

**NCCCLRA Executive Board Conference Call
February 13, 2008
2:30 p.m.**

Attending:

Myra Blue	Pamlico
Cathy Campbell	Craven
Stephanie Bowers	Pitt
Deborah Foster	Fayetteville
Calvin Craig	Gaston
Ruth Bryan	System Office
Libby Stone	Gaston
Kat Clowers	Lenoir
Michael Rose	Rockingham
Marsha Proctor	Cape Fear
Susan Williams	Blue Ridge

Previous Minutes:

Stephanie noted that she was sent no corrections or additions to the posted minutes from the last Executive Board meeting on January 30, 2008. **The motion was made and seconded to accept the minutes as they stand—the motion was carried.**

Treasurer's Report:

As the previous meeting was held only two weeks ago, there were no new balances to report at this time. However, Deborah noted that a few new checks had recently come in, and confirmed that she was now up-to-date on sending out all district reimbursements.

Web Site Update:

Calvin announced that, after five years of doing Web site maintenance, he is stepping aside as NCCCLRA Web Editor, to become effective on April 4 (at the end of the upcoming conference). Allen Mosteller has volunteered to take his place, and Calvin will remain available to him to smooth the transition.

In his formal letter of resignation addressed to the Executive Board and sent via e-mail on February 11, Calvin extended his thanks “for the opportunity to assist the organization and provide the first web presence of the Learning Resources Association.” Myra voiced her great appreciation for the outstanding work Calvin has done during his tenure as Web Editor, a sentiment that was echoed by many other Board members.

Membership Committee Update:

Kat reported that the Membership Committee has been talking with other membership organizations in and out of state, and has come up with some proposed revisions to the NCCCLRA application process and membership fee structure. These changes would have to be voted on by the membership at the April conference. Kat sent out a letter prior to the meeting outlining the proposed changes, summarized as follows:

Membership Term—Instead of running from “conference to conference” as is the current practice, membership would run from date of receipt of the annual fee by the membership chair to one year following that date.

Membership Dues—New membership categories would be introduced with corresponding annual fees:

- Retired Library Personnel, Paraprofessional Personnel, and Students: \$10.00
- Non-library Personnel: \$15.00
- Professional Staff: \$25.00
- Corporate Membership: \$75.00 (this would include a listing on the NCCCLRA site as a corporate sponsor)

This proposed fee structure would replace the current practice of charging an annual membership fee of \$10.00 for salaries under \$15,000; \$20.00 for salaries \$15,000 and above.

If this proposal were to pass it would have to be decided if corporate members would be allowed voting rights; Kat noted that her committee did not specify the exclusion of any members from voting.

Regarding the issue of membership term, Deborah said that it would be an “accounting nightmare” to allow members varying renewal dates throughout the year. Kat reminded us of the confusion in dues-paying that ensued from changing the date of the conference last year and said she thought this would make things easier for members. She felt that it might “encourage membership” if potential members were able to join at any time, and pointed out that NCLA memberships go from date of receipt to one year after. She said she envisioned the Membership Chair taking a more “active role” in membership receipts, such that membership applications as well as fee payments would go first to the Chair, who would enter member information into a spreadsheet and then send payments on to the Treasurer. Renewal reminders would be sent out by the Chair throughout the year when appropriate.

Deborah expanded on her earlier objection by stating that she thought it would be easier for members to keep track of their membership term if they knew it was conference to conference (no matter when the conference may fall), and, if the fees were to be separated, some conference-goers might think that they had already paid for membership when all they’d really paid for is conference registration. Along these lines, a lot of members would likely prefer to pay both conference registration fees and membership fees at the same time, which also makes it easier for the Treasurer to keep up with incoming monies. Deborah concluded by saying that she would

bow to the decision of the Executive Board, and that she would send Kat all the membership information she currently has.

The motion was made and seconded that the Executive Board put before the membership for vote the proposed change in NCCCLRA membership term from “conference to conference” to “date of receipt by Membership Chair to one year following that date.” The motion was passed with a vote of 10 in favor, none opposed, one abstaining.

Regarding the issue of new membership categories, Deborah raised the caution that we would want to find out if having a corporate membership category would affect the non-profit status of the NCCCLRA. Further discussion touched on the reasons a company would even want to be a corporate member—it was explained that it would give vendors a way of showing support and advertising themselves. Michael voiced the concern that it would probably not be a good idea to allow vendors to vote on Association issues and many in the group agreed.

The motion was made and seconded that the Executive Board put before the membership for vote the proposed change in NCCCLRA membership fee structure and categories from “\$10.00 for salaries under \$15,000; \$20.00 for salaries \$15,000 and above” to “\$10.00 for retired library personnel, paraprofessional personnel, and students; \$15.00 for non-library personnel; \$25.00 for professional staff; \$75.00 for corporate membership, not to include voting privileges.” The motion was passed unanimously.

Nominating Committee Update:

Michael reported that he had so far received only one nomination from Myra and noted that the deadline is Friday (the 15th). Deborah reminded him that she had contacted him regarding the Treasurer position. He will send out another call for nominations later today.

Bylaws/Constitution Committee Update:

Allen Mosteller was unable to attend the meeting due to a doctor’s appointment, but Myra commended him for the work he has been doing on revising the officers’ position descriptions and thanked the committee for their efforts in participating in this “huge process” that is so important to our organization. Marsha noted that this type of thing is extremely hard to organize as we are all so spread out across the state and always so busy since our limited staffs are usually stretched very thin.

District Reports:

District 2—Kat reported that there is a meeting in the works for February 29, to be held at Lenoir CC and being organized by Dr. Stephen Hawkins.

District 3—Michael had nothing new to add to his last report two weeks ago.

District 4—Marsha reported that her school has been involved in a “One Book, One Community” program and this year is reading *Blood Done Sign My Name*, the work of NC

author Timothy Tyson, who is an excellent speaker and has given several talks in the Cape Fear area. The work is set to become a major motion picture, possibly to feature Gwyneth Paltrow. Marsha urged everyone to support this author however possible as he is a big supporter of libraries.

District 6—Susan has been working with A-B Tech to organize a district meeting to be hosted there. She said she’s been told that they have recently experienced a huge increase in foot traffic (from 87,000 to 113,000) as well as an increase in circulation and other services—they have somehow transformed their library into a “student destination.”

Marsha noted that her foot traffic has increased as well since computer use is up, but her circulation numbers are down. Michael added that his foot traffic is also good as his is the only academic library in the area, but circulation is also down, partly because certain assignments that used to require print resources are no longer being given and a majority of Rockingham’s students are in developmental programs. Marsha wondered if this means that we should just stop buying books.

Cathy suggested that this issue might make a good topic for a session at the conference and asked Marsha if she could moderate a discussion on how schools such as A-B Tech are able to collaborate with their faculty and “get people in.” Marsha agreed to do this.

Looking Ahead to Conference 2009:

Myra informed the Board that she has been talking with Cindy Pannill of the Distance Learning Alliance (DLA) and that the NCCCLRA has been invited to join the DLA in New Bern in 2009 for a joint conference. The DLA already collaborates with the North Carolina Distance Learning Association (NCDLA), and this year their conference (also in New Bern) is being held the same week as ours.

If we were to take them up on this offer, the DLA would do all the work of planning, booking the vendors, arranging the meals and hotels, etc., and would just “work us in” to their program. We would still have our own sessions and possibly our own separate registration (although this would need more checking into—Myra will talk with the NCDLA to see how this works for them). We would have representatives on the joint planning committee.

Deborah asked if this was envisioned for every year. She noted that we did have a collaborative conference in 2004 and it seemed to work out well—there were more opportunities for off-site activities.

A concern was brought up as to how this might affect the “branding” of our organization and whether or not we would really want to be absorbed in this way. The suggestion was made that we might want to participate in a joint conference only on an every-other-year basis. Marsha wondered if the DLA would even know who we are, and Myra responded that this is a way for them to find out.

A further concern was with the relevance of a distance learning agenda to the needs of all libraries in the community college system, as every library seems to be organized a bit differently in regard to their school's distance learning department. Myra expressed the opinion that it is important for libraries to be involved at a collaborative level on these types of issues, so that our voices can be heard when policies are being made and funding is being distributed, especially since the generation of FTE is often a determining factor. Networking with technologically oriented groups is crucial to today's library personnel, so that we can keep abreast of the technological issues and trends that will inevitably affect us all. Despite this, very few of the NCCCLRA conference sessions of late have had a focus on technological concerns.

It was noted that registration fees for this type of conference would likely be significantly more expensive than those we currently charge, although session offerings, speaker choices, and conference activities would be on a grander scale than what we are able to afford on our own. Additionally, the NCCCLRA would save money by not having all the usual expenses of a solo conference.

A suggestion was made to form a study group to look into the particulars of this idea further, so that more information could be made available to the membership before it would be brought up for a vote. We would want to know exactly what our positioning would be and what we would be able to do as an organization. For example, would our members have to pay the higher registration fees? Myra asked for volunteers for such a group, and Cathy suggested that she also look outside the Board to those with some experience in this area. Kat and Cathy volunteered to help with this, and Myra said that she would get back to the Board with more information.

The motion was made and seconded to present to the membership at the upcoming NCCCLRA Business Meeting the idea of holding a combined conference with the DLA in 2009. The motion was passed unanimously.

Closing Business:

As an extension of the discussion on distance learning issues, Marsha noted that at her school she is on the distance learning committee but the actual distance learning department is outside the realm of the library. Her library participates in developing distance learning resources "to an extent." Cathy will talk with her further on developing the conference session mentioned earlier, perhaps along the lines of how the library can position itself as part of a collaborative learning community.

Michael reported that he has software installed to see where the traffic on his library blog is coming from and has lately had "visitors" from several foreign countries such as the UK, Italy, Spain, and Brazil, although the majority are from India (as well as other cities around the U.S.). It is interesting to speculate on why this is occurring—it was suggested that some could be students who are currently in the military.

Cathy asked Ruth if she had found a co-presenter for her proposed conference session on consistent survey reporting, and she said that she had not, although she feels it is a much-needed topic since there are two mandatory surveys that must be filled out every year and there are often

questions on every aspect of what the survey is asking. Some new directors go into “panic mode” when faced with the task, and some discard the survey or never know when it arrives as it is likely not addressed directly to them or is being sent to another department on their campus. Although a glossary of definitions is provided, many people seem not to read it. Myra suggested that a how-to PowerPoint might be a good idea for the NCCCLRA site; Cathy said that this sounds like a natural “spill-off” of the session. Ruth’s idea is to provide some blank forms and answers to any questions that anyone might have. Cathy will try to get an “old timer” from among the CC directors to help with this.

Myra ended the meeting with the confirmation that she will get a study group together to review the “joint conference” idea and will set up another meeting in March.

The meeting was adjourned at 3:45 p.m.

Submitted by:
Stephanie Bowers,
Secretary