Executive Board Meeting on Thursday, July 10, 2014
Alexander Library, Rutgers University


The meeting began at 10:20 AM
Minutes from the May meeting were approved.

President's Report (Gracemary Smulewitz):
- Gracemary thanked the committee for their support and contributions during the past year. She recommended creating a toolkit for future presidents to outline duties and procedures of the office.
- She will prepare the Chapter report to submit to ACRL.
- NJLA Conference: (See discussion below)

Vice President's Report (Nancy Weiner):
ALA Annual Conference
- Leadership Council
  - Much of the discussion focused on the 75th Anniversary of ACRL and the “Kick Start the Future Campaign” which seeks to raise $50k to fund 150 scholarships for ACRL 2015.
    - In response to questions from Adriana, Gracemary, and Denise, Nancy reported that the criterion for scholarship recipients is not established, but the committee is trying to address the decline in membership.
  - Showed the ACRL promotional video and mentioned the 75 Reasons to Become an ACRL Member.
  - Sought aspirations for the 75th Anniversary Scholarship Winners.
  - Sought feedback on the 75th Anniversary fundraising campaign pitch.
  - Sought ideas on how ACRL units, committees, chapters, etc. may contribute to the campaign.
  - Announced the keynote speakers for ACRL 2015. They are writer G. Willow Wilson best known for her graphic novels and her Miss Marvel series, Jad Abrumrad, co-host of NPR's Radiolab, and Lawrence Susskind. MIT Professor Susskind’s research interest focus on the theory and practice of negotiation and dispute resolution, the practice of public engagement in local decision-making.

- Chapters Council
  - The meeting held elections for officers of Chapters Council. Caroline Fuchs of ACRL-NY is the chair elect and Eleta Exline of the New England Chapter was elected as vice-chair, chair elect. Nancy Weiner was elected to serve as secretary.
  - Sarah Steiner, Georgia Chapter, presented “Creating a Win Win Situation: How Outreach & Training Programs Can Bring New Leaders to Your Organization”
    - Modeled after the ALA Emerging Leaders program
    - Established in 2008 and has helped “grow the leadership” in the Georgia Library Association
    - Not limited to academic librarians; provides service on committee opportunities for library students and recent graduates
    - Successful program that has had a positive impact on the state organization
The Best Practices topic suggested for the next meeting is “Best Practices for Communication Challenges.” Members from chapters that are geographically challenged and those that are challenged by density will present.

- Tim Dodge provided the legislative update.
- ACRL Leaders stopped by the meeting to make a few announcements. CR&L News will be featuring volunteer contributors to a column with a theme of New Roles & Opportunities during the anniversary year.
- Noted that early bird registration for ACRL 2015 is open and will be available until February 13, 2015. The conference received 762 proposals, more than 2013.
- The fundraising effort is at 62% of its goal but would like chapters to consider sponsoring a scholarship.
- ACRL Leaders will be participating in the ALA Strategic Planning Process

**Chapters Council Work Session**

- 2015 ACRL Proposal-Roundtable discussion on passing the baton.
- Toolkit and Online Manual-Will still be offered although no one sought a mentor.
- Virtual Meetings-Discussed as a possibility for participation but since ACRL Leadership attends the Midwinter and Annual meetings of Chapters Council, it would not be feasible to replace the Midwinter or Annual meeting with a virtual meeting. It would be offered as an additional meeting.
- Suggested that the content for the *Chapter Topics* newsletter be streamlined and be 250 words or less and include more visuals and links. It was also suggested the content be thematic. This would require a move to a different platform to make it more interactive. The newsletter editor will work with ACRL staff to make this happen.

**VALE planning committee met on June 17th.** Theme is not set yet but Richard Kearney will send it out shortly. The committee also brainstormed potential speakers. The conference is scheduled for January 9, 2015. This will be Richard’s last VALE Conference. Nancy proposed that the committee present a gift at the Conference.

**NJLA Executive Board Liaison Report (Denise O'Shea):**

- Gracemary and Denise were contacted by Sue Rice regarding the process for reimbursement of the NJLA Conference scholarships by ACRL. It was previously agreed that NJLA would pay the expenses and get reimbursed directly from ACRL. Denise recounted that last year she contacted ACRL to find out where to send the bill. Gracemary will follow up.
- Conference update:
  - Preconference: “Disruptive Technologies” was a good concept and used exercises to address problems, including ILL and course reserves.
  - Melissa reported that the Research Award and Forum session was very poorly attended. Attendance was a problem for the preconference and poster sessions as well.
  - Suggestions for next year:
    - Move it to a difference time slot so it is not the last session;
    - Instead of a double session just have one session and give each speaker 20 minutes;
    - Substitute posters for presentations and include in the session;
    - Encourage attendance, invite an audience, market the event.
    - Regarding the Technology Innovation Award, make sure they submit for a
session since it doesn’t work as a poster.
  ▪ Consider giving attendees a “Like” sticker to give to one session.
  ▪ There was a discussion about scheduling CUS sessions on one day versus over two days. Many librarians do not have the time or funding to attend more than one day. Mary reported that at the Conference Committee meeting it was noted that attendance by academic librarians was low, especially at the preconference. Since most other academic programs are on Wednesday, librarians only attend for the day. CUS should revisit their decision to hold most sessions on Wednesday. Also, many public library sessions have relevance for academic libraries.
  ▪ Gracemary remarked that there is greater collaboration between libraries and vendors at the UKSG Conference. The Charleston Conference also works more collaboratively with vendors. NJLA resists vendor collaboration because they want vendors to pay to be in the exhibit hall.
  ▪ The Atlantic City location might also be responsible for attendance problems. Next year’s Conference may be held in a more central location. Many members have expressed concern over the union issues at the Revel.

Legislative Report (Adriana Kuzyszyn)

- The ALA Washington office is encouraging members to contact their US Representatives to urge them to support the Workforce Innovation and Opportunity Act. Adriana has posted information about this on the CUS website.
- Adriana attended the Public Policy Update Session at the NJLA Annual Conference. She will try to attend some of these meetings throughout the year.

Committee Reports

Marketing Committee (Mary Mallory):

- The CUS Exec Board is having the CUS Drupal training on Thursday, August 7th, from 10AM to noon at the Middlesex County College Learning Commons. James Keehbler, who is the NJLA Drupal Webmaster, will run the training session to show us the new features on the NJLA Drupal Website, which was upgraded to new version in June. See: http://cus.njla.org
- Mary will add the names of the new board members to the website and make other contact changes: Cynthia Coulter, Research Committee chair. Heather added Amanda Piekart.
- We will ask members to update social media. Denise said the Marketing Committee (NJLA?) is considering doing a survey to determine which social media outlets are most relevant for members.
- Mary reached out to the SCARLA president to invite their members to attend the Marketing Committee meeting but he was unable.
- The Marketing and Communications Committee will have our annual face-to-face meeting at Fairleigh Dickinson University Library on Thursday, July 24th, starting at 10:30AM. After the meeting, Gary Schmidt has agreed to take us on a tour of the FDU Library and the Monninger Center addition that was added last year, and then we will go to lunch. Here is the preliminary agenda:
  ▪ 1) ACRL-NJ Chapter Annual Report FY14
  ▪ 2) NJLA 2014 Conference Update
  ▪ 3) CUS Membership Update
  ▪ 4) CUS Newsletter Update (Spring Newsletter is posted at: http://cus.njla.org/content/newsletter/Spring2014)
  ▪ 5) CUS Social Media Updates
  ▪ 6) CUS Website Update
  ▪ 7) Marketing CUS Workshops and Event Planning
  ▪ 8) Old Business: ALA Marketing Discussion Group at ALA Annual
  ▪ 9) New Business
  ▪ 10) Next Meeting

User Education (Heather Dalal):
The User Ed Committee held their annual “in-person” meeting on June 12 at NJIT hosted by Davida Scharf. They had 20 attendees. Cross Institutional Assessment (CIA) project was presented. VALE gave money for lunch. VALE is also sponsoring another CIA workshop on July 22. Announcements were sent on listservs.

Next meeting will be in September.

**Research Committee (Melissa Hofmann):**
- Seton Hall (which sponsors the award) was billed. NJLA will send the check when they receive the funds.
- The new committee chair will be Cynthia Coulter, Hudson County Community College.

**Membership Committee:** No report.

**Newsletter (Joan Dalrymple via email):**
- Sharon and I do not have a newsletter report to share this month, but after the Marketing Committee meets on July 24, we can send an update.

**Nomination Committee:** No report.

**Technology:** No report.

**Job Shadowing:** No report

**Old Business:** No old business

**New Business:** No new business

**Good of the Order:**
- VALE Assessment Fair will be held at Alexander Library, Rutgers on July 17, 2014.

Lunch at Sophie’s Bistro followed the meeting.

**Next meeting:** September 5, 2014 at Alexander Library, Rutgers and Sprague Library, Montclair State University.

Meeting adjourned at 11:45 AM.

Respectfully submitted,

Susan Bucks