

**Arkansas Library Association  
Board Meeting Minutes  
Friday, April 13, 2012  
Laman Public Library, North Little Rock, AR**

**Present:** Jim Robb, Michael Strickland, Shawn Pierce, Trish Miller, Bill Parton, Carol Hanan, Devona Pendergrass, Jamie Melson, Kara Propes, Latonya Jones, Jon Goodell, Carol Coffey, Hadi Dudley, Ashley Parker, Whitney Ivy, Britt Ann Murphy, Linda Evans, Holly Mercer and Lynda Hampel

**Call to Order:** President Jim Robb called the meeting to order at 10:00 a.m. A quorum was established. Robb noticed a few new faces and asked all board members to introduce themselves to each other.

**Roll Call and Minutes:** The minutes were distributed. Corrections were noted. Melson made a motion that the previous meetings minutes with corrections be approved. The motion was seconded and passed.

**President's Report/Executive Committee, Jim Robb:**

President Robb reported that there was a rather short Executive Committee meeting earlier this morning. He appreciated all of the great ideas that were expressed and gathered at the board retreat. The retreat helped create a list of potential projects and activities. Several board members and the committees will be very busy in the months ahead. Robb noted there were 26 members on the IT/Web page Committee.

On the budget, Robb said they were trying to make some changes in the way ArLA budget figures were reported. He noted some years there were surpluses and other years there were deficits. He was hoping to come up with a more balanced system. Robb's philosophy was to estimate expenses high and income low. He asked the committee to realize that it had more money than simply this year's to work with. That excesses from some years can be used to cover years with losses.

**ALA Councilor Report, Ron Russ:**

Russ attended a webinar on MembershipDirect, which is designed to help chapters manage renewals, reinstatements, and create welcome kits. The cost subsidy by ALA is still to be determined. Russ submitted a conference program to Holly Mercer for the ArLA Annual Conference in October. He also had ALA literature sent to Devona Pendergrass for the AAIM and AASL conferences.

**SELA Representative Report, Kevin Barron:**

No Report.

**Executive Administrator Report, Lynda Hampel:**

Hampel provided the board with three financial reports. The trial balance provides an overall picture of ArLA's cash and other assets. The CD total is the same as it was in

February \$65,435. AASL and ALPS have plus side balances and any shortages would be covered from their current funds. The scholarship CD has over \$30,000 in it. As of April, ArLA's regular operating checking account balance is \$102,894.

Hampel said the newly Revised Budget form that committee members had before them combined all the previous classes and simplified them into a smaller number of classes.

Hampel stated the third budget form has also been revised and simplified. It shows focuses more on showing the expenses as they compare to the money allotted for each category.

## **Division Reports:**

### **AASL, Tracy McAllister:**

1. Request – If someone would like to make a flier about the ArLA conference, McAllister would be happy to have those at the AASL table at AAIM. OR, you can always provide enough to be placed in the bags so that every attendee has information about this organization promoting and explaining membership. If we have ArLA ink pens or something else to put in those bags that would also be good . The AAIM conference is April 22-24, 2012.
2. Request – each year AASL give away a free ArLA membership at AAIM.
3. Request – each year at AAIM Conference give away a free conference registration fee to AASL.
4. Request – To change the name of Arkansas Association of School Librarians to Arkansas School Librarians Association. Here's why: AASL currently can stand for American, or Arkansas, Association of School Librarians. This can be very confusing for people when you are trying to distinguish between the two organizations.

Some activities since the last report:

AASL Conference Update- Erin Shaw, Conference chair, is doing a great job putting things in place for the school librarians' conference. Dates of the Conference are July 28, 29, 30 at Ozark Conference Center in Eureka Springs. Last year we started a Saturday night Dutch treat round table discussion at a local restaurant with approximately 25 SLMS attending to discuss issues within the library. Shirley Featherolf, with the ADE was in attendance and was very informative. We felt it was also good for her to hear from the school librarians their concerns on a more personal level since she is our liaison with the

Department of Education. This year will be our second Saturday night event. Carl Harvey, past president of American Association of School Librarians will be the Sunday night Keynote.

We have filed our papers for re-affiliation with the American Association of School Librarians. This paper work has to be done periodically to keep our affiliation.

McAllister was thankful to AAIM for advertising the conference and also promoting the membership in ArLA. They allowed her to post several times about the conference and the membership in ArLA, ALA and AASL. AAIM contacted her after the conference to write a review article for the journal. Erin Shaw has already been contacted and another article will be coming publicizing the 2012 AASL Conference. AAIM also provides a table for AASL free of charge at their conference for us to promote AASL and ArLA. I believe this year we will also have information at the table thanks to Ron Russ.

**ALPS, LaTonya Jones :**

The group is working hard and registrations, brochures for the upcoming ALPS Conference have already been mailed out and information posted on the website.

**College & Universities, Carol Hanan:  
No Report**

**Public Libraries & Trustees, Ashley Parker:**

We have semi-finalized plans for a pre-conference at ArLA this year. We are going to be hosting a Genealogy for Beginners Workshop at ArLA. It will be designed for librarians who want to be able to answer at least basic genealogy questions or point them to some resources, even if they have no background in genealogy, they can use to help library users with genealogical questions. We will be providing transportation to and from the hotel to the Shiloh Museum. They will be providing the program and a tour of the museum after the program. The reason we decided to provide transportation was because there was a question about parking and people having problems finding the museum. It will be limited to 20 people due to space and will require \$35 to reserve a spot. Charging for the workshop the committee hopes to prevent people saying they will show up and then not showing up and making sure all of the spots are filled. We will also be providing a sack lunch as well. I have been coordinating with my vice-chair and she will coordinate that event. She actually lives and works in the area. Parker expects her to do the follow-up.

Parker said she recently returned from a meeting in Houston, Texas where she was one of two Arkansas representatives appointed to serve on the National Network of Libraries of Medicine of the South Central Region. They have established a public library

advisory council to help them in their mission which is to advance the progress of medicine through public health by improving access to health information. It's a five state region. Each state is represented by the State Librarian and one other librarian in the state. Parker and, State Librarian, Carolyn Ashcraft attended the meeting. It was great meeting with lots of ideas. The first meeting primarily dealt with the needs of public libraries in general and then they discussed needs specific to Arkansas. They will be meeting primarily once a year with follow-up in between over the next three years. They gave information about grant opportunities and she can forward everyone the flyer they gave them. But they also offer free webinars that are train the trainer style. Some of them are not even directly related to health information. Some are technology oriented. They are going to take the ideas and plan on ways to improve their outreach to public libraries.

The South Central Region has more members than the other regions with a higher focus on serving public libraries. Libraries can join and get a free 5-year membership and access to lots of free health information. They will also provide speakers and trainers for workshops for free. They would pay the travel and other expenses while trainers provided training on databases such as PUBMED.

They also offer a fee-based Public Health Information certification.

**Reference & Instruction Services, Amber Wilson:**

No Report.

**Resource & Technical Services, Linda Evans:**

Resources and Technical Services Division will sponsor a program on Electronic Resource Management (ERM) at the Fall conference. We will have a panel of librarians that will give a presentation on how electronic resources are managed in their libraries. Discussion from the floor will also be part of the program. Anyone interested on being on the panel should contact Linda Evans.

The Information Technology Round Table and the Resources and Technical Division are also considering having a joint meeting and an additional program at the annual conference this fall. A program on the RDA and the new cataloging standards is being considered.

**Special Libraries, Debbie Hall:**

No Report

**Roundtable Reports:**

**Young Adult Services Roundtable, Kara Propes:**

The Youth Services Round Table has gotten off to a slow start. I have created a Facebook fan page in hopes of getting more people involved. We now have 7 likes. I would like to get the word out about the page so that we can start communication on

ideas and sharing information. I am open for suggestions of people to contact to help me move this group forward. I sent out an email through the ALPS Google group about our page and would like to send it out on the ArLa list serve if possible.

I am hoping that we can make this group more active and beneficial.

### **Government Documents Roundtable, Carol Hanan for Kathy Seymour :**

Members of the Govt. Documents Roundtable Frances Hager and Karen Russ gave a presentation at Fayetteville Public Library Saturday March 3<sup>rd</sup> on using the Library of Congress American Memory database for Civil War and genealogical research. They were invited to give the program as part of their Beyond Battlefields: Making Sense of the American Civil War series celebrating the 150th anniversary of the US Civil War. They had 40 people registered in advance and 48 in attendance. It was a 50 minute program followed by about 25 minutes of questions/discussion with attendees.

### **Information Technology Roundtable, Carol Coffey:**

Carol Coffey from CALS is the new chair of the IT Round Table. Anne Gresham of the Springdale Public Library remains Secretary.

Jon Goodell, former chair, will continue to coordinate the unConference, which will be held on Friday, June 29, 2012, in the Darragh Center at CALS.

The IT Round Table has nine members including a Chair, Vice-Chair and Secretary.

- Chair: Carol Coffey, CALS
- Secretary: Anne Gresham, Springdale Public Library

### **New Members Roundtable, Shawn Pierce:**

We have 35 new members. We have received several memberships that have not been renewed in the last couple of years. Pierce likes the idea of a "Welcome" packet for ArLA new members. She also discussed the board creating a picture directory of board members and later one for the ArLA membership.

### **Two-Year Colleges, Sara Seaman:**

Seaman said she reported at the last board meeting a benchmark survey of 2 year colleges had been done. The last survey was done in 2005. She is updating information on the directors at 2 year colleges, and next Friday will be discussing the old survey and what to include in the new one. She hopes to get some feedback from the directors. She chose to focus on the directors because they would need to be the ones filling out the survey.

She discovered AATYC Arkansas Association of Two Year Colleges and wondered if she should attend their meetings. ArLA and AATYC have their meetings during the

same week or close. This year it is the same date. She believes we are missing an opportunity for libraries to interact with the two year college community. She believes libraries need to have a voice in many 2 year colleges in this state.

## **Committees:**

### **Awards, Jamie Melson:**

Melson took a vote from the Committee members this week on how to address the Trustee Award issue. With a 3-1 vote, the members have voted to recommend adding to the Trustee Award the following:

If a Board of Trustees is elected to receive the award, that Board of Trustees will choose 2 representatives to attend and represent the Board and receive the award. The rest of the Board will be welcome to attend at their own expense.

It is also the recommendation of the Committee to add to the Committee's responsibilities the following:

It will also be the responsibility of the Committee to extend a courtesy meal ticket to the award winner and one guest.

This has been a courtesy extended to the award winners and a guest for many years and the Committee wishes to make it a part of the permanent record.

### **Conference, Holly Mercer:**

Mercer reported conference planning is going well. There are 12 spots that have not been filled before the break-out sessions. Anyone who wants to offer a program at the 2012 conference should email Mercer and she would hold a spot for them. Anyone with ideas about the conference should also email Mercer.

Mercer said there had been a lot of conference proposals. There are also a lot of keynote speakers available this year. Nicole Stroud is going to be conference chair in 2013. She seems to have a lot of connections within both ALA and the library community.

### **Constitution, Bill Parton:**

No Report

### **Intellectual Freedom, Devona Pendergrass:**

Pendergrass reported that the members of the committee are: Anna Bates, Anna Edwards, Christina George, Connie Zimmer, Daniel Page, Jon Goodell, Kathy Davis, Stephanie Huffman, and Vanessa Adams. The committee will work primarily online.

The old manual has been scanned in.

Pendergrass' high school publications class has created covers that might be used for the revised ArLA Intellectual Freedom publication. The committee will review the covers and decide which ones might work and the students can make changes if the committee deems it necessary.

The new manual should be ready by the conference.

**Legislative, Hadi Dudley:**

Dudley spoke with State Librarian, Carolyn Ashcraft about Legislative Day in Little Rock. She was positive and receptive to the idea. She wants ArLA to lead the effort, since she is limited on what she can do as a government employee. Arkansas State Library will support and partner with ArLA. Ashcraft suggested next spring as a good timeframe, due to fall legislative elections: perhaps National Library Week 2013. Holly Mercer will assist me with planning an event.

National Library Legislative Day in Washington, DC is coming soon – April 22<sup>nd</sup>. We should have at least six members in our delegation. I look forward to positive advocacy efforts. LSTA funding and school library funding are the key issues. All messaging is provided by the American Library Association. ALA is also promoting a virtual NLLD component. Library supporters can email or call during week of Apr 23-27. The website includes information and talking points - <http://www.ala.org/altaff/advocacy/virtuallegday>. Personal visits and multiple voices to legislators are important efforts to support libraries.

**Membership, Shawn Pierce:**

The current membership is 456.

**Nominating, Patricia (Trish) Miller:**

Miller said she would get a copy of the nomination/absentee ballot form to Jon Goodell to post on the website. Lynda has verified the dates for us. It was suggested we add a write in area for a nominee on the form and add instructions if they want a secret ballot.

An email was sent out to ArkLib seeking volunteers to serve on the Nominating Committee. Kathie Buckman, Henderson State, David Eckert, Jonesboro Public Library, and Loretta Edwards, UAMS Library has agreed to serve on the committee. I'd like to thank Ashley Parker for giving me David's name from her Committee members list. Thanks to David, Kathie, and Loretta for volunteering to serve on the committee. The email also included requests for nominees and volunteers to serve as officers for 2013.

An article was sent to Arkansas Libraries for the spring edition. The article included officer positions open, duty descriptions, and contact information for submitting nominations.

From the email we received volunteers to serve on the committee and nominations or volunteers for all open positions.

We did have questions regarding the rotation of libraries for President Elect which President Jim Robb addressed.

David Eckert is contacting nominees to verify their nomination and giving them a list of duties for the positions. He is also collecting a short bio from the candidates confirmed. Loretta Edwards is working with Lynda to verify candidate ArLA memberships.

A reminder email went out to Arklib reminding members of the deadline for nominations. We want to get the nominees and their bios in the summer edition of Arkansas Libraries. Members of ArLA were encouraged to share their past experience and be willing to mentor new leaders by serving on committees, roundtables, or divisions.

As President Elect it is part of my duties to work with the existing committees. An email was sent to the Chairs letting them know I was here to help when and where I could. I also let them know how much we appreciated their support.

**Planning Committee (Ad Hoc), Jim Robb/Trish Miller:**

Robb thanked everyone who had been sending him project ideas. He is trying to gather the data from the committees especially for those who are moving into leadership positions at Roundtables and Divisions next year about what they would like to see happening this year. Some of these will be more than one year projects and let them know that we are looking beyond just the 12 month cycle. Robb will be working with Lynda to get a database buildup.

**Public Relations, Ashley Parker:**

No Report.

**Publications Committee, Kathy Davis:**

The publications committee has been approached by the Arkansas Genealogical Society to do an "ad-swap." The swap will allow the Arkansas Genealogical Society an half-page ad in our summer issue of Arkansas Libraries, while giving ArLA a full-page ad in their publication, Arkansas Family Historian. The publications committee would like to pursue this offer.

**Scholarship Committee, Daniel Page:**

No Report

**Arkansas Libraries, Managing Editor, Whitney Ivy:**

No Report

**Associate Editor, Britt Anne Murphy:**

No Report.



**Webmaster, Jon Goodell:**

Goodell wanted the Board to discuss whether the Webmaster position should be converted to a website committee.

In February 2012 we renewed the three ArLA website domains (arlib.org, arlib.net, arlib.com) at a cost of \$46.

- We renewed the ArLA website domain host (Jaguar PC) for three years (March 2015) at a cost of \$214.92
- The 26 person website redesign team has been working on a Google Docs brainstorming document (provided below).
- ArLA Website Redesign Brainstorming Document As of April 13, 2012

ArLA website: <http://www.arlib.org>

ArLA website redesign team mailing list:  
[http://mail.arlib.org/mailman/admin/arlawebteam\\_arlib.org](http://mail.arlib.org/mailman/admin/arlawebteam_arlib.org)

**Types of Webpages to Include**

Division and round table informational pages

Conference webpages

Committee information pages

News and announcements in blog format

(I do like the idea of a calendar for the year where events can be displayed months ahead of time) Libraries could send in events that they wanted to add for others to be aware of.

I like the calendar idea! And then we could link from the Calendar to Event pages that have all the info for the Event that you are looking at.

Membership Directory (maybe PDF, or some other means of formatting). Should give members ability to opt-out of personal information fields, like home phone number.

Easier online payment system - make sure it is not buried

Membership information menu with list of benefits, how to get involved, join, etc.

Should be prominently located.

RSS feed or other news push feature

blogs for areas of interest as needed

Look at SEO for the pages to facilitate discovery of specific information via search engines.

“Cleaner” Homepage without the full Messages and Statements that scroll down.

Maybe an excerpt from the message, a login section, and an Upcoming Events or Featured Event section.

Keep the Jobline page.

An “about ArLA” webpage / section where we could put the Mission, Background, Affiliations and the like.

Keep a Forms page.

Keep an “Arkansas Libraries” page/section but make sure it looks like a journal title in the navigation. Otherwise it looks like a link to a list of libraries in Arkansas.

#### Types of User Accounts

Administrators

Authors of news and announcements and blog posts

Editors of round table and division webpages

Conference webpages

ArLA members - Do members need to have their own accounts? | Maybe just have an easier way to login? Something people can actually remember?

#### Navigation Structure

Drop down menus - Perhaps using mega menus

I second the drop down menus - you can see your choices without navigating to a new page. And then make sure we keep the same drop down menu bar on all the pages in the website.

Less clicks to find information

Providing a search feature could really help out.

Reconsider the labels we are using in our navigation bars. (such as, why is ARKLIB-L and Scholarships located under “News & Events”?)

#### Website Redesign Team Members

Angie Meachum, Woodruff County Library

Anne Gresham, Springdale Public Library

Ben Bizzle, Craighead County Public Library

Brenda Van Dusen, NPCC

Chad Pollock, Rogers PL

Cheryl Burcham, Howard County Public Library

Christina George, Shiloh Museum

Daniel Fitzroy, Henderson State University Library

DeAnna Dillon, The Public Libraries of Faulkner and Van Buren Counties

Jon Goodell, UAMS Library

Jud Copeland, UCA

Kathy Davis, UA Monticello

Katie Davis, Pulaski Technical College

Kimberly McCloud, LRSD Williams

Lanee Dunlap, UAM

Lila Jefferson, Univ. of LA at Monroe

Lisa Li, UALR

Lixia Zhao, UALR

Matthew Windsor, Hendrix

Nicole Stroud, Ozark Foothills Literacy Project

Rebecka Embry, Pope County Library System

Ron Russ, ASUB  
Sally Hawkes, ASL  
Stacy Winchester, Northwest Arkansas Community College Library  
Wendy Rickman, UCA  
Whitney Ross

**Archives, Bob Razer:**

No Report

**Unfinished Business:**

Old Business we will be considering procedural changes requested by the Awards Committee; our status as a member of SELA; whether our journal editors should have a vote(s) at the Board meetings; creating a Web-site Committee to replace the Webmaster position; and what our goals, priorities and projects for 2012 should be (I've attached my notes on goals and projects from our February retreat/meeting).

The Awards Committee asked that the Board adopt the following recommendation:

If a Board of Trustees is elected to receive the award, that Board of Trustees will choose 2 representatives to attend and represent the Board and receive the award. The rest of the Board will be welcome to attend at their own expense.

It is also the recommendation of the Committee to add to the Award Committee's responsibilities the following:

It will also be the responsibility of the Awards Committee to extend a courtesy meal ticket to the award winner and one guest.

This has been a courtesy extended to the award winners and a guest for many years and the Awards Committee wishes to make it a part of the permanent record.

Evans moved the adoption of the two representatives recommendation. The motion was seconded and approved.

Melson moved the adoption of added responsibility to Awards Committee recommendation. The motion was seconded and approved.

SELA membership recommendation tabled to the June Board Meeting.

Murphy recommended that the Journal Editor and Associate Editor be given the permanent right to vote at Board Meetings. This recommendation needed to be approved in this meeting by the board in order to go into the Journal and be made available to the general membership to be voted upon as specified in the constitution.

Evans moved to amend the ArLA Constitution to include the Managing and Associate Editor of the Journal as voting members of the board to be put before the general membership at the 2012 Annual Conference. Motion seconded and approved.

Melson made a motion that the constitution be amended to replace the Webmaster with a Website Committee and the Chair of the Website Committee be given the right to vote at board meetings. The motion was seconded and approved.

There was a discussion of several projects that the various board committees/members may want to adopt for 2012.

McAllister made a motion that each year AASL be allowed to give away a free one year ArLA membership in a drawing at the AAIM Conference. Motion seconded and approved.

**New Business:**

Murphy made a motion that the publications committee be allowed to ad swap with the Arkansas Genealogical Society. The swap will allow the Arkansas Genealogical Society a half-page ad in our summer issue of Arkansas Libraries, while giving ArLA a full-page ad in their publication, Arkansas Family Historian. The motion was seconded and approved.

The board agreed that the June 8, August 3 and December 7 ArLA Board meetings will be held at CALS Main Library in the East Room in Little Rock.

Strickland read a letter to the Board from State Librarian, Carolyn Ashcraft, with concerns about that each library type be represented and asked the Executive Committee and Board to reconsider passing the leadership around among the four main library types (Academic, School, Public and Special). The letter was for information only and no action was required.

Robb responded to Ashcraft in an email that the Association was not abandoning trying to draw from all types of libraries. But there has been a problem with the formal process of rotating the presidency among the four main library types and that Trish Miller and Robb were both currently working to develop strong, broad-based leadership within ArLA to help correct this problem.

**Adjournment:**

Piece made a motion at 12:40 pm. to adjourn. The motion was seconded and approved.

Respectfully submitted,  
Michael Strickland  
Secretary/Treasurer