

**Vermont Library Association Board Retreat**  
**Goddard College | July 9, 2014**  
**10am - 3pm**

**Meeting called to order:** 10:06am

Present: Amy Grasmick, Marty Reid, Laura Crain, Virgil Fuller, Toni Josey, Amber Billey, Helen Linda, Christine Friese, Charlotte Gerstein, James Allen, Amy McMullen, Amy Wisehart, Kevin Unrath, Prudence Doherty, Selene Colburn

**Introductions**

Sarah moved to approve the May meeting minutes; Amber seconded. **May meeting minutes approved unanimously.**

**Update from State Librarian Marty Reid:** See attached report. Action item: do we want to help with funding three scholarships for VT librarians to attend an information literacy conference in Savannah in October? We'll need to act quickly.

Marty noted that many libraries are not very good about gathering anecdotes, data, etc. to use later for advocacy. She's working with other state associations to see how we can improve. She also noted that Vermont is being recognized nationally for advocating net neutrality thanks in large part to Senator Leahy's efforts.

**Board Updates**

**President:** Toni has been spending time catching up on what the board has been working on over the last few years. Her goals for the next year include creating master calendar and updating position descriptions.

**Vice President:** Virgil supports Toni's agenda and is excited to be serving with VLA. He's investigating many things, including getting a lobbyist if we have any legislative agenda items and contacting MLS schools to arrange tuition discounts for VLA members. He will be attending the Board of Libraries meeting next month. He's created a [vermontlibrariesvicepresident@gmail.com](mailto:vermontlibrariesvicepresident@gmail.com) email account.

**Secretary:** Sarah is having a baby later this year. She might miss the January board meeting as a result.

**Treasurer:** see report. We got our tradename registered and things with the bank are cleared up.

Amber thanked everyone for the past year. She noted that VLA has money in the bank and advocated using it, possibly for new TV spots, a bigger speaker for VLC, or getting a library lawyer on retainer, to name a few possibilities.

**Section updates**

**College and Special Libraries:** will be holding two events, one in the fall or winter and one in the spring. One will be about web sites for academic libraries, and one (or more) will be an open get together in different regions. They would like to get a structure of events together to pass on to the next generation of section leadership. They also might start up the reference roundtables again.

Charlotte suggested doing an event around the new information literacy standards.

**Public Libraries:** The Tech Unconference was great, but they received feedback that it should be an every other year event. They may do a library director roundtable. They also asked for feedback on what public librarians want from VLA: only piece of feedback they got was that everyone wants a delivery system. Amy volunteered to be on the VTLib committee looking at a courier system. She and Kevin are still brainstorming events for the coming year.

Marty said there is a \$650,000 startup cost estimate for the VALS overhaul and courier system. They're working on an RFI to get realistic estimates of the yearly cost for a courier contract. One VTLib goal is to automate every public library that meets standards by the end of next year, which will help in creating a union catalog that citizens could use for ILL requests.

**Technical Services:** Looking for ways to make the Tech Services Section more active. Should they expand to include collection development and ILL? They would like to expand cataloging education in the state as well. They're also looking at participation in the Green Mountain Digital Library, which would feed into DPLA.

**Trustees:** no update from Laurel. This section used to be the VLTA and continues to host a November Trustees conference to help trustees understand their role and do their job better; this conference primarily focuses on issues of funding and technology. For the first time this year, instead of participating in the Town Officers' Education Conference, they decided to do a separate training for trustees and directors that was very successful.

VTLib is trying to balance charging a reasonable amount with still having a quality training, and VLA's support is critical to maintaining that balance. Helen mentioned that Trustee and Friends membership in VLA is very small, and we could target them more for membership outreach. Christine said that many are interested in membership in the ALA United for Libraries Trustees section, and that collaborating with ALA to offer that would be a good motivation for trustees to join VLA. Selene also suggested working with directors to advocate the value of VLA membership to their boards.

**Youth Librarians:** They've been busy with summer reading. They hope to have a fall session, possibly a roundtable to review summer reading and plan new things. They would also like to get a regular annual program schedule going that future section leaders could continue.

During the section meeting at the conference, there was interest in working with schools to tap into teen community service hours. Many libraries would like help creating Teen

Advisory Boards and getting teens hooked into meaningful, regular community service at the libraries.

### **Committee Updates**

**Awards:** Great committee to work with because it only meets twice. Historically, academic librarians are not often nominated by their peers. Also, nominators should note that nomination packets that do not wow the committee are not likely to go forward, no matter how amazing the candidate. Amy is still looking for a trustee representative for the committee.

**VTLib:** The department is looking for replacements for two staff. They're starting up the EDGE Initiative and Impact Survey - public libraries will be hearing more about this over the next few months. See Marty's report for more updates.

**Government Relations:** In the past year, they reconstituted the committee with a group of 6-7 interested members, updated the legislative breakfast packets, followed a couple pieces of legislation (which proved educational), and did outreach on a couple other issues. For the following year, they're looking to set up a more regular meeting schedule and get the legislative breakfast materials better distributed in a timely manner. They want to see if it makes sense to invest in any sort of action alert system to engage our membership more easily and will check out Capwiz or its replacement. Marty mentioned that VTLib will be sending out packets to legislators about what libraries and VTLib do, and offered to include a sheet from VLA in those packets. Selene is looking for more committee members, so please send names her way. She would also like to get feedback on the balance and focus of the committee, including looking at support for academic and public libraries to strengthen their municipal government relations.

**Intellectual Freedom:** School libraries faced a lot of challenges last year, and many were floundering from lack of policies and procedures on how to deal with those challenges. Marty suggested VLA and VSLA work together to do trainings on this. Amy McMullen said Youth Sections would be interested in supporting that as well. Charlotte reminded everyone that ALA offers a lot of resources for this.

**Membership and Outreach:** Website is almost completely updated. If you want more control of your section of the website or would like the content changed, just let [vermontlibrarieswebmaster@gmail.com](mailto:vermontlibrarieswebmaster@gmail.com) know. There was a suggestion that we form committees to update section handbooks and other manuals. Online payments will be in place this year. Charlotte mentioned that NELA wants to help state associations setting up online payment systems. Helen offered advice to any section or committee with members interested in volunteering: have a punchlist of discrete, short items to get done that you can offer or assign. The mentorship system still needs someone to organize it. We've applied for and been accepted to Google for nonprofits, so we can transition to emails like [president@vermontlibraries.org](mailto:president@vermontlibraries.org). It also gives us access to Google Checkout for online

purchases. We got more data this year thanks to the new membership forms, particularly in terms of specific volunteer interests. VLA News is still happening, and the deadline for the next one is July 21. Also hoping to get a better Vermont library happenings calendar going in collaboration between VLA and VTLib.

**Personnel:** Absent.

**Scholarship:** This committee needs a chair; the board will ask Emily Zervas to serve in this position. The board agreed to seed funding for NELLIS, but there hasn't been a lot of money coming in without anyone to steward it.

**Conference:** This was our highest attendance since moving to the single day model. VLA ended the conference in the black, which will help planning for next year. Section Vice Presidents and our new Immediate Past President were welcomed to the committee and reminded that serving on the conference committee is part of their prescribed duties.

**ALA Councilor:** New ALA President Courtney Young is focusing on a career development facilitators program. She wants a National cohort of 25 librarians to work on this.

Areas of focus from the ALA conference: financial literacy, gaming, libraries as trusted community resources, Common Core, rethinking the Midwinter conference, new ALA Center for the Future of Libraries to develop training for library staff, and expanding the focus of the Digital Content Working Group. Charlotte finished her second year in this position and may be looking for someone to take over when her term finishes next year. This was the first year for the Lemony Snicket prize for Heroic Librarians Faced with Adversity. The Freedom to Read Foundation started a free course for LIS students on Intellectual Freedom. There is a great new Teen Bookfinder App. ALA is looking for Children's Book Literary Landmarks in each state - what can Vermont offer here? The conference also contained lots of ideas for reaching out to millennials and engaging them in library leadership.

**NELA Representative:** Next board meeting for NELA will be July 18. They're looking for presenters for easy, quick 5 minute presentations at the fall NELA conference. Nancy is looking for someone else to take over as NELA rep unless we can accept her reports in absentia.

Break for lunch at 12:15

Reconvene: 12:56

**Ad hoc committee on reviewing position descriptions, handbook, and bylaws:**

Sarah, Amber, Toni, and Virgil volunteered. Helen suggested getting people from outside the board leadership to look at this as well, to get interested members involved and hopefully have them catch things a board member might miss.

**Review of Strategic Plan**

Action points for the coming year: reaching out to new unconventional partners like the business community, both generally as VLA and in support of libraries reaching out locally themselves.

Mentorship program: there is interest among our membership in both receiving and giving mentorship. The board brainstormed on how that could happen. Ideas included mentorship mixers at VLC and around the state, conference ribbons for mentors and 1st time attendees, and a new member meet 'n greet at the conference.

Kevin suggested recognizing people who got their Masters degree at the conference - just add a call for MLS graduates to the call for retiree names. This will be the responsibility of the Awards and Personnel Committees.

Listserv could be moved to something we can manage rather than being hosted through UVM, but it's not necessary to do so yet and there are benefits to being hosted by a larger institution.

What do we want to do with social media? Engage members (especially younger members) and enable fast calls to action.

**Vision planning:** We want more events including informal and social events, even if we need to sponsor them. One suggestion was a meet 'n greet day with meet-up spots spread out around the state. We also need to get more members involved in leadership within the organization. We should get a banner printed with our logo and maybe some pins/swag so VLA can be represented at other events like E21. Other ideas: getting other partners within communities, partnership drives, and a VT libraries app with hours and locations - Code 4 VT or HackVT might be able to make this. We'd also like to collaborate more with VSLA - could there be a pricing partnership for joint membership?

**Planning for the Future of Vermont Libraries:** VTLib may need a representative for the Public Libraries Standards Committee.

Reminder: everyone with money needs should be submitting a budget request to the treasurer at the beginning of the fiscal year (July).

**E21 Maker Conference:** Amber moved to sponsor the conferenc. Toni seconded.

**Motion to sponsor the E21 Conference unanimously approved.** Helen moved to support at \$1000, and Amber seconded. Prudence had advised supporting at a lesser amount. **Motion to sponsor the E21 Conference at \$1000 approved by majority vote.**

Toni would like to see other institutional conferences on a VT Libraries calendar, including dates for registration, presentation proposal submission, etc.

It was noted that proxy voting for section representatives is already provided for in the bylaws: each section should be sending at least one representative to each board meeting who then has the authority to vote on behalf of the section.

**2014-2015 meeting locations:**

9/10/14: Hartland, VT

11/12/14: Barre, VT

1/14/14: Videoconferencing

3/11/14: Middlebury, VT with videoconferencing as backup

5/13/14: Midstate?

Meeting adjourned at 3:08pm.