



South Carolina Library Association

SCLA Board of Directors Meeting

August 10, 2017

10:00 A.M.

Richland Library North Main Meeting Room

5306 N. Main St, Columbia SC

Name	Section/RT/Committee	Office	Email
Amber Conger	Executive Com.	President	amberc@kershawcountylibrary.org
Jimmie Epling	Executive Com. Conference Com.	1 st VP Chair	jimmie.epling@darlington-lib.org
Chris Rogers	Executive Com. Membership Com.	2 nd VP Chair	chris@infodepot.org
Kevin Reynolds	Executive Com.	Treasurer	reynoldsjk@wofford.edu
Melissa Poole	Executive Com. Paraprofessional RT	Secretary Secretary	mmpoole@clermson.edu
Virginia Cononie	ALA Councilor Advocacy Com.		vcononie@uscupstate.edu
John Kennerly	Executive Com.	Past President	kennerly@erskine.edu
Terry Eley	Public Library Sec.	Co-Chair	terrye@infodepot.org
Jenny Dillworth	SCASL Liaison		jdilworth@richlandlibrary.com
Jonathan Newton	Advocacy Com.	Chair	jnewton@greenvillelibrary.org
Rebecca Antill	Youth Services Sec.	Co-Chair	rantill@statelibrary.sc.gov
Amanda Stone	Marketing Com.	Chair	astone@statelibrary.sc.gov
Amanda Reed	Paraprofessional RT	Chair	areed@richlandlibrary.com
Sara McBride	Information Lit. RT	Chair	smcbride@richlandlibrary.com
Donald Wood	Executive Com.	Ex. Secretary	scla@capconsc.com
Sarah Gough	Awards Com.	Chair	sgough@richlandlibrary.com

AGENDA

Call to Order and Welcome

Amber Conger, President

10:03 AM

Adoption of Agenda

Amber Conger

Insert ALA Councilor under Reports. Motion. Agenda adopted.

Approval of Minutes (6/8/17)

Amber Conger

Motion to approve. Minutes approved.

Reports

President

Amber Conger

- Went to chapter leaders forum. Good information for those who wish to become an executive officer at some point. Day of problem solving, learning, sharing ideas.
 - Committee work- Tips include: review charge and make revisions as needed. Pick when committee will work. Hold committees accountable beyond sending in reports. Keeping minutes. Market getting involvement for projects. Have different members monitor different areas of legislature.
 - Membership- Volume packets for institutions. Different levels for different rates. Turned out to be positive and increased membership.
- Congrats Ed Rock. ACRL Chapter Leader.

Conference Update

Jimmie Epling, 1st Vice President

[Conference Registration Packet](#)

[Conference Update](#)

- Ready to go and should be uploaded to site soon.
- Final touches on room assignments. Talking with Donald on the 15th to have it all finished. Then will work on conference program.
- Career counseling - Announcement using google form to set up time for help.
- Preconference
 - Richland county bus tour with staff member and architects
 - ALA bootcamp
 - Had a request for Tuesday academic preconference. Leaning against idea due to time and effort for setup. Late to suggest.
- This year we had an overabundance of youth services ideas. Perhaps create a youth services mini conference or pre conference during the year. Discuss with Youth Services section.
- Late event proposals sometimes come in.
 - Rebecca A. - Would like to eventually do a YS retreat possibly in 2019.
- One of the titles will change because the state library will be dropping Mango Languages, so the "pirate speak" will need to be altered.
- V. Cononie: For the advocacy boot camp are you allowing people to register separate from conference? Jimmie: I am ok with them registering separate. We have talked about this and will discuss with Amanda and Donald.

Membership

Chris Rogers, 2nd Vice President

- 450-457 members in database. Joint membership student/ALA is 21 members.
- Targeting libraries and lapsed members with emails. Using a reusable email template to send out. Getting good responses back, also good reminder of upcoming conference.
- Kevin's institution pays for staff membership. Not all take up on offer, good to remind staff of perks.
- Talk with Donald about what to do leading up to conference to make membership more appealing.
- Some glitches with memberclicks. Amanda and Donald have done a great job dealing with these issues.
- The 2nd Vice-President has been working with Donald to contact members asking them to join or renew. In August, I will send out approximately 7 dozen emails to individuals asking them to join SCLA. Amanda has been most helpful with MemberClicks glitches as several librarians & paraprofessionals are joining or renewing online. I am working on plans to attend the USC SLIS/LISSA student event on August 19 in Columbia to promote membership. Amanda Reed (Richland Library) confirmed on August 7 that she will speak to students about SCLA & the importance, and low cost, of student membership on 8/19.

Treasurer

Kevin Reynolds, Treasurer

[August 2017 Balance Sheet](#)

[Budget thru July 31, 2017](#)

- Current budget status in packet handed out at meeting. Nothing alarming.
- Revenue is beginning to come in.
 - Conference
 - iTeach
- Would like to try to think about the next fiscal year around November to work with Kevin and Donald and discuss projections and potential revenue. Good to be in the know about funding. Doesn't need to be intensive, but a practical proposal. Not to address problems.
 - Better idea for 2018 forecasting. Budget should be done before beginning of Fiscal year (calendar year).
- Amber: Are we where we normally are this time of year with personal dues?
Donald: Yes, but we have Jan-Mays to work on. Renewal notices are being sent out.
- For conference registration, need to check databases for membership status. Donald will send letters to renew or pay difference in registration.
 - Amanda: Is there anywhere we should put a reminder on the website?
- Get in touch with Donald and Amanda if you become aware of glitches.
- Donald: We are getting vendor requests for ads in the program book. What are our thoughts? Jimmie: Standard levels are as follows. Full page 100, have 75, quarter 50, business card 25. Scale to think about. Increase these rates and send out to every vendor to have a fair advantage. Booth costs around 500, more attractive to do a booth if ad fees are too expensive. Donald, Amber, and Jimmie to discuss next week.
 - How do we feel about a scale? Board approval of the notion. Starting at

- around \$200 for full page.
- Amber- Dont want ads to take place of sponsorships.
- We are printing the program and using the schedule app.
 - Virginia - Do people not like the app. Are we doing a smaller batch of the printed program? Amber: People did like the app. We should ask for feedback about printed programs. Ads currently not on the app, so we would lose that funding opportunity.
- We have lines in the budget for printing and postage.
- Amanda R.: Question about budget. It should be around \$900 that we generated for the workshop. Budget showing \$525 was current as of July 31. Does this amount include workshop registration fees? Donald: Credit cards statements have not been reconciled until bank posts.
- Jonathan N.: Can we change Legislative to Advocacy on budget report? Donald: Will change.

Executive Secretary

Donald Wood

- Donald attended the pprrt workshop on 8/9/17.
- Looking at membership of deans and directors. Sadly we have low numbers. Working on improving these memberships and creating partnerships.
 - They are supportive of our work and attend conferences.
- Working with amanda to get registration online.
- Hotel block is running out. We need to get more.

ALA Councilor

Virginia A. Cononie

- Hillary Clinton was a speaker at ALA. It was a really big deal. Missed council III due to this speaker.
- We keep talking about the same issues for years.

[Full report below](#)

Nominating Committee

Jonathan Kennerly

- We have two people nominated for 2nd VP. We have people nominated for each position.
- Closing date tomorrow for nominations.
- Call to conference needs to go out 30 days before conference.

Approval of Board Reports

Amber Conger

Board reports approved.

Old Business

Advocacy Report

Virginia Cononie and Jonathan Newton

- Thinking about a targeted postcard campaign aimed at senator Lindsey Graham SC office. Virginia has designed the postcards.
 - Virginia has created a google form for interest people to request receiving postcards. Sending packet with return envelope.
 - Thinking about the best way to collect all postcards to send to the senator at once. Possible send them to Donald's office?
 - Printing idea around 250 postcards, but we can print more.

- Contact printer to look at price for 1000 cards.
 - Can also hand out postcards during the conference.
 - Believe this is a good way to make an impact.
 - Jimmie: When do you plan on distributing? Virginia: asap.
 - Terry: Can we add a place to list which library they belong to? Virginia: yes, we can.
 - Send logo to Amanda to post online.
- Sending out form to ask if people are interested to visiting their local district offices while congress in recess.
- Believe these two campaigns should be an annual occurrence.
- Emails will be sent out Friday (8/11/17) to ask about interest.
- Looking into training for advocacy committee.

[Full report below](#)

Awards Revisions

Sarah Gough

- Forms are on website. Open for nominations.
- Have received notice about a couple nominations.
- Donald to share with PASCAL, Jenny to share with SCASL.
- Jonathan N.: Can we look at a way to work together each year, cosponsoring, instead of every other?

[Full report below](#)

SCLA Communications

Amanda Stone

- Website doing good.
- Social media. Think about what you can send for posts.
- Listservs sent over from google to memberclicks. Main list is being moderated.
 - There is an unsubscribe option at the bottom of each message.
- Still have some section/committee google groups. Think about migrating if needed.
 - Marketing and Outreach would like to.
- If you see any website problems please screenshot and send to web.scla@gmail.com
- Excited to get the conference registration form up and running.

New Business

2021 Annual Conference

Amber Conger

- Had a conversation with Rodney, NCLA president. Looking at a possibility to do a joint conference with North Carolina library association. They only have conferences during odd years.
- No plans have been made, just discussion.
- Their membership around 800 members, conference normally held in winston-salem. Haven't had a conference in Charlotte since 2004 because not centrally located and expensive.
- Conference around the same time of year as ours.
- Net \$80,000 from their conferences, we have been netting around \$14,0000. They have a large conference committee.

- Discussing Charlotte as a location option.
- Looking at how we have partnered with SELA. Last joint conference 14% of SELA member attended and they received around \$1,700.
- Apprehension about the collaboration on their end. They have a lot of income to generate which may be a problem.
- Still need more information.
- Virginia: Can we ask for conference location suggestions? Kevin: Think about creating a targeting survey instead of a one-off question.
 - Jonathan N. It has been several years since we have surveyed members.
 - Amber: Interested in hearing from the decision members.
- Amber: How much time would it take to create and RFP for the Charlotte area? Donald: About 2 weeks to gather data.

Executive Leadership

Amber Conger

- We currently have 2nd vp, 1st vp, president, past president. Are we working effectively with this structure? Are there barriers to get people involved and want to step into these rolls.
- There hasn't been a lot of competition for these rolls. Would like to see this increase.
- Have been talking to other associations for ideas and tips. Focusing on smaller institutions that match our membership numbers.
 - Difficult to find people to commit to a 4 year term. This is not mandatory, but encouraged.
 - Is serving as conference chair a barrier?
 - As first VP, the conference is so involved it detracts from other issues that will come up when in President roll. Not enough time to learn how to be president.
 - Others have conference chair groomed for two years before becoming president. Conferences can be overwhelming. Can detract from day job duties.
 - Immediate past president is sometimes more active than president because of adjustment.
 - Finding leaders is difficult. Need support from institutional leaders.
 - Delaware (250 members) - 3 year commitment. 1st vp conference chair, but has joint conference.
 - Maine (500 members) - 6 year commitment. 2 years in each role. VP, President, Past President, and Ex. Secretary work on conference with defined roles.
 - Alaska (200 members)- Conference in 4 different areas of the state. Members in that area are in charge of conference. 3 year leadership commitment.
 - Connecticut (750 members) - 2 year commitment. Appoint conference co-chairs.
- Options: splitting duties, flip vp roles (conference, then membership), larger conference committee, separate conference chair, splitting off committees from executive roles, past president strategic planning role, lengthen terms
- Possibly add a president's meeting during the conference to continue discussion and receive feedback.

Other Reports

APLA Representative

Jimmie Epling

SCASL Representative

Jenny Dilworth

- Beginning the year's events.

SELA Conference. Greenbriar.

Announcements

Adjournment

12:13 PM

REPORTS

ALA Councilor

Submitted by Virginia A. Cononie

American Library Association Annual Conference
Virginia Cononie- ALA SCLA Councilor
Chicago, IL 2017

[Links to ALA Midwinter and Annual Conferences 2017](#)

Notes from Conference:

Council I

- President Initiatives: fight for libraries. Issues: Diversity, Equity, Inclusion, Fake News, unique patrons, net neutrality, copyright, Libraries Transform, Book Club Central.
- 5,000 Libguide pages on the topic of facing fake news.
- American Libraries: Blogging on gun violence in the library. Training and policies
- Resolution Adopted: statement on Global Climate Change and a Call for support for libraries and Librarians.
- 530 Attendees at National Library Legislative Day and 1000 for the Virtual NLLD.
- Chapter Councilors Forum
- Not many people were able to attend because the shuttle service was not awesome.
- Might check out the chapter relations meeting in Denver
- Many states are turning to trustees for Advocacy.
- We also talked about different tips and suggestions for new Councilors.

Council II

- Committee on Diversity- Voted yes on Save spaces and Diversity language.
- Voted yes to change WAC to IT Advisory.

Attendee information:

Orlando 2016- 15,359

Chicago 2017- 22,591

Advocacy Committee

Submitted by Virginia A. Cononie & Jonathan Newton

Meetings Held

July 18th- Jonathan Newton, Chris Rogers, John Kennerly, Virginia Cononie

July 19th- Attendees: Chris Rogers, Jonathan Newton, Leesa Aiken, Lina Bertinelli, Tucky Taylor, Amber Conger, John Kennerly, Vanessa Ames.

Campaigns

- Postcard Campaign- Focused on Lindsey.



Dear Senator Graham,

As a constituent, I am asking you support funding for South Carolina Libraries because

Sincerely,

Address: _____



Senator Lindsey Graham
290 Russell Senate Office Building
Washington, DC 20510

250-\$33.00

500-\$47.50

700-\$64.00

- Is there any funding in Councilor line for this?
- If the cards are returned, can we post them to Graham?

- Meet your Rep- South Carolina Library Legislative Day

Days: August 14th, August 28th, Sept 21

[Sign up Sheet](#)

Email mockup

Please join us on _____ for South Carolina Library Legislative Day. In effort to make it as easy as possible, we are holding this in multiple locations across the state.

Click this link to fill out the [Sign up Sheet](#). Once you have chosen your preferred representative, and location, we will contact you with specifics.

We are seeking interested volunteers to fill in as SCLLD organizers. This volunteer would set the time and location to meet and lead the group into visit the office.

Will create some fact sheet for those going to meeting places.

- SaveIMLS

Press Release:

<http://everylibrary.org/scla-everylibrary-team-saveimls-south-carolina-libraries/>

Awards Committee

Submitted by Sarah Gough

Online nominations are open via Google forms – links are on scla.org/awards. The nomination deadline is August 21st. That will give the committee two weeks to deliberate and select winners in order to get the names to Donald by the requested September 4th, for ordering plaques.

Promotion:

- SCLA Website Awards page
- SCLA Facebook and Twitter posts
- Emailed to SCLA list
- Curtis Rogers sent it to the State Library's Public Library Directors listserv
- George Shaw (SLIS Student Services Coordinator) sent it to SLIS alumni listserv
- Heather Moorefield-Lang (faculty advisor) and Jessica Land (president) shared with LISSA
- Asked Susan Rathbun-Grubb (faculty advisor) and Kristen Lawson (president) to share with Beta Phi Mu, Beta Omega chapter contacts
- Amanda Reed shared at paraprofessional workshop 8/9

Current Nominations:

- New Professional – 1
- Unfortunately, based on previous experience, I don't expect to receive many more nominations until much closer to the deadline

Intellectual Freedom Award:

- SCASL has been giving the award every other year. Prize is \$100 + plaque, last given in March of this year. The 2015 was awarded to Marcia Beja and in 2017 to Faun "Tookie" Harrop.

- Nominations are currently open for an SCLA Intellectual Freedom Award. If we get nominations and select someone, that would mean two IF Award winners within 2017.
- Some questions from Heather Loy, SCASL Intellectual Freedom Committee
- President:
 - "If you would rather continue to have this be separate awards by both groups awarded every other year, please advise. This might be an easier way since no money would have to change hands, but be less prize money for the recipient since we aren't both providing dollars."
 - "If you choose to keep it as a separate award, it would be wise if our dollar amounts were consistent, so please let us know what you are awarding so we could (budget allowing) ensure that ours is the same amount." (I let her know that we haven't typically been giving prize money to our award recipients)
- They are open to considering making it a joint award again. If we want to go that route, they will need to discuss it at their September board meeting. They asked what \$ amount we would want to award and what we would like them to contribute.

Scholarship for Diversity Committee

Submitted by Cathi Cooper Mack

The Scholarship for Diversity in Librarianship Committee has been working diligently to provide some great fundraisers and activities for the 2017 conference in Columbia, SC. We are planning for three fundraisers this year. We will have a Silent Auction, Zumba with Celeste and a Mix and Mingle. If you would like to be one of our Silent Auction donors, please let me know ASAP. Please see dates, time and a brief description of the events below:

Scholarship for Diversity in Librarianship: Mix and Mingle

Come join us for a mix and mingle and learn about the history of the Scholarship for Diversity in Librarianship and show your support of Scholarship for Diversity in Librarianship.

Date: Wednesday, October 11, 2017

Time: 4:00 p.m. – 5:30 p.m.

Zumba with Celeste

A total high energy workout - combining all elements of fitness – cardio, muscle conditioning, balance and flexibility. An awesome cardio workout!!

Date: Thursday, October 12, 2017

Time: 6:15 a.m. – 7:00 a.m.

Silent Auction

Date: Wednesday, October 11, 2017 – Thursday, October 12, 2017

Also, this year we would like to give away some door prizes throughout the day and at the fundraising events. If anyone would like to donate door prizes or has connections with some organizations/companies, etc. that would donate a prize(s), please let me know ASAP.

We really want 100% support and participation of all of the Scholarship for Diversity Fundraisers this year.

If anyone has other ideas/suggestions/comments for the Scholarship for Diversity in Librarianship committee we welcome them. Please send suggestions to ccoopermack@scsu.edu.

Thank you for your continued support of the Scholarship for Diversity in Librarianship.

Information Literacy RT

Submitted by Sara McBride

In June, in partnership with the College and University Section, the Information Literacy Round Table presented iTeach 4: Transitions and the Roles Libraries Play at the University of South Carolina, Thomas Cooper Library. The symposium was a success, with 35 participants including 10 presenters from a variety of institutions and environments. Presenter slides are available at <http://www.scla.org/iteach>.

Paraprofessional RT

Submitted by Amanda Reed

- Hosted workshop Aug. 9 for 50 participants.
- We are still accepting applications for our scholarship.
- Amanda will be speaking at USC MLIS orientation Aug. 19 about SCLA and pushing membership sign ups.

College and University Section

Submitted by Catherine Goodwin

iTeach4

- [iTeach4](#) was held on June 14th from 10:00am to 4:00 pm at Thomas Cooper Library with the theme *Transitions and the Roles Libraries Play*. Presentations focused on the information needs of students as they transition from high school to college, from two-year schools to four-year schools and from college to the information needs relevant to life-long learning.
- Heather Moorfield-Lang, assistant professor at the University of South Carolina School of Library and Information Science gave the keynote address. In addition, the workshop included four 50-minute sessions and two "lightning round" sessions, light breakfast and lunch.
- Including presenters, 34 persons registered and 25 completed evaluations; of these, 93% rated the workshop "excellent" or "good" in terms of overall value, logistics and quality of the presentations. One concern is the number of sessions and background of presenters, and the final session encouraged participants to identify topics for iTeach5. This session, and the comments on the evaluations suggest that participants value interaction with peers and hands-on activities. Other suggested topics were accessibility, assessment, collaboration with other libraries, engaging online students, and embedded librarianship.

ACRL Chapters Council

- Ed Rock of Clemson University Libraries was elected to the ACRL Chapters Council during the ALA Annual Meeting in Chicago on June 25, 2017. He is Vice-Chair/Chair-Elect from the SCLA College & University Section (the state ACRL Chapter). The nomination was announced on the SCLA list on 5/26/17.
- Ed has been active in ACRL since 1999, serving on the Management of Instruction Services Committee and Scholarship Committee, and is currently a member of the Membership Committee. He is a past-chair of SCLA (2014) and served as chair of the Colleges and University section in 2016.
- Additionally, the C&U section submitted the annual ACRL Chapter Report in July. The Section report provides documentation of our chapter's accomplishments over the past year and ensures that the work of our Chapter is represented on a national level.
- The [ACRL Chapters Council](#) "serves as a conduit for information and communication between ACRL national and its chapters, and to promote membership of ACRL national."

Annual Meeting

- The Section will hold elections at the annual meeting, and will put out a call for those interested in serving as an officer of the Section prior to the meeting.