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## 2016 Annual Membership Business Meeting

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**Arkansas Library Association  
Annual Membership Business Meeting  
Monday, November 14, 2016, 5:00 PM  
Little Rock Marriott**

### **AGENDA**

- I. Call to Order** – *Judy Calhoun, President*
- II. Roll Call & Minutes** – *Jerrie Townsend, Standing in for Nicole Stroud, Secretary/Treasurer*  
(2015 Business Meeting Minutes available on ArLA website/Membership/Business Meeting Minutes)
- III. President’s Report/Executive Committee** – *Judy Calhoun, President*
- IV. ALA Councilor’s Report** – *Lacy Wolfe*
- V. Executive Administrator’s Report** – *Lynda Hampel*
- VI. Financial Report**
- VII. Committee Reports**
- VIII. Old Business**
- IX. New Business**  
Election Results
- X. Correspondence/Announcements**
- XI. Public Comment**
- XII. Adjournment**

## EXECUTIVE COMMITTEE

**Officer:**      **President's Annual Report**

**Activities:**

It takes many dedicated people to build a great organization and to restore one. Our association was facing many crises this year. A report from the internal audit committee showed that we have been struggling for some time to cover our expenses. Last year resulted in what was called “the perfect storm”. Competition from other conferences, overspending, and communication breakdown all led to a devastating financial outcome. The constitution committee worked diligently to make recommendations that would protect ArLA finances in the future, provide stronger governance to elected board members, and stipulate consequences to those who endanger the integrity and finances of the organization. We invited the membership to step up and help make a difference in the organization and the response was astounding! Members renewed their memberships, volunteered to serve on committees and stepped up to help with conference.

We made accomplishments in several areas this year:

- ❖ Moved to paperless board meetings by using Dropbox
- ❖ Met virtually through google hangouts
- ❖ Completed an internal audit of finances
- ❖ Appointed an Ad Hoc committee for LEAF
- ❖ Secured donations for scholarship, conference and National Library Legislative Day
- ❖ Moved to electronic voting through Survey Monkey
- ❖ Created new logo for the Association
- ❖ Streamed-lined the Constitution & By-laws into a single unified document
- ❖ Commenced work on revising the Policy Manual

It has been an honor and a privilege to serve as your president this year. Are there things I wish we could have done better? Of course. However I believe the Board and I worked very hard to make improvements to protect and strengthen the organization. I believe we exercised due diligence to each effort of change and hopefully our organization will continue to grow. Powered by change. Our organization is very diverse, but it is our differences that makes us stronger. It allows the variety of our talents to come together for the benefit of all libraries and librarians.

**Officer:**      **Executive Committee Report**

**Activities:**

The Arkansas Library Association Executive Committee met 5 times during the year. At the first meeting it was noted that there were no executive committee minutes from the last two years. It was determined that the executive committee minutes were to be included in the board meeting packet as prescribed by the policy manual from this point on. There were several major issues facing ArLA this year: financial overview, revision of constitution and bylaws, policy manual review, electronic voting and possible restructure of the association's committees. The board adopted the use of Dropbox, a cloud based file-sharing program. This will allow easy access to important information that can be easily downloaded, shared between board members and easy to manage and update.

The organizations finances were of major concern. The Executive Committee looked at several cost saving methods and ways to increase funds to help the organization become more fiscally responsible.

Submitted by: Judy Calhoun, Chair

**Officer:**        **ALA Councilor**

**Activities:**

- Attended ALA Midwinter in Boston, MA January 8-12; arranged Arkansas dinner
- Wrote report of conference activities and submitted it to Britt Murphy for inclusion in AR Libraries
- Contacted Don Wood, ALA Chapter Relations Office Program Officer, in regards to the ArLA constitution changes. -
- Recommendations were passed along to Lauren Drittler, Chair of the ArLA Constitution committee.
- In preparation for ALA Annual in Orlando, planned Arkansas dinner and reviewed resolutions
- Attended ALA Virtual Membership Meeting June 2
- Attended ALA Annual in Orlando June 23-28
- Submitted article to Britt Murphy for Arkansas Libraries
- Registered for an ALA booth at the ArLA conference and ordered ALA materials for vendor booth
- Reviewed the duties of the ALA Councilor in the ArLA Manual at Lauren Drittler
- Registered for the ArLA conference November 13-15 and volunteered to work the registration desk for an hour on Sunday, Monday, and Tuesday of conference
- Registered for ALA Midwinter in Atlanta January 20-24, 2017

Submitted by: Lacy Wolfe, Chair

**Officer:**        **Executive Administrator**

**Activities:**

**QuickBooks (Bookkeeping):** Monthly Bank Reconciliations, retained the "Square" for credit card transactions, deposits/expenses. Updated to reflect LEAF and Shirley Fertherolf categories. Financial reports for board meetings.

**Association Contracts:** Worked on and negotiated several annual contracts including ArLA Conference for 2016, 2017 & 2018, ArLA Board Retreat, ALPS Conference and ArASL Conference. Also completed speaker contracts for conferences/events.

**Membership:** Updated membership renewals in database, included new members on the listserve, received and corresponded with ALA/ArLA Joint Student Members and emailed membership renewal reminders to members monthly.

**Miscellaneous Activity:** Participated via google teleconference with Executive Committee as well as attended ArLA Executive Board meetings, signed up for Survey Monkey to be used for ArLA business, signed up for Amazon Smile to obtain a commission from sales as a nonprofit entity, sent pertinent information to Committee Chairs on current status for board meeting reports, updated financial and administrator related information for the "revised" Bylaws and Manual. Began obtaining information on 2017 ALPS and ArASL Division Conferences. Regular correspondence with President Judy Calhoun and Vice President David Eckert.

**ArLA Annual Conference:** Attended Conference Committee meetings - regular correspondence via email, corresponded with Keynote Presenters for ArLA Conference - Bios & Pictures for program, received and registered conference attendees and exhibitors and followed up with confirmations. Signed up and campaigned for conference t-shirts and worked on conference program and awards dinner program. Worked with the Marriott on event orders and audio/visual needs and various other conference

Submitted by: Lynda Hampel, Executive Administrator

2016 ArLA Expense Budget - October				
		Total Budget	Yearly	Amount
		Amount	Amount Used	Remaining
<b>ArASL</b>				
	Honorariums/speaker fees	\$ 2,000.00	\$ 1,381.24	\$618.76
	Meals & Lodges	\$ 10,000.00	\$ 9,489.22	\$510.78
	Conference expenses	\$ 50.00	\$ 109.34	(\$59.34)
	Postage	\$ -	\$ 11.30	(\$11.30)
	Conference & Meetings	\$ -	\$ -	\$0.00
<b>Total ArASL</b>		<b>\$ 12,050.00</b>	<b>\$ 10,991.10</b>	<b>\$1,058.90</b>
<b>ALPS</b>				
	Honorariums/speaker fees	\$ 500.00	\$ -	\$500.00
	Membership Conf. Awards	\$ 1,000.00	\$ 970.00	\$30.00
	Meals & Lodges	\$ 24,000.00	\$ 23,494.96	\$505.04
	Conference expenses	\$ -	\$ 1,881.71	(\$1,881.71)
	Printing	\$ 1,000.00	787.03	\$212.97
<b>Total ALPS</b>		<b>\$ 26,500.00</b>	<b>\$ 27,133.70</b>	<b>(\$633.70)</b>
<b>ArLA General</b>				
	5201 · Management Expenses	\$ 24,000.00	\$ 18,000.00	\$6,000.00
	5210 · Accounting & Legal	\$ 790.00	\$ -	\$790.00
	5250 · Board Expenses	\$ 1,500.00	\$ 1,036.59	\$463.41
	5300 · Supplies	\$ 600.00	\$ 104.61	\$495.39
	5351 - Government Documents	\$ -	\$ 40.00	(\$40.00)
	5350 - Division/Roundtable Other Expense	\$ -	\$ 17.41	(\$17.41)
	5400 · Telephone	\$ 800.00	\$ 650.00	\$150.00
	5410 · Website	\$ 500.00	\$ 130.41	\$369.59
	5420 · Postage	\$ 2,000.00	\$ 419.21	\$1,580.79
	5450 · Printing	\$ -	\$ 163.03	(\$163.03)
	5580 · Insurance	\$ 1,200.00	\$ 1,195.00	\$5.00
	5600 · Publications/Journal	\$ 8,600.00	\$ 2,486.35	\$6,113.65
	5700 · Travel & Entertainment	\$ 4,935.00	\$ 6,064.92	(\$1,129.92)
	5720 · Dues & Subscriptions	\$ 900.00	\$ 798.03	\$101.97
	5950 · Bank Service Charges	\$ 1,000.00	\$ 146.15	\$853.85
<b>Total Management</b>		<b>\$ 46,825.00</b>	<b>\$ 31,251.71</b>	<b>\$ 15,573.29</b>
<b>Conferences &amp; Meetings</b>				
	5240 · Honorariums/Speaker Fees	\$ 5,350.00	\$ 1,500.00	\$3,850.00
	5705 · Membership Conf. Awards	\$ -	\$ -	\$0.00
	5710 · Meals & Lodging	\$ 32,994.00	\$ -	\$32,994.00
	5751 · Exhibits	\$ 3,300.00	\$ -	\$3,300.00
	5752 · Conference Supplies	\$ 4,550.00	\$ -	\$4,550.00
	5755 · Conference Expenses	\$ 100.00	\$ 251.00	(\$151.00)
	5756 · Audio Visual	\$ 9,000.00	\$ -	\$9,000.00
	5757 · Printing	\$ 1,700.00	\$ -	\$1,700.00
	5750 · Conferences & Meetings - Other	\$ -	\$ -	\$0.00
	5920 · Awards & Scholarships	\$ 830.00	\$ -	\$830.00
<b>Total Confernece &amp; Meeting</b>		<b>\$ 57,824.00</b>	<b>\$ 1,751.00</b>	<b>\$56,073.00</b>
	Scholarship	\$ 1,750.00	\$ -	\$1,750.00
	LEAF Expense	\$ -	\$ 2,000.00	(\$2,000.00)
<b>Total Scholarship</b>		<b>\$ 1,750.00</b>	<b>\$ 2,000.00</b>	<b>(\$250.00)</b>
<b>TOTAL ARLA General &amp; Confernece</b>		<b>\$ 106,399.00</b>	<b>\$ 35,002.71</b>	<b>\$71,396.29</b>
<b>TOTALBudget Expenses</b>				
		<b>\$ 144,949.00</b>	<b>\$ 73,127.51</b>	<b>\$71,821.49</b>

<b>2016 ArLA Income Budget - October</b>				
		YTD	YTD	Amount
		Actual Expense	Actual Income	Remaining
<b>ArASL</b>				
	Conference Registrations		\$ 12,301.27	
	Book Sales		\$ 93.36	
	Other Income		\$ 16.00	
	Exhibits		\$ 900.00	
<b>Total ArASL</b>		<b>\$ 10,991.10</b>	<b>\$ 13,310.63</b>	<b>\$ 2,319.53</b>
<b>ALPS</b>				
	Conference Registrations		\$ 28,495.45	
	Exhibits		\$ 169.30	
	Shirts		\$ 30.00	
	ALPS Conference Awards		\$ 1,026.00	
<b>Total ALPS</b>		<b>\$ 27,133.70</b>	<b>\$ 29,720.75</b>	<b>\$ 2,587.05</b>
<b>ArLA General</b>				
	Contributions & Donations		\$ 435.00	
	Conference Registrations		\$ 23,898.90	
	Advertisements		\$ 785.41	
	Conference Sponsors		\$ 5,789.73	
	Exhibits		\$ 11,030.07	
	Institutional Dues		\$ 2,050.00	
	Membership Dues		\$ 25,907.74	
	Other Income		\$ 1,517.55	
	Interest & Dividends		\$ 69.37	
<b>Total ArLA General</b>		<b>\$ 35,002.71</b>	<b>\$ 71,483.77</b>	<b>\$ 36,481.06</b>
	Scholarship		\$ 6,055.00	
<b>Total Scholarship</b>		<b>\$ -</b>	<b>\$ 6,055.00</b>	<b>\$ 6,055.00</b>
<b>Total Budget Income</b>		<b>\$ 73,127.51</b>	<b>\$ 120,570.15</b>	<b>\$ 47,442.64</b>

# TOTAL FUND BALANCE

<b>ASSETS</b>			
<b>Current Assets</b>			
<b>Checking/Savings</b>			
	1000	· Cash In Bank	
	1001	· ArLA Checking	\$93,160.46
	<b>Total 1000 · Cash In Bank</b>		<b>\$93,160.46</b>
	<b>Total Checking/Savings</b>		<b>\$93,160.46</b>
<b>Other Current Assets</b>			
	1100 · Investments		
	1102	· AR Library Assoc. CD	\$25,795.96
	<b>Total 1100 · Investments</b>		<b>\$25,795.96</b>
	1201 · Undeposited Funds		\$105.00
	<b>Total Other Current Assets</b>		<b>\$25,900.96</b>
	<b>Total Current Assets</b>		<b>\$119,061.42</b>
<b>TOTAL ASSETS</b>			<b>\$119,061.42</b>
<b>LIABILITIES &amp; EQUITY</b>			
<b>Equity</b>			
	3000 · Net Assets		\$65,897.92
	3900 · Retained Earnings		(\$41,433.80)
	<b>Total Assets</b>		<b>\$24,464.12</b>
	3130 · Scholarships Fund Balance		\$31,154.01
	4500 · Shirley Fetherolf Scholarship		\$5,000.00
	4600 · LEAF Fund Balance		\$11,000.65
	Net Income		\$47,442.64
	<b>Total Equity</b>		<b>\$119,061.42</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>			<b>\$119,061.42</b>

## DIVISIONS

### Division: ArASL

#### Activities:

ArASL held a wonderful conference July 21st and 22nd in Little Rock, Arkansas. Conference chair Ashley Cooksey created an informative and entertaining summer conference. Dinner for the evening of July 21 was at the Little Rock Zoo. The Hillary Rodham Clinton Children's Library opened its doors and offered tours of its facilities before dinner.

Keynote speakers were Nikki D. Robertson, Cassandra Barnett and Rachel Ellis from the Arkansas Attorney General's Office. Many wonderful sessions were presented. It is hoped that everyone learned something new and left excited to start the new school year.

Cassandra Barnett is organizing the conference for 2017 and Ashley Cooksey will be the ArASL chair for 2016-2017.

For the November conference, Cathy Toney and Sharon Cone are presenting on makerspaces in schools.

Submitted by: Sloan Powell, Chair

### Division: ALPS

#### Activities:

Our annual conference in May was a great success. We had 97 attend the conference. The theme was "Score Big @ Your Library". Walt Coleman was the key note speaker. After expenses we had a net income of \$2364.00. InfoBits was November 4 at the Saline County Library. We had 17 attendees.

ALPS will have its Executive Meeting at ArLA Sunday the 13th at 5:00/5:30 to vote on 2017 officers. ALPS will be at booth 10. Loretta Edwards' session at ArLA is sponsored by ALPS.

Submitted by: Lisa Holiman, Chair

### Division: Colleges & Universities

#### Activities:

No Report

### Division: Public Libraries

#### Activities:

This year we have not had a chance to meet, but we have concentrated on finding great programming aimed at public librarians for the annual conference. We are bringing in Jennie Garner from Iowa to present a session titled "Work Smarter, Not Harder: Reinventing Staffing & Redefining Your Workflow."

Submitted by: Johnice Dominick, Chair

Anna Bates, Vice Chair

Amanda Coward, Secretary

### Division: Reference & Instruction Services

#### Activities:

*Accomplishments for the past year*

- Emailed all ARLIB.org invitation to join RISD.
- Planned mid-year meeting. Attendance and response successful. Held at UACCB Morrilton with over 20 in attendance. Guest speaker on diversity was well-accepted.
- Several volunteered to plan and propose breakout sessions for 2016 Conference.

- Plans and permissions to store RISD minutes and appropriate documents in ArLA DropBox.

*Suggestions for the coming year:*

New ideas for building active membership. Plan mid-year meeting.

Submitted by: Pam Meridith, Chair

## **Division: Resources & Technical Services**

### **Activities:**

The Resources and Technical Services Division will meet at the 2016 ArLA Conference and hold elections. The current officers are: Linda Evans, Chair; Carol Hanan, Vice-Chair; Lacy Wolfe, Secretary.

Submitted by: Linda Evans, Chair

## **Division: Special Libraries**

### **Activities:**

Following Dwain Gordon's resignation as Special Libraries Division Chair, I assumed the role for 2016. I appointed a new Vice Chair, Joanna Delavan, in January 2016. I attended and participated in all Executive Board meetings this year. I also worked with Rebecka Virden, who was in charge of conference programming, to review the session proposals to ensure diverse programming that would appeal to special librarians. I also worked to recruit a panelist representing special libraries for the Reference and Instruction Division's spring meeting.

Besides Special Libraries Division Chair, I also served ArLA in 2016 as a member of the Web Services Committee and as a late addition to the Constitution Committee, tasked with revising the Association's Policy Manual.

Submitted by: Janice Weddle, Chair

## **ROUND TABLES**

### **Round Table: Government Documents**

#### **Activities:**

*Goals for the coming year:*

Provide programs for our group, continue sponsoring a table at the Ark. Genealogy Soc. Fall Seminar and provide a program at the fall conference.

*Accomplishments for the past year:*

Elected officers, provided a basket for the auction, had a table of government resources for genealogy research at the Fall Seminar of the Arkansas Genealogical Society on October 14-15, and had a program at the fall conference on Arkansas State Parks.

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

Represent the Association at the fall conference/seminar of the Arkansas Genealogical Society, Oct. 20-21, 2017.

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

Provide a program for the fall conference and represent the Association at the Ark. Genealogical Society conference.

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

Chair: Wendy Briley at the Arkansas State Library

Vice-Chair: no vice-chair Secretary: Don't usually have a secretary our group is small

Submitted by: Francis Hager, Chair



## **Round Table: Information Technology**

### **Activities:**

The Information Technology Round Table hosted the 2016 Collaboration unConference in the Darragh Center at CALS on Friday, August 4. There were 21 in attendance. It was a good day of discussion and networking.

In the next year, we hope to change the name of the IT Round Table to Digital Services Round Table, to better reflect the current focus of the round table's activities. The next step in this process depends on the outcome of the vote on the changes to the association's bylaws.

Submitted by: Carol Coffey, Chair

## **Round Table: Two-Year Colleges**

### **Activities:**

No Report

## **Round Table: Youth Services**

### **Activities:**

This year, we added three new members to the Round Table, as well as assigned the positions of Vice-Chair and Secretary. Further plans will be discussed at the round table meeting during the conference, mostly to establish an infrastructure for the round table and figure out a plan to expand in 2017.

Submitted by: Brett Williams, Chair

## **COMMITTEES**

### **Committee: Awards**

#### **Activities:**

##### *Goals for the coming year:*

To solicit and receive nominations in every category in which ArLA makes yearly or biennial awards. To select award winners and notify them in a timely manner so they may attend the annual awards dinner. To plan and execute a successful annual awards dinner.

##### *Accomplishments for the past year:*

The committee received nominations in most of the awards categories for 2016. We voted on the awards winners, and we will give awards in the following categories:

LaNell Compton, Ann Lightsey Children's Librarian Award, Distinguished Service Award, Frances P. Neal Award, Lorrie Shuff Paraprofessional Award, Suzanne Spurrier Academic Librarian Award. The ArLA president elected to give a President's Award in 2016.

The Awards Dinner will take place Sunday, November 13, 2016 at 6: 30 pm at the Marriott in Little Rock, AR.

##### *On-going projects :*

The 2017 Awards Dinner will be at the 2017 ArLA Annual Conference to be held in Rogers, AR, September 24-26, 2017.

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

It has been a challenge to get the word out about ArLA awards. We used ArkLib and word of mouth of committee members representing public, special, academic and school libraries. Next year, explore additional ways to market the awards and solicit nominations.

Submitted by: Amber Gregory, Chair

## **Committee: Arkansas Libraries Managing Editors**

### **Activities:**

To publish four issues on time (March, June, September, December).

To fill any empty columnist positions and revise or eliminate columns if needed.

To standardize certain content for certain issues (ex: ArLA scholarship and award forms in summer issue, ArLA conference previews in fall issue, ArLA conference reports in winter, etc.).

### *Accomplishments for the past year:*

Successfully combined spring and summer into one issue, saving the Association money.

Was able to get at least one advertisement per issue.

Published fall issue by mid-November.

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

Getting our last 2016 issue ready to publish and mail out by the end of December.

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

See above...goal will be to get issues out earlier than we did this past year. Also would like to fill all our empty columnist spots and standardize what we publish in each issue.

Submitted by: Britt Murphy

## **Committee: Conference**

### **Activities:**

The Conference Committee has put a great deal of time and energy to deliver the best conference possible. We have met several times to discuss keynote speakers, and session topics. We also worked on ways to mend fences, especially with vendors, stemming from frustrations and concerns from last year's conference. Social media and regular announcements were used to promote the conference. In order to raise revenue and generate interest, the committee started a booster campaign selling t-shirts bearing the conference logo with 60 being sold. We lined up three great speakers with Dr. Julie Todaro, Marilyn Johnson, and Marci Merola. Our sessions feature something for everyone with topics ranging from safe spaces, customer service, government resources, and animal assisted therapy.

There is also a very timely Pre-conference, Libraries as Safe Places: Violence Avoidance and Awareness. At last count we have 205 people registered and 38 vendors. All hotel rooms are filled or each night. The Welcome Party was refocused to a more casual come as you are gathering in the Hospitality Suite. The Committee has done an outstanding job putting the conference together and looking forward to seeing how well it does.

Submitted by: Shawn Manis, Chair

## **Committee: Constitution**

### **Activities:**

The Constitution Committee has met several times over the year in Google Hangouts. The committee has worked very hard to merge the constitution and bylaws of this association. These changes are being voted on this year, and we hope the membership will see the importance of these changes. A very important factor of the merge is to be in compliance with 501c3's requirements of operating with bylaws. The current bylaws of the organization do not fill this requirement.

Once we have a vote of the bylaws' approval or not, we will begin working on the ArLA manual. We have asked all current members serving on the board to review their section of this manual to see if any corrections are needed.

A big thank you to David Eckert, Valerie Carroll, Cassandra Barnett, Zoe Butler, Sherry Tinerella, and to Janice Weddle for stepping in when Valerie was unable to continue with our group.

Submitted by: Lauren Robertson, Chair

## **Committee: Emerging Leader**

### **Activities:**

The 2016-2017 Emerging Leader has been selected and ALA has released approval to announce the selected honorees. The Arkansas Emerging Leader for 2016-2017 is Sarah Gowdy.

The committee met via email to discuss and choose the Arkansas Emerging Leader for 2016-2017. The selection was sent to ALA for conformation. A update to the Emerging Leader page on the Arkansas Library Association website has been submitted to the Webmaster. This will add information about the 2014-2015 Emerging Leader and their project. Ashley has served her maximum number of years as Committee Chair and will be stepping down for the coming term. Fallon Bleich, a current committee member, has agreed to take on the roll as Committee Chair for 2017.

Submitted by: Ashley Graves, Chair

## **Committee: Future Conference Site**

### **Activities:**

*Goals for the coming year:*

Develop a list of considerations/criterion when evaluating a conference site.

*Accomplishments for the past year:*

Document was created to update the Committee section in the manual.

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

ArLA Annual Conference, September 24 -26, 2017, Embassy Suites, Rogers

ArLA Annual Conference, September 23-25, 2018, Embassy Suites, Rogers

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

Review with the Executive Committee needs for the 2019 conference.

Submitted by: Dwain Gordon, Chair

## **Committee: Intellectual Freedom**

### **Activities:**

With no reports of censorship or issues impacting intellectual freedom coming from the membership, the Intellectual Freedom Committee had no activity during this year. There are plans in place to release a quarterly Intellectual Freedom newsletter in the coming year. As always, the committee will remain vigilant should issues arise, and act as necessary and appropriate.

Submitted by: John Paul Myrick, Chair

## **Committee: Legislative**

### **Activities:**

Committee Members: Hadi Dudley, Amber Gregory, David Johnson, Donna McDonald

#### *Goals for the coming year:*

1. Continue strong advocacy efforts for restoration of state aid to public libraries, fall 2016 – spring 2017.
2. Attend Advocates for Arkansas Public Libraries' "Public Library Day" in Little Rock on January 17, 2017.
3. Attend National Library Legislative Day, scheduled for May 1-2, 2017 in Washington, D.C.

#### *Accomplishments for the past year:*

1. Attended various ArLA Executive Board of Directors meetings and submitted required reports throughout the year.
2. Coordinated and communicated with others for state-level and federal-level legislative advocacy requiring correspondence, meetings and travel.
  - a. Assisted the Advocates for Arkansas Public Libraries (AAPL) group with hiring lobbyist, Tim Summers.
  - b. The state-level advocacy goal was to restore \$1M state aid to public libraries.
    - i. The ArLA Executive Committee of the Board of Directors approved use of Engage, an online communication tool provided by the American Library Association (ALA) to create and distribute emails to legislators.
    - ii. Two "Engagements" generated a combined total of 991 emails sent by 409 advocates to elected officials in support of public library funding.
  - c. On Friday, April 29, legislative leaders and Governor Asa Hutchinson agreed to restore \$1 Million for state aid to public libraries through the Revenue Stabilization Act (RSA) "Rainy Day" fund! The funds were included in the FY2016-17 budget and took effect July 1, 2016. This was a temporary measure, but a positive one.
  - d. This fall, more work to formally restore the \$5.7M in FY2018 for state aid to public libraries is in progress for FY2017-2019.
  - e. An Amendment to House Bill 1052 to delete language that referred to state aid as "grants" was approved the Arkansas General Assembly
3. Attended the AAPL legislative training meeting on August 11th.
4. Represented ArLA as a panelist in an ALA webinar, "Leveraging Advocacy Resources to Strengthen All Chapters" on October 28th.
5. For the federal-level work, attended the 42nd Annual National Library Legislative Day (NLLD) on May 2 and 3, 2016 in Washington, D.C.
  - a. ArLA's representation was funded by AAPL.
  - b. NLLD 2016 was attended by more than 400 library leaders; briefing day provided attendees with key messaging covering priority issues. Five (5) people represented Arkansas and shared stories of how Arkansas libraries change lives.
6. Submitted two (2) detailed reports to the Arkansas Libraries journal covering legislative issues.
7. Attended the ArLA Annual Conference in Little Rock, AR, November 13 – 15, 2016.

#### *On-going projects:*

1. Advocacy for restoration of state aid to public libraries, fall 2016 – spring 2017.
2. AAPL plans to host a "Public Library Day" in Little Rock on January 17, 2017.
3. NLLD is scheduled for May 1-2, 2017 in Washington, D.C.

#### *Suggestions for the coming year:*

1. Advocacy and work on state and federal legislative issues, as appropriate throughout term.
2. Work on the Engage website to make it more useful for success stories and advocacy when times are good.

Submitted by: Chair: Hadi Dudley

## **Committee: Marketing**

### **Activities:**

This year, the marketing committee assisted with promoting the annual ArLA conference. I (Rebecca) posted approximately once a week on Twitter and Facebook to promote the annual conference. I also served as the Promotions chair for the conference committee. Earlier in the year, we assembled Marketing Committee members including Nicole Stroud, Brett Williams, and Kristen Cooke. As a committee, we sponsored Brandi Hodges of CCJPL to do two sessions at this year's conference.

Submitted by: Rebecca Harrison, Chair

## **Committee: Membership/New Members**

### **Activities:**

*Goals for the coming year:*

Increase membership / retain current member in the Arkansas Library Association (ArLA)

*Accomplishments for the past year:*

- Carol Hanan did an informal survey of library employees who are not members of ArLA to ask why they did not join the association. The two main reasons given were the cost and the lack of return on investment.
- Carol researched the membership fees of library associations throughout the state and found Arkansas has the 6th highest fee for those making \$90,000+ and the 5th lowest fee for those making <\$14,999. Many associations have a flat fee or a very simplified fee system that helps attract members.
- Carol and Jerrie discussed a Buddy Program for new members at Conference, but when the idea was submitted to the board it was decided to do something different.
- 2016 - 518 Members; 127 New Members (2015 - 496 Members; 101 New Members)

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

Recruitment and retention of ArLA members is a year-round project.

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

- Find a way to show prospective members that there is value to joining ArLA.

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

Chair: Judy Calhoun

Submitted by: Carol Hanan, co-chair; Jerrie Townsend, co-chair

## **Committee: Nominating**

### **Activities:**

The Nominating Committee successfully gathered nominations for the VP/President elect position as well as the Secretary position. These were put on the ballot. It was a most exciting time.

Submitted by: David Eckert, Chair

## **Committee: Public Relations**

### **Activities:**

Short press releases were sent to the local newspaper of each of the 2015 Award winners and scholarship recipients. Information in the press release included a photo and information about the recipient and the award they received.

Submitted by: Rebecca Harrison, Chair

## **Committee: Scholarships**

### **Activities:**

At the beginning of the year the Scholarship Committee presented to the Board for approval to offer one scholarship in 2016 due to budget concerns. The Board approved awarding the ArLA Annual Scholarship at the 2016 ArLA Annual Conference. As this application time frame was closing we were made aware of a \$5,000 donation by Mr. Fetherolf in memory of his wife Shirley. The Scholarship Committee recommended that the School Library Media Scholarship be renamed the Shirley Fetherolf for School Library Media Specialist Scholarship with a portion of the donated funds used yearly and the remaining funds saved for future scholarships. Applications for the Shirley Fetherolf Scholarship were opened later than usual, but two scholarships will be awarded this year.

The Scholarship award recipients for 2016 are:

The ArLA Annual Scholarship: Courtney Fitzgerald, Bentonville Public Library

The Shirley Fetherolf for School Library Media Specialist Scholarship:

Landi Brown, Van Buren School District

Submitted by: Debbie Hall, Chair

## **Committee: Web Services**

### **Activities:**

*Goals for the coming year:*

1. Continue to keep ArLA Website & Facebook page updated on a timely basis
2. Find a means to integrate a membership directory (if it is affordable to do)

*Accomplishments for the past year:*

1. Ron Russ cleaned up aspects of the old ArLA Website after a data breach. Then information was moved quickly to a newly redesigned website (faster than originally planned)
2. Created a member focused website with more graphics to better represent who we are as a state and an organization
3. Lynn Valetutti used Wix to create a ArLA Annual Conference website
4. Janice Weddle has been managing the ArLA Facebook page and has been disseminating information on a regular basis

*On-going projects:* The website is a year-round project.

*Suggestions for the coming year:*

1. Maintain the website. This includes a variety of continuing cost items, including:
  - a. Renewal of three domains: arlib.org, arlib.com, arlib.net: \$40
  - b. Education Hub Pro Theme for WordPress: \$50
  - c. Form Maker Pro Plug-in for ArLA Online Registration Form: \$45
2. Addition of Membership section: \$500.00

Submitted by: Ron Russ, Chair

## **Committee: LEAF (Ad Hoc)**

### **Activities:**

No Report