



# SELA Board Meeting – Conference Call February 25, 2016

## MINUTES

### I. Call to Order

President Camille McCutcheon called the meeting to order at 10:01 a.m. EST

### II. Welcome & Introductions

Those attending the meeting:

Camille McCutcheon, President  
Beverly James, Treasurer  
Gordon Baker, Past President, Administrative Services  
Wanda Brown  
Tim Dodge  
Judith Gibbons  
Peggy Kain  
Faith Line  
Michael Mounce  
Tammara Race  
Laura Slavin  
Michael Law

### Camille McCutcheon

Linda Harris, President-Elect  
Melissa Dennis, Secretary  
Perry Bratcher  
Ashley Dees  
Crystal Gates  
Vicki Gregory  
Sue Knoche  
Bill McRee  
Kara Mullen  
Nancy Richey  
Rita Spisak  
Michael Wilson

### III. Minutes

The minutes from the November 4, 2015 online board meeting were approved.

### Camille McCutcheon

### IV. Treasurer's Report

Beverly discussed the proposed 2016 budget. Perry Bratcher made a motion to establish advertising rates at \$250 for full page and \$125 for half page. Bill McRee seconded. Discussion on how to market this and updating numbers for circulation hits on *SL*. Motion passed. Beverly credited Perry for his work and research that led to this motion. Beverly discussed the upcoming financial review at the end of Camille's term in office (Using an estimated guess for that figure in the budget). Regional travel for Vice President and President was adjusted to reflect more accurately how/where they travel. Camille explained awards/plaques budgeting. Discussion over Outstanding Library Program award as certificate and not a plaque. Beverly answered questions about conference expenses, reminding the group that the proposed budget is flexible and

### Beverly James

estimates are based on past expenses and considerations for new changes, reiterating that she needs to be made aware of other anticipated expenses so those items can be accounted for in the budget as much as possible. Judith motioned to approve the budget as presented. Laura seconded. Budget passed.

**V. Administrative Services Report** **Gordon Baker, Kara Mullen**

Kara explained the membership report Gordon emailed everyone prior to the start of the meeting. The report breaks down member activity by state and by type. Gordon noted that we can send this to state reps. Camille asked Kara to send information about SELA members in states that do not have a representative to sit on the board. Camille is working to email them in the next few months and suggested state reps reach out to admin services to get a list of state members who have not renewed to be able to directly contact and encourage.

**VI. President's Report** **Camille McCutcheon**

On Jan. 28, Linda and Camille attended COMO/SELA conference meeting in Atlanta and the SELA Executive Committee met the following day at Clayton State. Camille emailed award committee chairs and web chairs regarding consistency for all award bios/photos/info for each award. She is also working with Bill McRee to update awards section in Handbook. Finally, she will soon contact members in states without active chapters.

**VII. 2016 GA COMO/SELA Joint Conference** **Gordon Baker, Linda Harris**

COMO/SELA will be Oct. 5-7<sup>th</sup> in Athens in the Classics Center. Subcommittees and chairs were appointed at the planning meeting in January. Theme is "Reinvent, Reimagine, Rediscover Libraries." Gordon reviewed planning the spaces/speakers. Keynote Eric Faden (popular video "A Fair(y) Use Tale") from Bucknell University will discuss copyright. Lunch speaker: Jonathan Alter: senior editor for *Newsweek* for over 20 years. Linda congratulated GA for making so many commitments so quickly. Discussion about booths. Gordon confirmed GA's policy is equal to all vendors, schools, etc. \$350 for booths. Gene Cook, chair of program committee is working to send out call for proposals first week of April.

**VIII. Future Conferences**

No firm commitments past 2016. If your state association wants to do a joint conference, please let Camille know as soon as possible.

**IX. State Representative Reports**

**Georgia – Rita Spisak, Representative**

GA hosting ALA midwinter in Atlanta for Jan 20- 24, 2017. Suggested Camille explore options for SELA to participate in exhibit hall and present at next Executive Committee meeting.

**Mississippi - Melissa Dennis, Representative**

MS board meeting meets next week to discuss extending an invitation to attend even if MLA doesn't offer a formal joint conference.

### **North Carolina - Wanda Brown, Representative**

NC had its first meeting with new president and discussed the possibility of having a joint conference for 2017 with mixed reactions from the board. Also discussed their leadership institute and want Camille to attend 3<sup>rd</sup> week in September to represent SELA to see if it is something they want to extend to SELA State Reps in the future.

### **Tennessee, Sue Knoche, Representative**

TLA conference coming up, April 6-8 in Kingsport. Theme: "Dare to Imagine." Registration available online. SELA members wanting to come can get TLA membership rate until March 31 at \$75. Upcoming conferences: 2017 Knoxville and 2018 Memphis. TLA Board not willing to do a joint conference, but mentioned that SELA members can get in at TLA rates for their conferences.

## **X. Committee Reports**

### **Awards Committee Report – Bill McRee, Chair**

The Awards Committee and the related subcommittees are considering the suggested changes to the SELA Handbook. It is certainly not too early to suggest nominees for awards to the appropriate award committee. Contact the appropriate committee to nominate people, programs, and books for awards.

### **Continuing Education & Staff Development Committee – Laura Slavin, Chair**

Discussed awarding the Ginny Frankenthaler Memorial Scholarship last year and propose offering again this year to align with all other SELA scholarships/awards which are historically given out in even years. Laura will follow up with award group and if approved will update website. Beverly made the motion to award Ginny Frankenthaler Memorial Scholarship in even years. Judith seconded. Motion passed.

### **Intellectual Freedom Committee – Tim Dodge, Chair**

The group was informed via email that they will work up a speaker or two for the intellectual freedom program to host at COMO/SELA soon.

### **Legislative Committee Report – Judith Gibbons, Chair**

Dr. Carla Hayden was nominated to be our 14th Librarian of Congress. The American Library Association backed the stance of Apple in keeping the privacy protections built into the iPhone's operating system. This a brief article about the Reauthorization of LSTA funding. It is written by Stephanie Vance for ALA's District Dispatch:

<http://www.districtdispatch.org/2016/02/183-million-reasons-you-should-keep-track-of-the-u-s-budget-process/>

The ALA Committee on Library Advocacy is putting together talking points for “Why Independent Library Boards are Better Positioned to Serve Libraries and Their Communities.” Information was distributed on the list about various important legislative issues impacting Southeastern libraries. National Library Legislative Day is scheduled for May 2 and 3, 2016. A number of SELA members are part of state delegations. Please share information about legislative activities in your community, your state and any pressing concerns that impact libraries, librarians and library supporters nationally and within the Southeast.

### **Membership and Mentoring Committee – Tim Dodge, Co-Chair**

- 1) **Welcome Letters for New/Renewing Members:** Have so far twice requested lists of new/renewing SELA members from Kara Mullen who has been kind enough to send me these lists, one in November 2015 and one in February 2016. Consequently, I have sent out so far a total of 45 individual welcome to SELA messages (35 in early December and 10 in February).
- 2) **Strategies for Increasing Membership:**
  - a) This is actually an idea developed via e-mail discussions with several New Members Round Table members concerning the possibility of holding some sort of social event in addition to the SELA Table to be hosted in the Exhibits area at the forthcoming joint SELA/GaCOMO conference in Athens, Ga. in October. We ultimately decided on the following: rather than host an event in a conference center facility we would, instead, host an informal get-together in a nearby restaurant early evening, perhaps, 7 or 8 p.m., and have this be a chance for those interested in finding out more about SELA to get together with several of us officers and longtime members. The only formal aspect might be a brief welcome or introduction, perhaps given by yours truly. Aside from the informal/fun atmosphere, other considerations include the expense of reserving a conference center room, the need to use conference center food services, and the likely very high expense of alcoholic drinks plus bartender who would most likely have to be a conference center employee. Not yet sure how to publicize the event or if any prior registration will be needed but we will need to establish approximate number of attendees before contacting a local restaurant to make sure space is available.  
The next several ideas are at the brainstorming stage and we probably will decide on implementing just a couple of them.
  - b) Craft a message of invitation to/promotion of SELA to be posted on the listserv of every southeastern state library association. We need to avoid overkill, but perhaps this could be done a couple of times a year. Will need to identify listserv moderator or state library association officer through whom we could have this sent out.
  - c) Survey other library associations (i.e., check web sites and/or contact Membership Committee equivalent units) to see if they have any membership increase strategies or formal plans. Review these and then draft one of our own.
  - d) Design some kind of a “virtual toolkit” for our committee to use now and in the future for the purpose of increasing SELA membership. This too might be devised via the possible survey mentioned above.
  - e) Not sure of the feasibility of doing this outside of the SELA Table, but perhaps have some kind of drawing or contest with free one-year membership as the prize.
- 3) **Updating SELA Signboards:** Co-Chair Sue Knoche and I have been in recent contact about updating the SELA signboard images sent by Gordon Baker. So far, we have

identified as needing the most change the categories of membership and dues rates listed. We hope to have updated graphics and/or suggestions ready in the near future.

- 4) **Mentor/Mentee Information:** Kara Mullen was also kind enough to send me a list of current mentors and mentees and using these lists, plus printouts of mentor-mentee e-mail correspondence from last year sent to me by Hal Mendelsohn, I plan to confirm existing mentor-mentee relationships and see if I can get any updates from these parties as to how things are going and if they plan to continue.

### **Nominating Committee – Gordon Baker, Chair**

The following members of the SELA nominating committee met on January 29, 2016 at Clayton State University: Gordon Baker, Camille McCutcheon, Linda Harris and Beverly James. The following slate is submitted to the SELA Board:

President – Elect:	Tim Dodge, Alabama
Secretary:	Melissa Dennis, Mississippi
Treasurer:	Beverly James, South Carolina

Board voted unanimously to accept the slate of officers as presented by the nominating committee.

### **Public Relations & Marketing Committee – Daniel Page, Chair (written report)**

Social media outreach is growing. The number and types of informational posts are also increasing.

*The Southeastern Librarian* – Perry Bratcher, Editor

*SELn* has noticed a drop in scholarly articles since November. Contacted other journal editors who have indicated a similar trend. We have 5 articles in consideration at this desk right now. Monthly downloads is about 760/month between may-august. Average this fall is 825/month. Regularly receive titles from local press and receives a lot of reviews. Partnered with ALLA award to publish their award. They don't have a journal. We don't guarantee to publish, but offer them the same terms. Frank Allen was previous editor, contacted Perry about previous issues and was forwarding to Gordan. *SELn* being included in Cabelles database to list in directory. Perry put in an application and will update the Board when he has more information.

## **XI. Section Reports**

### **Public Libraries Section – Crystal Gates, Chair**

We are still looking forward to working with Georgia Libraries to have sessions presented by SELA members and/or sponsored by SELA's Public Section at the next joint conference. Kayla and I have discussed presenting either together and/or separately. I have reached out to Ms. Tammy Henry with the Georgia Public Section to share our offer and my contact information. In the next few weeks, I plan to send out an email to our section to ask that members submit proposals and offer suggestions on our participation. I'm in contact with author C.J. Redwine to see about having her as our guest speaker for either a luncheon or dinner at conference.

### **Reference Public Services Section – Michael Mounce, Chair**

RPSS Vice Chair election, Celice Harper (LA) won and will take chair position in Jan 2017. Membership is at 48. Will find a speaker for the COMO conference to give a reference related presentation.

### **Resources and Technical Services Section – Melissa Johnson, Chair**

The group met via WebEx on February 18. They discussed ways to increase membership in the section and changes to the RTSS section of the Constitution. The upcoming COMO/SELA conference was also discussed. Melissa Johnson has been in contact with the Technical Services Interest Group from the Georgia Library Association inquiring about a joint presentation between the two sections. Once she hears back from them on a possible topic, she will contact the rest of the section to discuss who will represent SELA for the presentation.

### **Special Libraries Section – Nancy Richey, Chair**

This section maintained contact through email. Sent call this Spring for those interested in serving as secretary and treasurer of this section, at this time, no volunteers. A call will be sent again. Members are aware of upcoming meetings. No other reports at this time.

### **University & College Libraries Section – Tammera Race, Chair**

Now at 153 members! We have a vice-chair, Kevin Shehan, USC-Upstate, and a secretary, Muriel Nero, University of South Alabama. (Thank you both). We are at the point where we should call for submissions for papers for the New Voices program. We have the information to create/post the call; we are in need of the EBSCO contact information. An office/position/or individual name would be very helpful.

## **XII. Round Table Reports**

### **Government Documents Round Table – Sonnet Ireland, Incoming Chair (written report)**

Sonnet Ireland will be the upcoming chair for GODORT.

### **Library Instruction Roundtable – Michael Wilson, Chair**

Derrick Malone to be VC and Andrew Kerns to be Secretary. Have 27 members.

### **New Members Round Table – Ashley Dees, Chair**

NMRT have been working with Membership committee to develop the after-hours social event at conference.

## **XIII. Old Business**

- a. Renewal Statement on Membership Page

This was discussed at the August board meeting. Camille followed up with Michael who is in the process of adding new wording to the website.

b. Access to *SELn* issues via the SELA web site

This was discussed at the August board meeting and has taken time to put into action. Camille working to get a link between the archives hosted at Kennesaw State and the SELA website first, and then issue password protected access to current issues of *SELn*. Administrative services will issue new passwords each year to members as they renew membership or join SELA. Notification of changes will be made on the website.

**XIV. New Business**

a. 2016 SELA Budget - Approved

b. SELA Credit Card

Beverly and Gordon brought forward from the Executive Committee meeting the idea to minimize the need for Admin Services to use a personal card for some expenses. Beverly noted we can acquire a business credit card with no annual fee from our bank to use in addition to standard checks when appropriate. William McRee motioned that the board approve Beverly securing a business credit card for SELA with a maximum credit limit set at \$500 to be used for authorized expenses and kept in the treasurer's office. Judith seconded. Motion passed.

c. Job Description for SELA State Representatives

Camille emailed the updated document to the group prior to the meeting. Discussion on updating this document began last August. Sue, Beverly, and Camille made minor edits to wording/placement of bullets. Gordon motioned to approve the State Representative Job Description after changes. William McRee seconded. Motion passed.

d. Official SELA Email Address - [selaadmins@selonline.org](mailto:selaadmins@selonline.org)

Michael Hooper created this new address. Look for listserv notice as well as this email address being added to bottom of SELA homepage and the "Contact Us" page.

**XV. Announcements**

Gordon: Administrative Services will be looking at conference software: Zoom with a free trial. Email him any comments if you have experience with it.

Beverly: The Executive Committee noted in January the Bylaws change related to the "arrange for a financial review or audit" and wanted the Board to note that it is a financial review not a professional review and that both are not done in the same year. Camille will send out the updated Bylaws soon.

Tammera – Looking to recruit people to submit to the New Voices program. Opportunity for new librarians to present and publish. Emailed the board a brief description during today's meeting.

**XVI. Next Meeting**

Next Executive meeting: early April. Next Board meeting: late April or early May.  
Camille will send a Doodle poll in March to get dates/times.

**XVII. For the Good of the Order**  
No additional items for discussion

**XVIII. Adjournment**  
Meeting adjourned at 11:43 a.m.

Respectfully submitted,

Melissa Dennis

SELA Secretary