gov/ghl/themes/emancipation.html>

Library Development
 Summer Reading Workshops
 Sylva (April 2), Durham (March 8), Lincolnton (March 14), and Henderson (March 26), and

Every Child Ready to Read
 2nd edition

NCKids Listserv <http://lists.ncmail.net/mailman/listinfo/nckids> DCR Educational Resources - coming in April!

NC Cardinal
 New Libraries Scheduled to join NC Cardinal: Caswell County - Jan, 2013
 Wayne County - Feb, 2013
 Caldwell County - April, 2013
 McDowell County - May, 2013
 Version 2.3 software release - December 2012
 Updated OPAC design

New Children's OPAC
 Improved Acquisitions Module with EDI Invoicing capability
 Patron Credit Card processing
 Text messaging (SMS) notifications

Continuing Education Advisory Committee (CEAC) CE Survey in October - 736 responses High interest topics:

Community needs analysis (including - collecting, analyzing & using data)

Customer service

Tech tips & tricks in instruction

Social media tools & techniques

Emerging information sources, formats & devices

Digital resources in collection development & technical services
NC LIVE

Upcoming Workshops

NC LIVE Basics Full Day Workshop multiple locations and also on-demand

Getting Started with LibGuides

5 additional sessions in spring

Fully Engaged Customer Service by Cheryl Gould

3 locations this spring Train Station
<http://statelibrary.ncdcr.libguides.com/trainstation>

CEinfo listserv

113 members

Open to anyone in the library community

Subscribe: <http://lists.ncmail.net/mailman/listinfo/ceinfo>

Cal Shepard

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Membership Chart - Kim Parrott

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