

MI-ALA Board Meeting Minutes
March 11, 2016 @ 2:00 p.m.

Call to order: 2:02 pm

Present: Mary Beeker, Barbara Bolek, Stephanie Davis, Scott Garrison, Rachel Minkin, Stephanie Mathson, Sandy McCarthy, Christina Radisauskas, David Scott, Dawn Winans

Absent: Paul Gallagher, Heather Ladiski

Board Business meeting:

Consent Agenda items

- I. Approval of February 19, 2016 Board meeting minutes.
- II. Approval of agenda
- III. Committee Reports
- IV. Communications
 - There was no report
 - 1. Executive
 - There was no report (Latest report in February 19 meeting minutes).
 - 2. Membership
 - Corinne will continue on the Membership Committee for another year.
 - Can we have a membership discussion at conference? We can do it during Friday's lunch.
 - 4. Nominating
 - There was no report.
 - 5. Conference
 - We've received additional sponsors and are up to 12 in sponsors (Emery Pratt just became one).
 - Six interest groups will be doing Birds of Feather Sessions.
 - The design for the name badge will be forwarded to the Board.
 - We will have an 8 ½ x 11 folded in half program book; we will be getting a quote for producing this.
 - We plan to go live next week with conference registration.
- V. Section Reports
 1. Administrative Section
 - There was no report.
 2. Collections Section
 - There was no report.
 3. User Experience Section
 - There was no report.
- VI. Budget Report
 - Budget approval for 2017. Mary made a motion to approve budget as proposed by Scott and Barb seconded. The motion carried.
 - Budget projections FY2017. We are looking at a net revenue of \$6,000 for 2016.
- VII. Partner Reports
 - MCLS -- There was no report.
- VIII. Bylaws Committee -- Report (filed at the end of the meeting minutes under "Reports")

- Rev. 1.6 of Bylaws
- We will post the bylaws revision on our website within 10 days of our annual meeting.
- Quorum is only 10 percent of membership. Can we have a brief overview of the bylaw changes at our conference? Do it when it goes out via email and a sheet in conference folder.
- Stephanie had asked for a name change for the Nomination Committee name and Mary will add that.
- Scott made a motion was made to approve bylaws with that one modification (Nomination Committee name change). Dave seconded the motion. The motion carried.

IX. Advocacy Task Force

- Report (filed at the end of the meeting minutes, under “Reports”)
- Executive Committee Suggestions (filed at the end of the meeting minutes, under “Reports”)
- One thing to add would be about communicating with the Administrative Section on providing advocacy training to library directors.
- Where do we see task force going? Should they become a standing committee? Can we let it stand for now and revisit this in six months?
- Rachel will find out who wishes to stay on?
- This can be placed on the Board retreat agenda. Maybe we can come up with an action plan at the retreat.

X. Procedures Manual

- There was no report.

Old Business

XI. Logo (1, 2)

- We are going to use the true teal version of the logos, the set on the right (all of them can be used with or without the people graphic)?
- We will not change our web presence till the new board is in place.
- We should roll it out all at once, but how? Ask communications about how roll it out.

XII. Board Retreat / Strategic plan

- The understanding is that we will be inviting incoming and outgoing board members to this retreat.
- Should section and committee chairs be invited to attend for at least one day? This would be a good idea.
- Eight people have filled out their schedule availability. June 30-July 1 is the most popular.

New Business

XIII. Interest Group elections -- table for now.

- Everyone check with their Section Chairs regarding how the interest groups elected officers.

Issue Bin

IG elections

Advocacy task force
How to roll out logo
Bylaw on nominations

Upcoming Meeting Dates:

Next Executive Committee meeting

- March 23, 2016 at 10:00 a.m.
 1. Barb will be absent; volunteer to take notes? Rachel will take notes.

Next Board Meeting

- April 8, 2016 at 2:00 p.m.

REPORTS

MI-ALA Bylaws Committee
Report to MI-ALA Board
Meeting 3/11/2016

Bylaws Committee has agreed on a final draft (rev. 1.6) and is recommending endorsement by the MI-ALA Board. This draft includes changes made by MI-ALA lawyer and MI-ALA Board, discussed at 1/29/2016 Board meeting.

Committee recommends the institutional membership process:

1. allow the institution to designate the individual to represent it in MI-ALA, and
2. allow for some institutions to be non-voting members (per Article II, Section 4: "The Board shall have the authority to establish and define voting and non-voting categories of membership. ")

Per discussion at 3/11/2016 Board meeting, this committee will go dormant, to be reconvened as Bylaws changes are necessary

After the Board endorses this version, it should be shared with MI-ALA membership, with a vote to approve at the annual meeting.

Guidance on notification and voting from the current Bylaws (passed by Interim Board on 12/17/2014)

Article XI Section 1: These Bylaws may be amended, if not contrary to the general policies of the Association, at a duly called membership meeting or by electronic vote. Approval by two-thirds of the members voting is required for amendments to be deemed approved.

Proposed changes shall be made known to the membership via electronic means and posted on the web site at least ten business days in advance of any vote.

Proposed amendments should be submitted to the Secretary of the Association, at least two months prior to the membership meeting, reviewed

and supported by the Board before being placed on the web site and notification sent out to the membership for approval.

Article III, Section 4: Quorum. Members present in person, by phone, or electronically who represent ten percent of the membership entitled to vote at a membership meeting shall constitute a quorum.

Submitted by: Mary Beeker (Bylaws Committee Chair)
3/11/2016

MI-ALA Advocacy Task Force Report, February 2016

Task

From our founding in 2014, MI-ALA has expressed a commitment to support statewide efforts advocating for all types of Michigan libraries. This support could include many different forms, based on dynamic relationships with our fellow state organizations and the interests of our membership. The Advocacy Task Force was convened in December 2015 as an exploratory/ advisory group, charged with sussing out possibilities.

The MI-ALA Advocacy Task Force has chosen to focus on the following questions:

- What are potential avenues of advocacy besides financial contribution?
- What advocacy could MI-ALA be doing right now?
- How might MI-ALA advocacy grow/ change in the next 2-3 years?
- What recommendations can the Advocacy Taskforce suggest for the incoming Board?

Potential avenues of advocacy

We are in unanimous agreement that MI-ALA should explore advocacy for all types of libraries; we think that there is space for the organization to consider what advocacy looks like at the college and university level, but would especially like to see a focus on advocacy for school and public libraries.

- **Advocacy could be political in nature**, on a larger scale, with MI-ALA members providing time and effort to raise awareness of legislative issues that affect Michigan libraries. An example of this is [EveryLibrary](#)'s efforts to raise awareness of [Michigan's SB 571](#) and call for its veto through a petition.
- We could **support public and school libraries** through a variety of efforts such as **development of lesson plans or activities modeling how and why libraries can be incorporated into school and community efforts**. (Possible slogan: "Just add Library...") As an example, we could identify links between Common Core requirements and the ACRL Information Literacy framework, demonstrating the continuous, ongoing, and important need of information literacy for an educated, voting populace.
- The idea of starting a **web series** was also suggested. Guest speakers could be organized and would create **short videos speaking about the value of libraries to the community**. Were this to be undertaken, we think it would be important to focus on both librarians and speakers from outside of the libraries.
- We support partnering with other in-state partners, sharing advocacy initiatives. (See **Recommendations**, below.)

Advocacy that could be taken on right now

- **Word-of-mouth:** MI-ALA could begin to support advocacy immediately via word-of-mouth advocacy for libraries within our own institutions (i.e. branches on campus) and within our communities as a whole.
- **Sharing newsworthy articles** on a consistent basis (monthly?) with colleagues and with friends can provide examples of how libraries are positively affecting communities here in Michigan. This could be via social media, MI-ALA website, emails list, etc.
- **Talking points/ elevator pitch:** Along these lines, MI-ALA could develop short, punchy speech highlighting the positive efforts of Michigan libraries. This would be available for all to use.
- **Volunteerism/ Time:** We also feel that MI-ALA could begin identifying opportunities through which members could volunteer time in order to support advocacy efforts. Calls for volunteers could then be sent out through existing email lists, and these volunteers could be connected with appropriate organizations around Michigan.

Recommendations for the incoming board

Cultivating new and existing relationships with other advocacy groups (local, regional, national)

- We have been in contact with Gwenn Marchesano, president of the Michigan Association for Media in Education (MAME), about the possibility of MI-ALA partnering with MAME in order to support advocacy. Ms. Marchesano has sent along the MAME Advocacy Committee's reactions (Attached at the end of this report).
- We would also like to see the board support advocacy through conferences, including the MI-ALA conference. We brought up the possibility of organizing panel discussions, workshops, or webinars on advocacy. David Votta of the MCLS and Lee Van Orsdel of GVSU were brought up as possible persons of interest.
- We also met briefly with John Chrastka, the Executive Director of EveryLibrary, who expressed interest in connecting with MI-ALA in order to support advocacy. He offered to meet with us via phone to discuss several areas of advocacy, along with the possibility of providing advocacy training.

Ways in which MI-ALA advocacy could grow/change over the next several years

- **Connections/ Relationships:** We envision MI-ALA advocacy growing through, among other things, strategic connections with both regional and national groups. MAME and EveryLibrary were mentioned above; we hope that those connections can be strengthened, and that new connections can be made as well.
- **Web/ Internet Advocacy:** The web presence of MI-ALA with respect to advocacy efforts could be greatly expanded, highlighting resources that are both developed by the organization itself or collected by its members. This could include several items mentioned above: a web series on the value of libraries, lesson plans/activities tying library efforts and information literacy to the everyday life of Michigan residents, and the dissemination of anecdotes or news stories demonstrating the positive effects of library efforts across the state.
- **Political:** We also hope for a more organized approach to political advocacy; this is one area in which we, the task force, feel that our base of knowledge is somewhat lacking. We do feel that there are opportunities to raise awareness of political issues that will affect Michigan libraries, and that these opportunities are not necessarily fiduciary in nature. Raising awareness within MI-ALA itself about such issues would be beneficial in and of itself, as would identifying when and how members could volunteer in order to affect positive political change for Michigan libraries.

Respectfully submitted by the Advocacy Task Force
February 24th, 2016

Advocacy Task Force is:
Barbara Begin Campbell
Clayton Hayes
Rachel Minkin (ex officio)
Leland Parsons
Corinne Thompson
Tom Volkening

ADDENDUM: Email from Gwenn Marchesano outlining some possible points of shared advocacy.

Hi Barb-

We had our first Advocacy Committee meeting last week, and we're already moving forward with some efforts. We'd love for your members to join is in a couple to start with:

- * Contacting members of the legislature (especially House & Senate Education committee members) to share about students being prepared for college when they have experience with a school library media specialist. Stories like the one you shared in your last email are powerful and reinforce the need for school librarians. We have infographics we've shared with all Michigan legislators, but reiterating research, statistics, and your experiences with incoming freshmen can elevate the need for effective school library programs. The Every Student Succeeds Act just passed to replace No Child Left Behind includes language for school districts to develop plans for providing their students with effective library programs. Your members can add weight to the need. We would love to equip your members with the research and statistics.

- * Follow the hashtag #MISchoolLibrary and retweet posts to spread awareness of the things that happen in school libraries with certified school library media specialists. We're trying to go beyond the school library world to reach administrators, school boards, and the community at large.

There are other ways we can support one another. One possibility is for a member of your Advocacy Task Force to join our committee, and vice versa. At a minimum, this would allow you to be in the loop on our activities. We could also work together on a joint advocacy campaign, as you mentioned.

I think it would be worthwhile to get together and brainstorm some other ideas. I'd appreciate the opportunity to learn more about your priorities and challenges.

Are you and/or other task force representatives available end of February/early March? We always have the challenge of working around our school day to meet, but we're certainly available after school or weekends.

We look forward to working with you-
Gwenn

Some suggestions around a continuation of the Advocacy Task Force from the Executive Committee:

- Present people involved may not want to serve indefinitely
- Advocacy Committee or sub-group under one of the sections
- A few initial reactions to the report:
 - o Under "avenues" I really like the idea of finding connections between things like Common Core and the ACRL IL Framework. I think focusing on K-12 is a manageable approach for us at this stage, to Gwenn's point about college preparation.

- o This may be really obvious, but under "right now" I think we'd need to do the first three bullets before the fourth; in other words, we'd need to create some tools/resources for any volunteers we get, to use.
- o Under "recommendations" I'd like to see us work not only with MAME, but also MCLS and MLA (the elephant in the room). I think David Votta would be an excellent starting point, and we should ask Gwenn whether MLA's helping them re:advocacy at this point.
- o Lee VanOrsdel is retiring at the end of 2016, and may not be willing to take anything new on, as she wraps things up at GVSU.
- o I think we should reach out to other ACRL chapters and see whether they've taken on advocacy for K-12 school libraries/media centers in their states. We could start with ALAO and ALI in Indiana (though ALI's not the ACRL chapter for IN, most/all IN academic libraries are members of ALI).

We should—must—reach out to other orgs including MCLS, MLA, and other ACRL Chapters. With regards to a standing Advocacy Committee, I support that—but then we must update the bylaws, etc. I think such a groups is certainly needed/warranted *at least until we establish the relationships we hope to...*but in that case should we just keep the Task Force going for a while longer and give current members an option to continue or be replaced