

MOUNTAIN PLAINS LIBRARY ASSOCIATION
EXECUTIVE BOARD MEETING
SATURDAY, AUGUST 4, 2001
DENVER, COLORADO

DRAFT COPY

In Attendance: Linda Rea, President; Debbie Iverson, Vice President; Mary Ann Thompson, Recording Secretary; Paul S. Hoffman, Nebraska Rep.; Linda Deacy, Nevada Rep.; Ara Anderson, Wyoming Rep.; Diana Oedekoven, Preservation; Julie Tomlianovich, Children's; David Oberhelman, New Members Roundtable; Susan Dingle, Government Docs; Louise Treff-Gangler, Colorado Rep.; Jane Kolbe, Arizona Rep.; Brian Greene, State Agency, Coops & Systems; Basha Hartley, Oklahoma Rep.; Jean Jensen, Utah Rep.; Cheryl Hesper, Montana Rep.; Kathleen Hallin, PR/Membership; Joe Edelen, Executive Secretary.

1. Call to Order:

Introduce Newsletter Editor. The new Newsletter Editor is Lisa Mecklenberg Jackson. She was not at the meeting to be introduced, but will be at the next one. There were 10 applications for the position, all with strong backgrounds. The next newsletter will be out in August. It was suggested that various issues of the Newsletter be on a certain theme. Joe Edelen suggested featuring each state in an issue.

Accept or Amend Agenda. The meeting was called to order by President Linda Rea at 9:15 a.m.. As there were some new faces, we went around the room and made introductions. There were no amendments to the agenda. Ara Anderson moved to accept the agenda. Brian Greene seconded. Motion carried.

Approval of Minutes. Mary Ann Thompson put forth minutes for the April 21st , meeting. There were some typos that were corrected for the final copy. Diana Oedekoven moved and Basha Hartley seconded accepting the minutes. Motion carried.

2. General Reports:

President's Report. Linda Rea reported that Jan Sanders has moved to Washington State so Ron Heezen from Omaha will take over as chair of the Professional Development Committee. Linda invited LaDean Moen, the VP/President Elect of the North Dakota Library Association to attend the Phoenix conference. She accepted and will be attending.

Vice-President's Report. Debbie Iverson deferred to the conference report and the Long Range Plan report.

Executive Secretary/Financial Report. Joe Edelen gave the final 2000 Convention Financial Report. We made \$8,531.36 on the conference. All bills have been settled. There was a long report on the conference produced that might be of help to the Dakota Conference Committee. Most of the comments had to do with the facility, which couldn't

really be helped. Joe urged everyone to get information to the Newsletter Editor. Lisa intends to get the newsletter to Joe electronically and then he can get it to the printers right away. Arizona will be sending out conference information next week, so there will not be much conference information in the next newsletter.

Joe pointed out the membership stats. Increasing membership is always important. He reminded members about the Board Choice awards. He suggested track award winners and see if they renew. He will send t-shirts to Board Choice award members. When we find out about new librarian, let them know about the association. Also give information to new staff members. Brian Greene asked if we should allow lapsed members to come back at a discount. Louise Treff-Gangler said that Colorado has a similar program. Joe said to keep giving out the free memberships at state conferences this year and then evaluate to see if they renew.

Joe locked in next years dates for board meetings. The first will be February 23, 2002 at the Warwick Hotel (1776 Grant), then July 13, 2002, also at the Warwick. The conference will be October 2-5 in Fargo, North Dakota.

3. Action Items and Updates:

Long Range Plan. Debbie Iverson discussed getting updates about the implementation of the Plan. She would like the updates to come through her e-mail and would like people to signify where the update fits into the Plan. She has not received updates from everyone and is sure that there are more updates that need to be recorded. Linda Deacy asked if the updates should be added into the actual Plan or just be a part of the state reports. Debbie would like the information separately sent to her. Linda Deacy asked if this information was going to remain in the document or is it transient? Debbie thought that it would all be added but recognized that would make the Plan cumbersome. She thought that the yearly review would take care some of this. She would like an annual update that she will put on the web-page. Brian Greene suggested having the basic document on the web-site and have links for the yearly updates. Debbie has edited some of the updates and will go ahead while she is in office to edit and send information to the web-master. She is not sure others will be able to do this. Linda Deacy suggested that once we have a first year addenda up, then that can be emulated for further updates. Ara Anderson suggested that we might want to include personal names as well as office names for an historic perspective. Debbie wondered if she should send the information to the web-master in any particular format. He is very adaptable, so it doesn't really matter.

The updates to the Plan were discussed. The Continuing Education Committee is at work getting a survey put together by the Arizona Conference. The Leadership Committee is working to develop the Leadership Institute. They have met twice and are considering sites. They need to decide the site to move further. It is starting to gel, but isn't quite there yet. Kathleen Hallin pointed out that the concept of the Institute has not been passed onto the regular membership and there may be enough information to go ahead and put the word out through the newsletter. Joe Edelen believes that the Institute will take place sooner than anticipated.

North Dakota is looking at distance education for the MLS as is Nebraska. Jane Kolbe said that there is an effort in Arizona to connect all aspects of Library education, continuing ed. included, together. She feels that a representative from MPLA would be a good asset to that committee. Linda Deacy said that the new state librarian in Nevada, Sarah Jones, is very interested in this as well. The MPLA Distance Education rep. is Jane Hatch. She would be a logical representative for the Arizona effort.

Intellectual Freedom updates were given by Nebraska and North Dakota. The Arizona Conference will have a session with a pentecostal minister who went up against Dr. Laura and lost. It will be a different type of program than usual. It was pointed out that Jim Heckel does a great job keeping us updated through the listserv.

Kathleen Hallen was here to discuss the problems with getting information disseminated to members and to national and state associations. The P.R. committee does have listserv, but there isn't always very good participation. It is difficult to get input. Kathleen cannot become the full-time PR person for the association, therefore it is difficult to know what to do. The committee works better on specific tasks. It was pointed out that this is true for other committees as well. David Oberhelman suggested that it is more difficult when committee chairs don't attend the board meetings. They are supposed to submit reports, but seldom do. Kathleen pointed out that when new chairs take over the committees lose a cohesion. She agreed that maybe they should attend board meetings. Ara Anderson suggested that perhaps they need to be more than a one year position. Linda Rea said that committee membership is two years, but the chair position is usually a one year position. Debbie Iverson suggested that objective A of section IV be deleted. Linda Deacy agreed that this was too ambitious and suggested setting up a procedure to send out the information. Kathleen added that this should be co-ordinated with the Newsletter Editor. Diana Oedekoven suggested that maybe the information could just go straight from the Newsletter Editor to the national publications. Joe Edelen said that this goes back to when the President makes the committee member choices. They need to make sure the choices are willing to work. Then the committee chairs need to work to get the members to work. This national PR has happened in the past. There should be records of what was done before. We need to fire up interest in the members. Basha Hartley said that she felt the board meetings help to fire up interest. Could we afford to have committee chairs here at the meetings? Joe Edelen doesn't feel that is necessary. Basha pointed out that it helps to be here in person.

Kathleen Hallin asked what specifically should her committee be sending out? Cheryl Hesper thought that an article about the Leadership Institute would be a good idea. Debbie Iverson pointed out that our conferences do not show up in calendars and they should. Joe Edelen said that the PR committee should have to write an article about the Institute, Marilyn Hinshaw should do that, but then the committee should send it out. Kathleen wondered if they should contact the national groups and see if they want an article. It was suggested to send the article already written to the national and state organizations.

Joe Edelen would like the PR committee to design a yearly membership campaign. Kathleen Hallin thinks that membership is more important than this other issue. Debbie

wondered if we should rewrite the objectives for this section. Kathleen said that she would take this discussion back to her committee and see what they think. Jane Kolbe suggested sending a photograph from our conferences to American Libraries. She pointed out that all organizations have these problems. Linda suggested that if we have a corporate sponsor for the Leadership Institute that will help get an article published. Kathleen wants to have an attendee report in conference packets to send on to each state's newsletter or newspapers.

The next section discussed included using technology. It was asked if we can put conference registration on-line. Do we have the ability to do that? The credit card part is the only problem. MPLA has a card system, but dealing with 12 states is a problem. Probably registration forms can be put on web-sites to be printed out and sent in.

The question of the Newsletter being electronic as well as hardcopy was brought up again. Technologically we can put the Newsletter on the web-site. The web-site is not presently searchable, but they are working on that. There was the question about non-members having access to the newsletter. Linda Deacy tracked who looked at the on-line newsletter in Nevada and most were members. Linda Rea asked for a motion to vote to finally decide this issue. David Oberhelman moved that we simultaneously distribute the newsletter hardcopy and to the web-site. Ara Anderson seconded. Brian Greene asked if we want it to be sent through e-mail. Perhaps at a later date. The motion carried. Debbie Iverson will revise Activity 6 in the Plan.

Section 7 of the Plan was discussed. We now have a list of the Western Council of State Libraries members. Debbie Iverson wanted to know if there are legislative sections on the web-sites? The state reps need to let her know.

Section 8, Objective F deals with updating the conference manual. This will continue another year. It should be an annual event but it hasn't been so far.

2001 Convention update. Jane Kolbe reported that the vendor list for the conference is not as large as hoped. If anyone notices a company missing that should be asked to let her know. The program is finished and will be in the mail next week. She said it was great to have the programs from MPLA to add variety. There are lots of choices in programs. There is no keynote speaker to take up an entire time slot.

AZLA added an evening banquet because of MPLA's participation this year. They have also added a party on Wednesday at the Heard Museum. Both the exhibits and gift shop will be open during the party.

There are airport shuttles available, but not much other public transportation. The hotels are all in walking distance. The Hyatt is across the street from the convention center and is very convenient. The Ramada Inn is also close and the Holiday Inn Express also has a continental breakfast.

The board meetings are scheduled for Wednesday from 4-6 and Saturday 9-3.

Procedure for Nominations/Election. Randy Olsen suggested that a different procedure for the selection of officers be developed. It gets increasingly difficult to find people to run for offices. Joe Edelen said that some clubs nominate one person for the office. There is no election and no winners or losers that way. Cheryl Hesser said that Montana does their elections the same way as MPLA and has the same problems. It was suggested that after the leadership programs there might be an upsurge of interest in running for office. Kathleen Hallin agreed that other groups have just one person for each office. Joe pointed out that if we went that direction, there would need to be a system of deliberation to pick the officers. Should we discuss this at the annual meeting? Could Randy initiate discussion on the listserv? Basha Hartley suggested using the executive board instead of a nominating committee. It was suggested that we add a section on our membership form for people to mark if they are interested in being an officer. There is a section for being on a committee now and Linda Rea discovered that when she called people who had marked that section, they weren't really interested in serving. Linda Deacy wondered if we should ask the Board Choice awardees to be officers at the end of their first year. Susan Dingle volunteered to draft a letter for Joe to send to acknowledge the people who said they were interested and although there weren't enough openings at this time, thanks for their interest. We need to bring new blood on committees. Brian Greene suggested that section chairs electronically ask section members to introduce themselves to get to know the group. Joe can also add a request for interest in serving when he sends his welcome e-mail.

Membership Brochure. Kathleen Hallin reported on the new membership brochure that was decided at the last meeting. When the committee was asked to do this, she couldn't find anyone on the committee who could do this. Kathleen then found an ad agency and asked them. They recommended a free-lance artist/publisher who Kathleen contacted. The draft she created was passed around. It is very nice and everyone seemed to like the style of the brochure. Joe Edelen wondered if we use these for every renewal or just for new members? Diana Oedekoven suggested sending out the new version first, then use regular renewal forms. Joe said that if he sends them to blanket each state as he has done in the past, he will need several thousand a year. Jane Kolbe suggested that Joe send an electronic renewal notice, but that we only have one brochure type. Susan Dingle suggested that we just send a simple note and ask if anything needs to be updated and then just renew. Joe pointed out that this is very attractive and we need to decide to use it for 5 years. Looking at the content on the brochure, Kathleen pointed out that the membership advantages don't seem to be in a correct order. Joe said the job-line is free only for our member states, it is \$10 for others. Should we charge \$20? The answer was yes.

Linda Deacy moved to accept the concept as presented and edit the content as needed. Debbie Iverson seconded. The motion carried.

It was decided to drop the interest group listed. Kathleen said that she would take ideas electronically on editing the content and then work them out. Jean Jenson suggested not asking for too many ideas and for her to make the decisions. Linda Deacy suggested looking at the Long Range Plan and see what we had recognized as important. Joe

suggested putting the sections and committees in a different order. He also wants it pointed out that they can renew electronically.

Joe Edelen thought that including sending brochures to each state rep for their conference, blanketing various states and renewal notices we would need around 4000 per year. It was suggested to print 10,000 to begin with. Kathleen suggested that we could maybe print a postcard renewal with the graphics from the brochure. Jean thought that was a good idea.

4. Committee Reports

Electronic Communications. Brian Greene reported that a draft of the job description for the web-master was being worked on.

Leadership Institute. Joe Edelen reported that they were looking at sites for the Institute. He had looked at sites in Estes Park that would work. He'll look at Aspen, but is sure that will be too expensive. They are checking 2 places in New Mexico as well. Amy Owen will be asked to help get state financial support. They met with Ebsco but did not get a sponsorship commitment. Joe thinks we could do this next fall.

Maureen Sullivan and her husband have a leadership institute in Texas each year and charge \$6,000. We don't know how much ours would cost yet. They should have a budget by the Arizona meeting. They will identify the participants at a later time. Jane Kolbe suggested it may take a little longer to get funding and everything in place. Joe said we should get it together by next year with whoever is ready. Cheryl Hesser asked if it should be open to para-professionals? Joe saw no reason why it couldn't be.

PR/Membership. It was suggested that there is too much involved for PR and membership to be one committee. No action was taken at this time.

5. Section and Interest Group Reports

Children's and School. Julie Tomlianovich reported that her written report was lost on a super shuttle from the airport. The panel program for the Arizona conference was to have included Barbara Stransky. Unfortunately she was in a car accident and is in a rehab center for 6 to 9 months. The others on the panel will give the program. It is a tragic accident and everyone wished her well.

State Agency, Cooperatives and Systems. Brian Greene pointed out that the section name is State Agency, not State Agencies. It is constantly misspelled.

6. State Reports

Arizona. They have created a center for Hispanic studies called Knowledge River. They don't know exactly how this will all work out, but will include things like scholarships and mentoring. They are also involved in a 5 state project to make better library

connections within the Indian tribes. This has led to a national meeting that will be held in May 2002 in Mesa.

Montana. Their web-site is down right now, but should be fixed soon. They are partnering with the National Park Service over the Lewis and Clark celebration. This will now include not just trail states, but states Lewis and Clark were briefly in.

Nebraska. Paul Hoffman reported that Nebraska is working with both Emporia and Missouri to offer a MLS through distance education.

Wyoming. They held their first Leadership Conference. It was very successful. Wyoming is also working with Missouri for a MLS through distance education.

7. Other

Joe Edelen suggested that someone should go to the library schools at Emporia and Arizona and hand out brochures to students.

8. Next Meeting.

The next meeting is Dec. 5th . The meeting was adjourned by Linda Rea at 2:35 pm.

Respectfully submitted,
Mary Ann Thompson
Recording Secretary
Sept. 6, 2001