ARLIS/NA Executive Board Meeting
Thursday, April 9, 2015 3:00 – 4:30 pm EST

Attending: Carole Ann Fabian, Carol Graney, Robert Kopchinski, Jamie Lausch Vander Broek, Rebecca Friedman, Shalimar Fojas White, Kristen Regina, Ann Roll, Heather Gendron, Sylvia Roberts, Martha Gonzales Palacios

Call to Order

Consent Agenda
1. Approval of Post-Conference Meeting Minutes, Motions, Action Items
2. Past-President’s report (Carole Ann Fabian)
3. Treasurer (Mark Pompelia)
4. Chapters (Rebecca Friedman)

Kristen Regina: Note that we will vote to approve the minutes for the pre-conference board meeting and the membership meeting in next month’s consent agenda.

Motion #4: Carole Ann Fabian moves that the board approve the consent agenda. Seconded by Ann Roll. Carried unanimously.

President’s Report (Kristen Regina)
Conference Survey
The conference survey has been released. Alan Michelson had the Seattle conference planning committee review the survey before it went out to the membership.

Documentation Committee
Heather Gendron and Jamie Vander Broek will have a preliminary charge for the board to review for next meeting.

Vice-President’s Report (Heather Gendron)
Code of Conduct
The scope of coverage for this new code of conduct will include the annual conference, meetings, and also the listserv and other forms of society communication.

I circulated a draft which includes:
• Current statement
• Updated statement
• Brief statement which could be used as a footer on websites, etc.
• Internal instructions: e.g. what will happen if an emergency comes up? Perhaps some of this is in the conference planning manual, but if not, it’s important for us to know what we will do.
• Questions and further thoughts

Carole Ann Fabian: Great work. I don’t think we need to have separate documents for each context. When we were preparing the document we used for this conference, we circulated a variety of code of conduct documents used by other organizations. Some of these are very extensive. Instead of the brief footer version of the code, we could just have a clickable link that points to a page containing the full statement. The internal instructions/procedures belong in the conference planning document. Should this go on chapter websites? How do we proliferate the statement?

Heather Gendron: I think we’d want to make sure the chapters are using the statement as well. Legally we are the same organization. The other statements are a little too extensive and too specifically related to conferences, and I was reluctant to go with stronger language because of potential legal issues. From a legal perspective, what would put us in questionable territory?

Robert Kopchinski: It was a very overarching concern that we weren’t making statements that could be viewed in a negative light if litigation ever came forward. The way the plan is written is general enough that it doesn’t look like it needs the input of legal counsel. Regarding procedures, we need to make sure our process is fair.

Heather Gendron: We don’t want to mirror what has been happening on our campuses with these kinds of issues. An internal group shouldn’t take on more responsibility than appropriate. I could run the statement by our scholarly communication librarian, who is a lawyer. Additionally, what if something happens at a chapter conference? The president or executive director couldn’t be the person to notify in that case.

Robert Kopchinski: Even though the chapters are connected, they have some autonomy. We could ask the chapters to adopt the same policy for all of their activities, but procedurally the reporting would be different for them, and would be based on situation.

Shalimar Fojas White: We could add this to the leaders basecamp site along with all the other materials for leaders on that site.

Sylvia Roberts: Should this be included in the policy manual? This is a matter of institutional policy.

Division, Sections, SIGs
I’m working with Robert to set up listservs for these groups as well as confirming leadership positions.

Cinema & Media Studies SIG:
I will put out a call for new leadership as well as additional membership on the listserv.

Book Art SIG:
They will be submitting a charter for their project “Book Art Exhibitions in Libraries Best Practices”

Stimulating Creativity in Practice SIG:
The moderator has some questions about fundraising at the Seattle conference for a new or
existing diversity scholarship or other award. I recommended that he talk with someone on conference planning.

Technology Matrix

It would help to make clearer the process for requesting listservs on the matrix. What if we rename the “Administrative Documents” page “Administrative Documents & Tools” and include a general statement about the support and services we provide to ARLIS/NA leaders? We could also add a note instructing new leaders to contact their board liaisons for an introduction to the technology matrix.

Shalimar Fojas White: It would also be useful to make it easier to request or suggest webinars.

Kristen Regina: We are working to make the leadership portion of the website better and easier to use. The AWS information architect will help with a lot of these issues. We can still make these higher up/easier to find in the short term, but in the long term these issues will be improved by the architect.

**Action item #18: Robert Kopchinski will update the AWS to rename the “Administrative Documents” page “Administrative Documents & Tools,” and will put the technology matrix and the [3:49] under Admin Docs and Tools and will work with Carol Graney on the language.**

**Executive Director’s Report** (Robert Kopchinski)

**Conference Wrap Up**

Conference-related thank you letters are in progress. Invoices and reimbursements are also in progress, and by next week everything should be paid.

**Conference Planning Manual**

I have had preliminary conversations with Beverly Mitchell and Lynn Wexler, and we’re going to get started next week with revising the conference planning manual.

**Seattle Conference**

The contract with the Westin Seattle has been signed.

The conference planning committee meeting:

- July 16-17, 2015 at the Westin Seattle.

Information on arrangements for those attending will be out next week.

**Seattle Conference Website**

Options for the Seattle website:
(For reference in 2011: vra-arlis2011.org)

- vra-arlis2016.org
- vra-arlisna2016.org
- arlisna-vra.org
  - each conference year could be stored on this site in a sub folder
Kristen Regina: Elaine Paul likes the idea of arlisna-vra.org and the sub folders. Does anyone on the board have strong opinions?

Jamie Vander Broek: I think it’s more modern to use this simpler style of domain name.

*Updating Committee Membership*
My goal is to get all the committee membership lists updated on websites and as administrators on listservs in the next few weeks. I was hoping to enlist the support of the liaisons on this. By April 17, 2015 please send committee leadership and membership to me.

*Bylaws Vote*
Over 200 members have voted, most of whom voting in favor of the changes.

*Membership Update*
As of April 3, 2015 unpaid dues members have become deactiviated members. Society membership is subsequently down to 933 members. 343 members have not paid their dues. This group has received seven notices, all via email. We could provide the list of names to the Membership committee for outreach. We could also do a survey to see why people didn’t renew. If we do a survey, it needs to be brief because a lot of people tend to ignore these. This is a common pattern of attrition: people tend to renew closer to the conference to get the discounted rate.

Heather Gendron: Can we get demographics on this group? Are there any patterns in the deactivitated membership?

Carole Ann Fabian: This represents a quarter of the membership, a very high number. We would want to have the Membership committee take some action: can we get a strategy from them?

Shalimar Fojas White: We reached out to lapsed members when I was chair of Membership. It helped to add some people back, though emails can be a problem – sometimes they are incorrect.

Ann Roll: I think this is something the Membership committee can take on. Disconcerting that this is happening after the conference.

**Action item #19:** Ann Roll and Shalimar Fojas White will talk about how to approach targeting lapsed members and then Ann Roll will ask the membership committee to reach out to deactivated members.

*Liaison Reports:*

**Canadian Member-at-Large** (Sylvia Roberts)

*Public Policy Committee*
A meeting is planned for April. A draft response to the *CAA Code of Best Practices* is currently in development. I will distribute to the board later in April for comment and approval.
International Relations Committee

They have not met since the conference. Registration for the study tour to Brazil continues.

Rebecca Friedman met with Sandy Brooke to discuss chapter proposals to host an Art Libraries Section satellite conference in Chicago in 2016, when IFLA is held in Ohio. If proposals are accepted, chapters will have to establish a web site, fund raise, and take registrations by credit card. Debbie Kempe suggested that ARLIS/NA could play a support role.

Rebecca Friedman: I haven’t reached out to Melanie Emerson but did talk with Sandy Brooke. They are going to have to ask for what they want in a project charter. We need to know the role of the Notre Dame International organization. They have an office across the street from the Art Institute of Chicago, and could be involved as a host. The local chapters would be then be “local organizers” rather than hosts. I am happy to reach out to the two chapters. When IFLA was in Helsinki, ARLIS Norden was involved.

Heather Gendron: It sounds like a lot of work, but I agree that ARLIS should be involved.

Kristen Regina: This is great info. Sylvia and Rebecca should be in constant contact with each other.

Canadian chapter
As well as volunteering for the Seattle 2016 conference, Canadian members of the Northwest chapter are hosting the mid-year meeting in Vancouver to take some pressure off members in Seattle.

Suzanne Rackover, on the Development Committee, has agreed to investigate what’s required for Canadians to enjoy charitable status for donations to ARLIS/NA funds such as the Society Circle. I noticed that Robert Kopchinski has also been working on this, and the three of us will communicate with each other.

I am working with Rebecca Friedman on clarification on the difference between the Canadian Liaison and the Canadian representative.

Communications & Publications (Editorial Board) (Carol Graney)
Serials Title History Project
I am waiting for details from Hannah Bennett about this approved project.

Editorial Board Section of Policy Manual
The final revisions have been posted to Wiggio. If there are no other comments, will it be added to policy manual?

Editors were given the opportunity to correct or clarify their position responsibilities in the manual.

Carole Ann Fabian: I will review this and add it to the policy manual document.
**AWS Editor Job Descriptions**
I will develop these in the next few weeks so they are ready for the May Executive Board meeting.

**ARLIS-L Part-Time Position Postings**
ARLIS-L moderator, Judy Dyki, would like clarification on posting job ads for part-time professional positions, and full- and part-time paraprofessional job ads on the listserv when payment has not been made for inclusion of ads on the ARLIS/NA JobList. Is our policy to post part-time positions without payment on the listserv?

Robert Kopchinski: I’ve never picked up on the part-time distinction. We need clarification on our policy. Is there a distinction between the website posting (paid) and the listserv posting (free)? We want to communicate with posters about these options. There’s a section on the AWS about internships, both paid and unpaid.

Heather Gendron: For example, we wouldn’t charge Kress for their internship posting?

**Action item #20: Carol Graney, Kristen Regina and Judy Dyki will investigate the rules regarding part-time postings and will report back to the board.**

**Publications Proposals Page on AWS and Project and Service Charter**
The “Publications Proposals” page lists procedures for submitting a prospectus to the Professional Resources Editor. My recommendation is to list the Project and Service Charter on the “Proposals & Guidelines” page. The link from “Project and Service Charter” could either be a direct download as it is in “Administrative Documents” or it could be to a page describing the Project and Service Charter.

**Art Documentation Editorial Board**
The terms of all of the board members have expired so this is a good time to rethink the composition of the board. Judy plans on moving fairly quickly on drafting a proposal to reorganize and will begin by asking Inge Reist and Clive Phillpot, the only two members who have been active, to work with her on the proposal. She hopes to have a proposal ready for the mid-year Executive Board meeting, at the latest.

**Education (Shalimar Fojas White)**
All of my committees and subcommittees except for the Professional Development Committee have updated their membership listings.

The Professional Development Committee wants to know if the board has officially authorized the establishment of a task force to revise the Core Competencies? They also would like to reach out to VRA to discuss the coordination of professional development activities at the next conference.
Kristen Regina: Yes, they can go ahead and establish a task force.

Carole Ann Fabian: For conference planning they should reach out to Alan Michelson.

Shalimar Fojas White: I will have Janine Henri reach out to Alan.

**Educational Technology Committee**
The Educational Technology Committee needs final clearance and approval for release of recorded conference sessions once the permissions issue is resolved. Will the same pricing structure and guidelines for accessing content apply? What are the steps for release and for publicity? They also need assistance and approval for marketing templates for new Learning Portal content. What is the role of the committee versus the ARLIS/NA Media Editor?

Kristen Regina: It’s better to get the content up and out right now, and to discuss the portal in depth later. For now we can leave the current structure in place.

Carole Ann Fabian: This should be a major discussion in a future ARLIS board meeting. We may want to carry the expense and not be concerned with revenue from it. We could also use the opportunity created by the initial lack of publicity to do a major announcement after we have the new structure in place.

Shalimar Fojas White: I asked the chair to prepare a briefing to bring to the board. They have also prepared some marketing templates that they are ready to use and I have uploaded to Wiggio. They were wondering (and this applies to SEI as well) what the role of the committees is in marketing? At that level? At the content editor level?

Carol Graney: I get the content from the committees and then I share it. Sometimes committees share things on their own on the listserv, which I see, and it’s okay, but it would be better if they could share in advance so that I can coordinate.

Kristen Regina: Could we get more information about the capabilities of the portal in the briefing they prepare? Especially those we are not using.

**SEI**
In the event that SEI cannot meet its break-even point, will ARLIS/NA be prepared to take a financial loss on SEI this year? Can the ARLIS/NA Media Editor be helpful in the marketing efforts?

Kristen Regina: How much of a loss would we be taking? Is it typical to have low numbers at this point?

Shalimar Fojas White: These numbers are historically low. They discussed the future of SEI. Changes have to occur to make the curriculum more relevant to the attendees. They’ve evolved a fairly
robust marketing strategy. They need to replace a curriculum specialist. Does the Vice President do this? If they need to revisit their charge and future, what should they do? They also requested access to the post-conference survey to see which sessions were the most popular.

Carole Ann Fabian: They make a recommendation and the board appoints the leadership. They need to formalize some recommendations to pass onto the board to consult on.

Heather Gendron: Have they talked about doing an assessment of their own?

Shalimar Fojas White: Yes. They’re also interested in expanding the travel awards to create one for SEI, or to add SEI attendance to some of the existing travel awards.

Kristen Regina: I think they should figure out where they’re going before looking for more funding sources.

Heather Gendron: Maybe the market is saturated for the current location?

Carole Ann Fabian: It was decided that this would be a more efficient model to do two years in a row.

Shalimar Fojas White: They will be seeking host locations for the next two years in the next few weeks.

Membership, Development, Diversity (Advancement) (Martha Gonzales Palacios /Ann Roll)
All three committees are in the process of scheduling their first meeting, and are planning to meet regularly. Martha Gonzales Palacios and Ann Roll will have a conference call tomorrow to get up to speed.

Strategic Planning and Leadership Institute Take Aways
Kristen Regina: Next time we could bring the learning portal and all these major issues that the education committee has and fold these into a Strategic Planning discussion. Carole Ann Fabian will have the Strategic Planning Committee up and running by the next meeting, and Tony White has agreed to be chair. The vision and mission statement are dated and the board can discuss these.

Next Meeting
May 21, 2015 | 2:30-4:00 pm EST | via GoToMeeting/conference call

Adjourn
Motion #5: Heather Gendron moved that the board adjourn. Seconded by Shalimar Fojas White. Carried unanimously.
Summary of Motions:

4. That the board approve the consent agenda.
*M: Carole Ann Fabian; S: Carol Graney; V: Carried unanimously*

5. That the meeting be adjourned
*M: Heather Gendron; S: Shalimar Fojas White; V: Carried unanimously*

Summary of Action Items:

18. Robert Kopchinksi will update the AWS to rename the “Administrative Documents” page “Administrative Documents & Tools,” and will put the technology matrix and the [3:49] under Admin Docs and Tools and will work with Carol Graney on the language.

19. Ann Roll and Shalimar Fojas White will talk about how to approach targeting lapsed members and then Ann Roll will ask the membership committee to reach out to deactivated members.

20. Carol Graney, Kristen Regina and Judy Dyki will investigate the rules regarding part-time postings and will report back to the board.