

## MPLA Executive Board Meeting DRAFT Minutes

2014 AzLA/MPLA Annual Conference  
We-Ko-Pa Resort and Conference Center  
Scottsdale, AZ  
November 12, 2014, 1:00 pm - 5:00 pm MST

Members Present: Wendy Wendt, Annie Epperson, JaNae Kinikin, Melissa Clark, Val Nye, Judy Zelenski, ~~Abby Moore~~, Amadee Rickets, Dan Chaney, Roy Degler, Aubrey Madler, Dale Savage, ~~Tiffanie Wick~~, ~~Daniel Hreton~~, Diana Weaver, ~~Norma Glock~~, Jake Rundle, John Crockett, ~~LeAnn Weller~~, Paulette Nelson, Leslie H. Langley, Brenda Hemmelman, ~~Ruby Cheesman~~, Stephen Boss, Mary Ann Thompson, ~~Nicole Sump-Crethar~~, ~~Adriane Juarez~~, Anali Maughan Perry, Danielle P. De Jager-Loftus, Eileen Wright, ~~Tom Taylor~~, ~~Robin Brooks Clark~~

Proxies Present: Diane Montgomery for Tiffanie Wick, CO; Dorothy Horan for Ruby Cheesman, UT

Guest Present: Brian Maass

### 1. Welcome and call to order

- Meeting was called to order at 1:05 pm MST by MPLA President Wendy Wendt.
- Announcements and Roll Call
  - Officers, Staff, Committee Chairs, State Representatives, and Proxies present introduced themselves.
- Approve/Amend Agenda
  - Wendt distributed a copy of the agenda and indicated that an item regarding vendor access to the membership list needed to be added under the President's Report.
  - Wendt asked for amendments to the agenda, and none were proposed.
  - Anali Maughan Perry moved to approve the agenda as amended, and John Crockett seconded.
  - Motion passed.
- Approve June 26, 2014 Board Meeting Minutes
  - Wendt asked for amendments to the June 26, 2014 meeting minutes from the Las Vegas Board Retreat.
  - Annie Epperson moved to approve the minutes as posted, and Brenda Hemmelman seconded.
  - Motion passed.

### 2. Officers and Paid Staff Reports

- [\\*President](#) – Wendy Wendt
  - Formal Approval of Newsletter Editor Appointment
    - Amadee Rickets was selected as the new MPLA Newsletter Editor.
    - Stephen Boss moved to approve Rickets' appointment effective the October/November issue of the newsletter, and Mary Ann Thompson seconded.
    - Motion Passed.

- Wendt noted that approximately 30 applications were received, many of the applicants were highly qualified, and selecting one was a challenging task. Wendt thanked the selection committee for their hard work.
- MPLA Policy on Vendor Access to Membership List and/or the List of Conference Attendees
  - MPLA does not currently have a policy covering this issue, and it came up during the planning of the 2014 AzLA/MPLA Annual Conference.
    - Issues discussed:
      - whether a policy is needed
      - what would happen if our policy conflicted with joint conference host association(s)
      - whether MPLA should follow the lead of the host association(s)
      - whether the same policy should apply to both vendors requesting lists of conference attendees and anyone requesting a general membership list or that these were two separate issues
      - the impact that refusing to provide vendors with a list of attendees might have on successful conference planning and how critical vendors are for a successful conference
      - potential drawbacks of providing attendee lists to vendors
      - likelihood that members would list their contact information differently (e.g. giving work instead of personal email and phone number) if they know it will be given to vendors
      - New Mexico Library Association is currently addressing this issue and have discussed making access to member information a perk of institutional membership
      - possibility of making participation optional and the comparative advantages/disadvantages of an opt-in as opposed to an opt-out system
  - Wendt suggested tabling the issue and discussing it further at a future meeting.
  - Representatives are encouraged to poll their constituencies and bring their feedback to the next discussion.
- [\\*Vice President](#) – Annie Epperson
  - Conference registration totals 427 (including institutional registrations), 65 of which are members of MPLA only and 27 of which are members of both AzLA and MPLA.
    - Registration is down from our last joint conference with AzLA in 2001 (over 700) and last year's Triconference with SDLA and NDLA (478 total, with 75 members of MPLA only and 75 member of both MPLA and SDLA/NDLA)
  - Epperson previewed her plan for the coming year, including some new committee chairs, succession planning for some positions, and larger membership and communications committees.
  - Room assignment for the next board meeting (Friday, November 14<sup>th</sup> at 7:30 am) had not been made and board members were instructed to stop by the MPLA booth later for the information
- [\\*Past President](#) – JaNae Kinikin
  - Kinikin announced that the budget and staff evaluations will be discussed at a future meeting.
- [Recording Secretary](#) – Melissa Clark
- [\\*Executive Secretary](#) - Judy Zelenski

- Grocery Card Fundraising Project
  - Board members living in states with Kroger affiliate stores are encouraged to promote participation in the grocery card fundraiser.
  - Cards cost \$2.50, are reloadable/reusable, and MPLA receives 5% back on purchases.
  - The cards are available from Zelenski at the conference or through the website (<http://mpla.us/services/mpla-king-soopers/krogers-grocery-card-program.html>).
  - The program is working very well and a great source of income for the organization.
- Membership and Budget Reports
  - Membership and budget reports have been sent out: membership is holding steady, but still of concern; and the budget is about where it should be.
  - It is still unclear in which budget year the income from this conference will be received. Last year there was no conference income, this year there was income from two conferences, and next year may or may not contain this conference's income.
- [\\*Leadership Institute Coordinator](#) - Aubrey Madler
  - Madler compiled and distributed information on this year's Leadership Institute earlier this year, which included feedback and suggestions from participants.
- [\\*Newsletter Editor](#) – ~~Abby Moore~~
  - Ricketts indicated that she has completed one issue, is working on the next, and welcomes content to include.
  - Board members expressed their approval and appreciation of the newsletter's new formatting and design.
- [\\*Webmaster](#) - Dan Chaney
  - Report on new web page
    - Chaney has been working on a new, more accessible design for the MPLA website, and the new version will go live after conference.
    - New features of the site will allow for quicker and easier updating of the site, especially changes in officers and board members.
  - Chaney has some concerns about the archiving of conference handouts and will be looking at usage data to determine whether and where they should be maintained.
  - Chaney announced that a group photo of the Board would be taken after the meeting for posting on the web.
- [Systems Administrator](#) - Roy Degler
  - Degler indicated that there might be a day or two during the change-over to the new website that it may be slow or not work correctly.
  - Degler also noted that there is a way to set up your email so that messages are sent directly, not forwarded, which allows for you to reply from your mpla.org address.

### 3. Committee Reports

- [Awards](#) – Mary Ann Thompson
  - Thompson reminded members to attend the awards lunch on Friday.
- [Bylaws and Procedures](#) – ~~Robin Brooks Clark~~
- [Communications](#) – ~~Nicole Sump-Crethar~~
- [Nominating Committee](#) – Eileen Wright
  - Wright expressed her appreciation to Chaney and Degler for their work ensuring elections always run smoothly.

- [MPLA Leadership Institute Committee](#) - Anali Perry
- [Professional Development](#) – ~~Tom Taylor~~
- [Membership](#) – Danielle de Jager-Loftus
  - Sharing the Nevada Library Association’s booth at ALA Annual was a great opportunity to meet people and spread the word about MPLA, and de Jager-Loftus expressed her gratitude to NLA for the opportunity.

#### 4. State Representatives Reports

- [Arizona](#) – Dale Savage
  - MPLA booth is #612, and members are invited to stop by and help out.
  - Tickets for the raffle basket will be available at the booth: \$2 per ticket or 3 tickets for \$5.
- \*[Colorado](#) – ~~Tiffanie Wick Proxy~~ – Diane Montgomery
  - Colorado will be hosting the 2016 conference.
- [Kansas](#) - ~~Dan Ireton~~
- [Montana](#) – ~~Norma Glock~~
- [Nebraska](#) – Jake Rundle
- [Nevada](#) – John Crockett
  - Next NLA conference is October 13-14, 2015, in Fallon, Nevada.
- [New Mexico](#) – LeAnn Weller
- [North Dakota](#) – Paulette Nelson
- [Oklahoma](#) – Leslie Langley
- [South Dakota](#) – Brenda Hemmelman
- [Utah](#) – ~~Ruby Cheesman~~
- \*[Wyoming](#) – Stephen C. Boss
  - Next MPLA joint conference will be held with WLA on September 23-25, 2015, at Little America, Cheyenne.
    - Contract is finished and signed.
    - Reception venue is Old West Museum, Frontier Park.
    - Conference theme and logo are finished, and some marketing materials will be available at the MPLA booth. Members are encouraged to pick some up.
    - Conference website is under construction.
    - Committee plans to send out call for presentation proposals in December.

#### 5. Future of Professional Forums at Conferences

- No submissions were received this year for the MPLA Professional Forum and the reason is unclear.
- Issues discussed:
  - whether the scope is too broadly or too narrowly defined
  - whether to separate the forum into three different categories (public, academic, and special) so that different types of librarians are not competing against each other or instead keep all presentations together in the same category to maximize opportunities to collaborate with and learn from each other
  - possibility of hosting a publication for submissions (proceedings) to attract participants through the opportunity to publish
    - whether such a publication would hold weight in Promotion and Tenure decisions
    - possibility of making the publication peer reviewed
  - other presentation opportunities in the region this year that are not always held in this region, which may have resulted in an off year for the forum

- effect of the host state association's culture and whether they have a tradition of holding a professional forum
- possibility of working with the host state association on marketing the forum, because the majority of attendees will be from their organization
- It was decided to continue the professional forum next year with a few tweaks to see whether this was just a bad year.
- The future of the professional forum will be discussed further and addressed by the Professional Development committee and/or a Task Force with representatives from public, academic, and special libraries formed specifically for this issue.

#### 6. 2015 Budget Concerns

- Zelenski distributed an Income and Expense Report comparing budgeted amounts to those actually received/spent for January 1, 2014 to October 22, 2014 for discussion and drafting of the 2015 budget.
  - Total estimated income for 2015 is \$23,250, and total estimated expense is \$40,089.19.
  - Conference seed money has not been needed or used for several years and has been removed from both income and expenses in the 2015 budget draft.
  - Income
    - Income from last year's Triconference with NDLA and SDLA was approximately \$12,000, but income from this year's conference is expected to be less (\$5,000 was estimated in the budget).
    - Dues revenue has been steadily decreasing with no sign of stabilizing, and the conservative, but realistic, amount \$19,000 has been budget for 2015.
    - A low estimate was also entered for fundraising, because donations, etc. cannot be counted on; however, income from the grocery card fundraiser is expected to be around \$2,000 and continue growing.
  - Expenses
    - An audit of the financial records, which is required every 3 years, needs to be conducted in 2015.
      - Bids from last time ranged from \$1,800 to \$4,000.
      - Former auditor's bid was significantly lower than other bids, and he has since passed away.
      - Amount budgeted for the audit is \$3,000.
    - Conference expenses in the draft were estimated high (\$750), and Zelenski recommended changing the amount to \$500.
    - Domain for website needs to be renewed in November 2015, and that expense is not included in the draft budget.
      - Cost is not currently known, but Cheney will investigate and report back.
    - Budget draft does not include any pay raises for staff.
    - Amount budgeted for professional development grants will remain the same.
    - Switching to an online platform for virtual meetings is being considered, and the cost of the platform is expected to be about the same amount currently being spent on conference calls.
      - Estimate for GoToMeeting is \$468/year for up to 25 people and \$672/year for up to 100 people.
      - Estimate for WebEx is \$588/year for up to 25 people and \$1068/year for up to 100 people.

- Executive Board is larger than 25 people, and the platform would need to accommodate more than 25 people: both platforms would likely end up costing more than conference calls.
- Online platform may also be used as for professional development webinars, which could be free for MPLA members and fee-based for non-MPLA members.
- A Taskforce will be formed to investigate and make a recommendation on whether to switch to an online platform for virtual meetings, and if so, which one.
- Total stimated expenses are about \$15,000 greater than expected income for 2015.
- MPLA Bylaws do not require each year's budget be balanced, and funds will be taken from the \$90,000 in cash reserve to cover the shortfall.
- The draft budget will be reviewed and amended by the Administrative Committee, and the Administrative Committee will recommend a draft to the Executive Board for final approval, most likely in January.
- Issues relevant to the budget that will need to be addressed in coming years.
  - Declining membership and revenue from dues.
  - State associations' use of conference planning companies and the impact on conference income
    - Upcoming Conferences:
      - 2015 conference is in Cheyenne, WY, and WLA does not use a conference planning company.
      - 2016 conference is in Colorado, and though CAL does not use a planning company, the venue might include a conference planning service.

## 7. Leadership Institute

- Feasibility of a 2016 Institute
  - History of the Institute
    - From 2001 to 2008 the Institute was held every year, and during this time the cost of the Institute was split three ways: approximately \$10,000 from MPLA, \$10,000 from sponsorship(s), and \$10,000 from participant fees.
    - After 2008, it was decided to hold the Institute every other year due to lack of sponsorship.
    - In 2010 the Institute was moved to Estes Park to save on venue fees.
    - This year there was some difficulty in securing sponsorships, and participant fees were raised to help cover expenses
    - Without sponsorships, MPLA may end up contributing \$20,000 for each Leadership Institute
  - Concerns and issues related to the feasibility of holding an Institute in 2016 were discussed, including
    - Reducing expenses by changing the location to one that is cheaper, such as a University campus during the summer.
    - Changing the date of the Institute could affect Maureen Sullivan's ability to serve as facilitator.
    - Leadership Institute is one of the major benefits of MPLA membership and is a great way to recruit members and people to serve on the Executive Board
    - Some states hold their own Leadership Institute, but we are not in competition with them: demand still outpaces capacity.
    - Focusing recruitment and sponsorship pitches on how our Institute differs from others.
  - Perry is optimistic about recruiting more sponsorship for 2016, because they are starting efforts earlier.

- A potential problem with sponsorships is that sponsors are increasingly interested in presenting content and/or meeting with participants, which can take time and attention away from the Institute's content.
  - Thompson moved to go forward with a Leadership Institute in 2016, and Perry seconded.
  - Motion passed.
- Feasibility of Year-Round Coordinator
  - The LI Coordinator position is currently on a 1 year contract, and Madler's contract has expired.
    - There is work to be done on the off-year, most of which the LI Committee takes care of, but clarity on which tasks the Committee is responsible for and which ones the Coordinator is responsible for would be appreciated.
    - Wendt called for a vote of consensus on changing the length of the LI Coordinator's contract.
    - Consensus was reached.
    - The Administrative Committee will discuss the specifics and make a recommendation to the Board at a subsequent meeting.
- Early Departure Concerns
  - Several participants left the Institute early this year, and some participant feedback indicated that the Institute was too long.
  - Maureen typically stays for 2.5 days of the Institute
    - It was discussed whether a facilitator that can stay a whole week is needed or the Institute should be shortened.
    - It was suggested that the final day should focus on MPLA as an organization, the next joint conference, and how Institute participants can contribute.
  - Discussion of this issue will continue in the LI Committee and factor into their planning.

#### 8. Membership Recruitment and Retention

- Recruitment plan will target specific groups, such as Leadership Institute participants, ALA emerging leaders, and faculty/students of Library Science programs in the area, and will also include following up with them.
- A dual (state association and MPLA) membership for students was discussed, but might require every state association to change their bylaws.
  - Alternate proposal was to discount membership for students that are already a member of their state association.
- The issue of people who win a free membership not renewing at the end of the year was brought up and discussed.
  - The value of membership needs to be made clear to new members
  - The need to follow-up with new members and ensure that they are taking advantage of the benefits was discussed.
- Other suggested recruitment tactics include publicizing the benefits of MPLA membership to state associations and providing a laptop with access to an online membership form at the MPLA booth at conferences to sign people up.

#### 9. Member Interest in Focus Groups

- Members expressed interest in reestablishing MPLA Special Interest Groups.
- Issues and ideas discussed:
  - the benefits to members of mid-sized interest groups, which are larger than those of state associations and smaller than ALA's
  - interest in regular, possibly monthly, interaction with other members to discuss current issues of concern

- organizing the groups around discussion topics rather than library type
- recruiting group leaders that are energetic and able to regularly attend online meetings
- requiring each interest group to prepare a presentation for the joint conference, which would create a working goal and purpose
  - this requirement, combined with a lack of communication support, contributed greatly to previous special interest groups' demise
  - alternative idea is for interest group leader to put forward a topic of interest to the group and encourage small groups and/or individuals to present on it
- offering a service (e.g. webinar on a topic) for initial engagement and then form groups through support provided to participants
- service and support could be provided via WebEx/GoToMeeting/alternate virtual meeting space
- Discussion of this issue will continue in a subsequent Board Meeting.

#### 10. Planning/Visioning – Status/Discussion of Mid-Year Issues/Projects:

- Projects and issues that were discussed at the Board Retreat at ALA Annual in Las Vegas were brought up for progress checks.
  - Membership (*Leslie Langley, Danielle Loftus*)
    - Ongoing project.
    - Success will require working closely with the Communications Committee.
    - May also need to reestablish a Public Relations Committee.
  - Funding (*No volunteer*)
  - Support (*No volunteer*)
    - Langley will support the Newsletter Editor by 'wrangling' content.
  - Visibility (*Leslie Langley, Brenda Hemmelman*)
    - Brainstorming has begun, and examples of what state associations are doing to increase their visibility should be sent to Langley and Hemmelman.
  - Commitment (*Robin Clark*)
  - Fun (*Robin Clark, Eileen Wright*)
    - Ideas for additional fun events and activities, such as the Hot Tub Roundtable, are welcome.
  - Social (*No volunteer*)
  - Alternatives to teleconferencing (*Nicole Sump-Crethar*)
  - Technology (*Nicole Sump-Crethar*)
  - Value Marketing (*Danielle Loftus*)
  - Retention of Leadership Institute Grads (*Tom Taylor, Robin Clark, Brenda Hemmelman*)
  - Interest Groups/Roundtables (*Nicole Sump-Crethar, Brenda Hemmelman*)
  - Continuing Educations (*Dale Savage, Brenda Hemmelman*)

#### 11. Final Announcements

- Zelenski announced that tax deduction forms for raffle basket donations were available from her.
- Wendt announced that the Leadership Institute Reception would be held in the Presidential Suite (Room 318) at 7:30 that night.
- Epperson reminded everyone to check at the MPLA booth for the location of the Friday Board Meeting.

#### 12. Adjournment

- Rundle moved to adjourn the meeting, and Cheney seconded.
- Meeting adjourned at 4:46 pm MST.