MiALA Board Meeting Minutes
November 21, 2016 @ 1:00 p.m.

Attendance: Barbara Bolek, Julia Eisenstein, Paul Gallagher, Kendra Lake, Rachel Minkin, Stephanie Mathson, Jill Morningstar, Beth Martin, Sandy McCarthy, Jessica Sender, Dawn Winans

Absent: Heather Ladiski

Call to order: 1:04 p.m.

Board Business meeting:

Consent Agenda items (agenda items I-VIII)

I.   Approval of Agenda Motion made by Gallagher and seconded by Bolek to approve the agenda. Motion carried.
II.   Approval of October 19 Board meeting minutes.
III.   Committee Reports
    a.   Advocacy – No Report
    b.   Communications & Marketing (**See Report at end of Minutes**).
    c.   Executive – No Report
    d.   Membership
- We have a few new members, but we also lost about 30 more in the month of October. This is from non-renewal with no reason given for many. I talked with Thompson about exit surveys and she wanted to hold off until the next renewal cycle. I welcome any thoughts from the board on this and if we should push for exit surveys sooner rather than later. Our membership is at 301.
- I also met with Thompson and S. Garrison about gaining institutional memberships which S. Garrison has taken the lead on. He will draft and send out a letter to Deans/Directors from non-member institutions before Midwinter with plans to meet up during the conference.
- Question for the board: Are we planning any kind of membership social? If so, who's planning it?
- We are doing outreach meetings in February and September next year.

    e.   Nominating – No Report
    f.   Conference – No Report
IV.   Section Reports
    a.   Administrative Section – No Report
    b.   Collections Section (**See Report at end of Minutes**)
    c.   User Experience Section – No Report
    d.   Section/Board Liaison Meeting (**See Report at end of Minutes**)
V.   Partner Reports

      a.   MCLS
VI.   Procedures Manual Task Force Report (**See Report at end of Minutes**)
VII.   Website Task Force Report (**See Report at end of Minutes**)
VIII. Treasurer's Report
- No audit update just yet but maybe by Monday.
- Major expenses include the audit and conference fees.
- Major revenue coming in from sponsorships and conference registrations.
- Our budget is holding steady around $93,000.

Old Business

IX.   Any follow-up questions or discussion on Reports?
- Website task force
  - There is a big concern about the hosting of the site and what we are getting for our money...they are concerned about the expense when making major changes.
  - They will be making two sets of recommendations (one for pie in the sky; one for working with what we have now). They will have a mock-up by January on this.
- Communications & Marketing
  - Do we want to get major events on our calendar including other organizations...so we can watch out for conflicts when planning our events? It could help with event planning.
  - There are no official photographers. Will the Conference Committee take photos for documenting the event or hire someone to do this? We need to get volunteers to take photos at events. Where should photos be sent? Answer: to Communications and Marketing. What about photo releases, how should we handle? Maybe we need a disclaimer in our registration forms on this? Communications should work this out for us.
  - How do we write MI-ALA? We should go with MiALA.
  - When will logo get on website? Web task force will have to address this first as it is hosted site and color scheme is involved. Can we crop the logo so that is one line? We need to find out what they would be using that for and how often.
  - What is the difference between a pop-up or a mini conference. Mini is a full day event when all sections come together. Pop-ups (workshops) are on more specific topics sponsored by one or two IGs or a Section, etc. Ask Communications and Marketing to put together a document on that and put it in the Procedures Manual.

X.   Board Strategic Planning Retreat document (outcomes document with status updates).

- Do we want to dedicate some time to go through this document and see where we are? Yes.
XI. Ad Hoc Membership Outreach Committee meeting
- virtual meeting will be in February we are meeting tomorrow to finalize details. (**See Report at end of Minutes**)

New Business

XII. Audit report
- There is no update yet. There will be a draft report soon.
XIII. Website training -- brought up in e-mail.
- This will be on Section Chairs/Board Liaisons meeting agenda.
XIV. ACRL webinars - procedures
- Sender will draft a short list of procedures on this. This will be ready by the next Board meeting. She will get some comments/feedback from User Experience as to how their showing went (at five locations).
XV. Conference proposal guidelines (See Report at end of Minutes)
- This should be called something else. MiALA Annual Conference Location submission form and guidelines. Should we say anything about basic IT needs? Yes, it should be in the guidelines (WiFi, projectors, etc.) There needs to be IT staffing available on site for this as well.
- Theme should be included in this proposal so work can begin immediately to address the theme.
- March 1st will be the deadline.
- The call for conference location proposals will go out in December with reminders in January and February. Communications will be sending it out.
XVI. Strategic Planning Retreat 2017
- Start planning it now?
- Get volunteers together to start coordinating it.
- Gallagher will help organize it. Sender and Eisenstein will work with Gallagher.
- July 1 is when new officers are in effect. ALA Annual Conference is the 3rd week of June. Maybe June 29th and 30th will be the dates.

Issue Bin / Future Agenda Items

- Strategic Planning Retreat 2017
- Doodle poll results for next year's meetings (will release results after Thanksgiving Break)
- Board Strategic Planning Retreat document review (for January's Board meeting)
- ACRL Webinar procedures.

Upcoming Meeting Dates:

Next Executive Committee meeting
- Monday, December 12, 2016 at 9:00 a.m.

Next Board Meeting
- Monday, December 19, 2016 at 1:00 p.m.

Board Liaisons / Section Chair Meeting
- Wednesday, November 30, 2016 at 10:30 a.m.

Membership Outreach Ad Hoc Committee
- Tuesday, November 22, 2016 at 1:30 p.m.

Team Reports

MI-ALA Communications & Marketing Committee Report 11.8.16

Questions for the board:
1. Is there a dedicated photographer for the MI-ALA annual conference? Is there any procedures in place for official photos taken of events? We want to use more photos on social media of MI-ALA.
    1. We realized that the main photograph on the MI-ALA website isn't of a library in Michigan.
2. The Website Task Force mentioned that the board wants to see ARL, ACRL and ALA events on the MI-ALA calendar, is this true? Are there any other organizations? What about MLA events?
3. Does the board have a preference for MiALA, MI-ALA or Mi-ALA? We want to try to keep that consistent throughout our communications.
4. What is the difference between a pop-up conference and a mini-conference? Again, we just want to stay consistent with how things are shared.
5. Would we be able to crop the logo so that it is one line? We wanted to know if it would be okay with the designer to offer a MiALA logo without the Michigan Academic Library Association part underneath it.

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MI-ALA Communications and Marketing Committee
Thursday, November 3, 10:30am-11:30am
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1. Board Updates
a. MI-ALA Procedures Manual
      i. Ashley is working on a draft of the Communications and Marketing Section to share at the next meeting
b. MI-ALA Group Meeting and Event Process
      i. Created a document that give the process for how to request an event and how to get events advertised
2. Chair Updates

a. Website Task Force
  i. Add more events to the Calendar from outside organizations
  ii. They are looking at a complete redesign of the website
  iii. Questions/Comments from our group:
1. The photo is not from a Michigan Library
2. Is there a way to compile pictures from MI-ALA events and meetings?
3. Should there be a dedicated photographer at the Annual Conference to take photos of the different sessions and events?
a. Should the host university provide the photographer? Should MI-ALA hire a photographer?
3. Year Projects
a. Logo Rollout Plan
  i. Logo Vote Winner

  ii. Logo Runner up

  iii. Brand Identity Guides
1. MiALA or MI-ALA? Which one should be used officially?
a. Same for a pop-up conference vs mini conference
2. Is there a way to crop the first logo to look like this:

a.
b. Could be helpful to have a one line logo to use on the website
c. Would the designer allow us to crop the logo this way? We would want to include this on our official logo page
3. Logo Usage Guide Ideas
a. Need permission to use the logo
b. Do not alter or crop the logo

  c. Logo can be used by outside organizations on co-sponsored events
  b. Template for Communications
        i. Social Media can update about anything as it comes up
        ii. The newsletter should focus on MI-ALA events and news
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Notes from the Collection Section Meeting, November 16, 2016 -- Barbara Bolek, Collection Section Liaison

I went over a little about what the Board was working on (mission/vision statement / core values). And discussed that annual conference planning is moving ahead and that we are working on a conference proposal/site selection form and guidelines. I mentioned the two free webinars we get from ACRL and that the Board is looking at developing procedures on how sections/IGs can request one of these webinars for viewing.

As of the meeting, 34 members were registered for the Mini-MI-ALA conference in December. We have space for up to 125 people. There will be opening updates in the morning. Mike will give a short update on each IG (he was requesting input from the IGs for this). There will be section meetings from 1-2 p.m. Mike asked IGs if there were any concerns they would like to discuss at this meeting. There will be interest group meetings from 2-3 p.m. to give them some time to meet together, if desired.

Collections interest group initiatives include:
Friday's RDA Pop-up Conference. They streamed it using WSU's Adobe Connect. Since there might be a licensing issue, they may use Google Hangouts for this in the future. Heather suggested using freeconferencecall.com, but they thought it worked better for meetings than for conference presentations.

Tina's IG is going to meet at the mini MI-ALA then meet again over Zoom the week after (for those who could not attend the Mini-Conference. They will have another IG meeting in March at Delta College.

Mike hosted an online MI-SPI Shared Print meeting with 12 other attendees (which included the director of DALNET). They will be planning another online meeting in April to discuss shared print journal projects that WSU and MSU are working on (they are separate projects).

The Technical Services IG may be too broad (as they are not getting any members). Mike mentioned bringing this up at the Mini-MI-ALA conference. A suggestion for this IG's focus was to discuss broader issues in TS (workflows, training issues, etc.).

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Section / Board Liaison Meeting Notes
Oct 17, 2016

Mini-conference – funding, scheduled for the board agenda for Wednesday
Discussion about the funding model, with the outcome being that Mike will update the proposal to reflect a $20 per person charge for lunch, and the existing $1400 in section funding will cover technology costs. The board members will discuss with the board on Wednesday's meeting about

expected needs for upcoming event funding beyond the $1400, and establish if we could/should sponsor this event gratis for members.

Help with auditing IG's / Leadership membership document (attached)
Discussion about IG's without leaders, and the section chairs will audit the groups and leadership as they see fit, update the leadership document, and from there Heather can update the website.
Much discussion about the policies and procedures on how to manage groups that are defunct, election processes, etc.
Paul will reach out to ALAO and schedule them to talk with us during the next call about best practices for IG's based on their experiences.

Free ACRL Webinars
Discussion about the availability of ACRL webinars. Paul (post meeting) communicated an email with details, and the sections will investigate for possible programming at either the section or IG levels.

IG Programming
Discussion about the first IG to launch an event to all members. There is need for some best practices development, notably around calendaring. Board members will bring this up with the discussion about calendaring for communications, and see if some practices can be developed.

Online programming systems
No new information to report, will continue to include this on a future agenda.

Attending:
Paul Gallagher; M Hawthorne <Mike_Hawthorne@wayne.edu>; 'Barbara Bolek' <bbolek@umich.edu>; 'Heather Ladiski' <heather@miala.org>;'tobiasc@msu.edu'; 'Julie Garrison - Western Michigan University' <julie.garrison@wmich.edu>; 'Dawn Winans - Kettering University' <dwinans@kettering.edu>

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MIALA Web Site Task Force Meeting Minutes

Nov. 11, 2016

Present: Cole, Jenn, Jackie, Julia, Julia, Josh
Absent: Ashley
1. Review of last meetings minutes - no changes
2. Discussion of how the website is managed
   Julia D-W spoke with Heather at MIALA. Her notes are on Google Drive.
   Proprietary software locks us down.
   What are we getting for our money?
   Not much functionality.
   Templates may be overkill.
   Advantages to having a hosted site:
        It is easy to update, won't go down.
   Need to ask how much we are paying as far as hosting.
   It may be more economical and efficient for MIALA to build their own site.
   Should Task Force recommendations be based on current template model?
   If so, we are very limited in what we can suggest.
   A better website will probably need a different kind of structure then what we currently have.
   Differences between design changes and content changes.

We can't be afraid to make recommendations out of budget concerns.
Can't be afraid to suggest design changes.
3.   Review of Documents on Google Drive
Cole put our initial architecture on Framebox. Will switch to Google Draw for better sharing.
Website Analysis folder.
4.   Next Steps
When we have our initial architecture set, we will focus on content. Then we will focus on graphics (colors, fonts, etc.).
Visual deliverable along with text summation.
Josh will help with mock ups.
5.   Next Meeting
Dec. 9, 1:00pm.
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MI ALA Procedures Manual Task Force

November 2016 Report

Members: Sandy McCarty (lead), Stephanie Mathson, Jessica Sender, Stephanie Davis, and Heather Ladiski

Christina Radisauskas informed the Task Force that since she is no longer on the MI ALA Board, is she still a member of the Task Force? Christina is no longer participating with the Task Force. Sandy has recruited Stephanie Davis to help with the Procedures Manual Task Force.

- Committee members are to review the sections of the Manual they volunteered for. Deadline to review sections is November 30, 2016
  - Sections to skip over are:
    - Policies such as Fiscal Policies and down
- Sandy will keep track to section leaders
- Committee will meet early December

Respectfully submitted,

Sandy McCarthy

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Ad Hoc Committee - Goodwill Outreach Meetings
Oct 25th, 2016
10:00-11:00 AM

- The general focus of the membership outreach meetings is on membership engagement, outreach, and listening, and less on attracting new members.
- Key idea is to plan both a physical meeting, and a virtual meeting – and use these as pilots to see what works best.
  - Virtual Meeting
    - Two a year, one in Feb, and one at the end of July.
    - Format would be about an hour, with 45 minutes or so as a presentation, and the rest for questions, etc.
    - Online mechanism yet to be determined, Paul will reach out about viability of the MCLS option with Heather.
  - Physical Meeting
    - Tentatively being planned for next fall.
    - Could be used as a "on-demand" model for board members, where institutions, events, etc. could ask for a board member to attend and share information, engage with members, etc.
    - Possibly limited in size? Not the mini-conference, more of a listening tour sort of format.
- Jill is going to look at some membership data and see if there are any areas to target for physical meeting (lots of members, no members, etc.) However as this isn't needed until next Fall the timing isn't critical.
- We will vet the idea with both the board and the section chairs at upcoming meetings for feedback, etc.
- **Paul will send out a doodle poll for six or so dates in February for the first virtual meeting, and include Stephanie if she would like to provide some remarks.**
- Paul will also send out a poll for us to meet again late November

Present:
Paul Gallagher; Minkin, Rachel <minkinr@mail.lib.msu.edu>; Barbara Bolek <bbolek@umich.edu>; kklake@sc4.edu; jmorning@msu.edu
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MiALA Annual Conference Proposal Guidelines

Proposals for the 2018 Annual Conference should be submitted to the MiALA Board of Directors by **Wednesday, March 1, 2017**.

The individuals listed on this proposal will be considered prospective Conference Committee members. If your group's proposal is selected, then you will need to name a Chair and find additional committee members as needed to fill all the responsibilities.

Here are the general requirements for conference dates and locations:

- The conference should be held from Wednesday evening thru Friday afternoon the second or third week of May.
- The conference center must be able to accommodate a minimum of 250 people. The required facilities include:
  - An auditorium or similar room for the keynote speaker and business meeting;

- A ballroom or similar space for lunch;
- Enough meeting rooms for up to 5 simultaneous breakout sessions; and
- Adequate open space (i.e., banquet room, e.g.) for poster sessions.
- If the conference center is adjacent to a hotel, check that a large block of rooms can be reserved for attendees. An additional conference hotel should be located within a few blocks of the conference center. *If the conference center is not adjacent to a hotel, then blocks of rooms must be reserved at two nearby hotels.*
- We will need a proposed site for an opening reception the evening before the conference begins.
- There must be an adequate number (10-12) of restaurants within walking distance of the conference hotel(s) for dinearounds. If the conference hotel(s) is not within walking distance of a variety of restaurants, then the Conference Committee will need to plan dinner at the hotel OR make transportation arrangements (e.g., busses).

Names of Proposal Committee Members:
_____

Conference Theme:
_____

Conference Location and Dates:
_____

Is a hotel adjacent to the conference center? Yes _____   No _____

Can a block of rooms be reserved at a hotel(s) within a four-block radius of the conference center? If so, what is the name of the hotel? (If the conference center is not adjacent to a hotel, at which nearby hotels can blocks of rooms be?)

_____

What are options for an opening reception?
_____

Are there an adequate number of nearby restaurants for dinearounds? If not, what alternate plans can be made for the Thursday night dinner?

Proposals are due Wednesday, March 1, 2017. The Board of Directors will make a decision by March 29th, and all those who submitted proposals will be notified. MiALA's administrative assistant will secure contracts with the conference center and hotels and

conference planning will commence. The 2018 Annual Conference location will be announced at the 2017 Conference.