

CARL Executive Board
April 4, 2014, 8am-Noon
Dolce Hayes Mansion
San Jose, CA

Attendees: Allie Carr, Annette Marines, Brett Bodemer, Melissa Browne, Annie Knight, Billy Pashaie, April Cunningham, Shana Higgins, Hesper Wilson, Gayatri Singh, Erika Montenegro, Les Kong, Pam Howard, Kathlene Hanson, Nicole Allensworth

Call to order at 8:00 am.

The minutes from the last meeting were approved.

Announcements

- CARL Conference update (Allie)
Annie and Erika created a brochure aimed at library directors to encourage them to send their librarians to the conference. Erika, Brett and Gayatri shared with Community Colleges, CSU and UCs. We'll revise it for next time and send it out with registration information. This year 199 people have registered. We had 250 attendees in San Diego, but we're still ok in terms of cost. We were able to get \$16,000 from sponsors (which is \$1,000 more than we expected). We had a couple of presenters cancel (preconference and poster). We'll ask attendees to choose another session to attend.
Action item: Conference planning committee can send out brochure to library directors earlier.
- Outstanding Paper (Kathlene)
They have created a process/guidelines for the research grant. The research grant will be offered 1.5 years ahead of conference, and the winner will present at the CARL conference. In the alternate years there will only be an outstanding paper award. They are still working on the process/guidelines for the Outstanding Paper. The papers are blind reviewed. We will have the same committee for second year.
- Treasurer (Pam)
We need to start looking for a new one. Maybe we should stagger the position so there is overlap? Send suggestions to Annette, chair of Elections Committee. It is an elected position. Skills potential candidates need: able to learn QuickBooks, assertiveness, and ability to pay attention to detail.
- WASC Meeting (Les)
Action item: April will report back on WASC meeting because Erika can't go due to her teaching schedule.
- Officer reports
Action item: Please send to the list if you haven't already. Deborah will compile and attach to the minutes.

Discussion items (Ongoing)

- Standing Rules revisions (Annette)
 - IG Coordinator role, as stated in Standing Rules: incorporated into the Director at Large roles; shared or designate one person; historically there hasn't been much for Director at Large roles. Their roles would still be designated as UC, CSU and Community College.
Action Item: Allie will add discussion on role of Directors at Large to June meeting agenda.
 - Roles and designation of conference planners, as stated in Standing Rules: left it as its being talked about somewhere else; and then it will be revised in Standing Rules.
 - Campus liaisons and coordinators - remove? (Shana)
We decided to remove them.
Action item: Shana as incoming Vice-President should join the Committee on Organization; Annette can stay on the committee to help.
- Remove geographic designation of Senior and Junior Vice President (Allie)
The IGs are moving slowly into state-wide ones. Should it be more procedural? It's easier for programming to be near each other. It's also getting easier to meet online. This discussion is happening at the national level. The IG Handbook (revised 2 years ago) doesn't mention geographic designations. It seems to be based on past practices. Should we do environmental scan? What does IG role mean to people now? Maybe do a survey of IG member needs?
Action Item: Allie will move the discussion to the June executive board meeting.
Action Item: Les will report feedback from national level conversations.
- RegOnline for IG use (Pam)
SEAL, CARL DIG and SCIL have been using RegOnline for recent events. Pam would like to make an account for each IG instead of separate activities. It's \$95 to set up an account. Costs go up if we make it per activity. There are a few bugs to work out. In terms of alternate systems, Event Bright charges the same per transaction as RegOnline, but they have another fixed cost. It's about a dollar cheaper. RegOnline shows you membership status in the same system, so it's easy to check how much people should be paying for registration. Can they all be set up as CARL events? The database isn't set up that way. The system needs to be able to track money to specific events.
Action item: It might be helpful to get Kelly into the conversation.
- Newsletter (Nicole)
We changed calendar for the newsletter (it will now be published January, April, July and October). April will write an Advocacy column. Erika might be interested in a column/series. Annie can also help.
Action item: Nicole will send out call for contributors for columns or series beginning with the July issue.
Action Item: Billy will write a poem. Nicole will also follow up with Billy for membership survey results to publish in the April newsletter.
Action item: Allie will ask Debbie to draft synopsis of the board meetings for newsletters. Nicole will follow up with Allie and Debbie on this.

Action item: Nicole will check with Jackie (who is coordinating the blogging) to see if some content can be reused for the CARL Conference write up in the newsletter.

Action Item: Nicole will follow up with April for Advocacy Column material for the April or July issue of the newsletter.

Action Item: Nicole will follow up with Erika on her interest in contributing a column to the newsletter.

Action Item: Nicole will follow up with Annie on her interest in helping with the newsletter in some capacity.

Discussion items (new)

- Membership survey and next steps discussion (Billy)
Billy shared report that he sent via email. The survey had 137 respondents (1/3 of our membership). Most people like us for professional development opportunities we offer, We tend to fall short in advocacy and outreach areas. People in the north aren't happy because there isn't enough going on. The last program done by a northern group on Ebooks had 75 people but it was 4 years ago.

Is it geography that is keeping us apart? Nothing prevents a sub-group within an IG to have physical meet ups. All CSU have video conferencing facilities and they don't charge. IGs can have meeting in the north and a meeting in the south and video conference between them. Can we set up standards for IGs to offer teleconferencing at business meetings? The membership breakdown is 55/45 membership in the South/North. There are more organizations in the North—CCLI, Baynet, etc. It's a struggle to get people to join because of geographic density, in addition to geographic dispersion. Baynet has partnered with other organizations.

What do we want CARL to be known as? According to the survey, our members are happy. What is our purpose? Do we want to piggy back on other things to get our name out there? We are the ACRL identity. We can bring in speakers from ACRL for free. People are looking for topics we haven't covered: digital humanities, scholarly communication, etc.

Billy recommended ideas included in the report—member of the month, free online workshops, look into partnerships, conference ideas.

Member of the month: People should nominate folks instead of self-nomination. Should we give free membership? Alternatively, we could offer vouchers to attend CARL programs. Maybe skip the summer months. People can include this information in their reviews, so that might be incentive enough.

We can offer short online workshops for free as a perk of membership. Bring in Ian and maybe Danielle to talk about how to provide programs using Google Hangouts, etc. Put a call out and have people pitch ideas. Should this work be for the board, the IGs, committees? Create an outreach person on the board? Maybe invite people from other groups (Reforma, etc.) to present at our programming? Have we made an effort to go to other groups wearing our "CARL" hat? There are so many groups—SLA, ARLSS, Reforma, APALA, BCALA, etc. Maybe have a position on the board? The nature of what ACRL presents on may not fit our needs; CARL can look for hot topics, either through IGs or through partnered organizations. Should it be about librarianship? Or should we go out and bring that cultural stuff back? We can do it through

programming, which is a lower barrier to entry. An example-- Safe Zone training might be possible program; it's not specific to librarianship but can be useful to librarians. We should look at issues in higher education, not just at library issues in higher education. Many institutions have growing/different student populations; at least half of CSUs are 30% or more Hispanic. Maybe we need a diversity officer? Maybe we can charge the chair of DIAL to be the diversity office and DIAL can take on some of this programming stuff. Maybe offer a session on how to write good abstracts for conference proposals?

CARL Board mainly runs CARL. There's a common misperception that the CARL Board and membership are disconnected. There's always attempt to organize administrative tasks. This might get sorted out as we finish revising the standing rules and discuss the roles of the Directors at Large at the June meeting.

Is the journal idea dead? From the membership survey, there seems to be support. An example to follow might be JOVE—they are short 15 min videos with attached paper. The membership survey also showed our members would be ok with an increase in dues. That could help pay for an editor and web person. We need a group to do environmental scan to see how other groups are approaching this and to see if it's sustainable.

Action Item: Les to take back to ACRL for ideas—how to get our membership involved?

Action Item: Allie and Kathlene are working on a CARL Board Handbook

Action Item: Annie, Nicole and Hesper will draft charge/guidelines for the member of the month and bring for review to June meeting.

Action Item: Annette, Shana and Billy will look at current Standing Rules to see if there is a role for the Programming Committee chair and draft charge before June meeting.

Action Item: Brett, Pam, Billy, Nicole and Erika will form a group to explore starting a journal.

Action Item: Either discussion at June meeting or Allie/Billy will talk to CARL DIAL chair about taking on some type of diversity officer role?

- Student members on the board (Allie)

Action Item: move to June board meeting when we talk about other board roles.

- Future of the conference (Allie)

What is our purpose? Les, Joseph and Brenna are going to scout locations for 2018. Does the schedule work? Should we do it on a campus? Possible future locations? Generally other state chapters are offering one day conference. Most people need to travel 2 days to attend conference because state is so big. So you get more for your conference.

It offers a great professional development opportunity for our membership. How many submissions were made? And their quality? The selection is blind-reviewed. We try to solicit program proposals from a wide variety of areas. The acceptance rate is roughly 65-75% . If we need to bribe/encourage people to do pre-conferences, maybe that's an area we can cut.

Do we have the capacity do it? In the standing rules/by-laws, you can appoint a group. You generally need 4 people. It shouldn't be a board member. The next vice-president we choose should be the liaison. There should be a site coordinator, conference coordinator, program coordinator, and virtual conference coordinator.

From 2012 conference survey-- People would like same amount of time spent on pre-conferences. They would like more time for posters. We increased the price of everything for sponsors. We do not sell our registrant lists. Is there a way we can accommodate the folks who do want to meet with vendors. Time with vendors is separate from providing an exhibitor hall/space. Can we make an opt-in form for people who want to get contacted by vendors? Vendor relationship is a good selling piece for CARL. Vendors can always contact their customers from beforehand. Vendors answer same survey as attendees. Should we have a separate survey for vendors—is it worth your time?

We started offering more food especially in places where it isn't easy to find food nearby. At Irvine and Sacramento we did an evening program. Some institutions won't comp their librarians for food, but they will pay for registration. Last 4 conferences we averaged 185 – 250 attendees. Charging separately for the pre-conferences? The topics need to be strong enough that people would be willing to pay extra. Right now, membership-wise, we're heavier on mid-career+ librarians. The theme is an issue. What do people want to see? Maybe contact people based on what interest they list on membership form.

Action item: Hesper will add questions to the conference evaluation-- ask people how they are paying to get here; do you get funding for travel, food, registration, hotel. She will also draft a separate evaluation for vendors for this/next conference?

Action item: Allie—continue conversation in June. She will share 2 conference reports (2012 and 2014) by mid-May.

Action item: All – if there is specific data you want, send it to Allie; what do you value most? And what would it look like if you made changes?

- Mentoring program update (Kathlene)
Currently 8 mentees that have signed up in the last 6 months. We have approximately 27 mentors. Kathlene has asked for their specializations. We need more mentors with Tech services/systems backgrounds. Many potential mentors are CLA members. Another challenge is there are more staff doing this type of work instead of librarians. Is there a way to parse out membership info so people can self-identify specializations? On the membership renewal form, there is a way to say you're interested in being a mentor, but currently you don't have to list your area of specialization. There is a form for mentees, but not mentors. Kathlene recommends keeping committee ad hoc.
Action Item: Kathlene will work on expanding mentor pool and create form for mentors.
Action item: Melissa will mock up new registration form for June meeting.
Action item: Allie will share SCIL Connect documentation with Kathlene.
- Mid-career mentoring (Erika)
This might piggy-back on the established mentoring program. Is there a way to identify where you are in your career? It would help to get this information from mentees. We need to establish a base of mentors before we start heavily promoting it. SCIL has talked about a "job shadowing" program so it's not as formal/long as mentoring. There are different needs for mentoring—career advancement, tenure, leadership, etc. Possibly make it a role for the Directors at Large positions.
Action Item: Erika and Kathlene will be working together to see if it works to combine mentoring (early and mid-career).

The meeting was adjourned at 11:35am.

Appendix:

Quarterly Self-Reports (CARL Executive Board)

Treasurer's Report (Pam Howard)

Membership Report (Melissa Browne)

CARL Membership survey results (Billy Pashaie)

Quarterly Self-Reports: Jan-April 2014

Annie Knight, Private Colleges & Universities Director-at-Large

Past quarter activities:

- Emailed CARL members at private institutions to introduce myself as the new Private Colleges & Universities Director-at-Large, promote the membership survey, and seek interest in holding online discussions on various topics relevant to our private college and university members
- Collaborated with Erika to design a promotional flyer for the CARL Conference and sent to private colleges and university members
- Read and responded to executive board emails

Plans for next quarter:

- Having received input and topic suggestions from members for online discussions, continue the planning necessary for these discussions to occur
- Read and respond to executive board emails

Brett Bodemer, CSU Director-at-Large

Past quarter activities:

- Read and responded to emails as appropriate
- Shared CARL Conference Library Director flyer with CSU library directors

Plans for next quarter:

- Read and respond to emails as appropriate, share information as appropriate

Shana Higgins, Southern Vice President

Past quarter activities:

- Read and responded to email as appropriate
- Circulated CARL 2014 conference flyer, and encouraged participation in conference.

Plans for next quarter:

- Attend and participate in CARL conference
- Read and responded to email as appropriate

- Willingly work on committees and projects as assigned by CARL president

Erika Montenegro, Director-at-Large, Community College Libraries

Past quarter activities:

- Elected Director at Large, Community College Libraries in Nov/Dec 2013.
- Read and responded to email and CARL listserv discussions
- Publicized CARL Conference to constituency
- Worked with Annie Knight (Director at Large, Private Colleges & Universities) to create two informative flyers regarding CARL 2014 Conference.
- Compiled a list of library directors (including non-CARL members) with Annie Knight to send to Allie for publicizing CARL Conference outside membership.

Plans for next quarter:

- Attend and participate in CARL conference.
- Read and respond to email and CARL listserv discussions
- Report back to CARL board and constituency on CARL sponsored WASC ARC 2014 session: *Information Literacy is Core: From Building Assessment Capacity to Accreditation.*
- Goal: Become involved with CARL Mentoring Program

Hesper Wilson, Web Coordinator

Past quarter activities:

- updated the CARL home page a few times
- updated the Ilene F. Rockman Awards pages -updated Newsletter archive links
- updated membership page links
- entered member survey into Survey Monkey (first draft)
- drafted an evaluation form for the coming conference

Plans for next quarter:

- save/archive the CARL Conference site with conference committee
- help with the conference proceedings, if needed -update the home page
- update the Minutes archive

Nicole Allensworth, Newsletter Editor

Past quarter activities:

- Solicited content for April newsletter via the CARL-ALL list as well as through direct conversations with officers and selected members
- Worked with President to create a new publication schedule that will allow us to use the newsletter as a vehicle for reporting out from the Board

- Editing, copy-editing, image editing and HTML for special April Fool's Edition of newsletter (in process, to be published 4/1)
- Editing, copy-editing, image editing and HTML for standard April newsletter (in process, will include conference updates and Board reports, to be published mid-April)

Plans for next quarter:

- Solicit columnist(s) for newsletter (following Board discussion on this item)
- Publish regular (non April Fool's) April newsletter
- Troubleshoot and attempt to repair issues with newsletter files (i.e., RSS is not working)
- Solicit content for July newsletter and begin work on it

Les Kong, ACRL Chapters Delegate

Past quarter activities:

- Conducted ACRL Chapters Leaders Orientation Webinar (see attached PowerPoint)
- Chaired ACRL Chapters Council meetings in Philadelphia (see attached minutes in a followup email)
- Presented "Best Practices" - CARL Vendor Sponsorships @Chapters Council (see attached PowerPoint)
- Planned, organized, & coordinated WASC ARC Conference panel session on IL
- Chaired CARL Long Range Planning Committee, working with ConferenceDirect rep on hotel RFPs & visits
- Participated in CARL Mentoring Program, serving as a mentor, and meeting with protegee (or mentee?)
- Participated in ACRL Presidential Candidates' Forum Webinar

Plans for next quarter:

- Facilitating and moderating CARL sponsored panel session on IL @WASC ARC Conference (LA) in April
- Will be conducting second ACRL Chapters Leaders Orientation Webinar in May 2014
- Continuing to follow up on various Chapters Council initiatives
- Scheduled to attend and chair ACRL Chapters Council @ALA Annual in Las Vegas
- Followup and work with ConferenceDirect on hotel site selection for CARL 2018 Conference
- Followup with CARL protegee

Pam Howard, Treasurer

Past quarter activities:

- Explored insurance options: CARL has Board of Directors liability insurance. This protects the individuals on the board from liability. General liability is another policy we have. Our general

liability policy is packaged as a small business policy: property, employees, etc., etc. This is the only way for a small non-profit to get insurance of the kind that will protect CARL members at CARL events

- CARL members : everyone attending our events have to be members. We cannot accommodate the public at our events. We do not have liability insurance for this purpose. We cannot afford insurance for the public
- CARL events: in the case that CARL is invited to present, as in the case of WASC, then this is not a CARL sponsored event. An SIG event, with or without fees for the program, is a CARL sponsored events
- After extensive talks with insurance brokers and an okay from the CARL Finances council, CARL has changed brokers to someone knowledgeable about the nonprofit librarian professional group business (spouse is a special librarian involved in the SLA).
- Continue depositing and monitoring the CARL 2014 conference donations.
- Working with the CPA to prepare IRS and state franchise board submission for May 15.
- And chasing down Feb & March conference income \$38,128

Plans for next quarter:

- Finalize the conference expenses/receipts
- Finalize the IRS and state franchise board submission
- Maintain the CARL books
- Look for a replacement

Melissa Browne, Membership Director

Past quarter activities:

- Spent time learning RegOnline and talking with Kelly about the application and the responsibilities of the Membership Director.
- Engaged in troubleshooting and responded to numerous questions from members about membership renewals and conference registrations.
- Communicated with RegOnline to initiate a direct deposit billing option, so RegOnline deposits revenues directly into CARL's account - Pam is continuing to work through the details with RegOnline.
- Checked into the question raised at the December Executive Board meeting, about including a category on our RegOnline membership registration form for people to identify their area(s) of expertise and serve as a contact. Answer: yes, it's possible to add this as a field on the registration form – let me know if you have suggestions about wording/formatting.
- Began generating lists of current members to share with IG leaders and updating the IG listservs the Membership Director manages. Began sorting through and updating CARLALL subscriptions and communicating with Ben Amata about CALIBACA subscriptions .
- Identified individuals with lapsed CARL memberships for email follow-up (approximately 160 people). Due to the new Sept-August renewal cycle, I'll be offering those members pro-rated \$20 renewals to cover April-August, so they can transition to the new cycle and renew at the full rate in September 2014.
- Posted 16 messages to the CARLALL list.

- (In progress) Developing an online registration form for the SCILWorks program in April.

Plans for next quarter:

- Edit the RegOnline membership registration form to include:
 - Scholarly Communications IG. Also, does the group plan to establish a listserv, and if so, will it be managed by the IG or the Membership Director?
 - Areas of expertise and willingness to appear as a public contact
- Continue to follow up with lapsed members about renewing their memberships.
- Continue updating the CARLALL list and the IG lists that the Membership Director manages.

Billy Pashaie, IG Coordinator

Past quarter activities:

- Finalized the membership survey using comments from the last Exec meeting
- Reviewed responses to the survey and wrote a summary report on findings (please see attached)
- Thought of some ideas in response to the survey results (to be agendaized for discussion)
- Writing a short report for the newsletter on the survey results
- Worked with an interested individual and the Exec Board to start a new "Scholarly Communications" IG
- Contacted two individuals in the north to discuss starting a new northern IG
- Worked with various IG chairs on issues regarding IG showcases at the conference
- Worked with CALM in possibly putting together a program

Plans for next quarter:

- Work with the Exec Board to implement some ideas from the third point above
- Collaborate with the Scholarly Communications IG to create organizational structure and procedures
- Continue to try starting an active northern IG
- Not lose my mind completely

Debi Hoffmann, Secretary

Past quarter activities:

- Took minutes at the December 13, 2013 E-Board meeting at Orange Coast College (on behalf of the outgoing secretary who could not attend the meeting)
- Officially became E-Board Secretary January 2014

Plans for next quarter:

- Attend CARL Conference
- Compile quarterly reports (in April) to attached to the April 4, 2014 E-Board minutes (taken by Gayatri Singh)
- Read and respond to CARL emails, as appropriate
- Assist with E-Board tasks, as appropriate

Kathlene Hanson, Past President

Past quarter activities:

- Worked on Mentoring Committee (mainly matching mentees to mentors, updating contact info and spreadsheet, etc.)
- Assisted with Virtual Conference items, as needed (mainly helping to select presentations, etc.)
- Responded and forwarded CARL-related email as appropriate

Plans for next quarter:

- update web page for Research Grant
- meet virtually with Committee members for Research Grant/Outstanding Paper
- begin work on Outstanding Paper guidelines, submission, etc.
- meet virtually with Mentoring Committee members
- work on Board handbook

Gayatri Singh, UC Director-at-Large

Past quarter activities:

- Read Executive Board emails and responded as appropriate
- Shared select CARL information via LAUC channels

Plans for next quarter:

- Read Executive Board emails and responded as appropriate
- Share select CARL information via LAUC channels

Treasurer Activities for this quarter –

1. Explored insurance options.

CARL has Board of Directors liability insurance. This protects the individuals on the board from liability. General liability is another policy we have. Our general liability policy is packaged as a small business policy: property, employees, etc., etc. This is the only way for a small non-profit to get insurance of the kind that will protect CARL members at CARL events.

CARL members – everyone attending our events have to be members. We cannot accommodate the public at our events. We do not have liability insurance for this purpose. We cannot afford insurance for the public.

CARL events – in the case that CARL is invited to present, as in the case of WASC, then this is not a CARL sponsored event. An SIG event, with or without fees for the program, is a CARL sponsored events.

After extensive talks with insurance brokers and an okay from the CARL Finances council, CARL has changed brokers to someone knowledgeable about the nonprofit librarian professional group business (spouse is a special librarian involved in the SLA).

2. Continue depositing and monitoring the CARL 2014 conference donations.

3. Working with the CPA to prepare IRS and state franchise board submission for May 15.

4. And chasing down Feb & March conference income \$38,128

Future quarter

1. Finalize the conference expenses/receipts

2. Finalize the IRS and state franchise board submission

3. Maintain the CARL books

4. Look for a replacement

Revenue and Expenses				
January 1 - April 2, 2014				
Income			Expenses	
Conference+			Executive Board	
4930 Registration Reg Online	15,112.50		ACRL Chapters Council Meeting	589.10
4950 Vendor Donation	5,500.00		Gifts	125.00
Total Conference+	20,612.50		Travel Reimbursement	358.36
			Total Executive Board	1,072.46
SEALS	665.00		Member Awards, Scholarships	
			Total Board Expenses	2,072.46
Membership Income	1,980.00		RegOnline Fees	1,616.86
Total Income	23,257.50		Total Expenses	3,689.32
Net Income	\$19,568.18			

Revenue and Expenses				
January - December 2013				
Income			Expenses	
ACRL Chapter Reimbursements	1,000.00		Banking, returned check	12.00
Conference+				
4930 Registration Reg Online	7,380.00		Conference	186.45

4950 Vendor Donation	8,550.00		
Total Conference+	15,930.00	Interest Groups -	
		CARLDIG-S	1,091.34
Interest Groups +		SCIL	2,012.92
4664 CDIG-S	1,881.99	SEAL-S	1,050.70
4666 SCIL	3,165.00	Total Interest Groups -	4,154.96
4668 SEAL-S	675.10		
Total Interest Groups +	5,722.09		
		Executive Board	
Membership Income		ACRL Chapters Council Meeting	477.05
4220 RegOnline payment	6,146.60	Misc. (software, supplies, etc)	1,043.14
Total Membership Income	6,146.60	Total Postage, Photocopy	19.95
		Refreshments	335.94
Total Income	28,798.69	Stipends	1,200.00
		Travel Reimbursement	2,570.85
		Total Executive Board	5,646.93
		Member Awards, Scholarships	1,000.00
		Member Regional Meeting, refreshments	473.84

		Retainers		
		CPA	1,150.00	
		Insurance	1,944.00	
		Total Retainers	3,094.00	
		Taxes and Gov't Fees		
		Calif. Secretary of State	20.00	
		Franchise Tax Board	10.00	
		Registry of Charitable Trusts	25.00	
		Total Taxes and Gov't Fees	55.00	
		RegOnline Fees	1,137.30	
		Total Expenses	15,760.48	
Net Income	13,038.21			
Wednesday, Apr 02, 2014 03:04:38 PM PDT GMT-7 - Cash Basis				

Membership Report – January 1st - March 27th 2014

CARL Conference Update

191 people have registered for the conference (83% are CARL members). 18 people have signed up for the preconferences and 7 people have registered for the 'virtual conference only' option.

Membership Breakdown:

<u>Total Members</u>	268	**
CARL Members	244	(91%)
Student Members	15	(5%)
Retired members	10	(4%)

** I've identified an additional 47 members who registered after September 1st, 2013, whose records appear in the previous (archived) version of the CARL membership database rather than the current one – these will need to be migrated manually.

By Region

Northern CA	115	(43%)
Southern CA	152	(57%)
Outside CA	1	

By Institution

Community College	42	(16%)
California State University	88	(33%)
Private College/University	81	(30%)
University of California	33	(12%)
Other	8	(3%)
Research Institution	2	(1%)
Consortium	2	(1%)

Vendor	1
Public Library	1

Interest Groups

ABLE	27
CARLDIG	151
CARLIT	91
CALM	66
CDIG	66
DIAL	51
SCIL	115
SEAL	51
TSIG	33

Mentoring Program

Mentors	32
Mentees	17

Activities

This quarter:

- Spent time learning RegOnline and talking with Kelly about the application and the responsibilities of the Membership Director.
- Engaged in troubleshooting and responded to numerous questions from members about membership renewals and conference registrations.
- Communicated with RegOnline to initiate a direct deposit billing option, so RegOnline deposits revenues directly into CARL's account - Pam is continuing to work through the details with RegOnline.
- Checked into the question raised at the December Executive Board meeting, about including a category on our RegOnline membership registration form for people to identify their area(s) of expertise and serve as a contact. Answer: yes, it's possible to add this as a field on the registration form – let me know if you have suggestions about wording/formatting.
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- Identified individuals with lapsed CARL memberships for email follow-up (approximately 160 people). Due to the new Sept-August renewal cycle, I'll be offering those members pro-rated \$20 renewals to cover April-August, so they can transition to the new cycle and renew at the full rate in September 2014.
- Posted 16 messages to the CARLALL list.
- (In progress) Developing an online registration form for the SCILWorks program in April.

Next quarter:

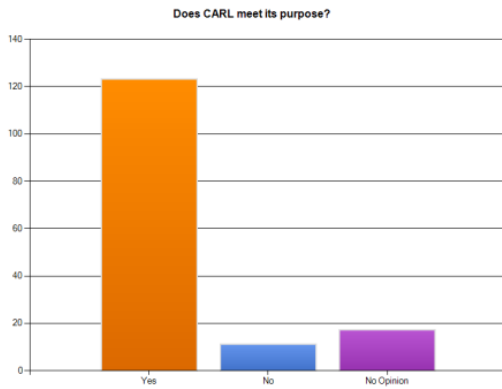
- Edit the RegOnline membership registration form to include:
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- Continue updating the CARLALL list and the IG lists that the Membership Director manages.

Submitted by: Melissa Browne, CARL Membership Director

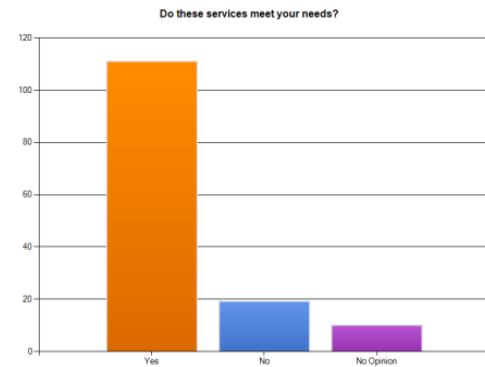
2014 CARL Membership Survey: A Summary of Responses

The top reasons members find CARL highly valuable include networking and professional development in the form of conferences and Interest Group (IG) programming. While responses are overwhelmingly positive (see 1, 2, 3, and 4), many respondents believe that CARL falls short in outreach and advocacy. Many intimated that members “do not see much activity in CARL,” and that “CARL never inspires [members] (or even contacts [members]) enough to want to jump in.” Respondents generally want CARL to “take a more activist platform,” and to be a “vehicle in legislative change.” While IG membership and programming are among the top incentives to join CARL, respondents are discontented with the contrast in IG activity between the north and the south. Since time, money, and distance seem to be general problems, many respondents want to see more access to free virtual programming in areas like business, scholarly communication, digital initiatives, access, and tech services. There is also a stated need for more support in beginning-, mid-, and late-career “jump starts.”

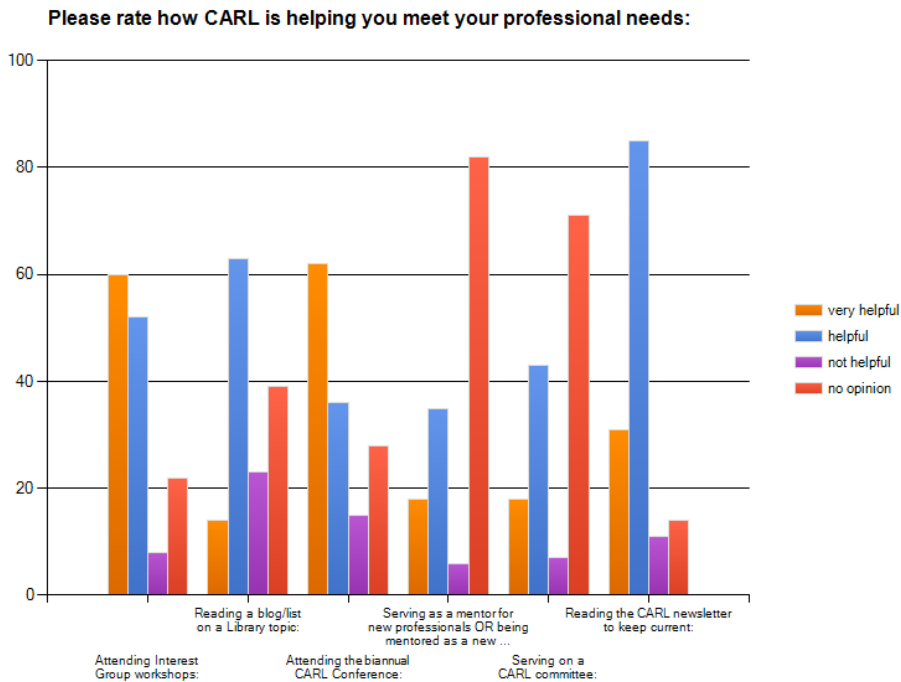
1. Does CARL meet its purpose?



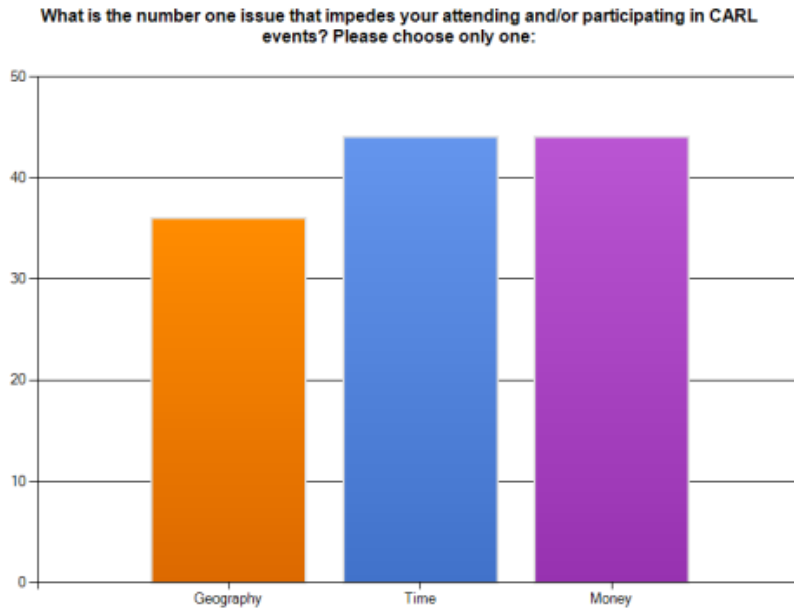
2. Do [CARL's] services meet your needs?



3. Please rate how CARL is helping you meet your professional needs:

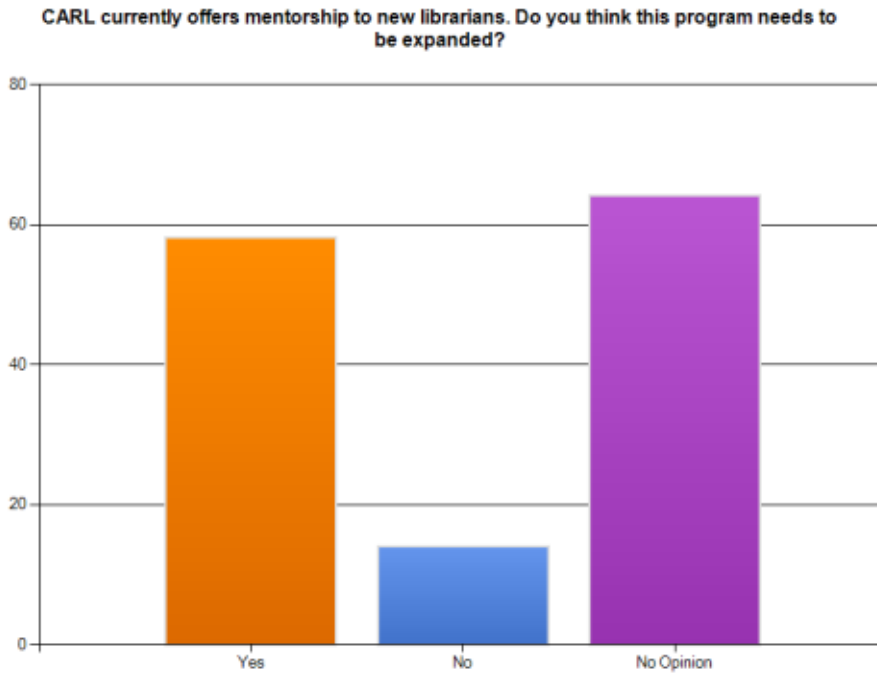


4. What is the number one issue that impedes your attending and/or participating in CARL events?

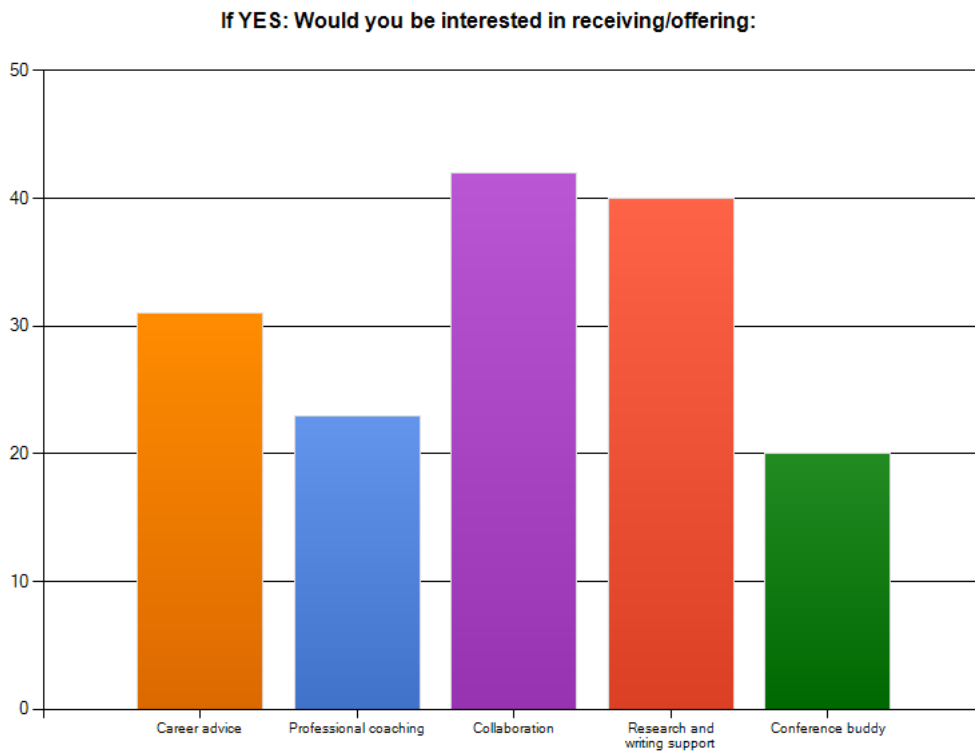


The responses to various other questions (see 5 and 6), as well as the fact that there was only one student member among the 137 respondents, tend to support the conclusions regarding outreach stated above. While neutral or negative opinions on CARL’s mentoring program somewhat outweigh the positive ones, respondent comments like “still waiting for a mentor,” and “volunteered in the past, but was not needed. If I do volunteer, feedback would be nice--such as ‘not a match for what mentee wants’” point to a perceived lack of communication. The interest in alternative membership plans (see 7) appear significant enough to merit discussion, but the interest in a peer-reviewed CARL journal (see 8) does not at this point appear compelling enough to take on such an endeavor.

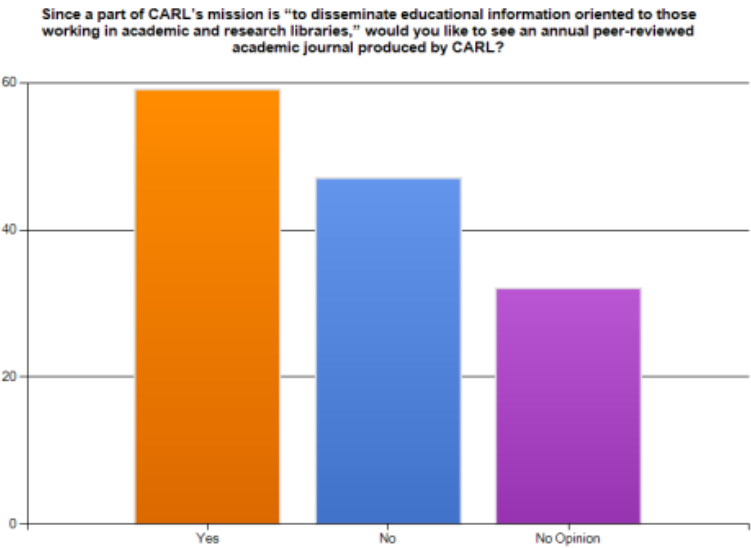
5. CARL currently offers mentorship to new librarians. Do you think this program needs to be expanded?



6. If [you think the mentoring program should be expanded], would you be interested in receiving/offering:



7. Would you be interested in a multi-year membership option?



8. Would you like a peer- reviewed CARL journal?

