



**Arkansas Library Association
Executive Board Meeting
Friday, December 11, 2020, 9:00 AM
Virtual Meeting via Zoom**

In attendance: Dan Boice, Carol Coffey, Dean Covington, Becky Fischer, Stewart Fuell, Crystal Gates, Jill Heard, Ruth Hyatt, Susie Kirk, Lavis Martin, Shenise McGee, Britt Murphy, Jessica Riedmueller, Emily Rozario, Ron Russ, Philip Shackelford, Rachel Shankles, Rebecka Virden, Jennifer Wann, Janice Weddle, Lacy Wolfe

- I. **Call to Order** – President Crystal Gates called the meeting to order at 9:05 AM.
- II. **Roll Call & Minutes** – Attendance was recorded via presence on Zoom. Minutes of the 10/09/2020 were made available through Dropbox prior to the meeting. Dan Boice made a motion to approve the minutes; seconded by Philip Shackelford. Minutes approved.
- III. **Financial Report** – President Gates delivered the financial report. ArLA has \$40,680 in Edward Jones, \$95,833 in our checking account, \$39,500 of which is scholarship money and \$12,165 of which is LEAF funding.
- IV. **ALA Councilor’s Report** – “Together Forward” meetings took place on 11/6 and 11/20. There is support for changing the structure of Council but not as suggested SCOE. On the December 3 meeting, a new timeline to determine the future of Council was approved.
- V. **Committee Reports**

Bylaws – Janice Weddle reported that she sent the proposed Handbook to members of the board. The current version is also available in Dropbox.

Marketing – Susie Kirk reported that the committee is planning the calendar for 2021. They added a new member, Stewart Fuell to the committee and will meet in January. They have enough signatures to form a CI and will turn in the application soon.

Membership – See proposal under Business Items.

Web Services – Ron Russ reported that the committee will work on updating the website.

ArASL – Rachel Shankles reported that Kevin Powell has been elected chair for 2021. They have submitted their CI application and are working on professional development for January, March, and April.

ALPS – Becky Fischer reported that ALPS has submitted their CI application. They are also gathering funds to sponsor memberships to ArLA.

Public Libraries – Carol Coffey reported that they have submitted their CI application.

Two-Year Colleges – Ron Russ reported that Two-Year Colleges has submitted their CI application

Youth Services – Ruth Hyatt reported that they have submitted their CI application. They will have a meeting on 12/30 focused on training.

VI. **Business Items**

- a. **Past President Recognition** – President Gates recognized Jill Heard for her work in ArLA, seeing the organization through the structural changes required by the strategic plan.
- b. **2021 Conference Update** – The board debated the likelihood of an in-person conference for 2021. Members expressed concerns that not enough people would be vaccinated to make the conference safe. In addition, many institutions are facing reduced or eliminated travel budgets. Members of the Executive Committee expressed their belief that the conference should be planned virtually for 2021, eliminating the need for a potential quick pivot similar to the 2020 conference.

Philip Shackelford made a motion to plan the 2021 ArLA Annual Conference as a virtual conference. Ron Russ seconded. Motion passed.

A request was made to make include an extra day in the conference dates to accommodate CI and Committee meetings. Philip Shackelford made a motion that the conference be held October 12 to October 15 of 2021. Britt Murphy seconded the motion. Motion passed.

Philip Shackelford made a motion that, should it prove necessary, ArLA can negotiate a two-year in-person commitment to the Ft. Smith hotel and conference center. Rachel Shankles seconded. Motion passed.

- c. **Membership Proposal** – Dean Covington made a proposal to change the structure of institutional memberships (attached). Janice Weddle noted that given the fact that dues changes need to be approved by the membership, this change would likely not go into effect until 2022. The Board posed many questions about how this change would affect personal memberships. President Gates noted that personal memberships have been trending downward. Discussion ensued about the necessity of individual membership for anyone seeking a leadership position in ArLA and the possibilities of supporting people who want to participate in ArLA leadership but cannot afford a personal membership.

Given these conversations and concerns, Philip Shackelford made a motion to table the discussion until January 2021. Ron Russ seconded. Motion passed.

- d. **Communities of Interest** – Janice Weddle made a motion to vote to approve the CIs who have submitted applications as a block (ALPS, Public Libraries, School Libraries, 2-year colleges, Reference and Instruction Services, and Youth Services). Rachel Shankles seconded; motion passed. Janice Weddle made a second motion to approve the CIs, seconded by Dan Boice. Motion passed.

- e. **ArLA Handbook** – Philip Shackelford made a motion to approve the Handbook, seconded by Ron Russ. Motion passed.
 - f. **ArLA Zoom Account** – In the absence of Lynn Valetutti, Philip Shackelford made a motion to table the discussion until January, seconded by Janice Weddle. Motion passed.
 - g. **ArLA Webinar Series** – Philip Shackelford discussed the ArLA webinar series for 2021. He motioned the series by free for members and \$15 per webinar for non-members. Janice Weddle seconded the motion. Motion passed.
 - h. **Pets of ArLA Calendar** – Susie Kirk proposed a Pets of ArLA Calendar fundraiser to increase engagement and raise money for the operating fund of ArLA. She and the committee estimate the up-front cost of the calendars will be approximately \$1000. She made a motion for the board to approve a \$500-\$1000 budget for the Pets of ArLA Calendar fundraiser. Philip Shackelford seconded. Motion passed.
- VII. Announcements** – Philip Shackelford announced that the new board member orientation will begin at 1:00 pm. Janice Weddle added that any ArLA leadership candidates should attend, including current and potential CI leaders.

The next meeting will be held January 8, 2021 via Zoom at 9:00 AM.

- VIII. Adjournment** – Meeting adjourned at 11:13 AM.

Respectfully submitted,

Jessica Riedmueller



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ArLA Board Meeting Report Form

(Please Complete This Form So That A Complete Record Can Be Maintained In the Office.)

Date: 12/7/2020

Name: Dean Covington

Report of (Division/Roundtable/Committee):

Membership Committee

Agenda Item: Yes No If Yes, Anticipated Time Required:

Institutional Membership Proposal

Information Only Action:

Summary of Action to Be Recommended (If Action Required):

Approval to pursue changes in Institutional Memberships

Does This Require A Change In Policy/Procedure? Yes No

Activities since Last Report:

Additional Comments:

Please Include Any Justification/Supportive Materials, Which Might Help in Board Consideration:

Proposal on Institutional Memberships

More than half of state associations have some form of graduated institutional membership dues, while only ten associations have fixed institutional dues like ArLA. In addition, there is a significant variety of institutional dues structures with institutional membership benefits varying considerably. Some have virtually no benefits except access to association publications, while others offer considerably more special benefits. Most associations with institutional memberships have a dues structure with multiple levels that primarily reflect a library's annual operating budget.

Therefore, the ArLA Membership Committee, whose members are Chair Dean Covington, Tonya Ryals, and Philip Shackelford, suggest ArLA consider adopting the below dues structure with the following benefits.

Benefits – A library's institutional membership will provide ArLA memberships for all of the professional and support staff members of that library. This would allow all of the staff to participate in ArLA events and workshops at discounted member rates, receive ArLA publications, volunteer for committee work, and participate in elections and business meetings. This would also potentially provide free access to ArLA listservs and participation in any ArLA blogs. Institutional members will also be recognized in ArLA publications and the ArLA website. They will also get special recognition at the annual conference. *However, to hold an office in ArLA or chair a committee would require a personal membership.* Other typical benefits provided to institutional members in many states include free postings on job lines, discounted exhibit space at conferences, discounted ads in association publications, access to group purchasing programs, and participation in statewide advocacy and legislative programs. The ArLA Board would have the option of adding to or changing benefits over time and also adjusting the dues structure as needed.

Dues structure – The dues structure below is informed by the various dues structures we reviewed during this process. This should offer small libraries an excellent opportunity to get all employees involved in ArLA at a very low cost, while also offering larger libraries full staff involvement at a significantly higher, but reasonable cost.

<u>Annual Operating Budget</u>	<u>Annual Dues</u>
Less than \$50,000	\$ 50
\$50,000 - \$99,000	\$ 75
\$100,000 – \$249,999	\$ 100
\$250,000 - \$499,000	\$ 250
\$500,000 - \$999,000	\$ 500
\$1,000,000 - \$1,999,999	\$ 750
Over \$2,000,000	\$ 1,000