



Executive Board / Committee Chairs Present

Haley Hodum (President); Brian Steinmetz (President-Elect); Deb Martin (Secretary); Amy Watson (Director); Mary Strife (Director); Denise Callihan (Consultations, Professional Development); Rachel Callison (Alignment Project, Communications & Website); Karen Liljequist (Employment); Lynn Berard (Networking & Mentoring); Marge Rhodes (Awards); Natalie Sandretto (Membership)

Other Attendees

Suzan Dolfi (former member & President)

Executive Board / Committee Chairs Not Present

Carolyn Biglow (Treasurer); Alice Bright (Archives); Eve Wider (Student Relations)

Call to Order / Introductions (Haley Hodum)

Haley Hodum called the meeting to order at 6:37pm.

Approval of the Agenda (Haley Hodum)

Prior to this board meeting, Haley Hodum distributed the agenda to the board via e-mail (see attachment).

Karen Liljequist made a motion to approve the agenda; Lynn Berard seconded the motion.

Approval of 2011 Spring Board Meeting Minutes

Prior to this board meeting, Haley Hodum distributed the 2011 Spring Board Meeting minutes to the board via e-mail (see attachment). Rachel Callison stated that she would like to submit a few minor edits / clarifications. Amy Watson made a motion to approve the minutes conditional upon minor edits; Rachel Callison seconded the motion. The 2011 Spring Board Meeting minutes will be posted to the chapter website by Rachel Callison.

Treasurer / Budget Report Carolyn Biglow – Haley Hodum to report)

As Carolyn Biglow was unable to attend the meeting, Haley Hodum presented the Treasurer / Budget report.

Haley Hodum received report just prior to board meeting giving her no chance to review or distribute to the board. Few notes read to board: total income is \$1158.97; cash flow is negative.

Brief discussions included:

1. Dow Jones is providing a \$500 sponsorship. Dunn and Bradstreet submitted a sponsorship. Per Brian Steinmetz, we may receive a sponsorship from Track.
2. Haley Hodum will follow-up with SLA headquarters regarding allotment.
3. Denise Callihan asked about line items.
4. Last meeting, there was no budget; changes were to be made. Haley Hodum will follow-up with Carolyn Biglow.
5. Lynn Berard asked about the Pooled Fund. Per Brian Steinmetz, it is our savings fund. It is one big lump sum which cannot be accessed easily. Amy Watson reviewed history (5k vs. 10k...)
6. The board is to e-mail Carolyn Biglow directly with any questions.

COMMITTEE REPORTS

• **Awards (Marge Rhodes)**

After serving as chair for 6 years, Ange Polis has now stepped off the committee. Marge Rhodes has agreed to serve as

the incoming chair.

Brief discussions included:

1. To date, there has been no response to the call-out for award nominations. The deadline is usually October with awards being presented at the holiday banquet. Marge Rhodes would like to see more applicants for awards. Haley Hodum suggested submitting an article to *The Confluence* listing Marge as the contact.
2. Denise Callihan mentioned national awards. They are big deals and require a lot of preparation (ex. Lynn Berard, past award winner). We have run into problems with paperwork in the past. Due dates are usually Jan and July. If anyone is to be nominated, we need to start the process now. Maybe we should talk with members and bring attention to the options. Per Denise, maybe we need to get candidate involved as opposed to preparing and submitting a portfolio without their knowledge.

- **Communications (Rachel Callison, Amy Watson)**

- **Bulletin (Amy Watson)**

- Amy Watson is waiting on one article, which she should receive within a few days before she can publish next issue; hopefully by end of August. Any further submissions would still be ok. Possible examples: mentoring, photos of events, etc. Denise Callihan asked if Robin submitted poster session results.

- **Discussion List (Amy Watson)**

- See below under **Membership** report

- **Web site (Rachel Callison)**

- See below under **New Business – Web site Transition**

- **Consultations (Denise Callihan)**

- nothing to report*

- **Directors (Amy Watson, Mary Strife)**

- nothing to report*

- **Employment (Karen Liljequist)**

- Karen Liljequist posed question: do we still want to limit the job announcements to positions within four hours drive of Pittsburgh? Currently, D.C. is included but Philadelphia and Ohio are not. All telecommuting is included. Brief discussion resulted in agreement to not make any changes at this time.

- **Membership (Amy Watson)**

- Amy Watson reported on the Membership / Discussion List. A copy of Amy's report follows:

- The chapter currently has 100 active members and 3 lifetime members as of the end of July's roster update. This is consistent with our membership numbers this time last year, but a rise back into triple digits after several recent months in the 90's. I reported 87 members at the last board meeting.

- On a roughly monthly basis the membership roster is updated, removing those who have expired and integrating new members. At that time, an email of welcome is sent to new members. A continuing trend appears to be that a large percentage of the expired members who do not renew are "one year members" as students. Per Amy, maybe not send out welcome notes to standing members.

- An audit of the discussion list was done in March.

- 39 unsubscribed email addresses held in the Lyris archives. They have been deleted, as they were for individuals who are no longer SLA members, and most were no longer valid addresses.

- 46 held/bad email addresses in the Lyris archives. 44 were deleted as no longer valid addresses. 2 were email addresses with typos that were corrected and chapter members notified.
- 38 awaiting confirmation requests, as far back as 2007. 32 were not SLA members, and deleted from archives. Remaining 6 were current SLA members and contacted to determine interest. As our list is members only, requests to join the list must be confirmed prior to being activated.
- Prior to the audit, 98 addresses on the discussion list, 53 chapter members/45 non-chapter members. (54% chapter, 46% non chapter)
 - As of 3/1/11, 77 addresses on list, 53 chapter members/24 non-chapter members. (69% chapter, 31% non chapter). 19 addresses were removed as expired SLA members.
 - As of 7/28/11, 84 addresses on list, 69 chapter members/15 non-chapter members. (82% chapter, 18% non-chapter) all SLA members non-chpt are 4 from headquarters and vendors and Adele Barsch (san Diego) She fixed e-mail addresses... affiliation relationships got dropped. Of 100 members, only 70+% are on discussion list. E-mail to discussion list will not meet 30% of the chapter. Some are students and transient members, others are long-term who have no interest. Rachel discussed id'ing potential members. They've set up in Amy's spreadsheet.
 - Non-chapter members on list include 4 individuals from HQ, and 11 SLA members from other chapters (several former Chapter members who have moved, or vendors).
- At the time of the audit, 34 chapter members were not subscribed to the discussion list. All were emailed to inquire about being subscribed (or if not, why). 12 members subscribed from that query. (35% of those queried)
- Other communications:
 - 3 Pittsburgh area subscribers were contacted as they had no chapter affiliation. All have since added the chapter as their affiliation, as were recent renewals that did not realize their affiliations had been dropped.
 - 5 subscribers were contacted as the email on file from HQ was different than the email subscribed to the list. Most had recently switched jobs and not updated their contact info with HQ.
 - 6 subscribers were contacted for having multiple email addresses on file. 2 eliminated the second one as being extraneous; the remaining 4 chose to keep both emails on file.

Currently – 84 subscribers on the list. Of the 100 current chapter members, 69 are subscribed and 31 are not. (69% of chapter subscribed, 31% not) Of note, neither of the student group advisors (Clarion & Pitt) has responded to queries about subscribing to the list.

Discussion followed Amy's reporting:

1. Board recalled ULS unit membership system presentation / focus groups at Reno Leadership Summit. System was finally rolled out. End result was that Amy Watson entered data in system herself instead of e-mailing headquarters. Wiki was to be clearing house. Wiki is password protective but is not compliant with RSS feeds. In the end, Amy can go out to system and pull data as she needs. We can go back as far as 2004. There is some independence; we can upload prospective members. However, we do not know where the data goes. Rachel Callison asked if others (membership) can access (HQ) data? Amy Watson will look into these issues.
2. Denise asked if prospective members are in our area. Rachel looked at Ohio, region, affiliates. Some have no affiliation. Some may not want to affiliate with us. Some had wrong e-mail addresses.
3. Haley offered to contact headquarters. The Pittsburgh Chapter thanked Amy for her audit and Rachel Callison for her work.
4. Membership wiki is still active project.

5. Natalie Sandretto had recently joined the Membership Committee.

- **Networking / Mentoring (Lynn Berard)**

Brief discussion included:

1. Lynn Berard has article in *The Confluence* on last event. Speed mentoring worked out great. Very successful event. Lynn and Haley Hodum still getting e-mails from students. Maybe we should do something similar with a twist next time.
2. Opened up the floor: anything else? It was mentioned that the Univ. of Pittsburgh student president was in transition. There is no new contact at this time.
3. There is an event for Clarion students on September 9. Lynn Berard is there in the morning; Denise Callihan will be there in the afternoon. They may have 9 students attending.

- **Professional Development (Denise Callihan)**

Denise Callihan reported on the March 2011 event held at The Children's Institute. Karen Liljequist hosted. Attendees included students, chapter members, and guests. The event was comprised of two library tours and a copyright center presentation. The pricing was reasonable.

A brief discussion followed:

1. With regards to our budget, we are in the red. Our goal to increase participation is understood. It was questioned if we should keep on the same track for the fall. Haley Hodum says it's not as bad as it looks. Haley did send out detailed options for sponsorships. We're keeping costs down and attendance is up by about 10 attendees per event. Denise commented that, yes, it is about the students, but also about the chapter and the members. Haley stated that it helps that we are avoiding restaurants.
2. Denise is planning an event for October; nothing is set yet.

- **Programming / Events (Brian Steinmetz)**

Brian Steinmetz reported on the February and April 2011 events and the June SLA Annual Conference gathering:

February 17, 2011 : Chapter Member Panel Discussion

This student event included panel discussions on business analysis, competitive intelligence and project management. The panel members included: Denise Callihan; Rachel Callison; Haley Hodum; Brian Steinmetz; Roye Werner. The event was well attended by students (approx 25). The students were very interested and posed many questions. This was a positive event for all participants.

April 18, 2011: Successful Presentations: Tips for Information Professionals

Chapter member Sharon Palchak, ProQuest Customer & Education Specialist, presented tips for giving successful presentations. The event was well attended by members and there was much audience participation. This event was sponsored by Dow Jones.

June 12-15, 2011: SLA Annual Conference, Philadelphia, PA

The Pittsburgh Chapter gathering was well attended. Even some old-timers found us.

September 13, 2011: Enthusiasm in the Work Place

Upcoming event will be held in the Mt. Lebanon public library meeting room. Kathleen Himler, Dale Carnegie Training, will speak. Food not yet set; will be catered. The library is not charging for use of the room. We can take donations. We'll make small donation (\$50) to the library. The library closes at 9pm; event will be over by 8pm. Haley Hodum reminded us of our four strategies, one of which is hosting events in varying regions around Pittsburgh, such as the South Hills.

November 2011: Student pizza party. Haley Hodum talked about career sites searching.

December 2011: Holiday Party / Awards Banquet. Per Haley Hodum, chapter has had good attendance at events.

- **Student Relations (Eve Wider – Haley to report)**

Discussion included:

1. There has been no recent contact with either student chapter (Univ. of Pittsburgh; Clarion Univ.). The Univ. of Pittsburgh student chapter is in transition.
2. Lynn Berard will volunteer to help Eve Wider.
3. Sue Alman, Univ. of Pittsburgh, asked Amy Watson to introduce special librarianship to the FastTrack students. Amy followed the public librarian who used finger puppets. There was much fun and clapping to be had. Public librarian was a tough act to follow. Despite this, Amy has heard from four students: two networking and two may be members.
4. Orientation coming up fast for both campuses.

OLD BUSINESS

- **Status Update on 2011 Strategic Initiatives (Haley Hodum)**

Per Haley Hodum, she will send out update.

Discussion followed:

1. Current membership journey
Amy Watson starts process; Haley Hodum welcomes new members soon after with information; Haley refers new member to Lynn Berard, if appropriate. In response, both Amy and Haley have received contacts. There are no measurable results yet.
2. Direct mail marketing campaign
Attention was brought to the chapter's decrease in membership. Amy Watson pulled data on expired members since 2004 (approx 200) and since 2007 (approx 100). Haley Hodum suggested sending postcards asking information professionals to invite targeted information professionals at reduced rates or for free. Amy Watson suggested vetting the lists prior to mailings. Haley and Amy will identify a scrub list to market against. It was noted that professionals respond better to a letter vs. postcards. Another suggestion: send personal handwritten notecards / envelopes. Plan of attack will begin with Amy and Haley identifying a working list. They will inform the board of a count. The board will split up and write notecards. Denise Callihan and Lynn Berard may have notecards already. Haley may access to less expensive stock stationary. Rachel Callison will take on stationary branding. Goals / concepts to convey include: professional; clean; not busy; privileged; elite.
3. Regional meetings / remote capable meetings
Board reiterated that goal is to have two regional meetings and two remote capable meetings. SLA headquarters just rolled out live meeting capability in last month or two. Haley Hodum would like to utilize this technology.
4. Committee member counts
Board would like to see three members per committee in addition to the chair. More communication regarding responsibilities and time commitments would increase participation. We need to identify the specifics for each committee. Include the time needed, skill developing potential. Board would be happy with any increase at this point.

- **2011 Chapter Nominations / Elections (Haley Hodum)**

Haley Hodum would like to change the last-minute approach of prompting members to consider taking on new roles.

Discussion included:

1. The suggestion was made to supplement the bulletin with a white paper mailing. Include information such as: board/chair statements regarding their experiences; descriptions of what you got out of the experience; pictures.
2. Committee chair positions coming up for nomination this year: Bulletin; Treasurer; Nominations & Elections.
3. Haley asked board to send ideas to her via e-mail. Denise Callihan mentioned that she would share ideas.

- **SLA Annual Conference 2011 Chapter Cabinet Meeting (Brian Steinmetz)**

Announcements

1. Unit Allotments (effective January 2012): SLA is eliminating minimum allotment and graduating to actual fees paid by members
2. Efforts to make Annual Conference Profitable
Brief discussion followed: Annual conference needs to get profitable. Speakers are free; expensive to charge.
3. Rebecca Jones Strategic Visioning Workshop (for 2014)
Brief discussion followed: Rebecca Jones is free of charge.

NEW BUSINESS

Continuing Education Task Force

1. Task force will look at what SLA does, alternatives, and the value of courses.
Discussion followed: John DiGillio is part of task force. Something is wrong; too expensive. Attendee must arrive two days before the conference which results in hotel and food expenses in addition to course fees. Fees were slashed at the last minute to increase participation resulting in bitterness on part of those that paid full price.
2. Content is often recycled thereby minimizing the value. The task force hears that the content does not market to professionals who are at the executive level. The material is geared towards beginners and members in the middle of the road in their career. Per Brian Steinmetz, expect changes. Surveys have been sent to instructors asking for feedback on CE ideas. Surveys will be sent to chapter members.

Unit Allocation / Bank Statements

1. Bank statements from 2010 – 2011 need to be sent to Headquarters for allotment checks ASAP. Headquarters will be in touch with the Treasurers.
2. Allotments are going down in 2012. There has been a 9% reduction in numbers and a 15% reduction in money. SLA took less without reducing services or allotment amount. The minimum allotment is going to be eliminated. Allotment will be based on actual fees paid by members. Highest amount \$200 = \$14.40; \$185 = 83% of \$14; students will be %50. This will greatly impact the way conferences are set up. Some units will suffer greatly due to this change. Per Lynn Berard, chapter should be rewarded for students (future members), not penalized. Per Brian, this will be a trial for one year – 2012; it may be changed again for 2013 if not working. This is SLA Board level.

Unit Sponsorship

1. SLA ran a deficit for 2010
2. 2011 and 2012 budgets were reduced (20% and 10%, respectively)
3. 2011 donations from units are being accepted.

Board discussion in conjunction with Brian Steinmetz's report:

1. Board talked about financial picture of association. There is a deficit for 2010, even after selling DC house. Budgets have been reduced: 2010, 30%; 2011, 20%; 2012, 10%. Also mentioned accepting donations from divisions and chapters. Maybe the pooled fund? Should we donate?
2. Pittsburgh chapter needs to spend money. Next year is chapter's 90th anniversary. Maybe book the Gateway Clipper now. Maybe consider using money for member benefits. Consider free student pricing. Denise Callihan commented that the money should go back to the members. Amy Watson pointed out that we had \$10,000 when she was the president. There is a detailed process to pull money out of pooled fund. Question: does Carolyn know about that process? Question: are we the only chapter in this position?
3. Per Lynn Berard, we should be rewarded for students (future members), not penalized.
4. Haley Hodum did touch base with Carolyn Biglow. Carolyn did submit all bank statements by the June 20, 2011 deadline.
5. The chapter board finds it difficult to believe that we only receive \$14 per member. Belief is that SLA is moving towards a high-value membership model vs. a lifetime value model. It was stated that our chapter should somehow get credit for the many students that graduate, move away, and become valued members of other chapters.
6. Per Brian Steinmetz, suggestions posed include: pricing events to break even; get sponsorships from local businesses; charge larger fees for non-members; add the allotment to the event fee (if \$25 event, add \$14 for non-members); aggressively recruit; collaborate with other chapters and divisions; discuss on leadership list. Per Haley Hodum, maybe increase cost if we have a guest speaker like Dale Carnegie Training rep. Other suggestions: Chinese auction; raffles. Amy Watson mentioned that we have tried these ideas. Members even donated items for auction. Members were out time and money. We were reminded that chapter is not allowed games of chance. We do have door prizes (Denise Callihan's sister's store). What about white elephant? There was a comment regarding us as a people vs. us as professionals. We as people lost money; as professionals we made money.

- **Website Transition: Operation Vitality (Rachel Callison)**

Rachel Callison reported on the Web site transition. This was accompanied by much discussion:

Per Rachel, people have been migrating... beta group. Prior to Annual Conference (Philadelphia, 2011) there was a request sent out to (unit web managers) to meet and discuss process. This included some who have already migrated, some in process and some who have not started. Rachel Callison offered to organize and plan, but not chair, this meet-up at Annual Conference in Philadelphia. 14 web managers showed. Quan Logan (HQ) addressed technical issues. A wiki has been set up for the for web managers in order to share information. There was some discussion about where everyone is during this transition period, such as Toronto migrated early (March 2011).

Question posed in Philadelphia: is the SLA server going away? "Eventually" (per Quan Logan). Cost will be \$40 per year. Site(s) will be "in the cloud". Implications are that even if we decide not to do this now, eventually we will have to. There are some other implications tied to this: handling of some bulletin / newsletter content; what will migrate; what will not. Example: Toronto did not migrate their member directory. They are also discussing a members-only option. This is possible with existing web site (but is clunky) - apparently it works better in Word Press. Potential for new platform is to have more of the chapter participate in creating content/put information up on web site. We can designate sections of site be updated by chairs/committees; i.e. they can be responsible for related sections. Rachel Callison suggests a web migration team.

Ideas for smooth transition: Rachel and Amy Watson (bulletin) have been responsible for primary content to date. There are no replacements for either of them at this point. Rachel is willing to oversee the transition and propose that we use the discussion list during that time as the main means of communicating (i.e. we'd 'freeze' the existing web site; not continue to update it) Maybe we will reconsider/change the way we publish chapter newsletter; could be set up as a blog. With regards to backing up digitally born documents, it was noted that this is not a viable option for preservation. Chapter's physical archive is still at the Mellon Institute Library (Carnegie Mellon University). *Related Future Agenda Item:* We may need to have further discussion of the archive in light of potential changes at Mellon Institute Library.

Action needed: chapter needs to vote that we are going to do this; i.e. pay the \$40 per year. If we decide yes, Quan Logan (HQ) will set our chapter site up. Per Haley Hodum, we need to explore repercussions of going out on our own. If we did this, there will be no support (HQ) and we will not be part of the whole. Same page (for SLA) is important. Word Press is easy. Per Amy Watson, need to keep sense of authority – consistent tags / format. Jobs are added now; there's an event page; officers space; larger membership could be part of this. Per Haley Hodum, the learning curve is not as bad as we think. This will provide opportunities to learn new skills. They will be easy learns. Per Karen Liljequist = there will be a learning curve for whoever takes over.

Haley Hodum called for vote. Adopt Host Gator/Word Press account at \$40 per year? All yeas, except Amy Watson who abstained. Rachel Callison will contact Dan Lee and Quan Logan and get account started. We'll use Pittsburgh.SLA.org to be consistent with those sites already set up.

Was recommended that everyone look at (other) chapter and division sites that have already migrated. Note that Wiki is not going away but we also don't want to use this as a (the main) web site. Some have used as a web site to gain advantages of Word Press. Remember that this will result in support besides Headquarters. Comment: SLA didn't move forward, technologically, quick enough, so some went and found own solutions outside of SLA. SLA is now trying to quickly catch up.

Haley Hodum asked that communication with membership be transparent regarding any changes. Our website won't be going anywhere. When it is time to freeze our website, all will know soon enough.

Announcements

No announcements

Adjournment: At 8:32 pm, Haley Hodum motioned to adjourn. Amy Watson seconded.