

NDLA Executive Board Meeting  
Jamestown Civic Center  
May 29, 2015

Present: Mary Lorenz, Victor Lieberman, Greta Guck, Mary Sheahan, Trista Raezer, Alicia Kubas, Anna Lynch, Rachel Kercher, Paulette Nelson, Kerri Tyler, Mike Safratowich, Wendy Wendt, Anna Blaine, Will Martin, Mary Soucie, & Laurie McHenry. Joining the meeting remotely: Rita Ennen, Janet Anderson, Tina Grenier, Aubrey Madler, & Kelly Steckler.

I. Call to order

President Guck called the meeting to order at 10:05am.

II. Introductions and Housekeeping

The Board introduced themselves. President Guck went over lunch details (Gladstone Inn at 12:00pm.)

III. Order of the Agenda

No additions or corrections to the agenda.

IV. Approval of Minutes

Correction to be made to March 13, 2015 Executive Board minutes: Al is still registered agent. P. Nelson made a motion to approve the March 13, 2015 corrected minutes, seconded by W. Wendt. Motion carried, minutes approved.

M. Safratowich made a motion to approve the Executive Board Electronic Minutes from March 12, 2015 – May 17, 2015, seconded by T. Grenier. Motion carried, electronic minutes approved.

V. Treasurer's Report

NDLA has equity of \$88984.00. This balance contains monies from the Health Sciences conference; this money is not available to NDLA but is intended for sending Health Sciences members wanting to attend their conference. Not counting the Health Sciences amount, NDLA has a balance of \$66156.00. A healthy balance due to our profitable conference in Bismarck.

VI. Old Business

a. Video Conference/Webinar software Pilot Program

Executive Board approved a 1 yr. subscription to Zoom meeting & webinar software. President Guck did a webinar in April, they couldn't see the participants, it would have been better if run as a meeting so participants could see each other, interact, and get more feedback – 6 people attended. The Mentorship Committee has used Zoom and we're using it today for our remote board members.

- Zoom seems to work well.
- It could be used by Sections for meetings.
- NDLA could broadcast general meetings from conference to members not attending.
- Zoom will also record – do we want to record conference sessions, speakers, pre & post conferences, Flicker Tale speaker? Could put recordings on the website.

- If the conference was recorded or streamed would there be a separate conference fee to watch it?
- Stream the awards banquet at conference.
- Contact President Guck if you want to use Zoom and she will give you the password information.

b. Approval of slate of candidates

2015 NDLA nominees:

President- elect:

Lesley Gunderson – Elementary Librarian, Bismarck

Secretary:

Samuel Stover – User Services Librarian, Valley City State University

Kathy Jo Cline – Beulah School Library

Treasurer:

Aaron Stefanich – Children’s Librarian, Grand Forks Public Library

Sections & Round Tables

Academic & Special Libraries Section

1. Chair-elect: Julie Reiten

School Library & Youth Services Section

1. Chair-elect: Sarah Matusz  
Rachel Kercher
2. Secretary: Maggie Townsend

Public Library Section

1. Chair-elect: Beth Postema  
Traci Lund
2. Secretary: Toni Vonasek

Health Sciences Information Section

1. Chair-elect:
2. Secretary:

Technical Services RT

1. Chair-elect:
2. Secretary: Stacey Goldade

Government Documents RT

1. Chair-elect: Jessica Robinson

New Members RT

1. Chair-elect:
2. Secretary:

Archives/Records Management RT

1. Chair-elect:

Archives & Records Management RT had someone willing to be chair-elect but this person never was on the list of candidates. The Executive Board decided to hold a special election in 2014 but it was never done. Greta will talk with this person and see if they are willing to run next year on a special election. Phyllis Bratton was the person willing to serve on ARM RT. The idea to combine GODORT & Technical Services RT is still being considered.

Chair-elects can be read-only members of the Executive Board listserv so they can see what the Board does. They need to make the request to the president and he/she will approve them. The web editor will then add them to the listserv.

For the forth-coming year, Aaron Stefanich will be the SLAYS Chair and will also be running for Treasurer. Can one person hold two Executive Board positions at the same time?

W. Wendt suggest that NDLA elect chairs of the round tables and sections and get rid of the chair-elect position. A. Blaine will check the bylaws to see if this is possible. This change would have to go to the membership for a vote. A. Blaine will form a committee to discuss the issue and bring findings to the Executive Board meeting in September. Laurie McHenry & Mary Soucie will serve on this committee. Information regarding the change can take place through email & Zoom to include those not attending conference. Comments about this issue include:

- If the voting for this issue takes place at conference, some people won't be there to participate
- Informational meetings about the change can take place through email & Zoom
- We want to get people interested in NDLA & making things easier is a start
- The chair-elect could fill in for the chair in absences
- Sections & Round Tables could hold their own elections – A. Blaine will look into bylaws changes if NDLA decides on this option.

Changes regarding the chair vs. chair-elect could be presented at the 1<sup>st</sup> general session and Chairs could address the issues and present their ideas at the 2<sup>nd</sup> general session. Information can be emailed to membership, The GoodStuff can post that members watch their email for an announcement regarding elections. We need to have all legal issues figured out before that time. A. Blaine wants feedback from the Executive Board regarding this matter.

The March GoodStuff hasn't been received yet; President Guck will contact M. Anderson.

President Guck asked for a motion to approve the slate of candidates, taking into consideration that those who haven't renewed their NDLA membership will do so. V. Lieberman made the motion, seconded by P. Nelson. Motion passed, the slate of candidates was approved.

#### c. Library Advocacy

This workgroup met four times, last meeting was in April. The meetings have been very helpful & productive and V. Lieberman hopes to continue the work of this group. The workgroup did not use all the funds from the Bremer Grant and are waiting for instructions from Bremer for returning the unused funds; extra funds could not be used for National Library Legislative Day. Actual grant was for \$17,460.00, workgroup used \$6811.00. The workgroup passed two resolutions; one to recommend that NDLA Executive Board use funds to allow one member to attend National Library Legislative Day and the other to recommend that NDLA pay part of the expenses for North Dakota libraries wanting to use an ROI (Return on Investment) calculator as an advocacy tool. Some discussion that an ROI calculator is already

available and can be used and customized to each library's needs. Possibly there will be a presentation at conference to tell members what the workgroup accomplished.

The preconference program will be on grant writing. Do we want a Library Advocacy RT? NDLA wants to continue ND Library Snapshot Day and wants more people to attend Legislative Day. Perhaps libraries could take turns sending people to Legislative Day so we can have different libraries represented.

President Guck adjourned the meeting at 12:01 pm for lunch.

President Guck called the meeting back to order at 1:13 pm.

## VII. New Business

### a. ALA Bylaw Amendment

ALA is amending their bylaws to adopt Robert's Rules of Order to use for parliamentary procedures during meetings. Sturgis will only be available online when updated. NDLA uses Sturgis. It's good to have a paper copy since internet services can often be down. NDLA isn't required to follow what ALA does but it might be easier. It wouldn't make any difference with how meetings are run. This would be a bylaws change so would need to be put to the membership for a vote. Possibly this could be on the same ballot as voting/chair-elect. A. Blaine will draft a proposal that we accept Robert's Rules of Order handbook.

### b. Records Retention

Questions were brought up regarding NDLA records retention; it appears that files have been lost, there's confusion when switching officers, many records were not passed on from last executive secretary, and confusion as to where records are kept. Our archives are in the State Historical Society. G. Gilstrap has resigned as Archivist. Do we need cloud storage, paper copies, or thumb drives to keep these documents and conference contracts available to use? M. Soucie said the ND State Library would be happy to supply physical space for these purposes. It would be better to have a separate location that all officers could access – digital space on the server. Vendor information was available online. NDLA needs to look for a new Archivist.

### c. Review Policy Handbooks

1. A & SL Policies Handbook
2. ALA Councilor Policies Handbook
3. CB & P Policies Handbook
4. GODORT Policies Handbook
5. President's Policies
6. Secretary's Policies – Changes to the Secretary's Policies Handbook were tabled until our next meeting.
7. Web Editor's Policies Handbook - NDLA has 3 domain names and will let one expire that has nothing on it, will keep NDLAonline.org, NDLA.info. The web editor needs to keep the domain names current as both domain names go to the same website. It doesn't make sense to have 2 domain names. W. Martin will try to move away from ndlaonline.org and just use ndla.info. He will also try to make all documents searchable – RTFs. A. Lynch will assist him in changing the documents to RTFs.

L. McHenry made a motion to approve the 6 handbook changes, seconded by V. Lieberman. Motion approved.

d. NDLA table cover purchase

K. Steckler proposed that NDLA purchase a new table top with a skirt that would have the logo printed on it. Our old banner is too big and the logo has changed. We could use it at Legislative Day and other events. L. McHenry made a motion that NDLA purchase a table top as described up to \$250.00, seconded by P. Nelson. President Guck called for a vote. Motion approved. W. Martin has a jpg and vector graphic of the logo. K. Steckler will take the lead to purchase table top, by checking local printing companies and W. Martin will send the graphic files to her.

e. Proposal for Strategic Communications Advocacy Services.

K. Steckler worked with JM Strategies (Jason) during the legislative session, testifying and advocating for ND libraries. NDLA previously talked about having JM Strategies continue this work in the off year. JM Strategies has submitted a new proposal - train NDLA on how to advocate on their own behalf, teach librarians how to reach city & county officials, develop a messaging tool kit for communication, talking points to tie in our culture & needs, ROI, and how do we show statistically what we do (value). Messaging & consistent messages will be a value to NDLA, JM Strategies would meet with any library member that called asking for specific help along these lines. He could do an advocacy workshop at our conference, media coaching, need more active participation, working with officials during off years - then ready to work during legislative year. He would submit progress reports and an evaluation at year end. K. Steckler recommends we do this. Cost would be \$750 per month covers all services - some contractor charges possible. This would start in June 2015 with a progress report in October 2015. We could communicate these services to our members at conference, through social media, and by email. JM Strategies applies to all types of libraries in North Dakota. A library need not have an institutional NDLA membership to utilize these services. In October, we would review if we want to extend the contract beyond December 2015. K. Steckler said JM Strategies was very easy to work with, excited, on top of things, and has lot of strengths. K. Steckler's only concern is who would work with Jason, how much time would it take, how would they be chosen? She had weekly phone calls with Jason during session regarding what we needed to be aware of, what needed to be shared with members, and what bills needed to be on our radar. Hopefully to advocate at the local, state, and federal levels, NDLA can start doing what we need to get librarians more comfortable with marketing themselves like show libraries how to use social media to the best benefit for their institution. After the contract is signed, we can pursue grant opportunities that may help fund this. W. Wendt moved that we sign a contract for 7 mos. as proposed and reevaluate in October 2015, seconded by A. Lynch. M. Safratowich asked if we are ready to start in June or should we wait until July when our fiscal year starts. W. Wendt amended the motion for 6 mos. to begin in July 2015, A. Lynch seconded again. President Guck called for a vote. Motion carried.

President Guck will sign the contract & work with K. Steckler to craft information to go out to the membership. A copy of the proposal is included at the end of these minutes.

VIII. NDLA Conference Updates

a. Jamestown 2015

V. Lieberman stated we need to compare conference expenses & estimated costs and we need to vote on the budget today. The post-conference was not well attended last year, he's still working on the post-conference. R. Kercher said teachers have to attend both pre & post conferences to get continuing education credits. It's hard for school librarians to attend in September and there are lots of other avenues for them to get their credits. If we concentrate on offering a good preconference, it would be one way for them to earn part of their credits. A. Madler wondered if NDLA could offer a grant to pay school librarians when they are at conference.

162 attendees at the last conference held in Jamestown with 30 vendors that year. Conference registration will go up on the website soon since we now have the preconference booked. Pikes Peak Library System will do a half day grant writing preconference and will also do a discussion of people who have had successful grant writing experiences. P. Nelson & M. Soucie have talked about doing a preconference on Maker Spaces (half day) possibly this would just be a 2 to 2 1/2 hr. program. 19 programs have been submitted so far. President Guck asked for a motion to approve the conference budget as presented. P. Nelson made the motion, seconded by L. McHenry. Motion carried, budget for conference approved. W. Wendt said she has started receiving vendor registrations.

b. Dickinson 2016

The contract is signed.

c. Grand Forks 2017

A proposal is being drafted to the Grand Forks CVB. Canad Inn was very expensive last time the conference was in Grand Forks. The Ramada Inn is supposed to be remodeling, how many people can they hold for a conference?

Took a tour of the Jamestown Civic Center.

d. 2018

NDLA needs to choose a conference site for 2018.

2011 conference was in Minot. 2012 conference was in Fargo.

P. Nelson made a motion to have the 2018 conference in Minot. Seconded by W.

Wendt. President Guck called for a vote. Motion approved. 2018 conference will be in Minot.

IX. Board Reports

W. Martin has posted board reports to the website.

MPLA will have stellar programs at their next conference, the week after NDLA in Cheyenne, WY.

X. Next Meeting

NDLA Executive Board will meet at conference on Wednesday, Sept. 17, 2015.

XI. Adjourn

President Guck adjourned the meeting at 4:07pm.

Respectfully Submitted,

Mary Lorenz

NDLA Secretar



STRATEGIES

**TO:** North Dakota Library Association  
**FROM:** Jason Matthews – JM Strategies, LLC  
**DATE:** May 26, 2015  
**SUBJECT:** Proposal for Strategic Communications and Advocacy Services

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## **SITUATION APPRAISAL**

The North Dakota Library Association (NDLA) needs to strengthen its brand, increase its member base, and develop an advocacy program that empowers members while building important capital with the general public, patrons, legislators, and local policymakers.

Now more than ever, in this digital era, it is not only important but essential for libraries to prove their value and remind decision-makers of their relevance and impact on our communities.

## **OBJECTIVES**

Our objectives for this project include:

- Increasing visibility for the NDLA through a coordinated, strategic public relations campaign that includes the development and communication of a consistent message.
- Assisting NDLA member libraries with all local public relations, messaging, and local advocacy needs.
- Developing an advocacy program that trains NDLA members on how to advocate on their behalf to local policymakers (city and county officials), legislators, foundations, patrons, and the general public (taxpayers).
- Developing a messaging tool kit that contains general talking points and one-page white papers on topics such as the following:
  - The social, cultural, and economic value of libraries.
  - The specific benefits of libraries.
  - The return on investment libraries provide to the communities and constituencies they serve.

## **VALUE TO THE ASSOCIATION**

The value to NDLA will include:

- A consistent message for the Association
- An association advocacy program
- Increased visibility for the association
- Expanded benefits to members
- Potential increase in NDLA membership

- On-going professional counsel on strategic communications, advocacy, and government relations

## **SERVICES**

JM Strategies will provide any of the following services to NDLA:

- Develop a strategic communications plan for the Association
- Develop an advocacy program for the Association
- Present an advocacy workshop at the 2015 NDLA conference
- Develop and manage earned media opportunities for NDLA that may include (but not be limited to) the following: news stories, editorial board meetings, media interviews, etc.
- Message Development, Strategy, and Management:
  - Develop a consistent message for NDLA
  - Develop a messaging tool kit
  - Assist in increasing NDLA membership
  - Work to promote membership engagement
  - Provide specialized counsel on public relations and advocacy needs for individual NDLA members based on their unique needs
  - Email alerts, fact sheets, other correspondence to NDLA members and policymakers (as needed)
  - Social media strategy (including the use of paid advertising)
- Media Coaching
- Presentation Training, Coaching, and Assistance
- Writing Services:
  - News Releases
  - Ghostwriting and/or Editing Op-Eds and/or Letters to the Editor
  - Drafting emails on behalf of NDLA to local and/or state policymakers
  - Editing/revising and/or drafting testimony to local and/or state policymakers
- Research
- Response
- Following policy and political developments that may be of interest to NDLA leading up to the 2016 elections and in preparation for the 2017 legislative session
- Material Development (Fact sheets, brochures, etc.)
- Coalition Building:
  - Identify and recruit potential supporters on behalf of NDLA
  - If plausible, identify and activate grass-tops (local elected leaders, business leaders, notable North Dakotans) and grassroots advocates on behalf of North Dakota's libraries

## **JOINT ACCOUNTABILITIES**

JM Strategies' accountability includes:

- Adherence to agreed-upon deadlines
- All administrative and office costs
- Regularly scheduled meetings with designated NDLA officials
- Monthly progress reports

NDLA's accountability includes:

- Appointment of designated NDLA officials to directly work with JM Strategies



- Access to designated NDLA officials and/or other key individuals on mutually convenient dates
- Payment in conformance with the terms as listed below

## TERMS AND CONDITIONS

- **Consulting Charges:** A flat monthly rate of \$750 will cover all services, with the exception of any subcontractor charges that may be necessary (see below).

Consulting services will start on June 1, 2015 and run through December 31, 2015. A two-month advance of \$1,500 is required to commence work. Monthly payments of \$750 may begin on August 1.

JM Strategies will meet with the NDLA board (or designated officials) by October 31 to determine the future of the relationship beyond December 31, 2015.

- **Subcontractor Charges:** Subcontractors may be necessary if material development and/or social media advertising are required during the session. JM Strategies will secure bids from subcontractors (graphic artists, printers, etc.) and provide those bids to the NDLA board (or designated officials) for review and approval.

JM Strategies reserves the right to mark-up to sub-contractor charges, however, no mark-up will exceed 15%.

## ABOUT JM STRATEGIES

JM Strategies, LLC specializes in public relations, strategic communications, public affairs and political consulting services to businesses, non-profits, policy/issue groups, and candidates.

JM Strategies provides client-specific strategies that allow clients to achieve success through such services as: public relations, strategic communications planning, management counsel, public positioning, reputation management, media relations, media training, community outreach, crisis communications management, traditional/new media strategies, non-profit advocacy, campaign messaging, campaign planning, issue messaging, op-ed columns, coalition-building, advertising concepts and copywriting.

To learn more about JM Strategies, log onto: [www.jmstrategies.net](http://www.jmstrategies.net).

## CONSULTANT QUALIFICATIONS

Jason Matthews, owner and president, has a decade of experience in public relations, strategic communications, public affairs, political consulting, and non-profit management. Jason has developed communications strategies for clients ranging from national companies to local non-profits and small businesses. He has developed message strategies for legislative lobbying initiatives, has worked with business, labor, and advocacy groups on public policy campaigns, has served as a senior adviser to more than 30 candidates, and was a senior strategist on four winning statewide measure campaigns.

Jason is a member of the Public Relations Society of America (PRSA), the American Association of Political Consultants (AAPC), the Fort Abraham Lincoln Foundation Board of

Directors, and the Bismarck Rotary Club. Since November 2013, he has served as President of the Friends of the Bismarck Public Library.