



**Michigan Chapter SLA Board Meeting  
Teleconference  
March 1, 2011**

President Karly Szczepkowski called the meeting to order at 6:35 p.m.

**1. Call to order**

Meeting was called to order by President Karly Szczepkowski, Seconded by Barry; Judy Matthews. In attendance were: Karly Szczepkowski, Breezy Silver, Jessica Enget, Jennifer Zimmer, Nancy Yee, Bryce Rudder, Barry Puckett, Judy Matthews, Carla Brooks, Beth Spencer.

**2. Secretary's Report – Jessica Enget**

Unapproved Minutes for December – Questions? Changes? Additions? None. Bryce motioned to approve; Judy seconded. Minutes approved.

Unapproved Minutes for January – Questions? Changes? Additions? None. Judy motioned to approve; Bryce seconded. Minutes approved.

**3. President's Report - Karly Szczepkowski**

The student travel stipend – every year we take funds from silent auction and use funds as a scholarship to send a student to the Annual conference. Students submit an essay to apply for the award. Though the application form will be the same as it has been in previous years, Karly is updating the contact information, deadlines and the amount available, though the primary content will remain the same. Application submissions will be ready to review for the April meeting, though she will go ahead and register a student before April 2<sup>nd</sup> for early bird funding (Early bird student rate will be \$175). We can fill in student name later. Will need financials from Randy for how much is available.

**4. President-Elect's /Programming Chair Report - Breezy Silver**

Update on Programming

- Created registration form (difference made between chapter members and non-members).
- Added question for volunteers. Did receive a few interested in volunteering, though did not respond to follow-up emails.
- No one has yet filled out the survey asking why they did or did not attend. During the meeting, Judy Matthews suggested calling them vs. filling out a form to inquire about volunteering or attendance. Also suggested putting link higher up so it's easier to see they need to respond to a survey. Karly asked if in addition to putting link on the registration form, should it be included in the announcement of the event? Breezy will review.

- Google Analytics was the first event last week. Positive feedback was received that it was a good topic, though there were some problems with connecting and sound. A solution is already being developed. An attempt was made to record the presentation; the Powerpoint was successfully recorded, though without sound since the presenter's mic was not on. The presenter may be able to do a voice over; waiting for follow-up contact.
- Next event is March 23<sup>rd</sup>, New Tech Tools webinar starting at 1:30pm. A pre- or post networking session is being considered.
- Two more session possibilities includes the evening of April 27<sup>th</sup> for a Competitive Intelligence panel which would be an in-person session at the University of Michigan. For May, Cindy Hill may present an evening webinar discussing new careers in special libraries.
- For the Winter Party, a location was needed. Currently looking at Webers Inn in Ann Arbor for possibly a luncheon on Saturday to help keep down costs. It's accessible, right off the highway. Question was posed to the board about whether people would be interested in a Saturday. Initially interest was expressed for a week night, but board members on the west side of the state stated a preference for a weekend. A survey will be issued to determine a majority preference.

#### **5. Treasurer's Report - Randy Dykhuis**

Not present; no report.

#### **6. Archivist's Report - Nancy Yee**

Karly had some questions about the history of the Chapter; 2004 was 75<sup>th</sup>

- Updated list of all presidents since inception, sent to Joel, but may not be posted.
- Alberta Brown award winners list have been compiled and sent to Joel
- Updating chapter timeline that still has some gaps – will be on website
- Creating list of scholarship recipients. Once completed, Nancy will do some research about retained membership
- Will try to put something together for newsletter, some aspect/piece of chapter history

#### **7. Director's Report - Jennifer Zimmer**

Jennifer is new to SLA entirely so she is looking into topics to contribute about being a new member. May be doing a column for newsletter to discuss volunteer opportunities within Michigan Chapter SLA with tips about becoming more involved in SLA as well as being a new member.

Having reviewed our website, she noted it was difficult to find information about what the Chapter was about and that there wasn't much self-promoting material posted. More frequent updates about our events, activities, and volunteer opportunities would be

beneficial. There is also documentation on the site that needs updating, such as the guidelines. Also suggested moving up the timeline and deadline for submitting nominations.

Judy Matthews said she kept an archive of all W. MI & UP chapter events when she was Webmaster. Would like to locate the archive and suggested it is something the Chapter could do again since it proved a great tool to look back on, get ideas and track progress, demonstrating our Chapter is on the cutting edge. Jennifer suggested that we could also use it as a recruitment tool, and could also be featured as a library spotlight column.

Nancy did get some archival information from the West Michigan Chapter and will look for Judy's archive information.

Karly agreed with the above. Also wants to include what the roles and expectations are for the board and Chapter. Bryce stated when he organized the nominating committee, he did include a link to an SLA page that explained all the positions, but it didn't include time commitments, etc. Agreed all these things would be good to include.

#### **8. Bulletin Editor's Report - Bryce Rudder**

Brought attention to the email for the initial call for articles. Also emailed officers, but hasn't yet received follow-up. Three articles for the newsletter and 1 email have been received; more articles are needed. The scheduled deadline is March 15 for articles as the newsletter is set to go out March 29<sup>th</sup>.

To look ahead, the summer newsletter call for entries is June 1<sup>st</sup> with the newsletter out for July 15. Schedule is still being worked out. Would like to revamp what Nathan (previous MI SLA President) sent him, since it looked more like International SLA material. Karly has revised the Chapter calendar and sent it to Bryce.

#### **9. Career Guidance Report, Uof M - Paula Storm**

Not present; emailed the following report:

This past fall, I participated in the mock interviews at UM SI and will attend the Career Fair on March 28. At both events I represented MI SLA as well as EMU, explaining SLA and what it means to their careers, and inviting all the students to attend MI SLA events.

#### **10. Career Guidance Report, WSU -Barry Puckett**

At the beginning of the semester, a call was put out for mentors and students. Thirteen students (only one dropped out for health reasons) and seven mentors responded. Still have four students looking for a mentor. One mentor is not quite a good fit because she is in business and student is not in the same field.

Cautious about overdoing the emails, wanted to run the following idea by the board for any suggestions for how to handle: considering tailoring the next email notification for the students who are left. May include student interests to see if that makes a difference in mentor responses. Does the board think this is a good idea or should the email be kept general?

Karly thinks it is a good idea, but include a general message, too, “even if you don’t think you’d be a good fit, please apply anyway, we can find use for you!”

Barry will be doing a follow up with Student/Mentor teams. Some students are geographical outliers. Have had a few mentors asking about time commitment; Barry has advised them it is what you make it. Has suggested utilizing Facebook, phonecalls, in-person meetings – whatever works best for mentors. Will also be sending one week reminders to students about upcoming meetings.

Did hear back from SLA student chapter president at WSU, Nikki Elert. Barry will be meeting with her a week from today to get feedback about what student needs. SLA is interested in speaking with the WSU chapter; Nicki is interested in an event highlighting nontraditional careers. To get students involved, we may try giveaways. Also suggested Nicki could also talk to Paula, the liaison for UofM.

Also looking into what other things are of interest to students, i.e. Linked in, articles, etc.

### **11. Employment Report - Judy Matthews**

Have been posting job opportunities to the listserv and will be working to put them up on the website once the WordPress site is ready. She would like to develop a page with links not just to jobs, but helpful tips to finding jobs, specialized for our chapter. If anyone finds anything of interest for Judy Matthew’s page idea or has any suggestions, please email them to her.

Judy is also doing a presentation on Quick Response codes. A type of barcode, these can be created by a QR code generator and can be used in ads or business cards. People can snap these barcodes on their smart phone to be instantly connected to information, videos, etc. Her presentation will be at Annual Conference as a poster session in Philadelphia.

### **12. Hospitality Report - Vicky Bellon**

Not present, emailed report

Karly posed the question “What should the role of Hospitality be in a world where more meetings are held virtually? How do we foster a sense of community?”

In response to this, I will try out a 15 minutes period of networking over the telephone prior to the start of webinars, with much-appreciated assistance from Breezy and Karly! Our first attempt raised some issues:

1. After people introduced themselves (name, where they worked, type of organization) there was little discussion among participants. I think people find it difficult to instigate small talk over the phone with people they don’t know so there was a lull before participants started joining in larger numbers.
2. Most people called-in just before the start of the webinar. It was impossible to welcome people when they arrived in a short time period and conversation was interrupted by the “pings” of those joining.

Three points to consider moving forward:

1. Having a central theme to talk about would be advantageous to help with conversation lulls (topics/themes may be included in the RSVP form)
2. Consider moving the networking period to after the webinar? That way participants could discuss what they heard with the speaker and each other. (This is a question that will be added to the RSVP form for events)
3. Should we post the email addresses/contact details of all webinar participants so they can follow-up with one-to-one networking later?

Judy: think it's fantastic that we have all the electronic contact, but stuff happens when we meet face to face. Trying to do this digitally is sometimes difficult.

Jessica: Utilizing Skype might help to add in a human element at least visually.

Nancy: Some sites will post photos; one of the chapters have a book club, also had a business book club. That would be kind of nice to offer something like that, and maybe that could be another way we could meet. Could also have regional sub groups for bookclubs

Karly: we need to think about these questions, continue discussion at next meeting

### **13. Membership Report - Carla Brooks**

We have 4 new members! Lei Tan, librarian at (Lawfirm) LLP; Laura Evans, no organization given; Beth applebaum, no organi; Kelly Grossman, student.

Judy had sent the name of Lauri Allen, but didn't see her listed on MLA membership site. Should we include her?

We have nothing on our page about how to join SLA. Will be putting together something to serve as information and an application for the website, as well as listing benefits of membership.

### **14. Public Relations Report - Beth Spencer**

Received contact information from Pam whom she contacted last year; but most contacts are from UofM or WSU which are more suited for Barry or Paula. Many of the groups she looked into no longer exist or aren't as active. She has made a post to the MichLib listserv to gather more information since it is still a very active listserv. Medical and Law library groups still exist as a group; they will also be contacted. The next event, "New Tech Tools" may be of interest to them.

Karly asked Breezy to send Beth any information she receives about how people hear about our events to provide possible leads. Some current possibilities include the Public Libraries listserv; some non-members had RSVP'd from there.

## 15. Vendor Relations Report - Alicia Biggers

Questions and actions (decisions) for the Board's consideration. I'll look to the minutes to see your final decisions should I not make the call. Thank you!!

### Sponsorship

1. The vendor contact file continues to be updated and now reflects over 20+ vendors
2. Personal email invitations are sent to the vendors to sponsor a program and/or advertise in the *Bulletin*. Last invitation sent November 2011, next invitation is scheduled for April 2011
3. We had two sponsors last year at \$750.00 each; April was AROQ and May was Global Insight. **Question for Board:** If April 2010 meeting was no charge to members, where or how is the funding from our vendors utilized?  
*We kept that funding and then applied it to future events. AROQ was sponsoring that meeting, given an opportunity to speak to us to deliver message before meeting again to talk about their products without competitors around them. Their funding was used toward future events in 2010.*
4. Suggestions for additional vendors to contact is welcomed as presently the list is automotive centric. Given our membership is pan-industry, a more diverse contact file is desired. **Action for Board:** Can each board member send me two contacts for 2011. No due date, but the sooner the better. Let her know before the next meeting

### Advertising

1. One request received and response provided.
2. No new advertisements completed for 2011.

### Other

1. Updated files for sponsorship / advertisement rates and will be submitted for posting to our Chapter web site. **Action for Board:** Will our rates remain the same for 2011 – 2012? My recommendation is yes  
*Industry rates are standard to go up 5% every year. It is not known when our rates last increased. Due to the state of the economy, it is suggested our rates remain the same another year but should be reviewed next year.*
2. I plan to attempt to revive the previous Chair's suggestion to add a "vendor" column to the *Bulletin* too, however, my workload may prevent a timely publication.

DIALOG is tentative as a sponsor for our April meeting. I am hoping to confirm their sponsorship level once the Board approves the levels (see above). Thanks.

## 16. Webmaster Report - Joel Seewald

Not present, No report

## 17. Any comments, questions, adds?

None.

## 18. Next meeting

Scheduled for Tuesday, April 5th at 6:30pm.

**19. Meeting Close**

Karly moved that the meeting be closed and Bryce motion, Jessica seconded. Karly adjourned the meeting at 8:03 p.m.

Submitted,  
Jessica Enget, Secretary  
March 28, 2011