

**MiALA Board Meeting Minutes
December 19, 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, Heather Ladiski

Absent: Rachel Minkin

Call to order: The meeting was called to order at: 1:02 p.m.

Board Business meeting:

Consent Agenda items (agenda items I-VIII)

- I. Approval of Agenda
 - Sender made a motion to approve the agenda and Winans seconded. The motion carried.
- II. Approval of November 21, 2016 Board meeting minutes.
- III. Committee Reports
 - a. Advocacy – No Report
 - b. Communications & Marketing (**See Report at end of Meeting Minutes**)
 - c. Executive – No Report
 - d. Membership
 - We did get 6 new members last month and 1 additional renewal so we're at 309 for membership.
 - e. Nominating – No Report
 - f. Conference Committee
 - 32 proposals were submitted for the Annual Conference. One half of them had more than one presenter. 15 of them were not MiALA members. The primary presenter should be an MiALA member. Nonmember presenters will still have to pay to attend the conference.
 - Conference fees? Will there be a lower rate for members? What should the rate be for nonmembers? We are still working on that.
 - There will be 20 spots for breakouts. The Poster proposal announcement will go out next month.
- IV. Section Reports
 - a. Administrative Section – No Report
 - b. Collections Section – No Report
 - c. User Experience Section – No Report
 - d. Section/Board Liaison Meeting (**See Report at end of Meeting Minutes**)
- V. Partner Reports
 - a. MCLS
- VI. Procedures Manual Task Force Report (**See Report at end of Meeting Minutes**)

VII. Website Task Force Report

VIII. Treasurer's Report

- Our budget is down a little this month due to conference fees and a drop in membership, so we're at about \$90,000.
- Morningstar received a possible sponsorship opportunity for the Great Lakes Science Bootcamp next year. Do we need to approve it as a Board? Eisenstein proposed that we become a sponsor at the silver level (\$1,000). Sender seconded. The motion carried.

Old Business

IX. Any follow-up questions or discussion on Reports?

- Can we have a longer logo instead of a square for letterhead? Ladiski said we can edit the header and put the color in.
- The colors are not easy to match up. Can we change the logo color? We can try to play around with it. Who will do it? The Website task force was suggested for this.

X. Ad Hoc Membership Outreach Committee

- The Committee will be having a follow up meeting in January. An agenda for the February 6 Outreach virtual meeting will be formulated.

New Business

XI. Audit report

a. Management Letter

- We did receive in the letter one recommendation to make sure we are a bit more organized.
- We will need Board approval on the audit.
- A financial package could be prepared monthly or quarterly that the board or one person can sign off on. Ladiski would prepare it for Morningstar to look at and presents to the Board for approval. Ladiski would do it monthly.
- Morningstar will share document on the expenditure plan created with S. Garrison this past summer. We should come up with a yearly process on how to plan expenditures.
- We (the Board) thinks quarterly reports to the Board would be sufficient. Other reports can be as needed.

XII. ACRL webinars - procedures/webinar request form

- Sender and Ladiski worked on a form which is posted on the website. Communications will publicize it in the next newsletter. Board Liaisons should get this information out to the Committee Chairs.

XIII. Conference proposal guidelines (MiALA Annual Conference location submission form and guidelines)

- Some edits were made to the form (per suggestions from last meeting). Ladiski will make it into a form. We talked about this a bit at the mini-conference. (61 people attended the Mini-Conference. It went well and was well organized.
 - When the link to the Conference proposal form is ready, Ladiski will let us know. A notice will go out to members after the winter break (in early January). Then reminders will go out sometime after that.
- XIV. Board Liaison / Section Chair meeting notes.
- Carrie from ALAO shared ideas for advancing the Interest Groups. The Sections have expressed interest in creating an Interest Group coordinator. Maybe after the procedure manual is ready for prime time, there might be enough tools/info in there about Interest Groups that we may not need a coordinator. Formal training of Section and Interest Group leaders is needed. Our Strategic Planning Meeting will take care of that.
- XV. Strategic Planning Retreat document review (outcomes document with status updates).
- This is scheduled to be discussed at the January 2017 Board meeting, but do we want to start discussing the outcomes/status updates now?
 - Update the outcome document if you have anything that changes status.
 - The Strategic Planning Committee will be working on a draft agenda for the retreat.

Issue Bin / Future Agenda Items

- Strategic Planning Retreat Document review 2017 (for January's Board meeting)
- Board/Executive Committee Meeting schedule for March-June.

Upcoming Meeting Dates:

Next Executive Committee meeting

- Monday, January 9, 2017 at 2:00 p.m.

Next Board Meeting

- Tuesday, January 24, 2017 at 2:00 p.m.

Board Liaisons / Section Chair Meeting

- To be determined (Last meeting was December 16, 2016)

Membership Outreach Ad Hoc Committee

- Thursday, January 5, 2017 at 11:00 a.m.
- **Membership Outreach Meeting:** Monday, February 6, 2016 at 1:30 p.m.

Team Reports and Other Documents

MiALA Communications & Marketing Report 12.15.16

1. Board Updates
2. Chair Updates
- a. MI-ALA Procedures Manual
3. Projects
- a. Logo Rollout Plan
- b. Template for Communications

Answers to our questions from the last meeting:

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. – *No, could we ask for a volunteer from marketing committee? The board didn't feel we needed a professional photographer at this stage.*
 1. We realized that the main photograph on the MI-ALA website isn't of a library in Michigan. – *They thought that might be something for web task force to get on changing or have web task force work with Heather to do so. No one had any objections to updating it.*

David will be talking to conference committee about whether it is something that the conference committee will be willing to budget for and if not we will have communications committee volunteers work on documenting conference visually.

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? *The idea was to put larger, commonly attended events on our calendar mostly for awareness for our own scheduling purposes, such as annual conference dates, midwinter, etc for outside orgs.*

Clayton will put ACRL, ALA, MLA, & ALAO major events on calendar. What other statewide events should we consider asking?

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. *MiALA. The board would like this included in the 1 page "quick reference" for MiALA branding rules doc that the committee has been tasked to be working on*

Update all social media presence with appropriate logo and MiALA? Newsletter template will be updated with the new logo and color scheme

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. *Pop-up workshop is targeted, put on by an interest group; mini-conference would be full day and involve all sections of MiALA.*
Add to event planning guide

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. *The board wanted clarification as to what the cropped logo would be used for. If it is for internal use they'd feel less hesitant, but if for anything public facing*

they'd prefer no adjustment to logo. Do you have more info as to what the cropped logo would be used for?

For the newsletter - it messes up the header and makes it huge in order to be readable. Is it ok to put the wording next to the MiALA? Internal use or in close proximity to the wording "Michigan Academic Library Association" in official font. "Only to be used in the newsletter and on the MiALA website"

We will look into a "header" version of the logo

For procedures manual - Ashley will be sending official copy for board review once any needed edits are made

Communications and Marketing Committee

The Communications and Marketing Committee consists of a Chair, one board member liaison and at least one other member. The Communications and Marketing Committee is charged with developing a strategy for marketing MiALA and member communications. Members are responsible for using the member listserv and message boards to communicate MiALA programs and share Committee, Section, and Interest Group information, discussions, or questions.

It is important for MiALA to feel like a community and for the membership to know the happenings of MiALA in a timely manner. Therefore, it is important that the Communications and Marketing Committee keep abreast of new communications methods and assess current communications methods. The Communications and Marketing Committee is responsible for:

- Sending out a monthly newsletter to the membership
- Keeping in communication with the MiALA Board, Committees, Sections, and Interest Groups
- Posting updates on social media and growing the social media following
- Working on special communications projects as assigned by the MiALA Board

The Committee Chair will be selected by the membership each year by election in the spring. Committee members are appointed in late summer by the Committee Chair from those who have submitted interest via the MiALA Committee Volunteer Interest form.

Ashley will send official version for board approval once any edits are made

MiALA Logo Guidelines

You may not:

- Alter the logos in any way

- Use the logos in a way that suggests association, sponsorship, endorsement or partnership with MiALA unless you have approval from the MiALA Board of Directors
- Use the logos in a way that is harmful, deceptive, obscene or objectionable to the average person
- Have the logo be the most distinctive or prominent feature on your content

Usage



- Default logo to be used on MiALA promotional materials and event pages
- Logo to be used on official MiALA communications via the Newsletter, Annual Conference Announcements and MiALA Website



- Alternative logo that can be used on MiALA promotional materials

*****Include the codes for the colors used in the logos**

*****If permitted include a shortened version of MiALA**

Will contact website taskforce to find some recommended complementary colors as well

Section / Board Liaison Meeting Notes
Nov 30, 2016

Discussion with Carrie Girton, ALAO Interest Group Coordinator

Formerly was the Distance Learning IG co-chair

- Overview IG Coordinator Duties
 - Transition to new role, concerns about board meetings scale, all IG chairs voted, new model relies as IG Coordinator as board linkage.
 - Serves as board resource for IG co-chairs
 - Chairs quarterly IG co-chair meeting - build on top of board meeting
 - Communicates board meeting agendas, concerns, etc.
- Discussion of managing Inactive IG's

- Activity level varies between interest groups, but all ALAO's IG's are active.
 - Each IG is expected to organize some form collective gathering
 - Typical is spring workshops, 10-3 meeting, do a variety of things
 - Keynotes, breakouts, etc
 - Encourage the group to have some way to do something
 - Sometimes IG's collaborate, conduct joint workshops of shared interest
- Do IG's change? New ones, etc?
 - Overall pretty stable, organizational structure
 - Is possible for new IG's to be organized per procedures manual
- How are IG elections managed?
 - Not all hold elections, some just do appointments
 - Elections are managed on their own terms, not combined with board elections, etc.
 - Volunteers, only one volunteer
- Are there problems with getting leadership roles filled, active leaders?
 - Committees are used as a vehicle for leadership developed for board roles, etc.
 - Sometimes active members are nominated to move into leadership roles.
 - Co-chair model, always has a leader in training.
 - There is always one IG that is less active than others, rotates depending on the persons involved.
- How to garner IG, how do it keep them alive?
 - ALAO - struggles with this, but does a great job of making these an organizational focus "The reason to join ALAO"
 - IG's are asked to contribute to the quarterly newsletter
 - ALL IG's have table space, display space at conference
 - Other communications involve email listservs, blogs, facebook pages,
 - Varied communications
- Are IG's funded?
 - Used to provide \$150 seed money, no longer available
 - Encouraged to break even on spring workshops, but are held harmless if costs run over due to attendance, etc.
 - What happens to any profits?
 - All funding goes back to the central fund, but usually only small amounts.
- What are typical event costs?
- Costs for events?
 - Varies, typical 25-35 dollars, discounted rate
 - Approval process is a workshop proposal form,
 - Sent to executive committee
 - List expenditures, plan to charge
- What should MI-ALA look at doing next?
 - Weed out Inactive IG's - start with the dead ones, combine those, weed out
- History of IG's, did they grow over the years?
 - Grown up over the years, youngest one was several years ago (distance learning)
- What kind of support does ALAO provide IG's
 - Training support, events, website
 - COnducted during board retreat in July
- What is the Board retreat like?
 - Two day event, second day is only for the new incoming board.
 - Both large sessions, and small training session based on roles (treasurer, board, etc.)

- First day
 - IG co-chair training / incoming and outgoing
 - Uses google drive, folder for all co-chairs, forms, etc.
 - Officer meet up, looked at committees, etc.
- How does ALAO promote leadership?
 - Mostly personally promoted, personal nominations, etc
 - Mentoring program in place, but focused on professional mentoring not just organizational mentoring
 - Sub-committees, call for mentees, call for mentors, pairing

Post discussion:

- Concerns about IG inactivity, some lack leadership
- Acknowledging that email is not a full solution for communications
- Agenda Ideas for next meeting:
 - IG Coordinator role for MI-ALA?
 - Should each section have a coordinator? Relationship to chair role?
 - Section auditing, removing inactive IG's
 - Training concepts, for IG's and board members. Relationship to the summer retreat?
- Brief update on the upcoming Feb membership outreach meeting. Paul will provide spots for the sections on the agenda and send to the section chairs for review.
- Next meeting to be scheduled for late Dec, before the 21st.
- Attending:
- Paul Gallagher; M Hawthorne <Mike_Hawthorne@wayne.edu>; 'Barbara Bolek' <bbolek@umich.edu>; 'Heather Ladiski' <heather@miala.org>; 'tobiasc@msu.edu'; 'Dawn Winans - Kettering University' <dwinans@kettering.edu>

MI ALA Procedures Manual Task Force

December 2016 Report

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

The Committee was scheduled to meet virtually to review the Manual on December 12, 2016, but needed to be reschedule. The Committee will meet virtually in January 2017.

- Meeting will be to review the sections of the Manual and determine what sections need to be up-to-date or determine any new sections need to be added.
- Link to MI-ALA Procedures Manual

Respectfully submitted,

Sandy McCarthy

Web Site Task Force
Meeting Minutes
December 9, 2016

Meeting convened at 1:03pm

Present: Cole Hudson, Julia Daniel Walkuski, Joshua Sanchez, Jenny Wright, Ashley Blinstrub, Julia Eisenstein

Absent: Jackie Wrosch

Agenda

1. Review of last meeting's minutes
No changes
2. Review of Website wireframe
Homepage
Landing pages:
About Us
Current Members
News & Events
Prospective Members

What should be locked down?

Volunteer Form, joining a committee/section/interest group, certain member functions like updating profile, elections

Committee, section, interest group documents should be locked down or made public at the discretion of the group

General info should all be open access

Information and guidelines about the use of the logo should be open, not locked down

- a. Content
Sort current site sections into wireframes
Each member will take a section and create content
Julia W-D: About Us
Joshua: Prospective Members
Jennifer: Current Members
Cole: News & Events
Julia E.: Homepage
- b. Fonts, colors, etc.
Limited palette of colors from which to draw based on logo colors
Ashley will check on the font in the logo
Cole suggested using Roboto font
3. Next Steps (start drafting mock-ups and text summation)
Each member will sort current site sections into wireframes

Each member will work on content for their sections (per 2A)
4. Next Meeting (Location/Time)
1-11-16 at 1:00pm