

Arkansas Library Association Annual Reports
Friday, December 11, 2015

President's Report: Jud Copeland

My President's Annual Report for 2015 covers a wide range of interesting and exciting activities on behalf of our Association. To facilitate this report, I will arrange certain activities in bullet format followed by brief comments on specific activities.

Note that my ideal goal was to chase and capture a true glimpse of the ArLA Spirit! Yes, but this endeavor almost did me in...but it was certainly worth it.

Overview of Activities:

Boldy Go! Where No Library Has Gone Before. This exciting challenge included specific on-going Goals:

ALA Emerging Leadership Initiative

Branding ArLA (Statewide and Nationally)

Membership (Each One, Reach One Initiative)

Increase membership; Create and send survey to past members to ask why they did not rejoin

Activate the Two Year Colleges Round Table

Strengthening our Budget

Plans to Implement Robert's Rules of Order with considerations related to ArLA, Other State Chapters and ALA

Supporting ArLA, ALPS, and ArASL Conferences

Participated in the ArASL Conference July 27 & 28, 2015.

Presented Session at the UnConference Sessions at the Central Arkansas Library System in downtown Little Rock

Participated in 2 ALA "Virtual Town Hall Meetings"

ArLA Scholarship Support and Related Funding

Fostering Interaction with AAIM and ARSL Associations

Promoting Innovative Use of Cyber Meetings, Online Elections in 2015

Effective Communication throughout ArLA and beyond with related other Associations

Comments:

The ALA Conference in San Francisco on June 25-30, 2015 was awesome. I participated in the ALA Chapter Leaders Forum again and was asked to lead the afternoon session of the Forum. I had submitted the challenges we identified in the June 10 Retreat/Board Meeting for discussion during the Forum. We were the only ALA Chapter to submit an agenda with topics! Thus I was asked to lead the afternoon session of the Forum and we discussed our challenges with the other 37 Chapter Leaders. We are continuing to gain national recognition with ALA on several levels!

I attended the Annual Conference and several Division Meetings of the Arkansas Paraprofessionals (ALPS) Division in 2015. These were very well organized and informative events. I learned a great deal about the spirit of ArLA from those experiences. In particular, I participated in the ALPS Conference in Eureka Springs on May 11 – 13 and presented a session on Reserves & Copyright and the Emergence of “Transformative Copyright”. It was a real privilege for me that ALPS scheduled “Lunch with Jud” during the last day of the Conference.

I worked steadily to support the first year ArLA membership for my students in the UCA Graduate Library Media Program. This really promoted their involvement in ArLA and the benefits of professional development.

In a concerted effort to *market* and *brand* the ArLA signature on the state, regional and national levels, I worked with both the Southeastern Library Association (SELA) and the ALA Chapter Relations Office.

I met with Daniel Fetherolf with respect to a Memorial Donation in Mrs. Shirley Fetherolf's name to support the ArLA Conference in October.

Phone discussion on Friday, July 10 with Sari Feldman, ALA President-Elect 2016. Responses to my questions indicated that ArLA's Division mission statements will enable us to connect effectively with ALA Divisions. They provide an active open door for communication on issues relevant to ALA and to each state chapter

ALA Councilor's Report: Hadi Dudley/Lacy Wolfe

To professionally represent the Arkansas Library Association (ArLA) on the American Library Association (ALA) Council through attendance at required meetings, submission of regular reports and service as a communication liaison for both organizations.

Accomplishments for the past year:

- Attended various ArLA Executive Board of Directors meetings and submitted required reports throughout the year.
- Participated in Executive Committee work.
- Submitted required articles to *Arkansas Libraries* journal.
- Utilized the ArkLib listerv to share pertinent ALA information with association members.
- Attended the ALA Midwinter Meeting in Chicago, IL January 29-February 3, 2015, participating in all required and recommended sessions for position.
- Attended the ALA Virtual Membership meeting on June 4, 2015.
- Attended the ALA Annual Conference in San Francisco, June 25-July 30, 2015, participating in all required and recommended sessions for position.
- Organized and planned Arkansas dinner events at the ALA Midwinter Meeting and Annual Conference.
- Attended the ArLA Annual Conference in Little Rock, AR, October 4-6, 2015.
- Submitted ArLA's "State of the Association" survey to the American Library Association.

- Ordered ALA exhibit materials, set up the booth providing information to attendees during ArLA conference exhibit hours.

On-going projects (include any dates/events already set):

- Promotion of ALA/ArLA Joint Student Membership.

A new ALA Councilor for ArLA was elected at annual conference, Lacy Wolfe.

Wolfe will attend ALA Midwinter Meeting in Boston, MA, January 8-12, 2016 and ALA Annual Conference in Orlando, FL, June 23-28, 2016.

Suggestions for the coming year (goals, activities, and budget):

ALA Councilor 2016 travel budget totaled \$2,382.00 was submitted and approved via email on October 16, 2015

Divisions

ArASL: Lori Bush

Please add Ashley Cooksey as the next Chair-Elect of ArASL

The annual conference for the Arkansas Association of School Librarians met at the annual Arkansas Library Association Conference in Little Rock at the Little Rock Convention Center on Sunday at 4 to discuss business. Nominations were taken for the next ArASL Chair-Elect. Ashley Cooksey was nominated by Sloan Powell and seconded by Lori Bush. The vote was unanimous for Ashley Cooksey to be the next Chair-Elect of the Arkansas Association of School Librarians. Ashley is the library media specialist at West Magnet Elementary in Batesville

ALPS: Shawn Manis

Since the leadership exchange in January, ALPS has worked to increase active participation in the organization and plan for the Spring Conference. Our Spring Conference, Coming to the Rescue: Be a Hero at Your Library, was held at Eureka Springs. We had sessions that covered a wide variety of topics that were pertinent to academic, public, and specialty/rural libraries. ALPS had a presence at the ArLA Conference with a info booth and I presented along with Lisa Holiman and Shya Washington. The session was ALPS: A Win-Win for Your Support Staff and Your Library. ALPS had its one day InfoBits in November with sessions on active shooting, cyber security, and young adult. Programming. We also have two new regional representatives as well an incoming Chair-Elect and secretary. We did very well with our budget with a positive balance of \$700.

College & University: Lacy Wolfe

Activities in 2015:

The CULD spring meeting was held at the Arkansas Studies Institute in Little Rock. Twenty CULD members were in attendance. The meeting agenda included a presentation by Philippe Van Houtte on library liaison duties. In preparation for the presentation, Philippe surveyed AR academic libraries via the listserv on their liaison tasks at the beginning of the year.

CULD was represented at the ArLA annual conference with a follow-up presentation by Philippe Van Houtte and Lacy Wolfe on the survey. Additionally, a panel discussion featuring high school and university librarians was scheduled. Panelists included Sara Seaman (National Park College), Matthew Windsor (Hendrix College), Liz Miller (Arkansas Schools for Mathematics, Sciences, and the Arts), and Paul Sivils (Arkadelphia High School) and moderator Lacy Wolfe (Ouachita Baptist University). The panel discussed information literacy needs from high school to university.

At the conference CULD meeting possibilities for upcoming speakers at meetings and conferences were discussed. Since CULD is an Association of College and Research Libraries (ACRL) chapter, we have the option of featuring an ACRL national leader. A few years ago Steven Bell was a conference speaker and we hope to bring a speaker to next year's conference. Philippe Van Houtte designed a logo for CULD and had t-shirts printed which he brought for those who had ordered one. A CULD dinner was held at DamGoode Pies and was attended by ~20 members.

2016 CULD officers were elected: Philippe Van Houtte (Chair), Christina Thompson Shutt (Co-Chair), David Sesser (Secretary)

Public Libraries & Trustees: Ashley Burris

No report

Reference & Instruction Services: Pamela Meridith

On December 3, 2014, the RISD Budget Request was for \$1200 was emailed to Lynda Hampel. Receipt of same was acknowledged on same date.

-The Division mid-year meeting was planned for April 15, 2015 at the Woodruff County Public Library. No attendance. Because of lack of interest in the Division, consideration was given to disband. After discussion among the RISD chair Pamela Meridith, ArLA president Jud Copeland, and ArLA president-elect Judy Calhoon, decision was made to take no action in the disbanding of the Division, but to continue recruitment and marketing efforts.

- Google certified educator and trainer, Michael Graham, was contracted to conduct two break-out sessions at the 2015 ArLA conference for \$800. The two sessions were well-attended – The Google Eco System and Google for Common Core, Colleges, and Careers.

-Election of new officers was conducted at the 2015 ArLA Conference. Kathy Golden, RISD secretary 2014 and 2015, resigned her post. New 2016 officers are:

Pamela Meridith, Chair
Anne Simpson, Vice-Chair
Rebecka Virden, Secretary

Resources & Technical Services: David Sesser

Activities Since Last Report:

The Resources and Technical Services Division met at the 2015 ArLA Conference and held elections. The new officers are: Linda Evans, Chair; Carol Hanan, Vice-Chair; Lacy Wolfe, Secretary

Monica Moore from the University of Notre Dame spoke at the ArLA Conference on electronic resource management and a panel discussion of electronic resource librarians from across the state, along with Moore followed.

Special Libraries: Dwain Gordon

Two sessions were presented at the 2015 conference at our request:

Services of the Library for the Blind – JD Hall
Basic Patents and Trademarks- Michael Strickland

Officers for next year were elected –

Chair - Dwain Gordon
Vice Chair – Janice Weddle
Secretary - Ava Hicks

Dwain Gordon has resigned to serve as the Legacy Chair for the Conference Committee.
Janice Weddle has agreed to serve as Chair of the Special Libraries Division.

Round Tables

Government Documents: Frances Hager

Karen Russ and I represented the Association at the Arkansas Genealogical Society Conference in October.

Karen Russ and I did a presentation at Annual Conference. Karen Russ's presentation was on Using the Library of Congress American Memory site for genealogical research and I did a presentation on using Land Patents, from the Bureau of Land Management to find ancestors who purchased or received land from the Federal Government.

Information Technology: Carol Coffey

The Information Technology Round Table hosted the Collaboration unConference at CALS on August 14, 2015. About 20 library staffers from around the state attended.

No members attended the round table business meeting at annual conference. Carol Coffey will be continuing as chair and Matthew Windsor will be vice-chair.

Two-Year Colleges: Jay Strickland

Being new to the state and to the Arkansas Library Association, not much was done by the Two-Year College Round Table in 2015. I, Jay Strickland, accepted leadership of the round table in June. This year, I mostly tried to get to know other members of the ArLA Board, as well as other two-year college librarians in the state. From these meetings, I hope to be able to get other two-year college librarians involved and start working on programs that will address the unique challenges of being a librarian at a two-year institution

Youth Services: Brett Williams

No Report

Committees

Awards: Sloan Powell

The awards committee organized the awards presentation and luncheon at the ArLA Conference in October. Many nominations were received and the committee selected the award recipients. Eight awards were presented, recognizing authors, public librarians, school librarians and academic librarians. Some processes were refined for next year, such as changes made to the nomination form and sending newspaper information to the award winners for them to return for publicity use. One additional change is contacting Ruth Hyatt at the Arkansas State Library and asking her to send the awards announcement to her public library contact list.

The award recipients were:

Frances P. Neal	Jay Ziolko
Distinguished Service	Judy Calhoun
Retta Patrick	Cathy Toney
Lorrie Shuff Paraprofessional	Erin Baber
Suzanne Spurrier Academic	Karen Russ
Ann Lightsey Children's Librarian	Simone Kirk
Arkansiana Awards	
- Juv/YA	<i>Johnny Boggs,</i>
	<i>For Poison Spring</i>
- AD Nonfiction	Marvin Schwartz
- <i>for We Wanna Boogie: The Rockabilly Roots of Sonny Burgess and the Pacers</i>	
Emerging Leader Award	Rebecka Virden

Conference: Devona Pendergrass

No Report

Future Conference Site: Dwain Gordon

The Rogers Embassy Suites was selected as the site for the 2016 ArLA Conference.

The Hot Springs and Rogers Embassy Suites are being considered for the 2017 conference.

Lynda Hampel has been working with these hotels/convention facilities. We may have to be flexible with our meeting dates especially if we are focused on just one location.

We will need to discuss in the December board meeting- (new ArLA Board Meeting)

What is more important, the city or the dates?

People who have agreed to serve on the Future Conference Site Committee are:

Dwain Gordon – Chair

David Eckert – Vice Chair (ex-officio, Vice President of ArLA)

John McGraw

Jessica Ballard

Karen Wells

Constitution: Dana Thornton

Proposed addition to the Bylaws: **Membership (Article I) / Dues (Section 2)**

C: An additional joint membership option is available for students, in partnership with the American Library Association (ALA). The membership dues are determined by ALA, and the fee is split evenly

between the national association and our chapter.

This proposed addition to our association's bylaws was approved by the ArLA Executive Board on June 5, 2015. It was presented to the ArLA membership for a vote at the Annual Membership Business Meeting held at State House Convention Center Ballroom C at the 2015 ArLA Conference. The measure passed. As Constitution Committee Chair, I forwarded the addition to the Bylaws to ArLA webmaster Ron Russ. He has made the changes on the website.

Additional Comments:

Three new members joined Debbie Hall on the Constitution Committee in 2015; Dana Thornton, Chair, Lauren Drittler, and David Echert. I will not be able to serve on the committee in 2016 and take this opportunity to thank the association for years of informative, innovative, and entertaining conferences.

Emerging Leader: Ashley Graves

- ALA has formally selected and released the names of the 2016 Emerging Leader class. ArLA Sponsor recipient: Brittany Taveraro of Rogers Public Library. She has been notified by ALA and by our committee and the remaining applicants were sent notices that they were not accepted, but that we encouraged them to apply again in the future.
- Confirmed 2016 Emerging Leaders committee: Chair – Ashley Graves, Member – Nicole Stroud, Member – Fallon Bleich
- Update Website and make announcement in the journal: <http://www.ala.org/news/press-releases/2015/11/emerging-leader-participants-class-2016-announced>

Intellectual Freedom: Freddy Hudson

The main thing we did was help a librarian in White County, who contacted me on behalf of a student who was doing a project. The student wanted to know of any materials that have been banned or challenged in Arkansas. I talked with the committee, and we sent the librarian resources to recommend to the student. It seemed to help. Also, if I'm able, I want to finish revising the ArLA IF manual.

Legislative: Amber Gregory/Hadi Dudley

Goals for the coming year:

- The legislative committee chair will continue to setup the ArLA Engage toolkit. ArLA and the Legislative Chair should assess the best usage of this toolkit and its relationship to the ArLA website and ArkLib for legislative efforts relevant to Arkansas libraries.
- Attend National Library Legislative Day (NLLD) in Washington, DC May 2-3, 2016 and write a follow-up article for *Arkansas Libraries*.

Accomplishments for the past year:

Act 1144, known as the Revenue Stabilization Act, included a cut of approximately \$1 Million dollars in State Aid to Public Libraries. State Aid to Public Libraries had been \$5.7 Million and was cut in the budget starting July 1, 2015.

- In response to the cuts, Hadi Dudley reported that a grassroots movement among the Library Development Districts (LDDs) is moving through the Arkansas Advocates for Public Libraries (AAPL). Meetings were hosted on August 13th, September 2nd and October 4th during the Public Libraries Roundtable meeting at the ArLA annual conference. AAPL hosted a booth at ArLA, and

featured its statewide postcard campaign for public libraries and their supporters.

I attended the American Library Association (ALA) National Library Legislative Day (NLLD) in Washington, DC May 4-5, 2015

- Joining me at NLLD were Carolyn Ashcraft, State Librarian; Donna McDonald, Director of Arkansas River Valley Regional Library System (ARVLS) and Leisha Callan, former ARVRLS library board of trustees member.
- Senator Tom Cotton and his staff took time for a visit. We met with staff from the offices of Senator John Boozman, Representative Rick Crawford, Representative French Hill, Representative Steve Womack and Representative Bruce Westerman.
- Questions were asked by staff about broadband connectivity in Arkansas libraries, E-Rate dollars for Arkansas public libraries and Net Neutrality and its effect on libraries.
- There was an interest in library programming and opportunities for legislators to take part in library events when they are home in Arkansas.
- Our visits with legislative staff were productive and we left Arkansas library information at each office.

Prior to the August ArLA board meeting, I contacted ArLA president, Jud Copeland to discuss my suitability as Legislative Chair. Public libraries took a one million dollar cut to state aid funding early 2015, and public libraries are currently increasing grassroots advocacy around state aid to public libraries. As a state employee, I am very limited in the types of "political" activities in which I am able to participate, and this includes messaging around Arkansas library funding issues. I believe it is most advantageous to have a Legislative Chair who can easily address the state aid issue and assume the political role of legislative chair that I am not able to do as a state employee. The state budget process began in the fall, and I felt that January was too long to wait for a new Leg Chair. Hadi Dudley agreed to be Legislative Committee Co-Chair for the remainder of the term.

On-going projects (include any dates/events already set):

- National Library Legislative Day, May 2-3, 2016 Washington DC
- Continue work on the ALA/ArLA Engage online advocacy toolkit
- Keep the ArLA board and membership informed on legislation relevant to Arkansas libraries, especially efforts around State Aid to Public Libraries

Suggestions for the coming year (goals, activities, and budget):

- The incoming Legislative Committee Chair is active in her LDD and APPL, and positioned to communicate freely with whoever is the best for library advocacy activities.
- The 2015 budget request for Legislative Day activities was \$2,070. I spent \$1,713 by not staying at the sponsored Legislative Day hotel, but rather a less expensive hotel nearby.

Officers for the coming year (Divisions and Round Tables):

Chair: Hadi Dudley

Vice-Chair:

Secretary:

Arkansas Libraries: Britt Anne Murphy & Heather Hays

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

This past year the ArLA Executive Board recommended that the stipend paid for layout be cut in order to save money. The proposal was that this function would be taken up by Heather Hays, Associate Editor. After investigating the amount of work and time commitment it takes to do the layout (which is why we hired a layout editor several years ago), we requested, and were granted, a reinstatement of the funds for the rest of 2015 in order to make a smooth transition.

Heather and I respectfully request continuing with Ethan Nobles as Layout Editor for 2016. Neither of us is prepared to take on all the details and changes the transition requires. We both volunteer our time outside of very demanding jobs to put together four issues a year for the journal and are uncompensated. We don't ask for compensation, but do ask that someone be compensated to continue with layout so that we don't have to spend even more of our time preparing the journal for publishing, and recommend Ethan Nobles for this purpose.

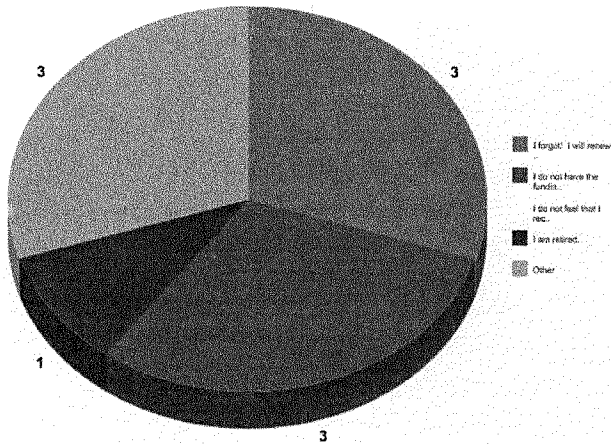
Activities Since Last Report:

We had a successful year and put out four issues on time, thanks to all the work of Associate Editor, Heather Hays, Layout Editor, Ethan Nobles, Copy Editor, Brent Nelson, and Editorial Board members Joanna Ewing, Chrissy Karafit, Dan Fitzroy, and Laura Speer. Notably we switched over to color, which increased costs and required a switch to Crossman Printing in Conway, but gave the journal a much more professional look.

Marketing: Rebecca Rasnic

I've really enjoyed serving as the chair of the Marketing Committee in 2015, and I look forward to serving again in 2016. This year, I teamed up with Carol Hanan of the Membership Committee. Together, we devised and sent out a survey to former ArLA members to see why they decided to let their membership lapse. Ultimately, we had hoped to identify ways to attract new membership/maintain existing membership. Although our survey did not receive very many responses, we did succeed in reminding some respondents to renew their membership. We also learned some of the reasons why these former members left the organization (see data below). In the coming year, I hope to continue our efforts to identify ways to attract new membership. The Marketing committee would also love to have a role in promoting the 2016 ArLA conference. Thanks!

ArLA Past Members Survey



Below, I've copy-and-pasted the data Carol and I compiled via our survey.

- I forgot! I will renew ASAP. <http://arlib.org/forms/ArLAMembershipForm2015.pdf> (see response below)
 - Thanks for sending survey. I am one of those people who get so busy that I forget things like this. You are doing a great job.
 - I do not have the funding available to retain my ArLA membership. (see response below)
 - Hi, I would love to be a member and attend the ArLA Conference!! Sadly, I have not been chosen by our library system to participate OR attend in the last few years. NONE of the employees from the Pope County Library System will be attending this year due to lack of funding. I sincerely miss being a part of it! Thank you for all of your hard work! Keep it Up!! EM
 - I do not feel that I received anything from being a member.
 - I am retired.
 - Other (see responses below)
 - I no longer live in Arkansas. I am now a librarian in Oklahoma.
 - I am now the administrative assistant and no longer the Youth Librarian.
 - The Director ceased paying for our membership a couple of years ago

Membership/New Member: Carol Hanan

We ended the year well:

Total membership = 505

New members = 107

Nominating: Judy Calhoun

Three members of the organization were selected to serve on the Nominating Committee – Ron Russ, Debbie Hall, and Cathy Toney. The committee received a copy of their responsibilities and was informed that there were two positions were open for the 2016 year, Vice President/President Elect and ALA Councilor.

On March 17th the call for nominations was sent over the Association's list-serv to the membership and again on May 6th. A "last call" for nominations was sent two weeks before deadline on June 16th. The names of candidates were presented to President, Jud Copeland and the candidate's biographies and pictures were sent to *Arkansas Libraries* journal for publication.

In August, the candidates' information was sent to Lynda Hampel to be included in an informational flyer that was being sent to membership and to Arla Webmaster, Dan Fitzroy to be posted on ArLA webpage.

On October 5, Judy Calhoun, Ruth Hyatt and Kim Hillison served as election tellers. The votes were tallied and the winner's names were placed in a sealed envelope and given to the president. The ballots were given to Lynda Hampel for retention

Public Relations: Cassandra Barnett

Request that the nomination forms for Awards include name of newspaper and contact information so that photos and short article can be submitted in order to honor the award winner(s).

Identifying local newspapers in Arkansas is difficult and finding the appropriate contact person even more difficult. The person nominating or the award winner should know which newspaper/person to contact. This will make it much more likely that the information about an award winner will actually get in the newspaper.

Scholarship: Diane Hughes & Barbie James

The ArLA Scholarship committee has reviewed all applications for the two scholarships and has selected this year's recipients. They each received a \$1,500 check to further their library educations at the annual awards luncheon.

Brenda Miner. Brenda, who is pursuing her MLIS degree at the University of Oklahoma, Norman. She is currently the Director of Library Services for the Rich Mountain Community College in Mena.

Our recipient of the 2015 School Library Media Specialist Scholarship is Kristy Floyd. Kristy is a graduate student at the University of North Texas where she is pursuing her Library Science degree. She has been teaching since 2007 and is currently employed with the Ouachita School District where she teaches English, Oral Communications, Journalism and Drama.

We received \$777.00 in donations to scholarships in the scholarship booth during conference. A special thank you goes to Phyllis Burkett for donating a total of \$200 in proceeds from her crafting table. David Sesser from Henderson State University Library won the drawing for a Cuisinart Keurig Coffee Maker and accessories.

We had a basket for the LEAF auction.

Debbie Hall from the Arkansas State Library will be the 2016 Scholarship Chair. Her email address is: debbie@library.arkansas.gov

Web Services: Ron Russ

Went through the website and updated whatever seemed out of date. Since the committee was vacant, other than myself, we added two new committee members: Lynn Valetutti, University of Arkansas at Monticello, and Janice Weddle, Arkansas State Library. Plans are underway for a website redesign for 2016. A survey has been constructed and posted to the website and email (by the time of the meeting). We'll look at those and see what we can do to meet Association needs as best we can.