

CARL Executive Board Minutes
June 6, 2011
Berkeley Public Library

Present: Ned Fielden, Kathlene Hanson, Amy Wallace, Billy Pashaie, Les Kong, Kelly Janousek, Dominique Turnbow, Shana Higgins, Mira Foster, Liz Ginno, Hesper Wilson, Lise Snyder, Melissa Browne (minutes)

Absent: Pam Howard, Rand Boyd, Eric Garcia, Stephanie Brasley

1. Approval of Agenda

The meeting was called to order at 10:19am.

Move to approve agenda. Seconded. Approved.

Please let Ned know your thoughts about the Berkeley Public Library as a meeting location. The other alternative for the December meeting would be the San Francisco Public Library.

2. Approval of Minutes

Moved and seconded. Approved.

3. Interest Groups (Turnbow, Fielden)

Overall activity among Interest Groups (IGs) has dwindled. SCIL, SEAL and CARLDIG are still active, but DIAL has declined. There is an attempt to revive CALM—a petition is circulating. 20 signatures are needed to reactivate the group.

IGs have lots of questions about policies and procedures. Many of these are related to program planning and using the CARL Event Budget Planner/Statement spreadsheet: How closely does the spreadsheet need to be followed? Are IGs expected to make money on programs? There is a feeling that the current guidelines are confusing and out-of-date. More support is needed for IGs.

We need to be flexible on how IGs are structured—it ranges from listserv-only (ABLE-S) to groups that plan full programs. The current policies and procedures do not really seem to be helping IGs. How can the Executive Board provide tiered support that is consistent but also flexible, e.g. facilitating joint north-south ventures and offering teleconferencing options? It might be useful to appoint a subgroup to work on revising and updating IG policies.

A. Survey Monkey Accounts

The Executive Board currently has a subscription to a \$299 SurveyMonkey account—it is used primarily for CARL elections and conference evaluations, and provides secure results. However, the same level of security is now included in \$199 SurveyMonkey subscriptions. SCIL has also requested a SurveyMonkey account, so this is a good time for CARL to reconsider its subscription.

Discussion Points

- One option would be to buy two \$199 accounts, one for SCIL and other IGs, and a separate account for CARL elections and conference evaluations. Many IGs have not expressed interest in SurveyMonkey, so it is questionable how many would make use of a separate account.
- A second option would be to cancel CARL's yearly SurveyMonkey subscription and re-subscribe at a monthly rate for dates the account is used. One drawback to closing and reactivating the account is that conference evaluations would need to be recreated.
- A third option would be to stick with one account managed by one person, which would be available for IGs and others to use. If one person is managing the account, this could be perceived as a barrier by IGs. On the other hand, it could serve as a good opportunity to get a new member involved with CARL—maybe SCIL could volunteer a name? The account manager would have to be very reliable for this option to work.
 - Two groups could use the account at one time, but the responses would not be private.
- Are there alternatives to SurveyMonkey? Unless CARL is analyzing survey results, it may not be worth using SurveyMonkey. CARL originally relied on RegOnline for voting, but it did not work well. Google Forms allows for data export into Excel.

CONCLUSION: CARL will drop to a single \$199 SurveyMonkey subscription, with Hesper continuing to coordinate the account. SurveyMonkey can be publicized as a tool for IGs to use.

B. Online Conferencing

Should CARL support software for virtual meetings/webinars, or identify members who have access to web conferencing software? Many options exist.

- Elluminate is quite expensive, \$499/year for meetings that include 5-20 participants.
- Big Blue Button and Open Meeting are two open source options. However, they require a fast Internet connection and a dedicated server.
- Skype permits 5-10 participants, but it doesn't have built-in text chat.

Ideally, CARL as an organization should support the work that members are expected to do. However, economics are a limiting factor. The Executive Board has been using CSU's Elluminate subscription to meet electronically. It is efficient because no one needs to drive and this arrangement has not raised concerns. The same principle is at work for in-person meetings—host institutions bear the costs.

Rather than opting for a single solution, could CARL create and maintain information about low-cost or free web conferencing options on its website? In addition, CARL could rely on campus liaisons and Amy's compilation of institutions of higher education in California to develop a SurveyMonkey poll to determine which organizations would be willing to host online meetings for CARL.

Action Item: Compile a list of free and low-cost web conferencing options as a reference for IGs, to post on the CARL website (Hesper and Dominique)

C. Retreat Planning

Action Item from March: *In preparation for a possible IG Retreat, begin reviewing the IG Guidelines and the CARL Bylaws, and compiling content recommendations. Be prepared to discuss at the June Executive Board meeting.*

There is a need to discuss unresolved IG issues and it would be helpful to have both past and present IG leaders and members participate. Where should a retreat be held? When? How long?

Discussion Points:

- The regional-ness makes planning difficult. The IG survey responses were different in the north and the south: northern leaders identified the need to jump-start IGs; the south is doing things but leaders reported needing direction. These may tie in to the IG policies and procedures issues.
- Could we use videoconferencing to link two sites, one in the north and one in the south? Other options would be to schedule separate meetings in the north and south, or use Elluminate.
 - It might be important for this meeting to take place in person. Could CARL afford to fly people to a meeting?
- How could CARL maximize the December board meeting? Could an IG retreat be part of that meeting? Or could the business meeting and retreat be conducted between two videoconferencing sites, one in the north and one in the south?
 - It would be easier to use Elluminate for the business meeting, and fly key Executive Board members and IG leaders to an in-person retreat.
- Old CARL Newsletters include information about past IG programs, and could serve as a reference for sharing and discussing new program ideas. IGs have concerns about program planning. They are looking for practical guidance, e.g. estimates on the number of hours to plan a program or event.
- The reality is that there are fewer librarians and there is less time for program planning. At past regional meetings, part of the agenda focused on how to do programming and this served as a training session for new IG leaders. However, it becomes problematic when members can't make it to regional meetings! Technology is enabling programming in a different way. And IGs like SEAL organize field trips—this works well for them.
- The message CARL is sending to new members is that signing up for an IG equals signing up for program planning. However, at many institutions, performance evaluations reward research/presentations over service activities. There is not a strong incentive for librarians to devote significant amounts of time to program planning. In addition, librarians have opportunities to network outside of CARL.
- Reviving IGs does not have to be a big production involving program planning. It may be as simple as starting a listserv and a website to share common interests.
- In the past, CARL had Program Committees in the north and south that were responsible for programming, rather than the IGs. The current model has evolved over time. Looking forward, we could suggest that the main CARL programs be held at conferences. This would make it easier for IGs to focus on the programming itself, because the location and arrangements are already in place.
- The goal of the meeting would be to provide members with space to develop links based on their common interests, sort of a group open house. It could be advertised by an invitation distributed through CARLALL.
- Kelly has been working to recreate the CARL membership database. Keeping track of IG membership is a problem. One issue is that on the CARL membership form, IGs that are not active are still listed, so new members may select inactive IGs and then wonder why they are

never contacted. In addition, some of the IGs maintain their own listservs, but new members don't know they need to sign up for these separately. The listserv memberships are controlled by individual IGs; Kelly does not have access to handle subscriptions/un-subscriptions. She is currently issuing IG membership lists each quarter, but some IGs have requested more frequent updates.

CONCLUSION: An IG Retreat should be held through Elluminate and a message will go out to the membership via CARLALL. The goal is to start small by getting people connected and engaged.

The tentative agenda will include:

- Introducing the IG coordinators, campus liaisons, and the contacts from each IG
- Ways to get involved with IGs
- Why CARL is a good venue (liability insurance, local networking, opportunities for leadership)
- Examples of past IG programs (compile list from IG websites and past newsletters and distribute beforehand?)
- Q & A

Ned and Amy will continue to work out the details, including the date, time, and the best uses of Elluminate.

4. Membership (Janousek, Fielden)

Renewals

After July 2010, the RegOnline database stopped issuing renewal notices. Most members tend to renew in November to get early bird rates for the conference and because it coincides with the ALA renewal deadline and it's useful for tax purposes. Kelly is proposing a September-August annual membership renewal cycle. This would compress her workload into a shorter timeframe. The RegOnline database would be purged on December 1st of all members who did not renew.

Discussion Points:

- If members join mid-year, would it be possible to notify IGs? Yes, it should be possible to notify IGs about new members on a monthly basis.
- What would happen to members who renew between now and September? The renewals could be held until September, or CARL could give them 3 free months of membership. What about members who join in November to register for the conference? They would be charged the full \$40 registration fee for membership through August 31st, 2012.
- Renewal notices will start going out to members via email soon, and an announcement will also appear in the next CARL Newsletter. Let's focus on the benefits of membership, rather than threatening members with perils of not renewing.

CONCLUSION: CARL will implement a 12 month membership cycle starting September 1st, 2011.

CARLALL

If people are deleted from the membership database, do they also get removed from CARLALL? No, unsubscribing from CARLALL is a separate process. Why not keep people on CARLALL, even if they drop their membership? In the past, the Executive Board felt access to CARLALL was a membership perk. The same conversation came up several years ago with different Board members. We need to think about what CARL membership means and includes.

Discussion Points:

- How much work is it to maintain CARLALL? Not that much. It would be worth it to include non-CARL members for marketing reasons.
- What is the difference between CARLALL and CALIBACA? CALIBACA was originally a job list. CARLALL is designated for CARL and ACRL business.
 - If changes to CALIBACA are proposed, Ben Amata would need to be consulted.
- Is CARLALL really a membership perk? Discounts for the conference and other programs, scholarships, the mentorship program, and newsletter mentions seem more valuable.
- IG listservs are supposed to require CARL membership.

CONCLUSION: Non-renewing members will stay on CARLALL. It is the responsibility of IG leaders to verify CARL membership status prior to programs.

Outreach to New Members

The CARL website includes a history of the organization, but it does not offer information about why people should join. Could the welcome message Amy uses in her letters be recycled and added to the website? Twelve new members have joined in the last two weeks, and two more people in the last two months have expressed interest in MOR.

CARL is attractive to library school students because its dues are reasonable and it offers opportunities to get involved with a professional organization. Ned met the Dean of SJSU at ACRL. SJSU currently pays for 1 year of membership in CLA and ALA for its LIS students. This presents a great opportunity for CARL as well. Is CARL doing anything with Drexel? Or UCLA or the University of Illinois? CARL is in a good place with library schools—it offers students major benefits, including scholarships, mentoring and networking.

5. Conference Update (Brasley, in absentia, Fielden)

The proposed conference theme is: "Sustainability and Creativity: Fostering Innovation in Difficult Times."

Please see Stephanie's report in Appendix II for additional details. Amy has volunteered to head the Sponsorship Committee and Ned is maintaining a list of those who have expressed interest in volunteering. If you have helpful planning suggestions, please email them to Stephanie.

The Conference Planning Committee asked about creating a Facebook page for the conference, separate from CARL's Facebook page.

CONCLUSION: The Executive Board recommends using CARL's current Facebook page for the conference, in order to keep CARL's content integrated. Transitory content can be posted to the Facebook page, and the website can house the longer-term content.

6. Mentoring (Fielden)

Updates

MOR continues to attract new people. There are currently 24 mentors and 15-16 have already been matched. The mentees tend to be very new to librarianship—there are also some students. Getting acculturated to academic libraries is a common theme; another is professional growth and writing. Other

areas of interest include library management and science librarianship. Ned plans to check in with the mentors to see how the program is working for them so far.

Recruiting

Ned is looking for more mentors, particularly in the south. Given that the program is still new, it is difficult to determine what a good reserve is—twice as many mentors as mentees seems to be a good balance.

UCSD has its own mentorship program. If Ned is unable to match mentor requests through CARL, he can contact Dominique to see if a mentor is available at UCSD.

Is there a way to transmit mentee applications to CARLEX, so the Board can help with recruiting mentors?

Succession of Leadership

CARL needs to start thinking about who might handle MOR after Ned's term ends. Would it be possible for the Past President or the junior Vice President to assume responsibility for the program? Is it okay to have frequent turnover in the position, or is more consistency desirable?

Discussion Points:

- This raises a larger issue about how the organization prepares incoming officers and communicates the duties they are expected to perform. For example, the southern Vice President ends up planning conferences. Is there a more equitable way to divide responsibilities? What do we want people doing? Positions have changed over time and transmission of information is an issue. CARL divides some duties geographically and others by task. What is most important to CARL—representation by geography? institution-type? interest? The Board has discussed but not resolved these issues. It would be useful to revisit this at a future meeting.
 - CARL currently has more members from the south filling Directors-at-Large positions. The intent behind these positions is to facilitate the distribution of information through different systems, e.g. UCs, CSUs, Community Colleges and Private Institutions. The terms for the northern IG Coordinator and Campus Liaison Coordinator have lapsed and those positions have not been reappointed.
- It will be easier to evaluate the MOR workload in December, after the program has been active for a full year. However, continuity seems important, as does seeking someone who truly wants to do the job. It might even make sense to appoint a mentorship coordinator.
- Being able to list 'mentoring coordinator for CARL' on a CV or resume is very appealing.

7. Upcoming Events, Opportunities, Potential New Projects (All)

This agenda item was not discussed.

8. Adjournment

Motion to adjourn the meeting. Seconded. Approved. The meeting ended at 2:58 pm.

APPENDIX I: Action Items

June 2011

Item #	Description	Board Member(s)	Status
1	Compile a list of free and low-cost web conferencing options as a reference for IGs, to post on the CARL website	Hesper & Dominique	

APPENDIX II: Board Reports

Ned Fielden

President

1. Prepared Agenda for June meeting, arranged details of meeting (logistics, food, etc.), publicized with directions, with emphasis on use of public transportation for access.
2. For the newsletter, wrote the June presidential message, contributed an ACRL report, and added items to the special April supplemental issue.
3. Continued to establish Mentoring program. Communicated with mentors (continuing to add), distributed guidelines, matched mentees with mentors, handled publicity, outreach, details of every nature.
4. Attended ACRL in Philadelphia, established liaison connection with LIS school at San Jose, volunteered at Placement Center, doing a two-hour shift reviewing CVs (four total), attended Ilene Rockman Scholarship dinner for recipient.
5. Attended memorial service for Locke Morrissey, spoke briefly.
6. Wrote letter to Los Angeles Unified School District to protest school library position eliminations, posted same to CARL website and publicized.
7. Conferred regularly with newsletter editor, webmistress and treasurer.

Stephanie Brasley

Vice President-South

Conference 2012 Planning Update:

- Chose a conference theme: "Creativity and Sustainability: Fostering Innovation in Difficult Times"
- Accepted Amy's TERRIFIC offer to handle the sponsors.
- Solicited volunteers to help on Sponsorship Committee
- Selected Conference Planning team:
 - o Allison Carr – Co-Chair
 - o Brena Smith – Co-Chair
 - o Joseph Aubele – Site Coordinator
 - o Julian Prentice - Webmaster

- Had two planning meetings with planning Team members
- Team began draft of call for volunteers, proposals
- Team decided structure
- Team whittled down keynote speaker finalists (letters to go out by mid-June)
- Team decided a structure for the website

I DIDN'T hold a regional meeting (my bad!)

Kathlene Hanson
Vice President-North

- Volunteered to help Stephanie with conference planning for 2012, as needed.
 - Helped edit letter to LAUSD regarding librarian-teacher layoff and generally spread the word about this to librarians in my region.
 - Attended ACRL and got the word out about CARL to as many folks as possible (including first-time attendees meeting). Thanks for being conference buddies, Liz and Kelly.
 - Attended Cyber Zed Shed on "free" online conferencing options and did some initial exploration of some of options mentioned.
 - Asked colleagues to contribute news of their recent article publication to CARL Newsletter.
 - Volunteered to help Hesper with exploration of "free" online conferencing options at last Board meeting.
 - Followed up with participants of the February North Regional Meeting. A number of participants suggested that we have a workshop connected with the meeting to draw more participation. Some of the attendees might be good people to tap for conference planning. There was a lot of enthusiasm in the room, as well as some very experienced librarians who might tapped for work with CARL in the future.
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Amy Wallace
Past President

Here is what I have been up to since the last meeting:

- Volunteered to help with sponsorship for the 2012 CARL Conference
 - Working on solicitation letters and vendor contacts
 - Submitted to the CARL Newsletter
 - That's all I can remember
-

Lise Snyder
UC Director-at-Large

Other than reading email and responding as appropriate, I have no CARL-related activities to report this quarter.

Shana Higgins
Campus Liaison Coordinator/Director-at-Large (Private)
Quarterly Report

-Updating Campus Liaison, South list

1. Contacted librarians at institutions with "vacant" campus liaison position soliciting interest. Recruited two librarians for Citrus College and Whittier College.
2. Contacted all listed campus liaisons to confirm their interest in continuing. Still receiving answers. List was in great need of updating.
3. Will update Campus Liaison, South list and distribute to Executive Board.

*Question for the Executive Board: Should we consider updating the campus liaison duties document: <http://carl-acrl.org/documents/Procedures/liaisonduties.html>? For instance, submissions for the CARL Newsletter are now more direct. Also, I have not as the Campus Liaison Coordinator sent a list of CARL members to the Campus Liaisons. Is this what I should be doing? (I am sorry that I've lapsed in these recruitment duties.)

Billy Pashaie
Community College Director-at-Large

I didn't have much CARL-related activity. I got us started on the LAUSD issue and put stuff about it on CARLALL and facebook, but that's about it. I do have to say that I've advertised the heck out of CARL on facebook with many teacher-librarians who didn't know about us (but who now love us because of Ned's letter). Which also makes me wonder why they didn't know about us and what we can do so that the whole world knows about us.

Mira Foster
Newsletter Editor

- My activities this quarter have included coordinating with and training Nicole Allensworth, who will be co-editor for the second half of this year. You were part of the correspondence about approving this.

- Since the last board meeting there was also a [special April 1 issue](#) of the newsletter, which since its publication I have used to recruit new CARL members and explain academic librarianship to those outside of our profession. :) Intrepid or inspired CARLers are invited to submit for possible special issues such as this one.

- As usual I solicited content for the newsletter based on the Carl Newsletter Content Calendar (guidelines for which are at <https://sites.google.com/site/carlboardonly/Home/carl-newsletter-content-calendar>). There were a lot of great submissions this quarter, including some unsolicited ones! I envy the CARLDIG Road trip and SEAL-South Dive!

- I also updated the 2011 administrative calendar which Melissa created on the Board's Google site: <https://sites.google.com/site/carlboardonly/Home/2011-administrative-calendar>

- CARL Research Award Report:

It's a new phenomenon that the CARL Research Award winner submit a research report to the newsletter in the years when there is not a conference. I corresponded with Shannon Staley to create guidelines and ideas for this in January 2011. We were hoping to have our first such piece for June 2012 but unfortunately the principal investigator for the 2010 award, Shannon Staley, had to resign for medical reasons this spring. Fortunately, her colleague Tina Peterson will be able to write something for the September 2011 issue, and we have spoken in person. The third recipient of the research award, Valeria

Molteni, dropped out of it last June, and Hesper has updated the list of research award recipients to reflect this change. So, hopefully Tina will be able to complete their responsibilities despite these unfortunate circumstances. She may also wish to report on their findings at next year's conference. I did learn that the CARL award was for a piece of a body of work, for which there was a lot of activity last year. It seems that something related to the project is already online for sharing at http://scholarworks.sjsu.edu/lib_pub/1/.

Hesper Wilson
Web Coordinator

This quarter, I:

- created space and account for 2012 Conference web site to be created by Julian Yoko Prentice
- acted as back up CARL treasurer
- added 2012 conference dates to web site, events calendar, and Facebook
- added Fielden letter to CARL home page
- explored options with others for IG Survey Monkey account
- did the usual account changes/updates and file back ups

And next week, I will explore low cost/no cost online conferencing options for IGs

Les Kong
ACRL Chapter's Council Delegate

On track to attend ACRL Chapter's Council meetings in New Orleans at ALA Annual, June 23-28. Working with a small core group within the Council to attempt to get the per member rate increased, with a proposed resolution.

Melissa Browne
Secretary

Sent the approved December 2010 minutes to Hesper for posting on the CARL website, <http://www.carl-acrl.org/Archives/DocumentsArchive/Minutes/>. Drafted and distributed copies of the March 2011 Executive Board meeting minutes.

Kelly Janousek
Membership Director
2nd Quarter Membership Report – May 31, 2011

The chapter has 404 current members, 8 renewals for 2nd quarter. 22 new members this quarter, mainly the last week of May. There were 6 CARLALL messages posted this quarter.

Plan for next CARL renewal: We will going back to an annual renewal. The renewals will from from September to August-- All CARL members will receive a renewal notice in August. The second notice will be November 1 and by December 1 nonactive CARL members will be removed from CARALL and other notification systems.

Rand Boyd
Archivist

The Archives received a number of back issues of the CARL Newsletter from a member which fills in a few gaps. The arrangement and description of the papers moved slowly this quarter but I still expect to have it completed by the end of summer. When I will have a digitization plan for it as well. If any members have material that they would like to add to the Archives please don't hesitate in contacting me for a discussion (rboyd@chapman.edu).

CARL Income & Expenses, 2010, 2009, 2008, 2007

2010, Conference year		2009		2008, Conference year		2007	
Income	\$ 64,845.91	Income	\$ 22,310.99	Income	\$ 80,683.73	Income	\$ 21,027.43
Expense	\$ 60,045.84	Expense	\$ 23,709.99	Expense	\$ 84,179.98	Expense	\$ 24,796.06
Net Income	\$ 4,800.07	Net Income	\$ (1,399.00)	Net Income	\$ (3,496.25)	Net Income	\$ (3,768.63)

Proposed 2011 CARL budget

Expenses

Fixed costs

CPA	\$1,700.00
INSURANCE	\$1,760.00
Banking (\$10*12)	\$ 120.00
QuickBooks (\$30*12)	\$ 360.00
government registration	\$ 50.00
TOTAL	\$ 3,990.00

Mandated Costs

SurveyMonkey (elections)	\$ 300.00
Dream Host (server)	\$ 220.00
Stipends (\$300*4, bylaws)	\$1,200.00
Scholarship Award (\$1000/yr)	\$1,000.00
Research Award (up to \$1,500)	\$1,500.00
ACRL attendance (\$500 estimate)	\$ 500.00
Regional meetings (North & South - \$250 each)	\$ 500.00
TOTAL	\$ 4,720.00

Executive board

travel (2*\$1500/meeting)	\$3,000.00
refreshments (\$200*2 meetings)	\$ 400.00
TOTAL	\$ 3,400.00

2011 total \$ 12,120.00

Income

Membership (\$40*200)	\$8000
Programs (\$1000)	\$1000

Estimated 2011 total \$9000

As CARL Treasurer, I am familiar with the benefits and costs of delivering professional development activities to academic librarians across California. The benefits of CARL are many – personal connections and additions to our professional knowledge, these are just two of the many benefits transparent to many CARL members. Other costs are not quite as transparent to CARL members. Conference years usually generate income for CARL as can be seen in 2010. But the years without a conference usually do not generate enough income to cover the normal operating expenses of CARL (2009 and 2007). The current year, 2011, is not a conference year. In the proposed 2011 budget for CARL, I have chosen to present the expenses and income in a different format than that in the table that lists the historical financial picture. As in the current California budget negotiations it is always useful to understand what costs are voluntary and what costs are mandated. As a 501c, a nonprofit organization, we have costs that are imposed by governmental regulation, such as the use of a CPA and insurance. These types of regulatory, mandated costs are fixed – we must incur them. Our bylaws also mandate costs like SurveyMonkey and our webhosting company, Dream Host. Additionally, members and the board deem it appropriate and necessary to further professional development with an ACRL scholarship and a research award. These types of expenses are an appropriate and necessary use of our funds so that we can carry out our mission of academic librarians' professional development.

Our income in non-conference years, as in 2011, is limited to programs and membership dues. We have had an exciting evolution in programming where some of our special interest groups wish to use their registration fees to offer scholarships. This is a worthy aspiration. As Treasurer, I need to remind CARL special interest groups that one of the benefits that they receive from CARL is that CARL carries costs associated with the viability of the entire organization. Hence, it is important to contribute to CARL by making sure that programming costs are fully covered and that overhead is considered. The increase in membership revenues was not fully realized in 2010; while I am hoping the increase in membership dues will make a difference for 2011 in our operating income.

Sincerely, Pam Howard
CARL Treasurer,
April 19, 2011