

NCCCLRA Conference Call Meeting
December 15, 2011

In Attendance:

Deana Guido, Nash
Suvanida Duangudom, Wake
Gail Ambrose, Beaufort
Colleen Turnage, Systems Office
Susan Williams, Blue Ridge

Sue Henry, Martin
Michael Rose, Rockingham
Cathy Campbell, Craven
Stephanie Bowers, Pitt

Everyone phoned in and the meeting got underway at 2:36 p.m.

Deana Guido asked if she could update the executive committee with some information about the ground work being laid for the conference to be held in Spring, 2012. Deana said that at this point, the conference planning committee is considering Asheville, NC as our preferred site for the conference. The potential date is set for the first week of April. The committee has been examining two different scenarios for the location.

Deana said that she had checked with the Crown Plaza Hotel in Asheville. She said the committee had contacted Asheville-Buncombe community college as a potential site also and that she had been quoted a price in the neighborhood of \$1300.00 to hold the conference there. That price would not include any food. The last quote she received was in September; that has since expired. If we use the community college, we could ask for a registration somewhere around \$70.00 per person. That would include two breakout sessions and the cost of lunch.

The cost of the motel will be based on how many rooms we would use and there would also be considerations for food provided and cost for any equipment used.

The motels usually want a guaranteed minimum number of attendees. In order to lock in a price, there is usually a 75-100 person minimum.

Discussion followed weighing the pros and cons of the community college versus the motel as a conference site. If we have the conference in the motel, the group agreed that there would be more opportunities for networking, places to have coffee, etc. and less distractions. The driving back and forth would be eliminated. Cathy pointed out that we would need to explore the possibility of being released from the contract with the motel if we don't have enough commitments or a minimum number of registrations. We want to be sure that we won't be expected to pay a cancellation fee if we don't satisfy the minimum registrations.

Deana also informed the group that since NCCCLRA is a 501-c-3, non-profit, that we should qualify for a half price rental charge from Asheville-Buncombe Technical community college. Their charge would include three break-out sessions in the cost.

Deana said the planning committee is leaning toward a theme of "Relax, Recharge, Renew." The executive committee then discussed ideas for sessions to be presented that would offer attendees

an opportunity to “re-energize” and gather new ideas. Suggestions included a module on how to complete the big end of year reports/surveys required of the library directors.

Also mentioned were SIRSI sessions to be given by trainers. A meeting of the SIRSI users’ group was mentioned, but it was pointed out that the users’ group gathering would be better as a break-out session. Presently there are mentoring classes set up in CCLINC as part of what the schools pay for on our contract. These classes offer an opportunity to pass on knowledge and share. Sessions can be recorded and archived.

Michael Rose suggested that we consider a session on low cost tools or free open source software available with emphasis on software designed especially for distance learning.

Sue Henry from Martin said she would love a chance to talk and share with other people from very small college libraries like hers where there is no other staff in the library and time constraints are similar to what she experiences daily to learn how they manage their resources. For example, being able to develop a collection when other more urgent needs are demanding attention is a major concern in smaller libraries. Everyone is also concerned about how to get travel funding at all of the colleges.

Colleen suggested a potential speaker named Wanda Barker. Ms. Barker and Jonathan Sweetin (the LOR administrator) could present information on the LOR (learning object repository). It is used as a parking lot for learning documents and is most useful for students enrolled in distance learning. There is also a tool called the LMS (learning measures systems) which is geared toward librarians. It would be beneficial to learn how we can make use of it.

We need more tools that are developed by folks who actually think about what librarians do. Training for these tools would be helpful whether the library is a CCLINC library or a non-CCLINC library.

Questions were raised about paying speakers to come to conference and present. A suggestion was made that we contact local author, Teresa Frohock. She writes “fantasy horror.” She just completed her first novel and is now working on her second novel.

We could offer an honorarium of \$100-200 and offer to pay her motel room as an organization. That expense would be taken from the conference budget as part of the conference cost.

Michael Rose offered information about changing the name of our organization as part of our new marketing focus. He said that we have been using the term “Learning Resources Association” in the name of our group since 1975 and feels that the term is now outdated. Most everyone now has returned to the terminology of “library” in place of learning resources center. If we change the name of our organization to the North Carolina Community College Library Association, we would have to alter the check book, and the by-laws. From a financial point of view, a name change would cost our organization around \$75.00 since we need to file the new name with the state.

The by-laws need to be re-vamped anyway, as the last revision was done back in 2005. We actually were called the NCCC Library Association back in 1967. It was mentioned that librarians are sometimes called “information guides” as of late and also that the library has been designated as an “information station.” Some terms like that could actually bring us into the 21st century.

Colleen mentioned the name of the distance learning division of the NCCCLRA has changed their name to NC3DL. We could consider something similar (NC3LA) but that may cause some confusion with NCLA’s organizational name.

Deana commented that educators, in general, are becoming known as “facilitators.”

The next step in the process of determining whether we want to change the name of the organization would be to form a committee to investigate a new name.

Gail raised the question of what affect the name change would have if we had already gone forward with the logo contest and then change the name of the NCCCLRA. She pointed out that the information we have drafted about the logo contest has a deadline now of May 7th, which would be after the conference in April. The logo design flyer is only a draft at this point, however, and the date is not cut in stone.

Cathy Campbell and Michael Rose suggested the committee come up with ideas about an appropriate name and then present it to the membership. The executive board would make a recommendation that the name be changed “to this, because of this.” Sue Martin suggested that we survey or poll the opinions of the membership, as a method for collecting ideas prior to presenting our choice to the membership for the new name.

Cathy Campbell will check the By-Laws for any restrictions about the name change and will also check into what the change of name will cost us as an organization.

Michael Rose is formulating a time-line for the marketing campaign. He thought it would be important to get a firm count on our current active members. Gail asked whether we have a goal to get our membership to a certain level by a specific date.

The re-design on the member brochure and doing a new logo is a good start and the new name would give a fresh look to match our new look on the website. We also could use Flickr for adding photos. Michael said provisions have been made to allow districts to log in to the blogs and add photos of district meetings.

Stephanie Bowers pointed out that District #2 has already done this. She said it was a bit difficult, using Drupal. Pictures were really problematic. It’s not a “straightforward procedure.” Text was much easier to manage and add than the pictures.

Deana Guido offered that all the marketing ideas heading towards rebuilding a new image for the organization were great ideas. We are moving forward toward modernizing and it’s a great path.

Michael thought it important that we draw the interest of students from MLS programs and Appalachian State University. Central Carolina Community College in Sanford also has a paraprofessional program. We need to contact the library schools to see if we can generate some new memberships from those sources. We need to get our organization out there in front of those people who are coming into the workforce from the MLS programs of different schools. We should establish a working relationship with the heads of those individual programs.

We can also contact graduates who are serving in positions in branch libraries as they graduate from library schools such as University of North Carolina-Chapel Hill, East Carolina University, North Carolina Central University, and University of North Carolina- Greensboro.

Michael thought it would be a good idea to get a small bunch of ideas together for our marketing campaign. Deana felt that a year would be a good time frame to set for a goal to increase the membership. Gail asked how many members we have presently and asked if maybe we could set a goal double that. Cathy suggested that we set our goal to at least double the membership we have now.

Michael said that from his experience, he had seen absolutely no interest among the paraprofessional staff members in joining NCCCLRA.

Sue Henry asked about the benefits that we could spell out for joining. Discussion followed. The meat of the discussion dealt with the fact that NCLA is doing a fine job of connecting and giving opportunities to network among small community college libraries. Michael re-stated a point that he had made a couple of meetings ago that if people don't recognize that there is value in the NCCCLRA organization, we may consider whether it's time to fold the organization. Colleen Turnage said she hated to see us disband our organization because that action would translate into "we don't see enough value in what we do to fight for our organization" by library and system administrators.

The goal is to try to generate fresh interest in NCCCLRA with the new direction of the marketing campaign. Deana stressed the importance of defining the benefits of belonging to our organization.

Cathy Campbell felt that we really need to stress the district meetings. If we can encourage folks to get to their district meetings, there is always good networking at these events.

Many who aren't willing to attend the district meetings definitely won't come to the larger meetings and conferences. If we can get the individual districts stronger, then the whole NCCCLRA organization will gain strength. Many simply can't afford to travel to conferences.

The question was raised about whether the new director at Pitt had been contacted by our organization. Julia Mielish, who is on the CCLINC Steering Committee did get in touch with Pitt's director to welcome him.

The North Carolina Library Association and the Community and Junior College Library section of NCLA meet for a round table once a year. Our organization could invite the leadership of those organizations to meet to discuss a marriage of the two organizations.

The NCLA's Community and Junior College Section is chaired by Penny Sermons from Beaufort. The Vice-President is Jason Setzer. Their Secretary/Treasurer is Deanna Lewis and there are also two directors at large for that section.

Suvanida will contact NCLA's Community and Junior College section about a meeting for their organization's leadership and ours.

Sue Henry observed that we had not reviewed the minutes from the last meeting on November 17th. She moved that the minutes be accepted as revised. Cathy Campbell seconded the motion. The minutes were approved.

We will be gathering lists from several sources over the next couple of weeks to get a more complete number for our membership. Julia Mielish has a list of present membership she can share. Suvanida can provide a list of attendees from the last conference. Colleen has a list of Directors and Catalogers throughout the system that she can provide.

Colleen mentioned that the reason she was so interested in learning about the LOR that was discussed earlier, is due to the fact that effective December 31st, 2011 Learn Central will disappear. That will leave a void that LOR should be able to fulfill.

With no further business to discuss, Suvanida reminded the committee that the next conference call meeting will be held on January 26th, 2012.

Respectfully Submitted,

Gail Ambrose, Secretary