

**SOUTHEASTERN LIBRARY ASSOCIATION
EXECUTIVE BOARD MEETING – ONLINE
MINUTES**

**November 10, 2011
2:03 p.m. – 3:17 p.m.**

Present: Michael Seigler (President); Gordon Baker (President-Elect); Camille McCutcheon (Secretary/Planning Committee Chair); Bev James (Treasurer); Perry Bratcher (*SELn* Editor); Christina Chester-Fangman (Intellectual Freedom Committee Co-Chair); Steve Christo (West Virginia Rep); Peter Dean (Public Relations and Marketing Committee Chair); Tim Dodge (Alabama Rep/Government Documents Round Table Chair); Mary Kaye Hooker (Resources & Technical Services Section Chair); Sue Knoche (Paraprofessional Round Table Chair); Hal Mendelsohn (Membership and Mentoring Committee Co-Chair); Sandy McAninch (Constitution & Handbook Committee Co-Chair); Bill McRee (Resolutions Committee Chair); Evelyn Merk (Constitution & Handbook Committee Co-Chair); Debbie Meyer (Georgia Rep); Kara Mullen (SELA Administrative Services); Katherine Ott (Awards Committee Chair); Amanda Stone (Online Search Librarians Round Table Chair); Terrie Sypolt (Library Education Section Chair); and Michael Wilson (Library Instruction Round Table Chair).

Call to Order

Welcome

President Michael Seigler called the meeting to order at 2:03 p.m.

Roll Call (Check off sheet)

President-Elect Gordon Baker called the roll.

Minutes of the Last Meeting

Secretary Camille McCutcheon asked if there were any corrections or additions to the August 12, 2011 SELA Executive Board Meeting minutes. There were none. Michael Wilson moved that the minutes be approved. Sandee McAninch seconded the motion. The minutes were approved as submitted.

Treasurer's Report

Treasurer Bev James did not have a microphone so President Seigler asked if anyone had any questions or comments. President Seigler noted that, as of October 31, 2011, SELA's net assets are \$26,257.62. Sandee McAninch made a motion to approve the treasurer's report. Perry Bratcher seconded the motion. The motion carried.

President's Report

President Seigler reported that SELA's joint participation with the Mississippi Library Association and the West Virginia Library Association at their conferences was very successful. Several SELA members attended these conferences. At the WVLA Conference, six programs were presented by SELA members while at the MLA conference, one program was presented by a SELA member. As a result of the association's presence during these conferences, SELA now has several new members. He noted that the association is looking forward to participating in other state association conferences in the future.

President Seigler asked the SELA Executive Board members if the *Southeastern Librarian* should be published in an online only format. The Board members agreed that the journal should not be published in an online only format.

President Seigler complimented the Website Committee for the wonderful job it is doing implementing new social media on the SELA web site. He encouraged the SELA Executive Board members to post announcements (particularly about continuing education opportunities) on the association's Facebook page.

President Seigler announced that the SELA Executive Board can now consider the experiment with Arkansas officially dead. SELA is still waiting to receive the dues for the project from the Arkansas Library Association.

He noted that the SELA Executive Board has the ability to make changes to the SELA By-Laws. The board will consider some changes to the SELA By-Laws during today's meeting. The Constitution & Handbook Committee is still working on proposed changes to the SELA Constitution. The SELA membership will be able to vote on the constitutional changes during the GA COMO/SELA Joint Conference in October.

Administrative Officer's Reports

Gordon Baker gave the report. He noted that, as of November 10, 2011, SELA have 223 members.

State Representative Reports

Alabama State Report

Tim Dodge submitted the report.

Possible Joint Conference Sponsorship: After placing this item on the agenda at the September 9, 2011 Executive Council meeting of the Alabama Library Association, Tim was asked to obtain more detailed information than had already been supplied to him by Gordon Baker.

Dwain Gordon, who is the former SELA Arkansas State Representative and was the primary organizer of the September 2010 joint ArLA/SELA conference, emailed him very detailed information concerning what is involved in planning a joint conference with SELA. Dwain Gordon also told Tim that hosting a joint conference with SELA was a positive experience for the Arkansas Library Association.

Tim forwarded this information to the Alabama Library Association Executive Council for deliberation and a response. After some delay, the response he received was not very favorable. The primary issue concerns the date when the next annual convention will be held in Birmingham. In recent years, the site for the Alabama Library Association Conference has rotated among four cities in order to give members from different parts of the state a chance to attend the convention. The Birmingham location normally draws the largest attendance due to its central location and its population density.

The April 2012 convention will take place in Hoover (a suburb of Birmingham). Therefore, the next likely year for a Birmingham area annual convention will be 2016. Since this date is fairly far off, the ALA Executive Council decided that it would be interested in revisiting this idea in the future, perhaps in two years since convention locations are normally reserved or at least identified two years in advance. For the present, the ALA Executive Council is not willing to make a commitment to host a joint conference with SELA.

West Virginia State Report

Steve Christo submitted the report.

Steve thanked the SELA members for coming to the WVLA conference. He noted that the programs presented by and participated in by SELA members received excellent evaluations. He extended a special tip-of-the-hat to Sue Knoche who staffed the SELA booth. She encouraged WVLA conference attendees to join SELA and presented a fun poster session. He noted that four WVLA members joined SELA during the conference, and several more attendees took membership forms to have processed through their libraries.

Steve stated that although the WVLA Conference was not a joint conference with SELA, he thought it was a win-win proposition for both SELA and WVLA. Sessions from out-of-state librarians presented during the conference imparted new information to WVLA members. Likewise, SELA members were able to add their presentations to their résumés, and SELA added new members. He mentioned that SELA participation at conferences other than during joint conferences is something that would be beneficial to everyone. In order to encourage participation among the SELA member states, these member states should send information to be included on the SELA web site regarding their state conferences and should also post links to their conference RFPs for presenters. He thinks that regular SELA participation at member state conferences will

encourage more SELA membership.

Since WVLA's fiscal/board year runs Dec. 1 – Nov. 30, his term as SELA representative concludes at the end of this month. The new West Virginia state representative is Deborah Musser, who works at Cabell County Public Library as head of Technical Services. Steve believes that his biggest achievement as SELA representative was getting SELA participation at the WVLA conference for the first time ever. In addition, membership in SELA by WVLA members increased each year during his term as SELA representative. He added that when WVLA returns to Charleston (WV) in probably five to seven years, he hopes that there can be a joint conference with SELA.

He stated that he has been honored to have served as the West Virginia representative during the past several years, and he hopes for the continued cooperation between SELA and WVLA in the years to come.

Section/Round Table Reports

University & College Libraries Section

Deana Groves submitted the report.

The section is preparing to solicit entries for the New Voices Program, which will be presented during the 2012 GA COMO/SELA Conference.

GODORT Report

Tim Dodge submitted the report.

Planning for October 2012 Conference: As Tim reported during the previous SELA Executive Board meeting in August, he contacted Liya Deng, Chair of the Georgia Library Association Government Information Interest Group, in regard to possibly co-hosting a program at the 2012 GA COMO/SELA conference. Ms. Deng informed him she was leaving her position to enter a Ph.D. program in South Carolina and that she would put him in touch with her successor.

Accordingly, he has been in e-mail contact with (Mr.) Chris Sharpe, the new Chair of the GLA Government Information Interest Group, and with Hallie Pritchett, Regional Depository Librarian for Georgia. Both Mr. Sharpe and Ms. Pritchett have expressed interest. Ms. Pritchett suggested having a preconference program. Tim noted that he would prefer to have a regular program but will not quibble if a preconference program works better for her.

One possible idea for a preconference program is a training session on the U.S. Census Bureau's new version of *American FactFinder*, the main online tool for locating Census statistics. Virtually everyone in the Government Documents field agrees that the new

American FactFinder is not at all intuitive. With the Census Bureau's ceasing to distribute most of its reports in paper, librarians are stuck having to use the *American FactFinder* online tool. Consequently, this program topic is likely to draw good attendance.

Tim mentioned that Ms. Pritchett has expressed some concern that whoever is in charge of programming for the GA COMO conference might not be flexible or receptive to their programming request. Ms. Pritchett noted she has had communication problems in the past with the (unnamed) GA COMO conference program organizer, so Tim did want to note this in his report. However, until SELA sends out information to its members regarding planning for the 2012 conference, there is not much to do.

Updating Bylaws: Per the request of Evelyn Merk, Constitution & Handbook Committee Co-Chair, Tim reviewed the SELA GODORT By-Laws, which had last been updated in 1982. He submitted his suggested changes to the four other people who currently comprise the membership of SELA GODORT. Receiving virtually no response from the other members, he interpreted this lack of response to mean they tacitly approved of the revisions. He submitted the revised document to Constitution & Handbook Committee members Kathleen Wells and Evelyn Merk.

Reference and Adult Services Section (RASS)

Peter Dean submitted the report.

RASS is planning a 2012 GA COMO/SELA conference presentation on keeping reference services relevant.

Committee Reports

Membership & Mentoring Committee

Hal Mendelsohn gave the report.

During the summer, the Membership & Mentoring Committee worked on updating the list of SELA Benefits and Opportunities.

The committee believes that this updated list of items (featured below) should be included in the SELA Brochure and listed on the SELA web site.

Member Benefits

Advocacy for Libraries

Attend Joint State/Regional Conferences at Member registration fees

Build/enhance resume/C.V.

Innovate/Stay Current

Leadership and Scholarly Opportunities

Mentor and Mentee Opportunities
Network with other library professionals
New Members Programs and Services
Present papers, lead workshops, and participate in poster sessions
Recognition/Awards of Achievements
Subscription to *The Southeastern Librarian* (peer-reviewed)
Serve on committees or hold elected office

Public Relations and Marketing Committee

Daniel Page submitted the report.

In August, Daniel volunteered to be chair of the committee. He hopes to help make the committee and SELA an increasingly important part of the library community it serves. The committee thanks Mr. Rob Bremer for his service as the former chair of the committee.

Resolutions Committee

Bill McRee submitted the report.

President Seigler requested the Resolutions Committee draft resolutions thanking WVLA and MLA for inviting SELA to participate in their conferences.

Old Business

West Virginia Library Association Conference (Baker)

Gordon Baker reported that everyone who attended the WVLA Conference had a great time. The conference had over 200 attendees and over twenty-eight exhibitors. The attendees asked lots of questions about SELA. President Seigler invited the WVLA members to attend the GA COMO/SELA conference in 2012.

Gordon hopes that other member states will invite SELA to participate in their state association conferences.

Mississippi Library Association Conference (Lee)

Although Deborah Lee was unable to attend the board meeting, she submitted the following report.

The Mississippi Library Association met for its 2011 conference on October 18-21 at the Jackson Marriott in Jackson Mississippi. Over 500 librarians, speakers, and exhibitors attended this year's annual conference, making it one of the strongest showings the association has had in several years. This year's theme was "Collaboration and Partnerships: The Building Blocks of Libraries". Over sixty-five programs were offered, and many of them were connected to this year's theme.

To enhance the presence of SELA at the MLA conference, the Mississippi SELA Representative coordinated a session, entitled "eBooks and Libraries: Here, There and Everywhere!" This session had over sixty attendees and was very well received. Dr. Deborah Lee from Mississippi State University Libraries provided an introduction to ebook technology and the changing ebook market. Marty Coleman and Catherine Nathan, both from the First Regional Public Library System, provided a report on the use of ebooks within public libraries and the impact ebooks have had on collection development. Karen Davidson from Mississippi State University Libraries gave an introduction to the technical processing of ebooks (individually, by device, and by collection).

During the conference, the first ever Technology Petting Zoo was featured, where volunteers showcased different types of mobile technology and answered attendees' questions. Overall, it was a very successful conference. The 2012 conference will be held October 23-26 in Natchez, Mississippi.

Resume Review Program

President Seigler announced that he is looking for a volunteer to chair a committee on reviewing resumes.

New Business

Amendments to SELA By-Laws

Evelyn Merk, Co-Chair of the Constitution & Handbook Committee, brought two recommendations to the board.

The first recommendation concerned changes to the list of the SELA standing committees. (See Addendum for the recommendation.)

The second recommendation concerned changes to the list of the SELA round tables. (See Addendum for the recommendation.)

President Seigler asked for a vote to approve the two recommendations.

Treasurer Bev James asked if there she could make an amendment to the recommendation. She proposed that the Charles Beard Award Committee be renamed the Charles Beard President's Award Committee. Debbie Meyer made a motion to accept the amendment. Bev James seconded the motion. The motion carried.

Sue Knoche made a motion to approve the recommendations. Daniel Page seconded the motion. The motion carried.

Joint SELA/GLA Conference in Macon

Gordon Baker announced that the first conference planning meeting will be held January 7, 2012. It will be a brainstorming session in which the conference theme, deadlines, and information concerning program proposals will be discussed.

The 2012 GA COMO/SELA Conference will be held October 3-5 at the Marriott Macon City Center. The conference rate will be \$117.00 per night plus tax. Information concerning program proposals probably will be sent out in April and due in late May. Gordon will send out information about the conference soon.

Social Media Project

Hal Mendelsohn announced that the Membership & Mentoring Committee is currently working on a project to incorporate Social Media tools (Facebook; Twitter; mobile applications) on the SELA web site and/or the membership page. The committee is working on methods it can use to communicate with SELA members about these tools.

Planning Committee Recommendations (McCutcheon)

Camille McCutcheon presented five Planning Committee recommendations to the board for a vote.

1. Recommend to continue holding SELA Conferences in conjunction with state library association meetings.
2. Recommend that the Membership Committee investigate the membership categories listed on the Membership Renewal Form and clearly define the benefits of each category and investigate whether it is necessary to retain all of these membership categories.
3. Recommend that the Membership Committee investigate the possibility of a rolling membership instead of a membership based on a calendar year.
4. Recommend that the Membership Committee investigate the feasibility of an institutional membership which would include a free conference registration.
5. Recommend that a page concerning SELA conferences be accessible from the SELA home page and contain the following information:
 - Recommend that a list of all past conferences with dates and locations be added to the SELA web site.
 - Recommend to include confirmed future conferences on the SELA web site with the heading "Future SELA Conferences" or "Upcoming SELA Conferences".

Evelyn Merk stated that a complete list of all the past conferences (fifth recommendation) would be added to the SELA web site. She said that the Constitution & Handbook Committee would be responsible for adding this information to the SELA web site.

Gordon noted that a rolling membership can be handled by SELA Administrative Services.

During the next board meeting, the Membership & Mentoring Committee will report back to the board concerning the second, third, and fourth recommendations.

Bill McRee moved to approve the recommendations. Mary Kaye Hooked seconded the motion. All of the recommendations were approved by the board.

Joint Conference Information on the Webpage (James)

Treasurer James announced that a statement concerning joint conferences between SELA and state associations has been approved by the SELA Executive Committee. (See Addendum for the statement.)

Misc.

President Seigler announced that the next SELA Executive Board meeting probably will be scheduled during March 2012.

Adjourn

Bill McRee moved to adjourn. Mary Kaye Hooker seconded the motion. The meeting was adjourned at 3:17 p.m.

Respectfully submitted,

Camille McCutcheon
SELA Secretary

Addendum to the November 10, 2011 SELA Executive Board Meeting Minutes

Constitution & Handbook Committee – First Recommendation

Recommended changes to:

Bylaws. Article VI. Sections, Committees, and Round Tables. Section 1. Committees:
c. The Standing Committees are:

- 1) Awards Committee - retain
- 2) Subcommittees under Awards Committee
 - a) Outstanding Southeastern Author Award - retain
 - b) Outstanding Southeastern Library Program Award - retain
 - c) President's Award - rename Charles Beard Award and retain
 - d) Rothrock Award - retain
- 3) Budget Committee - retain
- 4) Committee on Committees - delete
- 5) Conference - combine with Conference Site Selection & Exhibits and rename Conference Site & Exhibits
- 6) Conference Site Selection - combine with Conference & Exhibits and rename Conference Site & Exhibits
- 7) Constitution & Bylaws - combine with Handbook and rename Constitution & Handbook
- 8) Continuing Education & Staff Development - retain
- 9) Exhibits - combine with Conference & Conference Site Selection and rename Conference Site & Exhibits
- 10) Handbook - combine with Constitution & Bylaws and rename Constitution & Handbook
- 11) Headquarters Liaison - delete
- 12) Honorary Membership - retain as subcommittee under Awards
- 13) Intellectual Freedom - retain
- 14) Interstate Cooperation - delete
- 15) Legislative - retain
- 16) Media Utilization - delete
- 17) Membership - retain and rename Membership & Mentoring
- 18) Nominating - retain
- 19) Planning & Development - retain and rename Planning
- 20) Public Relations - retain and rename Public Relations & Marketing
- 21) Resolutions - retain as subcommittee under Awards
- 22) Southern Books Competition - retain as subcommittee under Awards
- 23) Listserv - add as Discussion List
- 24) Southeastern Librarian - add
- 25) Website - add

New list, if approved, will read:

Awards

- Charles Beard Award
- Honorary Membership
- Outstanding Southeastern Author Award
- Outstanding Southeastern Library Program Award
- Resolutions
- Rothrock Award
- Southern Books Competition

Budget

- Conference Site & Exhibits
- Constitution & Handbook
- Continuing Education & Staff Development
- Discussion List
- Intellectual Freedom
- Legislative
- Membership & Mentoring
- Nominating
- Planning
- Public Relations & Marketing
- Southeastern Librarian
- Website

Constitution & Handbook Committee Recommendation – Second Recommendation

Recommended changes to:

Bylaws. Article VI. Sections, Committees, and Round Tables. Section 3. Round Tables:

a. Round Tables may be formed to promote interests not within the scope of any section. Round Tables of the Southeastern Library Association are:

- 1) Government Documents Round Table - Retain
- 2) Library Instruction Round Table - Retain
- 3) New Members Round Table - Retain
- 4) Online Search Librarians Round Table - Retain
- 5) Preservation Round Table - This round table had no known officers as of August. Delete
- 6) African-American Issues Round Table - Add
- 7) Circulation & Reserves Round Table - Add
- 8) Paraprofessional Round Table - Delete. Actually it is not in the bylaws, but it exists. We recommend that it be discontinued and not be added to the bylaws.

Southeastern Library Association and State Association Joint Conferences

The Southeastern Library Association (SELA) welcomes the opportunity to co-sponsor joint conferences with library associations in the states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. State Associations can benefit from wider exposure to the Southeast library community along with the potential for increased vendor participation, increased programming and increased attendance. This document outlines the basic framework of joint sponsorship with SELA.

Expenses and Revenue

No charges shall be made to the Joint Conference for the services of executive officers of SELA and the State Association or for ordinary conference related overhead expenses that may be expended by either of the sponsoring entities. At the end of the Joint Conference, conference sponsorship income shall be applied first toward conference expenses, including reimbursement of any working capital advanced by the State Association. Any remaining expenses shall be paid from general conference revenues.

SELA and the State Association will divide any net profits according to the percentage of conference registrants from both organizations. The number of registrants who are both SELA and State Association members will be divided equally in determining the percentages.

Registration Fees

The conference registration fees for SELA members will be the same as registration fees for the State Association members.

Responsibilities of both the State Association and SELA

SELA and the State Association shall manage the conference through a Joint Conference Planning Committee. The Chair and membership of the Joint Conference Planning Committee will be agreed upon by the Board of Directors of both SELA and the State Association.

The budget and other conference approval process shall be adopted by the Board of Directors of the State Association and SELA.

Responsibilities of SELA

SELA will promote the conference to its members via the SELA website, the *Southeastern Librarian* and other communications to its membership. SELA will help solicit vendors and program proposals and be responsible for the cost of any SELA-hosted events, such as an Awards luncheon.

Responsibilities of the State Association

As the joint conference host, the State Association will enter into all contracts with the conference center and hotel. All necessary working capital shall be furnished by the State Association.

The Treasurer of the State Association will serve as treasurer for the Joint Conference in consultation with the treasurer of SELA.

Registration forms and payments will be processed by the State Association according to procedures established by the Joint Conference Planning Committee.