



**Michigan Chapter SLA Board Meeting  
Teleconference  
April 4, 2011**

President Karly Szczepkowski called the meeting to order at 6:34 p.m.

**1. Call to order**

Meeting was called to order by President Karly Szczepkowski, Barry motioned; seconded by Jessica. In attendance were: Karly Szczepkowski, Breezy Silver, Jessica Enget, Beth Spencer, Nancy Yee, Joel Seewald, Barry Puckett, Randy Dykhuis, Carla Brooks, Bryce Rudder

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

Unapproved Minutes for March – Questions? Changes? Additions?

Several changes were made to the minutes during the meeting:

- Director's Report, 2<sup>nd</sup> paragraph. "Judy Matthews said she kept an archive of all MI chapter events including where, when, what, who, etc. when she was Webmaster." Judy was involved with the West Michigan & UP chapter. Recommended change, "Judy Matthews said she kept an archive of all W. MI & UP chapter events..."
- WSU Guidance Report, 2<sup>nd</sup> to last paragraph. "Did hear back from Communication Liaison, Nikki, a student at WSU." Nikki Elert is the president of the student chapter of SLA at WSU; she is not the communication liaison. Recommended change, "Did hear back from SLA student chapter president at WSU, Nikki Elert."
- Webbers Inn → Webers Inn
- Bulletin Editor's Report: Confirmed date of July 15<sup>th</sup>
- Date Submitted: Corrected from January date to March date when actually submitted.

Changes made, updated minutes will be sent to everyone right after tonight's meeting to be approved at May meeting.

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

SLA Annual Conference

Early bird registration ends this Friday, April 8

Stipend

Paid registration (\$175) + \$292 to help with expenses (total: \$467)

Sent out: Monday, March 14  
Deadline: Thursday, March 31  
Winner notified: Friday, April 15

Promoted multiple times to the WSU SLIS student listserv and UM SI student listserv. Promoted to the Michigan SLA listserv. Promoted during our March webinar. Asked Barry & Paula to promote.

Only one applicant: Sarah Galloway. Her application was included with the agenda for your review.

Since Sarah is the only applicant, I recommend that she receive the stipend of \$467. Thoughts?

*All agreed that Galloway should receive the stipend.*

I would like to prevent this from occurring in the future. Although I do not know why we only had one applicant, I suspect it may have to do with the low amount of funding available. \$292 is simply not much for covering the costs of a major conference; it barely covers the cost of one night's stay at a hotel.

As you know, the funds are generated through the silent auction held at the holiday party. I've noticed that at the past few silent auctions, there have been an extremely large amount of items available, which allows everyone an opportunity to bid without the fear of getting into a price war. However, when we can all bid the lowest amount and are ensured we get the item, it doesn't generate many funds. I know many of us are not competitive by nature, so this is attractive; however, it does a disservice to our students.

I also realize the economy may be impacting our willingness to bid; we have received feedback from one member that we should discontinue such fundraisers as it is simply too difficult to donate in the current economic environment.

I don't know the answer. I would like your feedback on this issue and would like to set aside time to discuss it during our next Board call. I have already asked Nancy (our archivist) to look into the history behind why we created this award and I will be working with Carla (our membership chair) to find out if award recipients go on to become chapter members. I will forward all of you this information, along with my suggestions, for us to discuss during our next call. In the meantime, if you can take some time to think about this and any possible solutions you may have, that would be great! I look forward to discussing this in more detail next month.

#### Loyalty Pilot Program

As I mentioned at previous meetings, SLA has retained the services of James Kane to work with one chapter on creating a loyalty program. For those unfamiliar with James Kane, he has been recognized as one of the leading researchers and consultants in the science of loyalty and the role it plays in human relationships and the communities we

form. He is a speaker, consultant and author – and also the keynote speaker at the SLA annual conference in Philadelphia this June. You can learn more about him at his website: [www.jameskane.com](http://www.jameskane.com)

Last week, nearly 30 chapters participated in a conference call with James Kane to learn how they can apply to be the pilot chapter in SLA's Loyalty Project. The pilot chapter will be chosen based on two criteria: 1) loyalty survey and 2) chapter proposal.

The first component, the loyalty survey, will be sent out by SLA HQ sometime before the beginning of May. We all receive the survey – even Board members. Please take the time to complete the survey as accurately as possible.

The second component, the chapter proposal, must be received by May 2. The chapter proposal can be whatever we want it to be – there is no formal request for proposal (RFP). However, James did suggest that the proposal cover need, resources, desire and impact.

Slides from the presentation are available. Please let me know if you would like a copy and I will send them to you. James Kane will select the pilot chapter by May 9.

We are all encouraged to apply. Unless the Board objects, I would like to present a proposal on our behalf. This is a great opportunity for our chapter to work with a leading expert on loyalty. However, it's not simply "we get this consultant and can just sit back and he tells us what to do." If we are selected as the pilot chapter, it requires a commitment on our part. For example, James Kane is in Philadelphia, so we would need to work out the logistics of working with a consultant in another state. Also, the pilot program is a 12-month commitment beginning in mid-2011 and ending in mid-2012. Finally, the pilot chapter will then need to train other chapters on the new program. James Kane is great, but he's also not free. The idea of the program is that he works with just one chapter and then that chapter teaches the other chapters.

So it will be a lot of work. And I'm willing to do that work. I would like to serve as the lead for this project; I will make myself available, will do whatever travel is required, attend the leadership conference, participate in training – whatever.

However, I can't do it alone – and in fact, James Kane said that it would be beneficial if many members can work with him, not just one. The more time and more people we can commit, the more beneficial it will be.

I realize all of you have already made a commitment in your current volunteer positions. Some of you may not have the time to add another commitment. However, we may have other members who are looking for a volunteer opportunity.

Therefore, I propose that I form a Loyalty Committee dedicated to working on the loyalty program – assuming we are even selected as the pilot chapter.

Why do I want to form a Loyalty Committee before we know if we are selected as the pilot chapter? Because one of the evaluation criteria is “desire.” I believe it improves our chances of being selected if I demonstrate our desire by stating, “and we already have a Loyalty Committee dedicated to this project.” And if we aren’t selected then we disband the Loyalty Committee.

I propose that the Loyalty Committee be composed of both Board members and chapter members. If you are interested in volunteering for the Loyalty Committee, please e-mail me. At this point, I don’t have much information on what exactly we will need to do, as James Kane himself doesn’t know: he will be tailoring the program to the selected pilot chapter and that chapter’s unique needs.

There are a few Board members who I think should be a part of the Loyalty Committee. I will e-mail you privately as I don’t want to put anyone on the spot publicly, right this very moment. It is an extra commitment and it will extend into mid-way through next year, so I understand if it’s not something everyone can do, which is why I want to e-mail people privately.

However, I also think it’s a rare opportunity (again, assuming we even get chosen as the pilot chapter) to work with a leading expert and train other SLA leaders. It’s a way to stand out and get noticed. It WILL get us noticed by SLA HQ.

At this point I will stop and open up the call to feedback. To summarize, I’m proposing two things: 1) I submit a proposal on behalf of the Michigan chapter to become the pilot chapter for the loyalty program and 2) I form a Loyalty Committee to work on the loyalty program; if we are not selected as the pilot program then we will disband the Committee.

Comments?

Feedback was positive; Bryce responded the proposal sounded great. Jessica added that the more members who become involved will help to lighten the commitment load. Barry asked what Kane means about Loyalty in terms of SLA, Randy also asked about more specifics about what the program is about. Karly will send the presentation slides to everyone after the meeting to help with clarification. The gist is about building commitment and member retention; one of the metrics include increasing membership by 5%.

Nancy asked if SLA would provide funding for our trainers to do what they need to do, or whether our chapter would need to fund those expenses. Karly’s impression is that chapters would have to pick up costs. It will involve doing a presentation at the annual leadership conference, which Karly is already planning on attending without cost to the chapter. Another element to the project includes having a virtual element such as a wiki or blog to help minimize face-to-face training, though advised that we do some face-to-face training with James Kane.

General consensus is in agreement that the proposal be submitted and for Karly to put together a Loyalty Committee.

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

- Google Analytics Webinar – was able to put PowerPoint with voice-over on SLA wiki, tested to make sure it is accessible
- March webinar New Tech Tools went well; there were 18 attendees including Breezy, but 13 no shows. There weren't any disruptions or technical problems. The networking was a bit quiet, but everything recorded and will be posted soon. Is happy to have feedback that we are successfully reaching out.
- Next Event: Competitive Intelligence panel on April 27 will be sponsored by Dialog at the Bronze level. Members attend for free and includes a light dinner. Working toward setting up access for remote attendees to listen in, hopefully having video recorded also.
- On Tuesday, May 17 at 6:30p.m. a webinar about Emerging Jobs in SLA will be presented by Cindy Hill.
- Holiday Party – After feedback received from the survey, the holiday party is set for a luncheon on Saturday, Dec. 3 at Webers Inn. Will also be planning additional activities for the date.
- Remaining events are in the works.

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

We currently have \$15,324.56 in the checking account after depositing \$129.33 from registrations for most recent events and paying Webers Inn \$200.00 to reserve room for this year's holiday party. Pooled SLA savings are at \$5,845.39, with \$3,991.95 in chapter savings. Our Grand total is \$25,161.90.

Barry clarified that we are not going to run into a "too much money" issue with IRS.

#### **6. Webmaster Report - Joel Seewald**

- Have not heard anything about converting to new site yet, though will be checking listservs to see if any announcements were missed.
- All information/registration/PayPal for April event has been posted.
- In last month's minutes it was mentioned that Nancy had updated list of presidents, but Joel has not received this information; he will be following up with Nancy to get this information.
- In response to Judy's inquiry about past events, there are a few years that are missing from our event's list. Though it's not currently a high priority, Joel has been going back to recreate some of them
- The newsletter has been posted today. Joel thinks it would be best for news of the latest bulletin should be sent by the newsletter editor, not the webmaster.
- Updating job postings whenever Judy sends them via email. After the site update, Judy will be able to post them herself.
- Carla wanted to have membership information posted on the website; she will get the information to Joel soon.

- Setting up accounts with LinkedIn and Twitter is still in progress. Called National about logo use though have not yet heard back. Joel suggested finding a volunteer for social media as an option; do we want to create a new position for volunteer? Breezy may have volunteers looking for an opportunity that she can contact. This is something that could fit as a subset of programming or publicity, or as a new position that submits material to the Board. Joel will check to see how other chapters handle this position and get back to the Board.

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

The newsletter is posted! Deadline is July 1<sup>st</sup> for articles. Bryce will send a calendar of Newsletter dates to the Board, can also post it to the website.

After discussion, to avoid future confusion, the name is officially changing from "The Bulletin" to "The Newsletter." No one opposed the change; the bulletin will now be known as "The Newsletter."

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

Not present, report emailed

I would like to post the call for volunteers for this year's Nominating Committee to the MI-SLA list during the first week of April (if I do it, it will happen later next week). If needed, I would send a reminder to the list around April 20. I am looking to have the Nominating Committee in place as close to April 30 as possible. This will give the Committee about 6 weeks to put together a slate of candidates by June 30. The candidates are scheduled to be presented to the Board in July.

I sent in Call for Volunteers for the upcoming (now posted) newsletter.

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

Barry has continued contact with Nikki at WSU. She is still pursuing putting together events for a student chapter, though there are not many students on campus and getting students together at one time or in one place is very difficult.

Karly offered some feedback: There is no requirement that the only group events should be tours, they can be anything, such as lectures. In the past, Karly had asked professors if they would be willing to speak; she would also receive assistance from the SLIS department to help make the event virtually available.

## **10. Any comments, questions, adds?**

Barry passed on the news that Plymouth District Library has rooms available to library-related groups for free. There is a new person for Public Relations (Susan Stoney) at PDL. Their library's policy is that non-chargeable events are free and can hold up to 100 people.

Jessica gave a heads-up that she will be sending an email to the group looking for SLA perspective in developing a librarianship curriculum for a new EFE (Education for Employment) program.

Q. What was the total amount that we had for last year's student recipient travel stipend? (*It was \$675*). Is there any way we could we increase the amount for this current stipend, such as if there are additional funds available or if anyone's willing to give more. Though there are any number of reasons why there weren't more applicants, if people didn't apply because the amount wasn't higher would it be fair to suddenly give Galloway more?

In the future, we could take additional donations, make higher minimum bids, or fewer items to increase bidding, have bake sales at events, also ask vendors if they'd like to sponsor. This will be discussed more in depth at next meeting.

#### **11. Next meeting**

Date will be emailed to all members.

#### **12. Meeting Close**

Karly moved that the meeting be closed and Bryce motioned, Barry seconded. Karly adjourned the meeting at 7:37p.m.

Submitted,  
Jessica Enget, Secretary  
April 4, 2011