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## ILA/ACRL Executive Board Minutes, October 16, 2017

Association of College and Research Libraries. Iowa Chapter

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**ILA/ACRL Executive Board Meeting Minutes**  
**Monday, October 16, 2017**  
**(Meeting conducted via Zoom)**

**Members Present:** Beth McMahon (President); Jennifer Sterling (Vice President/President-Elect); Sara Scheib (Past President); Becky Canovan; Carrie Dunham-LaGree; Ellen Neuhaus; Ericka Raber; and Kristy Raine.

**Members Absent:** Dan Coffey; Angie Cox; Cathy Cranston; Mary Heinzman; Cara Stone.

President Beth McMahon called the meeting to order at 10:01am. Beth called for a motion to approve the Monday, October 16, 2017 agenda. Motion made by Sara Scheib; motion approved by voice vote.

President McMahon then called for discussion and approval of Executive Board minutes from September 18, 2017. Call for questions or comments; none noted. Move to approve the September 18, 2017 minutes by Carrie Dunham-LaGree. Motion approved by voice vote.

**Treasurer's Report:** Kristy Raine noted that September 2017 accounts information was recently received and circulated to the board. Year-to-date receipts/disbursements are \$1,575.88, with a closing balance of \$7,542.11.

**Committee and Representative Reports:**

- 1. Professional Development (Cathy Cranston):** No report.
- 2. Spring Conference (Carrie Dunham-LaGree):** Carrie noted proposal shared with Executive Board for joint IPAL/ACRL conference in 2018. Conference arrangements would be a pilot experience; any resulting profit would be split between the two organizations, with ILA-ACRL receiving 75% of revenue. Beth noted her support of the joint conference and expressed concerns about profits tied to registration fees and managing costs. Carrie noted that conference venues are available; registration costs will be determined once programming is finalized, particularly the costs associated with a keynote speaker. She noted that registration costs have varied; member versus non-member rates will occur. Carrie noted that IPAL has no individual memberships. Becky noted her approval with new format and awareness of shared programming. Sara expressed approval, noting with ILA-ACRL solid finances, now is the time for a potential pilot and the ability to absorb a loss, if it occurs.

Carrie asked about announcing new format at ILA; Beth noted her approval and need for IPAL approval. Carrie hopes IPAL decision comes very shortly.

- 3. Awards (Sara Scheib):** Sara noted that the fall conference winner has been selected; Cynthia (Cindy) Bancroft, Library Assistant II at UNI, was selected. The award will be announced during Thursday's lunch at ILA.

The committee has also selected a candidate for the PR/Marketing Award. The selection requires executive board approval; proposals are only allowed from ILA-ACRL member institutions. The marketing program must then occur at the applicant's institution. The board's candidate is North Iowa Area Community College (NIACC) in Mason City, Iowa. The library's director is Jennie Ver Steeg. Particulars about the project include:

**Title of the Project \***

NIACC Alumni Video Outreach

**Project Facilitator(s) \***

*Names and titles of individual(s) who will carry out the project*

Jennie Ver Steeg, Library Director

**Library Name and Address \***

North Iowa Area Community College, 500 College Drive, Mason City, Iowa 50401

**Target Population \***

Community members, potential students, and current students

**Intended Outcomes \***

To raise awareness in potential and current students and community members of the role the NIACC library plays in the personal and professional success of students and alumni, raise awareness of the possibilities a NIACC education offers members of the community, and create brand relationships and encourage engagement marketing over time. Outcomes will be measured by Facebook and Google Analytics and ad performance.

**Project Description \***

The library will work with College Marketing staff, the NIACC Foundation, the Mason City Chamber of Commerce videographer, academic program chairs, Mason City Public Schools, and the college Alumni Office to create and disseminate three well produced 2 to 3 minute videos featuring 2-4 alumni who discuss their personal and professional journeys during and after NIACC, and highlight how the library's services or resources aided in their success. Alumni will be identified and invited to participate with the help of the Alumni Office and academic program chairs. Videos will be shot in an interview format, with prompts written by the library director. Each video will be linked in NIACC social media outlets (College and Library Facebook, Twitter, and Instagram, and the College YouTube channel) as well as being streamed at our 100th anniversary events on closed circuit television and/or as part of recruitment for degree programs featured. Videos would be coded to enable optimal reporting on traffic sources with available Analytics. Targeted Facebook ads will be purchased and a link or QR code to a Qualtrics survey or directly to a resource mentioned would display at the end of the videos. Success would be assessed via click through rates, survey feedback, and word of mouth feedback.

Motion to approve winner selection for the PR/Marketing Award by Carrie; motion approved by voice vote. Sara noted that the winner will be announced during the ILA-ACRL business meeting in Coralville (ILA annual meeting).

- 4. Electronic Communications (Dan Coffey):** No report.
- 5. Fall Program (Ellen Neuhaus):** Ellen noted that ILA-ACRL is sponsoring a pre-conference event with 33 people enrolled; 19 are from academic libraries. The chapter is also sponsoring a concurrent session with the same speakers; Ellen will handle transportation and logistics for the Purdue presenters. Session managers have been secured for both events; 494 total conference registrations, to date, exceeding last year's total. Large attendance expected at Trivia Night and SLIS Open House celebrations. Beth noted the ILA-ACRL business meeting will be held in early afternoon (1:15pm).
- 6. Membership (Angie Cox):** No report.
- 7. Nominating (Jennifer Sterling):** Jennifer noted email solicitations for committee chair nominations. Beth asked about number of officer nominations; Jennifer noted current situation and need for more possible candidates.
- 8. College Readiness (Ericka Raber):** Ericka noted challenges in connecting with IASL chairs outside the normal committee meetings. She asked for potential discussion regarding how to move forward with joint structure. ILA-ACRL membership remains strong within committee.
- 9. ACRL Chapter Council (Ericka Raber):** Ericka noted that she recently updated officer and conference information. She is happy to orient the next chapter council representative.
- 10. ACRL Government Relations (Mary Heinzman):** No report.

**Other Business:**

- 11. Finalize Agenda for ILA/ACRL Business Meeting during Annual Conference (Thursday, October 19, 2017):** Group noted continuing access problems to document. Beth will email content to board; please note any needed edits.
- 12. Update on Outcome of Vote to Amend ILA/ACRL Bylaws, Article VII, Section I: Term of Service for Secretary/Treasurer:** Beth noted that voting finished; amendment passed unanimously with 72 responses. New rule will allow Secretary/Treasurer to serve for a second year; Beth noted new details will apply to Nominations committee.

**13. Other Business or Announcements:** None.

President McMahon moved to adjourn the meeting; seconded by Sara. Meeting adjourned at 10:28am.

Minutes respectfully submitted by Kristy Raine, Secretary/Treasurer.