North American Serials Interest Group

NASIG Newsletter

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Executive Board Minutes

March Conference Call

Date, Time: March 29, 2011, 2:00p.m. (Eastern)

Attending

Executive Board:
Katy Ginanni, President
Steve Shadle, Vice President/President-Elect
Rick Anderson, Past-President
Carol Ann Borchert, Secretary
Lisa Blackwell, Treasurer

Members At-Large:
Patrick Carr
Clint Chamberlain
Steve Kelley
Buddy Pennington

Ex officio:
Angela Dresselhaus

Guest:
Joyce Tenney, Site Selection

Regrets:
Christine Stamison
Jenni Wilson

1.0 Welcome (Ginanni)

The meeting convened at 2:04 p.m. EDT.

2.0 Secretary's Report (Borchert)

2.1 Outstanding Action Items

Board members provided updates to the action items list as follows:

Not Done/In Progress

ACTION ITEM: All Board members will discuss how to turn the contingency planning documentation into a public document for distribution and discussion among the NASIG membership.

ACTION ITEM: All Board members will consider the issue of member information being shared with Tier One sponsors and how to communicate this to members.

ACTION ITEM: All Board Liaisons will investigate and become familiar with process of doing an environmental scan.

ACTION ITEM: Anderson will continue work with N&E over the course of this year to insure that the manual is complete and posted on the website. ONGOING

ACTION ITEM: Anderson will ask FDC for pricing parameters for website advertisements. IN PROCESS—RECOMMENDATIONS BY MID-APRIL

ACTION ITEM: Blackwell will add information to the Treasurer's manual indicating that the Board may approve additional funding for the Merriman Award

winner and the NASIG President to account for emergency situations.

ACTION ITEM: Chamberlain and Shadle will talk to ECC & CEC about working together on the Archiving Information section of the CEC-PPR proposal. IN PROCESS

ACTION ITEM: Chamberlain will ask E&A to poll vendors via email to see how NASIG could be more valuable to them/how the conference could be a more valuable experience. IN PROCESS

ACTION ITEM: Chamberlain will ask ECC and the Website Liaison to explore where we could add advertisements into the NASIG website without ArcStone intervention. IN PROCESS

Action Item: Ginanni will appoint or select members on FDC and the Newsletter to work with advertisements. IN PROCESS

ACTION ITEM: Ginanni will draft a charge and job description for the NASIG Historian, run it by the Board, and then appoint a Historian. IN PROCESS

ACTION ITEM: Ginanni will work with the Student Outreach Committee to create a formal proposal for the internship program.

ACTION ITEM: Ginanni will ask SOC to send out a blast with information on library schools lacking library school ambassadors and rephrase page about library ambassadorship to show these as suggested activities, not requirements, and discuss ideas about drafting a document outlining what it's like to be a serialist. IN PROCESS

ACTION ITEM: Ginanni will contact October Ivins to see if they might be amenable to doing an event or conference together.

ACTION ITEM: Ginanni will contact Joyce Tenney to discuss a succession plan and training of the next person to handle site selection.

ACTION ITEM: Ginanni will draft wording for how to present the two-word idea to the membership.

ACTION ITEM: Ginanni will investigate obtaining an Outsell report to see if there is an environmental scan already done.

ACTION ITEM: Kelley will follow up with PPC to make sure it is in their manual to follow up before and after conference to get presentations online and/or on flash drives. IN PROCESS

ACTION ITEM: Kelley will ask PPR to formulate a conference marketing plan. IN PROCESS

ACTION ITEM: Kelley will ask PPR to send letters to NASIG members and directors in conference region suggesting paraprofessional attendance at conference. ON HOLD

ACTION ITEM: Kelley will discuss feasibility of providing feedback regarding rejected proposals with PPC and will ask if they feel comfortable accepting student proposals. They can work with SOC on the latter item.

ACTION ITEM: Shadle will ask CEC to work with PPC to create something such as a podcast and/or website that explains the conference program proposal process. IN PROCESS

ACTION ITEM: Shadle will tally words for the tag cloud via discussion on NASIG-L.

ACTION ITEM: Stamison will draft new language in conjunction with Wilson for the sections of the NASIG website that refer to personal memberships, and will send this to Board for revision by end of December.

ACTION ITEM: Stamison will ask A&R to submit suggested rewording for 2012 student grant awards over the summer to better define the term "student."

ACTION ITEM: Wilson will take the idea of thank you letters to new members back to MDC for consideration.

ACTION ITEM: Wilson will work with MDC to ensure they have a booth next year with membership brochures, etc. at the vendor expo.

ACTION ITEM: Wilson will ask MDC to work with D&*D* to create a document outlining the idea of offering a conference prize to first-time members.

ACTION ITEM: Wilson will ask MDC to add additional membership benefit information to website, such as NISO registration and *Serials Librarian* subscription discounts.

ACTION ITEM: Wilson will ask MDC to work with the Mentoring Committee to explore implementation of a year-long mentoring program in addition to the conference mentoring program.

Completed

- Blackwell will investigate the possibility of getting statistics on how our room reservations have looked over the past five years.
- Blackwell will investigate numbers for how many people registered before and after early registration deadline for the past couple of conferences.
- Chamberlain will ask ECC to review the website to correct broken or outdated links.
- Chamberlain and Ginanni will draft a blast to membership announcing return of NASIG-L.
- Ginanni will consult with Joyce Tenney regarding cost per person of conference to see if we can offer a lower rate to paraprofessionals both for full conference rate and single-day registration.
- Ginanni will ask SOC to reach out to library schools in greater Midwest with information about the 2011 conference.
- Ginanni will ask PPC for Nashville to make sure task force presentation on competencies is on the 2012 program.
- Kelley will ask PPC to create a form for proposal submissions that clarifies expectations, including the right of first publication, of each type of speaker (vision, strategy, and tactics).
- Shadle will send Stamison contact information for UNAM information school.

ACTION ITEM FOR FALL 2011: Ginanni will remind PPC for Nashville to make sure task force presentation on competencies is on the 2012 program.

2.2 Approval of Board Activity Report

Ginanni made a motion to approve the following Board Activity Report for addition to the March 2011 minutes, seconded by Chamberlain. All voted in favor.

1/11 The Board provided input to ECC regarding the size of ads to be included on the NASIG website.

1/11 **VOTE**: Anderson made a motion to accept a unique sponsorship proposal from the *Chronicle of Higher Education* to provide a copy of the *Chronicle* to each NASIG conference attendee. Carr seconded the motion, and all voted in favor, with one abstention.

1/11 The Board received the impressive slate of nominees for 2011/2012 from the Nominations & Elections Committee. The Board appreciates N&E's great work on this!

2/11 **VOTE**: Shadle made a motion to support NASIG sponsorship of the North Carolina Serials Conference, seconded by Anderson. All voted in favor with one abstention.

2/11 The Board supported the reallocation of awards based on recommendations from the Awards & Recognition Committee.

2/11 The Board approved the selection of Sharon Dyas-Correia as the new *Proceedings* Editor.

2/11 The Board celebrated the return of NASIG-L!

2/11 The Board discussed how to handle leftover flash drives from the 2010 conference and inquired of the *Proceedings* editors how many they might need for recorders working on papers.

2/11 **VOTE**: Ginanni made a motion to approve the slate of award winners selected by Awards & Recognition, seconded by Anderson. All voted in favor.

2/11 The Board agreed to extend the sponsorship deadline to allow follow-up with a few more potential sponsors.

3/11 The Board approved the *Proceedings* editors' suggestions on how to handle extra copies of the 2010 *Proceedings*.

3/11 The Board provided feedback to CEC regarding a membership survey to determine continuing education needs among NASIG members.

3/11 The Board provided feedback to CPC regarding the registration page.

3/11 **VOTE**: Ginanni made a motion to do a $100 cash drawing for early registrations, seconded by Anderson. All voted in favor.

3/11 The Board approved having authors for the *NASIG Conference Proceedings* use the new Taylor & Francis copyright form and asked that the *Proceedings* editors refer authors to T&F's Schedule of Author's Rights.

3/11 Because the opening speaker does not accept honoraria, the Board agreed to the speaker's request to donate the honorarium to the Historic Sites Foundation of St. Louis County.

3/11 The Board discussed the definition of "paraprofessional" for conference registration purposes and all agreed, with one exception, to define this as "library paraprofessional" for now.

3.0 Treasurer's Report (Blackwell)

NASIG is doing pretty well financially. Total assets are $412,670.14, with $52,340.09 in investments, $341,391.57 in high-yield savings at 0.25%, and $18,938.48 in checking. We have received checks for $44,450 in sponsorships so far.

As an aside, and in reference to an earlier action item, Blackwell reported the following registration patterns for 2009 and 2010:

- 2010: Total conference registration was 383, with 311 registrations from February to April 30.
- 2009: Total conference registration was 507, with 340 registrations from February to April 30.

4.0 Sponsorship Update (Anderson)

A few sponsors had not yet paid, and Anderson is following up. The final total should be between $56,000 and $58,000; this could vary due to exchange rates, etc. The Board is extremely grateful for Rick's work!

Ginanni asked that attendees be made aware of vendor expo time slot to ensure attendance at that event. Some folks will need to adjust travel plans to be there early enough on Thursday for this event.

5.0 Committee Updates (All)

Archivist—no report

Awards & Recognition—no report

Bylaws—no report, quiet year

Conference Planning—Registration is underway; 132 total attendees have registered so far, though there is a technical issue right now with the Cardinals game registration. CPC is working on a scavenger hunt program for opening reception

Flyers went to several conferences to encourage attendance at NASIG: Tennessee Library Association, Texas Library Association, Kansas Library Association, Oregon Library Association, and ACRL. Funding for the flyers can come out of the PPR budget and they will

need to add this item to their budget for next year as well.

Conference Proceedings Editors—A new editor has been selected to start with the 2012 *Proceedings*, Sharon Dyas-Correia, and the editors have sent out a call for 2011 recorders.

Continuing Education—Please fill out CEC survey for continuing education needs for members. At this point we are not sure of the exact number of participants for the Project Transfer webinar, but it went well.

Core Competencies Task Force—All of the people who were asked to join this task force have accepted and this group is underway. The Board is asking for a final report to be presented to the NASIG membership at the 2012 conference.

Database & *Directory*—no report

Electronic Communications—ECC has reduced the number of items on the "What's New" page. Upcoming Events now lists events for the current month plus 2, and our conference is always listed on that page.

Evaluation and Assessment—no report

Financial Development—FDC had a committee resignation. They are working on the website advertising proposal.

Membership Development—no report

Mentoring Group—Mentoring is collecting suggestions on how to improve and streamline the program.

Newsletter—Everything is going well

Nominations & Elections—Nothing new. The election went smoothly and results have been announced.

Program Planning—[this is on the agenda later, item 8.0]

Publication & Public Relations—[this was on the agenda later, item 9.0]

Site Selection—Site Selection is working to finalize the 2013 contract.

Student Outreach—SOC has drafted a document to outline what it's like to be a serialist. They have also rephrased the page about library ambassadors to clarify that the list of activities are merely suggestions and not required.

Committee Appointments—Shadle will be sending out an email to ask Board members about liaison assignment preferences.

6.0 Travel Insurance (Ginanni)

- Should the NASIG president purchase travel insurance when booking a flight for UKSG?
- By that token, should all board members purchase travel insurance when traveling on NASIG business?

The Board agreed that NASIG President and Merriman Award winner should purchase travel insurance (which generally runs $35 for the flight only) when booking an overseas flight. The Board decided this is not necessary for NASIG business within the continental U.S. We should also, however, investigate the cost of insurance for travel beyond flight arrangements, given the volcano issues over UKSG in 2010.

ACTION ITEM: Stamison will ask A&R to investigate the cost of travel insurance for flight, hotel, etc. in traveling to UKSG for the Merriman Award.

7.0 Compensation Reimbursement Policy (Ginanni)

The issue of compensation reimbursement came up with a preconference speaker who is not a NASIG member and was not planning to attend conference. The Board will review this to see if we can make this policy more clear.

ACTION ITEM: All Board members will review the Compensation & Reimbursement Policy (http://www.nasig.org/conference_compensation.cfm) to discuss possible wording changes during the Board's meeting in St. Louis.

8.0 PPC Questions for Board (Kelley)

PPC has sent feedback on suggestions from the San Diego Board meeting and suggestions to the Board.

Suggestions from Board:

1) Feedback on rejected proposals – PPC chairs thought this was a difficult idea to implement. Most importantly, because it would probably open the door to ongoing arguments between the proposer and the PPC about why a proposal was rejected. And it would violate the current rule that PPC deliberations are confidential. However, the chairs were both enthusiastic about the numerous ideas related to teaching potential speakers how to create a good proposal and presentation.

Board agrees with PPC's reasoning. Board asked how PPC might envision the idea of teaching potential speakers; PPC is considering a general librarianship track in the programming to cover this kind of idea.

2) Encouraging student proposals – Big thumbs up for this idea. Also liked the idea of throwing student proposals into the general pool, rather than setting aside a special "student slot." PPC pointed out that just the request for proposals in itself could be a nice bit of publicity with students.

3) Providing alternative methods of delivery for proposals that aren't accepted – PPC chairs thought rather than doing podcasts or webinars for sessions that we don't accept for the conference, that we might consider passing them to planners of regional NASIG unconferences (which we're trying to get going). Perhaps we should look at putting some of our vision speakers or "big" sessions up on our website as podcasts. Might attract more interest in the conference.

Not all proposals are rejected because they aren't a good fit, but because there is too much overlap in content with a recent presentation, or because the speaker is already presenting other programs. Maybe PPC could forward their favorites of the rejected proposals to CEC for alternative forms of delivery. Board likes the idea of putting big speaker sessions up as podcasts to generate interest.

4) CEC & PPC putting together a workshop, podcast, presentation, etc. on how to do proposals and presentations – PPC chairs liked this idea, and agreed that it might be best to get past members of PPC to work on this kind of project, as the current PPC always has a full plate.

5) Streamlining proposal process by using the website–PPC is fine with this, but does not want to have a link for proposals up all year round. Also, due to limitations of ArcStone, they will have to use SurveyMonkey for proposal submissions for the foreseeable future.

6) Offering people who present proposals the option of including a YouTube clip or similar video of another presentation – PPC thinks that would be fine, as long as it's optional.

7) Asking for names of speakers and/or topics people would like to see – We currently do this on our conference evaluations. There's normally not much response, and often there's little that's useful out of it. The problems with trying to recruit speakers is that it takes a lot of time and effort for PPC, and most importantly, it's hard to recruit speakers without more robust compensation, i.e., money. PPC would like to find some way to tap into the membership's brainpower, but is kind of at a loss as to exactly how to go about it.

Suggestions from PPC to Board:

1) Would like to see more of a mix in the membership of PPC. Currently, all the members are librarians and there are no vendor members, who can provide valuable perspective.

Part of problem is that we don't get many vendor members volunteering for committee. Vice President is in the process of making committee appointments and has made note of this.

2) PPC doesn't know what the letters for rejected proposals say. If they did see the form letter, they might have a better idea of how to handle things like feedback for rejected proposals.

Secretary sent a copy of the sample letter to PPC liaison.

3) PPC noticed that there were a lot of proposals this year (and last) on topics related to being a professional librarian (things like how to find a mentor, how to manage your communications, etc.). This kind of info could be combined with material on how to submit a proposal and how to give a presentation. Could be a new program track, or maybe could be content for the website (podcasts, videos, etc.).

The Board really likes this idea.

4) PPC wondered if perhaps we open our call for proposals too early in the conference planning year. Maybe we need to look at revising that timeline.

Why not have the form up year-round, but clearly note when the timeframe is that PPC will be reviewing proposals? PPC did not like this idea earlier, but Liaison will check again to determine the reasoning for this. If PPC wants to change the timeline, they are the best ones to make that determination.

5) PPC thought that the compensation guidelines worked well this year. They have reduced the formerly excessive compensation for Strategy presenters, and PPC has kept the size of panels down, which has helped in recruiting vision speakers and preconference speakers, because NASIG can offer a more robust compensation package.

6) Poster session proposals have been drying up over the past several years. Do we want to provide some kind of incentive to encourage participation? Compensation? An award? Maybe publishing the best one (or all of them) in the Proceedings? Re-vamping posters could be a good way to attract student involvement (low barriers to entry, getting a foot in the door, etc.).

If we aren't getting many poster session submissions, we could drop them, but let's try at least one more year, especially if we are recruiting student attendees.

9.0 PPR Manual (Kelley)

This discussion will be moved to the email list due to time constraints on the conference call.

10.0 Committee Report Deadlines (Dresselhaus)

Dresselhaus sent suggestions for new deadlines to the Board, and the Board is fine with these.

Shadle made a motion to accept Dresselhaus's suggested changes to committee report deadlines as follows, starting with the 2011/2012 cycle. Borchert seconded the motion. All voted in favor.

Annual Reports: due Apr. 1st (with the exception of CPC, PPC, and Mentoring (due August 15), and E&A (due September 5))

The *Newsletter* editors could publish reports in the May *Newsletter* giving the membership a chance to know what is going on before our business meeting in June. They already publish the reports in May, but this is a huge strain on the editors since they do not have the normal editorial window.

Mid Year Report: due Oct. 1st (or earlier for Fall board meeting), to be published in the December *Newsletter*.

Updates if needed: due by Jan 1st (if committee has business for Midwinter meeting)

There would be one or two flexible/optional updates throughout the year that are due in time for publication in the March & September *Newsletter*.

Annual Reports/Updates would have a different template. Dresselhaus has volunteered to update the annual committee report templates.

11.0 Contingency Planning (Ginanni)

This item was tabled for the next conference call.

Ginanni asked if there were any other comments on conference arrangements. Tenney recommended that we continue publicizing the conference extensively, because numbers are lagging a bit from last year at this time.

Meeting adjourned at 3:28 p.m. EDT.

Minutes submitted by:
Carol Ann Borchert
Secretary, NASIG Executive Board
April 4, 2011
Revised April 21, 2011

Minutes approved by the NASIG Executive Board on April 22, 2011.