

NCCCLRA EXECUTIVE COMMITTEE CONFERENCE CALL
NOVEMBER 17, 2011

In Attendance:

Deborah Ashby, Sandhills
Colleen Turnage, Systems Office
Cathy Campbell, Craven
Libby Stone, Gaston
Sue Henry, Martin
Michael Rose, Rockingham

Suvanida Duangudom, Wake
Gail B. Ambrose, Beaufort
Deana Guido, Nash
Martin House, CPCC
Deborah Foster, Fayetteville
Jody Mosteller, Gaston

Suvanida called the meeting to order at 2:36 p.m.

Roll call was taken. The minutes from the October 27th, 2011 meeting were reviewed and a motion was made by Sue Henry to accept the minutes as revised. Cathy Campbell seconded the motion. The minutes were approved.

Under new business, strategies for more efficient marketing of NCCCLRA were discussed. Cathy Campbell, membership chair, talked about the new brochure that Suvanida had sent out for everyone to look over. Lots of positive feedback was given concerning the layout of the brochure. Cathy suggested that copies of the new brochure be sent out to each of the fifty-eight library directors throughout the state with a request that they each share the information with all of their staff, encouraging them to participate. Cathy felt that if we just e-mail the brochure out, some directors are so busy that they may fail to pass the copy of the brochure along. She also mentioned having each director compile a list of their entire staff and send it to Cathy so that our organization would have a more complete list of those working in the system state-wide.

While discussing the aesthetics of the brochure, it was suggested that we would benefit from having the brochure professionally printed and sent out by regular mail. Compliments were made regarding the look of the new re-designed website that Martin has been steadily improving. The group felt that the NCCCLRA logo may need to be updated to match the sleek new look of the website.

Sue Henry asked if it would be possible to have a state-wide art competition and offer students a chance to create their own logo designs for NCCCLRA. Martin suggested that we could open the logo re-design competition to art students with graphic design abilities. Martin partners with art students at his school (Central Piedmont) and they have an art gallery there. He will look into the feasibility of having a contest or competition; and what parameters are needed.

Libby mentioned that contests have been held in the past to choose the conference themes. Deborah Foster suggested that we may want to offer a cash prize to the winner of the logo re-design contest or competition.

Martin offered to put something on the website suggesting that designs be submitted to a digital portfolio. He said it would be necessary to set up and publicize parameters such as the size of

the images allowed and specifics that we would like included in the logo. Logo winners will receive recognition from their peers; as well as a monetary prize. Members of the group stressed that we need to make it equitable and open to all community colleges. The committee felt that we should limit entrants to those who are currently enrolled community college students.

Martin will consult with his contacts in the art program at CPCC about setting the logo parameters, such as colors, file size, etc. NCCCLRA will retain copyrights of all entries submitted. Hopefully, we can try to choose a winning logo by the early part of the spring semester. We need to emphasize what NCCCLRA is and then let the students use their creativity and imagination to come up with a logo.

The question arose about whether entries should go to Cathy Campbell as the membership chair or to Martin as the web-master. Discussion followed.

Suvanida said she'll be happy to change the membership brochure to include the winning new logo and even make it larger, if possible. In the meantime, Martin will post the new brochure on the website.

Cathy Campbell made a motion to accept the present brochure to be sent out now as it is. Michael Rose seconded the motion. Motion passed.

To further market the association, Michael said we could create a Flickr page and post pictures from conferences and district meetings. Sue Henry thought it would be nice to have some photos from individual libraries in each district. Martin feels that Flickr is easier than using Drupal.

The suggestion was made again about creating a Facebook page for NCCCLRA. For it to be effective; people would have to agree to post and comment regularly or the whole thing becomes irrelevant, like the blogs. Martin informed the group that every district has the ability to log on and put information and photos up, if they desire to do so. He also said there is a district news page. The last entry on that page was from September 21st. These pages, like Facebook, require a person who is dedicated to post regularly and to keep them current.

An idea was brought up during the discussion on marketing strategies about trying to acquire speakers for our events from organizations outside of the "library world." New faces may attract fresh interest.

A discussion took place among the committee members about which libraries are circulating laptop computers, Kindles and/or I-pads. There was sharing about policies existing in the libraries where these devices are being offered to students and patrons.

Sue Henry asked if any of the libraries are using Lib-Guides. Many committee members indicated that their libraries have adopted Lib-Guides and have created guides for specific courses/assignments. The response was unanimous that the Lib-Guides are a wonderful, easy to use tool. Martin said that there are three people at CPCC Libraries who give workshops on using Lib-Guides and best practices.

Cathy Campbell asked about guidelines for compliance with deleting items from our collections. Deborah Foster volunteered that she is involved in a major project to delete 10,000 volumes in three years. There are American Library Association guidelines for how to choose what needs to go and what needs to stay in the collection.

She is weeding and deleting as a result of an OCLC collection audit, which showed a discrepancy between OCLC records and Fayetteville Tech's online catalog records of total volumes in the library's collection.

With no further business to discuss, Suvanida reminded everyone of the next meeting to be held on December 15th, 2011 at 2:30 p.m.

The meeting was adjourned at 3:34 p.m.

Respectfully submitted,

Gail Ambrose, Secretary