

MPLA Executive Board Meeting

11 May 2012

8:30 MDT

Roll Call

Present –

Dana Braccia, JaNae Kinikin, Elvita Landau, Royce Kitts, Judy Zelenski, Dan Chaney, Jon Fackrell, Wayne Hanway, Nicole Sump-Crethar, Robin Brooks Clark, Dan Stanton, Lori Phillips, Tiffanie Wick, Theresa Jehlik, Ellen A. Fockler, LeAnn Weller, Michael C. Mullin, Chris Lake, Stephen C. Boss, Basha Hartley.

Amendments to Agenda – None made.

Motion to approve minutes of March 21, 2012, with correction of Robin Brooks Clark's name.

Motion by Elvita Landau. Second by Mike Mullen. Motion carried.

Vice President JaNae Kinikin reported that the conference committee will be meeting next month. Theresa Jehlik, said they are working on the program proposals and asked for patience with the process. JaNae said she had all the committee chairs for next year and invited any member who would like to serve on a committee to contact her.

Judy Zelenski – Motion by Elvita Landau to accept the auditor's report. Second by JaNae Kinikin. Motion carried. Copy of report will be emailed to executive board members.

Balance sheet total does not reflect payment for the leadership institute. We should get some more memberships from the institute attendees.

Dan Stanton – Leadership institute attendees have enjoyed their time together – evaluation will be mailed out to attendees later. Maureen Sullivan is excellent as our leadership presenter. We have Triple I/SkyRiver sponsorship funding for this year, not sure if we will receive funding in future years.

Webmaster – Use the facebook page for social engagement during conference.

Awards – Two nominations are in, asked the board to please solicit additional nominees for awards.

Bylaws – MOP needs to be updated about committee memberships. Question about state representatives proxy presence. Perhaps better to have a state approved substitute representative. This would mean a proposed by laws revision and would add a new subsection in the bylaws – “If a representative is unable to attend an executive board meeting the president and representative of the state association may appoint a substitute to attend and vote at that meeting by giving written advance notice to the MPLA president and the executive secretary provided that the substitute is a current member of both MPLA and the state organization.” and the same wording would go into the MOP. Motion to take the by laws revision to the membership. Motion to add the bylaws revision to do an online membership vote which will be combined with the August membership election ballot by Nicole Sump-Crethar. Second Robin Brooks Clark Motion carried. Information about the change will be distributed a month before the ballot goes out.

President Dana Braccia broke the board into groups of three or four to talk about MPLA issues.

Topics for discussion.

1. MPLA is almost out of printed flyers, not enough for fall conferences. Begs the question of what types of print materials should be displayed at the MPLA conference tables, how do we engage people at the conferences to promote membership

2. Newsletter – Big challenge is getting content – some states send a lot of information, some states don't. Now the newsletter is six times a year, do we need to go to four times a year? How can we communicate better with the states? Really thinking about it in forms of communication, how can we make it a more vibrant form of communication?

3. Future sponsorships – This year we had Triple I and BWI – If we want this kind of sponsorship we need the infrastructure to handle and sustain sponsorships

4. Developing and enhancing our relationships with our State Associations and regional leadership – how do we go about doing this? Need to be aware of constantly nurturing our partnerships with the state organizations. Do we need to establish automatic free memberships for state organization presidents? With the twelve year conference rotation, sometimes the relationship can be “forgotten” until its time for the conference in their state.

1. Recommendations - There needs to be a single page two sided piece for state reps to hand out at conference table. Need to use the piece to push benefits of membership, one of main benefits is Leadership Institute, some way to make people aware of Institute. Bring forward the fact that MPLA is an inclusive organization focused on career development and leadership mentoring, some way to explain the culture, not sure if paper is appropriate medium for that. Pictures on back of current brochure show diversity which is important, they recommend pictures be removed. Recommend additional poster or something with a QR code that prospective members can use. Unanimous support of drawings for free memberships at conferences continue. Quotes need to be refreshed more often – perhaps a quote from Maureen Sullivan or Camilla. Dan Stanton has an MPLA quote that they would like to use. Needs to be more of a sound bite, currently to text heavy. Perhaps add a digital picture frame to conference table supplies with a couple of hundred MPLA photos already added. There are three conference “sets” so that would mean that three frames would be needed. Perhaps the communication folks could work with the membership committee to add the tools like the QR code and picture frame.

Discussion continued on how to reach those who do not receive a free membership in the drawing. Drawing pads may need to be revised to add more information and perhaps the ability to be billed if they want to join.

Handout and frame will have to be finished by end of August for fall conferences.

2. Newsletter recommendations –

Why even have a newsletter – connection with members, recruitment, state reps can use to welcome. Not useful for promotion or publicity since news is old by the time it gets out.

What should we have in it – Dog photos. It shows we are real people with real interest and visual attracts people – the newsletter is about people, articles about projects that people are doing, short articles with links to blogs, regional news,

Where do we get the information – Right now editor depends on state reps for content – have a newsletter committee, have the communication committee solicit input, state reps are overloaded. Timing quarterly or more often.

Conclusions of break out group

Recruit contributors, either as a separate newsletter committee or a subcommittee under the communications committee with at least one person from each state, a newsletter liaison or correspondent, a person who knows statewide issues or people and a person to represent each one of our interest levels. Reps and board would be invited to contribute also.

Discussion was that a newsletter six times a year is better but need to have additional content contributors. Will keep newsletter at six times a year and reevaluate it next year.

Some discussion about confusion of subject matter of newsletter and what is expected from the state representatives.

Task force to look for opportunities for advertisers for the newsletter. Dana will meet with Judy to set up a task force to process above suggestions.

3 – Sponsorship

Recruitment of sponsors – this may need to happen at a higher level, president, vice president, etc. Once we get the check and make some agreements, how does all this happen? Wants to have the admin committee appoint a sponsorship coordinator. This person would reach out to the communication committee and let them know what the expectations of the sponsor are. It would be a one point contact for the sponsor instead of several people.

We are getting the money, we know where the money is going, right now its going into the general fund. Should we be saying the money is going to scholarships, pre-conferences, need to let the sponsors know where the money is going. Need for a high level leadership institute. Could we find the funding for this high level group within the association?

Discussion followed about what to call a “sponsor” – an exhibitor, strategic partner, development partner, etc.

Admin committee will appoint and handle the higher level of sponsorship recruiting.

4. – Developing and enhancing our relationships with our State Associations and regional leadership.

Recommendations are:

1. Each state could name and mentor an alternate state representative to be an understudy and help build the relationship with the state organization.
2. Each state president could receive a copy of the Leadership Institute Alumni list for their perusal.

3. State representative goes back and meets one on one with the Leadership Institute Alumni shortly after they return to encourage the MPLA relationship and an expectation that they participate in the state organization.
4. MPLA president (or membership committee) could provide some type of MPLA social event - a MPLA hospitality suite event at each conference for MPLA members in attendance to bring them together.
5. State representative could go to each section and smaller groups in the state and talk about MPLA (Public, Academic, etc)
6. Each state librarian and president of the state organization could receive a copy of the newsletter and a complimentary membership.)
7. Could ask newsletter articles from state librarians and presidents of state organizations.

Four more sessions followed –

1. How to integrate social media into the fall conference.

Members more tech savvy, bring the conference experience to those who are not there using facebook, linkedin, etc. Talking about activating populating facebook with twitter feed so that when something gets posted to one that it will be posted to the other. We need a twitter hashtag for the MPLA conference, would not be a bad idea for MPLA members to have a twitter hashtag at state conference. Have preconference discussions on linkedin. Talk a little about having a state conference without any internet connection. General piece of information – any of our facebook fans can post on the facebook site. Wants to push out photos from MPLA using facebook. Wants to let people know they can share their pictures on the MPLA facebook page.

2. State Representatives – Recruitment and training. Succession planning for state representatives. What can we do as MPLA to help coach and guide the state organization in choosing their state representative? They may not realize that the person they elect or appoint has all of these responsibilities.

Talked about recruitment which is very difficult. Will your institution support you, pay for your travel? Nominating committee of the state organization needs to know who the MPLA members are. Orientation – probably the most valuable part, a face to face chance to meet to talk about the

job. State rep is a three year position. State rep needs to get membership information to state organization nominating committee. Some interest was expressed about state rep position from leadership institute participants.

Put state rep term expiration on website, with a date on when recruiting will start for nominees.

3. Leadership Institute Alumni connection, do we need to move the institute away from Estes Park?

Estes Park was decided upon a few years ago after a re-evaluation and there was a task force that looked at a number of places at a number of states and the results were Estes Park was selected for a couple of reasons – ease of transportation, ease of getting here, flying to Denver and then coming to Estes. Facilities are nice, and we get a good value out of that as well. The folks at the YMCA have been very responsive about any issues that have come up. We recommend that the Institute stay at Estes unless we have a compelling need to be elsewhere.

Alumni project – Friends of the Leadership Institute. Jean Hatfield came up with the idea and was the first person to donate. Sent out a note telling them that the Leadership Institute is still going strong and telling them if they wanted to share how their experience went and if they would like to donate. Will try to keep the list of contacts up to date better, keep feeding information to alumni that way. Donations from Alumni go into the category Leadership Institute. More of a general support than a specific scholarship. Judy will not continue to coordinate the Leadership Institute. The committee will be recruiting a new coordinator who will be provided with a Leadership Institute manual from Judy.

4. Academic Forum – professional paper – Is the name limiting, should it be Best Practices? Can we get the papers on our website. Is this a hidden treasure that we are overlooking? Can it be developed and where should it live under professional development.

Could be called Professional Papers for Best Practices – some type of rubric for people that submit – research or practice based. Should be under the professional development committee.

Dana asked for any other issues. Hearing non, she thanked the board for all of the work that will help give her a clearer direction. In phone meeting, if state reps have a hot topic to discuss please bring that forward.

Group photo was taken.

Meeting was adjourned at 12:00 noon.