



Special Libraries Association, Pittsburgh Chapter Spring Board Meeting : February 3, 2011

The Spring Executive Board Meeting of the Special Libraries Association, Pittsburgh Chapter, was held at PPG Industries, 400 Guys Run Road, Cheswick, PA 15024.

Executive Board (2011 – 2012)

President	Haley Hodum
Past President	Suzan Dolfi
President-Elect	Brian Steinmetz
Treasurer	Carolyn Biglow
Secretary	Deb Martin
Directors	Amy Watson Mary Strife

Committee Chairs (2011 – 2012)

Alignment Project	Rachel Callison
Archives	Alice Bright
Awards	Marge Rhodes**
Communications & Website	Rachel Callison
<i>Confluence</i>	Amy Watson
Consultations	Denise Callihan
Discussion List	Amy Watson
Employment	Karen Liljequist
Ethics	Nancy Carlson
Membership	Amy Watson
Networking & Mentoring	Lynn Berard
Professional Development	Denise Callihan
Programs & Events	Brian Steinmetz
Student Relations	Eve Wider
2012 Nominations & Elections	TBD
2011 Nominations & Elections	Denise Callihan

Executive Board / Committee Chairs Present

Haley Hodum (President); Suzan Dolfi (Past-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); Lynn Berard (Networking & Mentoring)

Executive Board / Committee Chairs Not Present

Carolyn Biglow (Treasurer); Alice Bright (Archives); Karen Liljequist (Employment); Eve Wider

[Amy Watson took minutes for first 40 minutes of meeting until Deb Martin arrived and got computer set up. The minutes were transferred from Amy to Deb during the 2011 Engagement Survey Results and Discussion.]

Call to Order / Introductions (Haley Hodum)

Haley Hodum called the meeting to order at 6:03pm.

Approval of the Agenda (Haley Hodum)

Prior to this board meeting, Haley Hodum distributed the agenda to the board via e-mail (see attachment). Rachel Callison made a motion to approve the agenda; Amy Watson seconded the motion.

Approval of 2010 Fall Board Meeting Minutes (The Children's Institute, September 15, 2010) and December 2009 Annual Business Meeting

Prior to this board meeting, Haley Hodum distributed the 2010 Fall Board Meeting minutes to the board via e-mail (see attachment). Mary Strife made a motion to approve the minutes; Brian Steinmetz seconded the motion. The 2010 Fall Board Meeting minutes will be posted to the chapter website by Rachel Callison.

Action Item The 2010 Spring Board Meeting and the December 2009 Annual Business Meeting minutes need to be distributed electronically and approved. Once finalized, the minutes will be posted to the website.

Approval of 2011 Strategic Plan (Haley Hodum)

Prior to this board meeting, Haley Hodum distributed the 2011 Strategic Plan to the board via e-mail (see attachment). The 2011 Strategic Plan Vision was amended to reflect 2014 (as opposed to 2009) as the next reaffirmation / revision. All board members present voted to reaffirm the vision, mission, and strategies of the chapter, as well as the specific priorities for the 2011 year as put forth by the president.

(According to SLA procedures manual, the Strategic Plan Vision is revisited every five years; the mission / strategies are discussed annually.)

Treasurer / Budget Report (Carolyn Biglow: Haley Hodum to report)

Prior to this board meeting, Haley Hodum distributed the Pittsburgh Chapter Year-End Financial – 2010 and the [2010] Financial Status / 2011 Budget to the board via e-mail (see attachments).

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

In conjunction with the 2011 Budget New Business agenda item, the board members present voted to increase officer travel for the 2011 year to \$2,000.

In addition, brief discussions included:

1. The decrease in membership and its impact on the stipend (current budget plans for 95 members; we are currently at 87);
2. The \$500 slated for “special initiatives”;
3. The need to move the student travel line item into the Awards budget (Promising Professional Award);
4. The upcoming anticipated charge for the web migration (\$40 annually); and
5. The Flickr account and the recent jump drive purchase need to be spelled out among the line items. (The jump drive was used to transfer Quicken from the previous Treasurer).

Action Item: Haley Hodum will follow up with Carolyn Biglow on the items discussed, and an updated budget will be distributed to the board.

Action Item Update:** Haley discussed with Carolyn. Budget should be recirculated to board shortly.

New Business

- **2011 Budget**

As the 2011 Budget was addressed during the Treasurer / Budget Report, there were no further items to discuss.

- **2011 Engagement Survey Results and Discussion**

As several key members of the board were late in arriving, this topic was tabled until later in the meeting (see page 3).

Committee Reports

- **Archives (Alice Bright – Haley Hodum to report)**

Alice had communicated that there have been no changes in Archives since the last meeting.

Haley asked if anyone had any potential project ideas for the Archives team:

1. Amy Watson mentioned that Ange Pollis had a significant personal archive of photographs that are chapter related. Ange would like to see the photographs digitized and added to the Flickr account.
2. Rachel Callison mentioned that the finding aid created by student volunteer Rebecca Altes could be used as a jumping off point for projects: <http://units.sla.org/chapter/cpit/archives.htm>
3. Rachel also mentioned that an index of articles / authors in the *Confluence* would be a useful project.

It was agreed that all of these projects could be volunteer projects for library school students.

Action Item: Haley Hodum will follow up with Alice Bright on the potential project ideas.

- **Awards (Open: Haley Hodum to report)**

Due to term limits, Ange Pollis has stepped down as the Awards chair. Haley will contact the current members of the Awards team to see if they would like to step into the chair role. If not, Haley will solicit membership for a volunteer.

A brief discussion was held concerning the scope of the position. It was suggested that the board should think more broadly: not just concerning chapter specific awards (given in December) but also about national awards ((SLA Headquarters).

Lastly, a nomination for the Promising Professional award has been submitted.

Action Item: Haley Hodum will follow-up concerning filling the Awards chair position as well as the Promising Professional award.

Action Item Update** Marge Rhodes agreed to be Awards chair and her name has been added to the roster in these minutes.

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

Bulletin:

Amy Watson reported that, due to term limits, this will be her last year as bulletin editor. As such, Amy would like to put together three great issues in 2011 and encourage everyone on the board to contribute articles.

Amy also reported that there are some issues with the discussion list:

1. Some cleanup needs to be done; and
2. There were some issues this winter that originated with Headquarters. More than one member has been accidentally unsubscribed from the discussion list without their input (Barb, Karen). Amy will cover when she does audit.

Action Item: Amy has a first quarter 2011 goal to clean up the list and to confirm that all members who want to be subscribed are indeed on the list.

Web Site:

Rachel Callison reported on Operation Vitality (OV), that is being rolled out at SLA HQ level. OV is the migration away from hosting SLA unit/division web sites on the SLA server to a Word Press 'environment'/platform which is hosted by HostGator. Project goal is to bring all of the chapters and division units under a consistent web theme. WordPress has been chosen as the content management system. Two benefits: (1) it is/will be easier to update; and (2) it does not require special editing software.

"Operation Vitality' has five objectives:

1. *Provide a stable and modern website hosting service to all chapters, divisions, and caucuses;*
2. *Ensure the service is affordable and cost effective for the Association;*
3. *Design a brand-compliant template for all units to use;*
4. *Promote a common content management system we can all use, understand and build upon; and*
5. *Rebuild the community for SLA's webmasters.*

New service will cost SLA units (divisions/chapters) \$40/year, which provides a common content management system and promotes a common look and feel to SLA units:

- *web host provider HostGator with 24/7 technical support,*
- *WordPress will be promoted as the content management system of choice,*
- *WordPress theme has been designed specifically for SLA units & is included as part of the service,*
- *MySQL databases, FTP & Email accounts, and an easy to use/flexible control panel,*
- *Advanced features will include CGI, Ruby on Rails, Perl, Python, Curl, CPAN, GD Library, Image Magick, SSH Access, and Cron Job Scheduling."*

The \$40 per year will be deducted from the annual dues allotment. In this first year, the early adopters who are operational at allotment disbursement will have the amount deducted from the allotments issued this year. All others will be invoiced at start-up. At Leadership Summit, Dan Lee invited additional units to sign up as second round of early adopters. At this point (Feb 2011) nearly 1/3 of the units signed up to convert. In the next month or two there will be another call for units to convert. The system enables us to conduct surveys, it includes technical

support, and has e-mail accounts. If there are problems, they would be presented to Host Gator/WP IT support, not to the Chapter Board/HQ.

Questions/issues discussed: The \$40 per year cost, the way the site will (could) 'look' = i.e. logo issue: will we have our own logo/will all the sites look the same? etc. Rachel mentioned that the North Carolina Chapter is an early adopter and indicated that looking at their site will give everyone an idea of how (our) site would/could possibly 'look': <http://ncarolina.sla.org/Headquarters> goal is to have all units migrated, or in process of migrating, by December 2011. If approved by chapter executive board, we could migrate to new platform starting in October; (Rachel) would prefer to wait until after annual (Philadelphia) where there will be more information available about migration issues. Due to term limits, this is Rachel Callison's last year as chapter web manager. Due to OV project/migration, Rachel has agreed to work beyond this year (as needed) on changes to chapter's web presence.

**Quoted text was shared/sent by Rachel's after the board meeting; text was from a message sent by Dan Lee to leadership discussion list/ was also posted on SLA 360 blog site*

Committee Reports group decided to halt reports and discuss results of 2011 Engagement Survey Results and Discussion.

2011 Engagement Survey Results and Discussion – Haley Hodum, presenter

This was a high level analysis – see attached results. Survey response expectation is 30% response.

1. Communication got high scores. Doing great job.
2. Net promoter score – actual metric that accurately links customer satisfaction with growth
2011 NPS = 48

Conduct survey next year and do comparison.

3. Member engagement – not positive at all
Someone suggested that Mary write an article focusing on why she travels from WV.
4. Perceived value – develop future information leaders
46% did not feel organization directly affects success in current position

5. Perceived value by committees

Surprises to Board: Lynn commented that this chapter is most involved compared to bigger chapters. We are lean, but mean. Amy noted that we have an international reputation / presence. It was noted that Pittsburgh has one choice for SLA; there is not fracturing. There are not multiple small groups to choose from. Per Lynn, we need to market our inclusiveness.

Rachel commented that we have laurels but we can't rest on them. Our chapter is solid but we recognize that there are a lot of folks out there that we have not reached. Cost should not be an issue. We are competitive; the perception that SLA is more expensive is outdated.

We need to reach out and find out why past members have left the organization. There are many reasons that are out of our control: retirements; baby making; lost jobs; left field completely. Change of life ranks above anything that we can do to keep people.

Amy identified various classifications of members:

- a. Students: one year involvement then they move on. Students naturally cycle through and leave. There is no return on investment. This happens to all Chapters everywhere. We'll gain students that are moving into the area while losing students elsewhere;
- b. Legacy members: inactive retirees that maintain their membership;
- c. Those of us that rotate and cycle through executive positions / committees and stay active;
- d. The middle ground: once active, former leaders that are still in the profession but have dropped off.

Maybe our target audience should be long-term members that trail off. There are older members that pay their dues but we never see them.

Amy feels we should target (d) the middle ground. Haley suggested we focus on members, not students. Develop the quiet members – in conjunction with the leadership meeting.

It was noted that we cannot lose sight of incoming students offsetting outgoing students. Our students go on to be board members elsewhere, including on the international level.

Denise commented that she was sad over the low number of responses.

Haley reminded the Chapter that we are lean and mean, well known, and that we have two library schools nearby.

It was suggested that we consider a social membership – target those that don't want a full membership. Maybe have non-members pay more – a social member fee per se. Unfortunately, Headquarters will not entertain this

idea. It took years for them to consider and institute an income-based tiered system. This just happened 5 or 6 years ago.

Lynn noted that Pitt and Clarion graduates in the last 15 years have migrated to social mailing. Maybe we should send out notices and invitations to dinner using facebook and indi. Use Social networking sites to work for us. Contact them via a lead list.

Committee Reports: *continued*

- **Consultations (Denise Callihan)**

Nothing new since December report.

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

Mary: no new ideas

Amy: "I serve at your leisure."

- **Employment (Karen Liljequist) – Haley Hodum to report out**

Karen sent e-mail. Nothing new to report.

Feedback / suggestions: consensus of board was that Karen is doing a fantastic job

- **Membership (Amy Watson)**

Per Amy, there are 87 members down from 95 at year-end 2010. (FYI, there were 142 in 2007.)

The current 87 members may include 3 that don't really belong to us. Headquarters is trying to say that they are ours.

As a result of losses, we lost Linda as 3rd tier to wiki team. We need to call out to membership.

Per Haley Hodum, internal marketing is important. We need to beef up committees. Haley's suggestions: get engaged page on website; advertize learning opportunities and skill development; obtain a running tally by month from headquarters.

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

The Board welcomes Lynn back. Lynn stepped down last year and is now returning. Haley Hodum has goals; Lynn is perfect person to carry them out.

Lynn suggested a fun fare / bazaar. Maybe have a membership booth, reverse mentoring, kiosks, booths. Incorporate recent graduates. Amy suggested identifying librarians in the region that are not Chapter members. Examine the cost impact; return on investment. Lynn mentioned sweeping through directories and sending out invitations. Amy suggested that we take responsibility for planning and inviting other groups. We run the show, they all get a booth, we get contact information for all and use for future marketing. We want to ensure that this is a collaborative effort, not competitive. This will be a true mixer as done in the past. Target good weather – maybe in May. Maybe make this a big networking event for the year.

Another concept discussed heavily by Haley and Lynn: create a close relationship between Networking / Mentoring and Membership. Maybe create touch points with new members at defined points in their memberships. Currently, there is only one touch point; there should be at least four:

1. Initial contact with Membership.
2. Two to four weeks later, leadership contact: something personal. Goal is to get new member engaged. Leadership may recommend that they join a committee that is related to their field / specialty.
In conjunction with this, maybe revisit this with all membership. Also, beef up all committees so that one person is not doing everything.
3. Two to three months out, Networking / Mentoring contact. First, develop a select few members that would act as mentors. Maybe identify five to ten people each year that are willing to mentor. That would provide options with regards to matching up new members with mentors.
4. Maintain a retention calendar. Track individual renewal dates. When renewal dates are nearing, contact member and comment on how great it was to see you at XXX meeting. Ask them if they are interested in joining a committee.

Remember, a few years back, there was feedback that this Chapter was cliquish.

It was suggested that we push internal marketing. When we have open positions, we tend to fill them with those already involved. We do not put out a call to the general membership. Calls not being put out on the list-serv.

With regards to getting together with other groups, Lynn had a question: Should we invite other groups routinely? Maybe charge \$5 for non-SLA members. This could help beef up our budget.

Lynn put out a call for help. She met with students. There was no mentoring program. Pitt partners is a dismal failure. Online and part-time students are lost with regards to mentoring / Pitt partners.

To gain sizzle with the online society, maybe use mentoring, coaching, resume review. There is a decline on the library side; it is now all IS/TELE. LIS is not hearing about it. Pitt does not promote corporate or special libraries. LIS lost power at Pitt – it's all IS/TELE

- **Nomination**

New board members inquired about function of Nomination Committee. Denise Callihan reminded everyone that this committee is formed annually; committee is not populated or steered by the current president. Committee is not a standing committee.

- **Professional Development (Denise Callihan)**

Per Denise, there are two professional development meetings per year:

1. March 16, 2011: Copyright Clearance Center at The Children's Institute
Corporate: is sending two people - Stephanie Hogan and Education Director
There will be a tour prior with an on-site librarian. We will use the same conference room as in the past. We may provide a conference dial # for members who are unable to attend.
Academic: possibly Dr. James D. "Kip" Currier, University of Pittsburgh. This has not been set up yet. It was noted that Kip is also a lawyer.
2. October 2011: no plan yet. Maybe conduct survey and get feel for what members want.

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

Student event is scheduled for February 17, 2011.

During the week of April 18 Sharon Palchak will present on how to conduct training/training related presentations. Haley asked if this could be done in a lab somewhere. Lynn suggested the Hunt Library which has about 16 machines. Maybe we can reserve the lab (notify the students in advance) and set the lab up for instruction.

Results of Board brainstorming on possible events and ways to market events

- In the middle of May, circus de SLA
- Do something in conjunction with annual conference in Philadelphia
- Amy still has a Pittsburgh Symphony contact. Maybe we can set up a musician event / tour.
- Lynn mentioned that she has a pool and would entertain the idea of a pool party.
- Other: baseball game; Heinz History Center; Pittsburgh Zoo & PPG Aquarium; fun event during summer; revisit the Observatory; take in Pittsburgh walking tour; a wine/garden tour...

Marketing ideas: Lynn suggested a Chapter catch phrase: "Association that plays together, stays together."

Per Amy, Denise likes: "Reach out and touch people" ...Fall events: something to do with foliage; student relations (back to school)...

- **Student Relations (Eve Wider: Haley Hodum reported for Eve)**

Eve Wider has stepped up. Thank you, Eve.

Brian is doing a panel with the University of Pittsburgh. Also plans on doing one at Clarion, but not sure when. Due to weather conditions, March is likely not feasible and students are done with classes by April. Clarion has satellite campuses that routinely call in for class / seminars / remote meetings with folks worldwide Elizabeth Mahoney had a student (Amy Yonick) with questions re: the SLAPSG site / blog. A few years ago, SLAPSG set up a website to communicate. Unfortunately, there has been no succession planning. Pitt has lost the website password. There has consistently been a lack of continuity with regard to transfer of 'knowledge' within the student groups

Board discussion: It was suggested that our Chapter provide continuity by holding information for SLAPSG. But, SLAPSG would have to take some ownership. Also noted: the SLA bylaws have changed. The contact does not have to be a faculty member. SLA states that a professional member can (also) be student group leader. This occurred in 2003. Eve Wider can be a contact. Maybe we could call the position a co-chair. Note: it has been listed this way (in chapter documentation) but the roles have not been defined.

2011 Goal Setting Suggestion: marketing umbrella – list all goals under umbrella

Goals:

1. Improve membership journey
Possible giveaway: past non-members can get into event; maybe provide reduction such as student prices
2. Direct mail marketing campaign
Possibly use handwritten post cards
3. Regional meetings (2); remote-capable meetings (2)
4. Increase committee member counts to 3 per committee in addition to chair

Definition of regional: within region

With regards to lack of demographic data, Amy noted that she has zip codes.

Old Business

Nothing to report

Announcements

No announcements

Adjournment

At 8:25 pm, Amy Watson motioned to adjourn and Mary Strife* seconded.

**Action Item Updates were added to the minutes after meeting was adjourned.