

North Dakota Library Association
Pre-Conference Executive Board Meeting
9:00 am - September 29, 2010
Alerus Center - Room #10 – Grand Forks

In Attendance:

President Laurie McHenry, Rita Ennen, Phyllis Bratton, Chandra Hirning, Shelby Harken, Al Peterson, Victor Lieberman, Naomi Frantes, Travis Schulz, Sarah Devereaux, Toni Vonasek, Beth Greff, Elizabeth Jacobs, Curt Hanson, Kirsten Baesler, Bonnie Krenz, Christine Kujawa, Kelly Steckler, Sandi Bates, Kathy Thomas, Lori West, Cathy Langemo, Marlene Anderson, Rachel White, Doris Ott, Theresa Norton, and guests Aubrey Madler and Laura Trude

Not in Attendance: Michael Safratowich

- I. Call to order at 9:10 am
- II. Introductions
- III. Order of the Agenda
 - a. Additions:
 - i. Under Old Business, add AAA. Resume validations of section/roundtable elections where were tabled during electronic discussion. Under New Business, add voting in according with Article 3 Section I, Item B of the NDLA Bylaws regarding Survey Monkey.
 - ii. Prior to adjournment, we'll move into Executive Board closed session for the evaluation of Executive Secretary.
 - b. Harken moved to approve the agenda as amended; Vonasek seconded the motion. The motion carried.
- IV. Minutes
 - a. President McHenry requested several changes spelling corrections and a small wording clarification to the minutes of from the June 2010 meeting of the Executive Board.
 - b. Lieberman moved to accept the minutes as corrected; Harken seconded the motion. Motion carried.
- V. Treasurer's report
 - a. Krenz filled in because Safratowich was unable to attend. Nothing needs to be voted on regarding the Treasurer's report at this time.
- VI. Old Business
 - a. Validation of election results
 - i. Resumption of tabled online vote to validate results of Round Table/Section election results.
 - ii. During electronic discussion, Greff moved to validate results of Round Table/Section election results; Hirning seconded the motion. During pre-conference Board meeting, motion carried.
 - b. Nominations, Elections, & Voting Committee – report of election.
 - i. Bates reported on process undertaken by committee to locate members willing to be candidates for office.

- c. President McHenry reported that invitations to our conference were sent to SDLA, MNLA, MBLA, and ND-MB ACRL.
- d. 2010 Conference
 - i. Conference specifics and local arrangements

Ennen explained availability of wireless Internet connections within the Alerus and the Canad Inn. Anderson asked for clarification for starting of movie. Bates stated that attendees planning to attend movie will need to drive selves (or carpool) to UND for the movie, and we have 30 parking spots with signage. Maps to the movie and to the tour of the School for the Blind are available at registration desk. Rides will be provided for Race across the City. We can bring breakfast into rooms for Section meetings. Bates added that NDLA is not the only conference at the Alerus during these days. Our registration table will be between the ballrooms where the banquet and vendor hall will be. Seven vendor tables will be in the hallway. Right after this meeting, McHenry and Langemo need assistance with moving boxes and copy machine.
 - ii. Update on vendors.

Bratton stated that we will have 34 vendors with 36 spaces; two vendors have taken double spaces. We had to turn away a couple vendors due to reaching capacity. The types of vendors vary. Seven vendors will be in the hall by the registration table; the rest are in the exhibit areas. We're doing vendor bingo with two prizes. We'll gross about \$10,330 (waiting on two checks) so we are making some money back for the conference. Some of the vendors are coming from as far away as North Carolina.
 - iii. Additional comments

Bates: Did vendors say it made a difference that we're at a conference center instead of a hotel? Bratton: Not really. There were questions about where Grand Forks is. President McHenry: Auction items can be dropped off at the registration table. If you need copies or need to print something, you can go into the conference headquarters room to do so. There will be a laptop connected to a copy machine. Langemo has also brought general office supplies.
- e. Ad hoc Conference Manual Committee
 - i. Transition of conference-related roles

Bratton stated that she looked at a number of policy manuals and sent them out to various committee members for comment. The plan that we're planning to present to the membership at this conference is essentially to flip the duties of the President-elect and the Past President. The President-elect will be in charge of exhibits; the Past President will be in charge of the conference. The hope is that this will lead to easier recruitment of potential Board members. It is difficult to plan the conference if that person has not been on the Board before. We're going to present this plan at the conference.
 - ii. Continuing Education

Planning to establish as a board committee a Committee on Continuing Education. The committee will set up the conference track for school library media specialists. We'll be able to regularize our relationship with Valley City State University. A secondary responsibility of committee will be to look at continuing education for individuals who already have the master's degree and to look to set up more arrangements similar to what we have with Drexel for continuing education for those who have a master's degree or would like to pursue one.

- iii. Next steps
Bratton stated that we will vote electronically in November on the transition plan and the Bylaws changes necessary in relation to the transition plan. Bratton asks that Norton set up a spot on the website for conference-related forms and past practices as an archive. The area would be password protected with availability to members of the Executive Board.
 - iv. Transition Committee
An ad hoc transition committee (Bratton, President McHenry, Baesler, Madler, and Ennen) met last night regarding the transition, and that group will work as a committee to coordinate the transition. The 2013 conference in Sioux Falls will aid in our transition of conference planning responsibilities.
 - v. Continuing Education Committee
President McHenry stated that Ennen can set up a continuing education committee. If you know someone who would be interested in being on that committee, let McHenry or Ennen know.
 - vi. Discussion
Bates: What would be expected to change now? Bratton: Is it satisfactory to have small group meet to develop a transition plan? Forms, spreadsheets, and so on would be available to Executive Board in a password-protected folder on the website. Norton: Another group within the Exec Board requested a password-protected folder. It is possible to create password-protected areas.
- f. Ad hoc committee to explore and recommend “official logo” and relationship to stationery and web presence – Lori West and Al Peterson
- i. West summarized committee’s report.
There are two different logos in use: the web banner featuring a brownish-red emblem on a fading green bar, and the official logo with white lettering on a blue emblem shaped like North Dakota. West and Peterson would like clarification on use of logos. Do we want to continue using two logos, or would we prefer to have only one logo?
 - ii. Graphics Gallery
West and Peterson would like a graphics gallery on website containing a color logo, a black and white logo, a Twitter logo and widget, a Facebook logo and widget, a letterhead logo, a return address for envelopes, and an e-mail signature.
 - iii. Discussion
Bates: A red/green combination is not very good choice regarding visibility for users with color blindness. The blue/white logo is not very old. Ott: Plan logos with a long-term view in mind. Changing the logo every few years may communicate instability. Bates reiterated that we should decide what we want our logo to communicate before we approach designing graphics. West: If we have some of these logos available electronically, it would enable individuals to create letterheads, certificates, and so on. West would like us to have just one logo and have it available on the web. Certificates and auction forms could also be available on the website. Bates: The blue/white logo is already our official logo, so what are we trying to decide? Thomas: Printing with multiple colors increases costs. Norton: Multiple colors are desirable on a website, so the blue/white logo doesn’t work well online. Ennen: If the blue/white logo is our official logo, it could be put on colored backgrounds or in ways which add to the visual appeal. President McHenry: We have two issues to discuss. Do we want to investigate a new logo? Do we want to redesign the website look which incorporates the same logo? Thomas would like to see a professional design a

new logo. Bates: What's the purpose of our webpage? Is the purpose of it to attract new users or to disseminate information? Thomas: If we get something with more of a 3D effect, it would add visual interest. Trude concurred with the addition of a 3D effect. Trude mentioned PB Wiki as a shared storage place for graphics and documents. Lieberman: We currently have a very limited use of our logo. Harken stated that she examined websites of several libraries for their logos, and on several the logos are rather small and feature either teal or blue on a white background. Ott: Likes the idea of dropping a shadow behind to enhance the current blue/white logo.

iv. Next steps

Bates, Norton, and Trude volunteer to serve as an ad hoc committee to look into logos and to report back during the November/December Board meeting.

v. Stationery

Bratton: When you're doing the stationery, include the return address on envelopes. Langemo: The return address has been a topic of past discussions. The return address is a mailbox in Bismarck. Peterson: If an individual sends out communications, use a blank return address template and fill in own address.

vi. Graphics Gallery

West and Peterson recommended that we have a single logo. For now, put the blue/white logo into the graphics gallery. Should graphics gallery be password protected? Discussion ensued in favor of having design gallery password protected with availability to Executive Board. Bates: Gallery will need to include by high resolution and low resolution images.

g. Association, Directors and Officers Liability Insurance

President McHenry knows nothing more than when we discussed the topic during an e-mail thread recently. President McHenry will pass off her information to Ennen so that Ennen can continue the research as the Board directs.

h. Bylaws Changes on Voting Protocols

i. Summary of status

The Bylaws changes approved by the Board were printed in August *Good Stuff* and will be read during first General Session and then voted on during second General Session via paper ballots.

ii. Discussion on paper ballot procedure

President McHenry: What's the best procedure for distributing paper ballots to members during the general sessions? Thomas: Registered attendees pay \$35 non-member registration fee which includes membership for the remainder of 2010. Very few non-voting members will be in attendance. President McHenry: Member should wear registration badges to General Session in order to receive ballots. Frantes: During the General Session when the voting takes place, ask non-members to refrain from voting. Thomas: Associate members and institutional members are non-voting, but they'll have badges. President McHenry: We'll use a combination of the badges and trust to ensure that only voting members receive ballots.

i. AAA Benefit

President McHenry stated that Norton has placed the AAA Benefit link on the website. A representative from AAA will be at conference on Thursday.

j. Survey Monkey Draft Survey Policy Committee – Peterson and Baesler

- i. Presentation of draft of NDLA Survey Software Policy
Baesler and Peterson read the draft of the policy, and the Board members offered revisions during the following discussion. The wording within the policy uses the term *survey software* to allow for possibility of using service other than Survey Monkey. The policy lists the functions of survey software and details appropriate uses and prohibited usage of survey software by NDLA. The policy also includes statements regarding username, password, user manual, and so on. The policy mentions the appointment of an administrative consultant. The policy includes a statement regarding the length of time to keep survey results in downloadable version. The policy states that when using survey software, IP addresses and e-mail addresses will not be stored or collected.
- ii. Discussion regarding ballots
What happens to the actual votes cast (ballots) whether on paper or electronically? Are they retained, and if so, for how long? When we've used paper ballots, the ballots have been discarded after the results were validated by the Board. The results of election votes are included in reports to the Executive Board and are part of the record.

The wording in policy will state

Surveys shall be kept for the following times:

- Election - Election results shall be kept until validated by the executive board.”
- Membership and General Public survey results – kept for as long as relevant as determined by the sponsor of the survey.

Reports of Nominating, Election, and Voting Committee should include the actual number of ballots distributed and the number of votes cast.

- iii. Discussion regarding use of survey software by general membership.
Discussion ensued concerning the appropriate procedure for an NDLA member to initiate the creation of a survey and obtain approval. Discussion ensued concerning the approval process. Summary of discussion: The interested party contacts the President, and the President determines the validity of survey. Then the Board votes whether to approve the request to conduct a survey. Wording of policy states, “Request for additional survey software use by the membership shall be directed to the NDLA President for approval by the Executive Board.” “Development of the surveys shall be the responsibility of the executive secretary and/or administrative consultant, other than the responsibilities assigned to the Nominations, Elections, and Voting Committee.”
- iv. Motion
Greff made a motion to approve the NDLA Survey Software Policy as outlined by Peterson and Baesler; Harken seconded the motion. No additional discussion. Motion carried.

VII. New Business

- a. Officers' Blue Binders
Board members engaged in an informal discussion about updating the blue binders and the possible usage of a server for archiving documents. Moving forward, think about how to structure electronic storage of documents.

b. Executive Board Resolution

i. President McHenry read the proposed resolution

WHEREAS, the meetings and events of the 2010 NDLA Annual Conference were organized by Rita Ennen, conference chair, local arrangements committee and other Grand Forks area librarians and friends, and

WHEREAS, the facilities and staff of the Alerus Center, the Canad Inns, the Greater Grand Forks Convention and Visitors Bureau, and other Grand Forks area businesses contributed to the success of the conference,

NOW THEREFORE BE IT RESOLVED: that the North Dakota Library Association expresses its appreciation and extends its thanks to the conference Chair, members of the local arrangements committee, conference facilities staff, speakers, program presenters, and exhibitors for the 2010 Annual NDLA Conference: "Libraries: A Census".

ii. Harken moved to approve Resolution as read; Lieberman seconded. No discussion. Motion carried.

c. Voting in According with Article 3 Section I, Item B of the NDLA Bylaws

i. Background

President McHenry: Schulz forwarded an e-mail from an HSIS member regarding whether NDLA is voting in accordance with the Bylaws, raising two issues: requirements of Bylaws, Survey Monkey

ii. Requirements of Bylaws

Discussion ensued regarding whether the Bylaws require a minimum of two candidates for each office. Wording of Article 3 Section I, Item B of Bylaws says to "proposes a minimum of two NDLA members to run as representatives for each affiliated organizations and reports nominations to the Executive Board. The Executive Board approves the nominations prior to the creation of the ballot." The wording of NDLA Bylaws does not specify that we have two names needed on the actual ballot or slate of candidates accepted by the Board. We did not have two candidates for each office, but the Board did approve the slate of candidates. If it will continue to be a challenge to find candidates, perhaps we need to discuss a change in the wording of the Bylaws. Some of the sections have revised their section Bylaws to allow for a single candidate.

iii. Proposed change to Article 3 Section I, Item B

Baesler proposed wording of Article 3 Section I, Item B to say "proposes a list of NDLA members to run as representatives for affiliated organizations and reports nominations to the Executive Board. The Executive Board approves the nominations prior to the creation of the ballot."

iv. Discussion

Ennen: We need to avoid a potential situation where the Board selects itself.
Krenz: The need for two candidates is one of the reasons the Small Libraries Roundtable was dissolved. Bates: This speaks to the willingness of our membership to serve. Ennen: How do we get the new librarians in the state to become involved?

v. Survey Monkey discussion

Bates provided history behind the e-mail Schulz received. Bates reminded Board that when a user opts out of a single Survey Monkey vote, the person has opted out of future e-mails (surveys and elections) sent out via Survey Monkey.

Langemo: Has there ever been something printed in *The Good Stuff* regarding

opting out? No, there has not. Baesler read from the e-mail which brought up the issue. A general discussion ensued regarding the need to educate the membership prior to voting regarding opting out. McHenry suggested sending out an e-mail to ask members to watch for a survey to come from Survey Monkey and what member should do if member does not receive the survey. Peterson: If you opt out of Survey Monkey, are you opted out of Survey Monkey regardless of which organization send the survey? Bates: No, you'd be opting out of all Survey Monkey surveys from that organization only. McHenry: We need to educate members that opting out is not the same as abstaining from voting. Ott: Does Survey Monkey recognize opting out? Peterson: Abstaining could be built in to a survey or a vote. Bates: Skipping a specific item is in essence abstaining from voting on that item. Ott: Including *abstain* as an option for each item on the vote. McHenry: Will work on article for *Good Stuff*.

vi. Next steps

Bates, Peterson, and President McHenry will work on articles for *Good Stuff* to educate membership on use of Survey Monkey and about opting out. At this time, are we going to do anything with the language in the Bylaws? Baesler: If we have a policy, we need to follow it. McHenry: If we change the language in Article 3 Section I, Item B of the NDLA Bylaws, we'll need to change wording in Item A. Baesler: Let's visit about this at post-conference meeting. President McHenry tabled this topic until the post-conference meeting.

VIII. Reports were filed.

- 1-President
- 2-President –Elect
- 3-Past President
- 4-Secretary
- 5-Treasurer
- 6-ALA Councilor
- 7-MPLA Representative
- 8-Academics & Spec. Lib. Section
- 9-Archives & Records Management Roundtable
- 10-Gov. Documents Roundtable
- 11-Health Sci. Info. Section
- 12-New Members Roundtable
- 13-Public Library Section
- 14-School Lib. & Youth Serv. Section
- 15-Technical Services Roundtable
- 16-Constitution Bylaws Policies Committee
- 17-Finance Committee
- 18-Intellectual Freedom Committee
- 19-Legislative Committee
- 20- Nominations, Elections, & Voting Committee
- 21-Membership Committee
- 22-Professional Development Committee
- 23-Public Relations Committee
- 24-The Good Stuff Ed. Committee
- 25-Executive Secretary
- 26- Archivist/Historian
- 27-State Librarian
- 28-Web Editor

IX. Evaluation of Executive Secretary

- a. Schulz made a motion that the Board move to Executive Closed Session to evaluate Executive Secretary Cathy Langemo. Beth Greff seconded the motion, and the motion carried. Harken moved to reconvene; Lieberman seconded the motion. President McHenry stated that we have returned from executive session. Schulz made a motion to accept the satisfactory evaluation with some areas of concern for the Executive Secretary. Peterson seconded the motion. Motion carried.
- b. McHenry will work with the Board to review and revise the Executive Secretary duties and Policies Handbook and present it to the Board at the November/December Board meeting. At that time, the Board will consider the changes to the Executive Secretary Policies Handbook, a list of job duties, new contract issuance, and possible advertising of Executive Secretary position.

X. Next Meeting – October 1, 2010, 4:00 pm, in the Alerus Ballroom 4

XI. Adjourned at 12:50 pm

Respectfully submitted,

Chandra Hirning
NDLA Secretary

Approved during 2010 Post-Conference Executive Board meeting, October 1, 2010