



**Michigan Chapter SLA Board Meeting
Teleconference
July 20, 2011**

President Karly Szczepkowski called the meeting to order at 6:33 p.m.

1. Call to order

Meeting was called to order by President Karly Szczepkowski, Barry motioned; seconded by Bryce. In attendance were: Karly Szczepkowski, Breezy Silver, Jessica Enget, Randy, Jennifer, Bryce, Barry, and Carla.

2. Secretary's Report – Jessica Enget

Unapproved Minutes for May – Questions? Changes? Additions?

- Paragraph 3, corrected "three states" to "two states [Michigan, Ohio]"

Barry motioned to approve May minutes, Randy seconded. May minutes approved.

Unapproved Minutes for June – Questions? Changes? Additions?

Bryce motioned to approve June minutes, Barry seconded. June minutes approved.

3. President's Report - Karly Szczepkowski

Since last board meeting, Karly has emailed her notes from the Annual Conference to everyone. It is that time of year to start thinking about next year's board for electable positions. She will contact members to see if they want to continue on, ([volunteer positions.](#))

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

Past Events:

- July 13 – SLA conference round table took place

Upcoming Events:

- August – off, no events planned.
- September – planning for topic of career/jobs

5. Treasurer's Report – Randy

Checking Account	\$14,535.04
Pooled SLA Savings	\$5,845.39
Chapter Savings	\$3,992.59
<hr/> Grand Total:	<hr/> \$24,373.02

We're in good shape with our bank account.

6. Webmaster Report - Joel Seewald

As reported by Karly on Joel's behalf

- I don't have much to report about the website. I'm making progress, but it's going slower than I anticipated. Still, I expect to have something to show in the next couple of weeks. I figure I'll send out URLs to several SLA sites that have already converted, send the URL for our new site, and solicit suggestions for modifying our new site from board members.

7. Director's Report - Jennifer Zimmer

Nominating committee sent out an email calling for nominations for next year board members, however to date no response has been received. New deadline for nominations is mid-August.

Work has continued on reviewing and updating recommended practices. Reorganized calendar for the year section, will be sending both versions (old and revised copies) to Karly.

8. Wayne State Liason Report – Barry

- Gabrielle Spiers is the incoming new president for SLA Wayne. First meeting is in September, first event planned for October.
- Emily Johnson is the incoming president SLA University of Michigan.

9. Archivist Report – Nancy Yee

As reported by Karly on Nancy's behalf

In response to the inquiry about the history of the Student Travel Stipend, it was started by Sophia Guevara. We wanted to give a student an opportunity that they might not have otherwise had a chance to experience. It was also a way to promote SLA among library school students.

10. Special discussion items:

- Travel stipend – Needs to be resolved for next year. Originally intended for students, funded by Silent Auction. Question: Should we extend it to non-students, such as unemployed members? Or perhaps all members?

Barry responded that the original purpose was to promote SLA Based on the new allotment, would it cost some one to attend conference, does that play a factor? Should we look at this differently since economic circumstances or different?

Breezy asked if we found out how many students who were awarded scholarships continued with the chapter? Karly responded that the stipend was

started by Sophia and first award in 2008 (to Karly). There was no award in 2009, but award in 2010 went to Chad Groenheut. Again, no award presented in 2011. However both award recipients remain very active members.

We also offer student tuition scholarships for UofM and WSU, so this is a 3rd scholarship/opportunity. Carla will check to see about Tuition turn out and will send the information to board. Breezy asked about reducing the tuition scholarship to reallocate to stipend. She also asked whether students OR everybody based on financial circumstances of today, whether or not they have a job, could be eligible. This topic will be revisited and resolved at September meeting.

- Special discussion item: Increasing membership. Karly sent out information about changes in allotment based on membership. Karly and Randy presented information:

Randy recapped that the new allotment rates are based on the membership dues that every member pays. Right now members pay anywhere from 40-200 based on their salary. In the new scheme, members who are at the top level will receive \$14 for each, for \$185 we'll receive \$13.39, then 114 - \$8.20 for each. \$2.88 for \$40. If we have the same number of members then we should receive about \$1500, comparing to \$2692 for last year. This is a 40% hit that we're not going to receive this year. (Typically the allotment comes in summer)

We don't spend a lot of money on programming, but we do have the 3 scholarships, which can take up most of our allotment. So we will need to make some decisions. This new allotment schedule will take effect next year in 2012, about mid year, and we will be taking in about \$1000 less than what we've received in past years.

Carla described the "Recruit a Member" campaign initiative which asks all SLA members and board to recruit more people. Incentives include a \$300 reward for recruiting 10 members. We have about 165 members currently. The bulk of our members pay about \$185, next big group pays \$40. This would also give us more allotment. We could craft a letter to send out to members describing the incentives and striving for the goal of everyone recruiting at least 1 new member.

It would also be a good idea to take a look at any lapsed memberships; it's a good maintenance practice as well as to get people to rejoin.

Karly said she greatly appreciates all of our opinions, thoughts, etc. As Randy pointed out we will see a significant decrease in funding. He raised an excellent point about going back to revisit our tuition scholarships. The Tuition award is \$600 for each university (University of Michigan and Wayne State University), plus an additional \$675 for travel stipend (\$1,875 total). One of the things we have started this year is charging non-members for attendance to our events.

Currently this rate is \$15. Allotment received is \$14 for members registering for \$200. It is proposed that we continue charging a minimum of \$15 for non-members. We will pursue Carla's idea for the "Recruit a Member" campaign. People often join for networking; we could expand upon "Recruit a Member" and begin other initiatives on our own to discuss more in September, such as when we send out our email newsletters, such as a tag at bottom of messages (i.e. "Not a member? Click this link...") to make it easier to join.

We should demonstrate how SLA has benefited our careers to show they can get something out of joining. Members join associations to network, for leadership opportunities, for continuing education to learn something useful to benefit their career. For example, "This event helped me at my career; I implemented Google Tools at my job and these are the results." Do we have these stories to put on our website or promotional materials?

What other things can we as a Chapter do? Utilize newsletter and listserv to demonstrate our value. Another incentive we could try is "Bring a co-worker to an event to get half off," etc.

We should move forward with the "Recruit a Member" campaign as well as take additional action to supplement.

Barry reflected after attending the last meeting of the Association of Independent Information Professionals (<http://www.aii.org>), he wondered why the group exists in addition to SLA. It is so similar to SLA but with an entrepreneurial bent. There are members there that we could approach to join SLA in addition to AIIP. Barry also pointed out that members don't have to be working in a library or be a librarian to join.

Karly drew attention to when people join, they need to check the little box for the Michigan Chapter. She wonders if new registrants understand the difference or significance of chapters, divisions, etc. to make sure we get the correct allotment amount. As a chapter, we share common geography, but different interests and backgrounds. We need to create a common value, too.

Randy suggested it may be easier to re-recruit someone that's already been a member. How many lapsed memberships are there? Do we still have their contact information, and how far back (how many years) do we want to go? Carla says we may be able to go back to 2004. Also, referring to Karly's point, is there information available about how many members there are in SLA that live in Michigan but have not selected the Michigan Chapter? To get folks back, we could send a special invitation for a meeting, maybe free registration for one meeting or event if you were once a member.

In summary, we are going to have lower allotment numbers due to change in membership dues which is a concern. It is proposed to pursue "Recruit a Member"

campaign as delegated from headquarters as well as take additional supplemental actions on our own. Everyone is encouraged to brainstorm and submit ideas. It is desirable that this topic be resolved in September.

10. Any comments, questions, additions?

- No programming or events for August.
- July newsletter should be posted to website within the next week.
- Next Newsletter deadline is September 1st

11. Next meeting

Tuesday, September 13th 6:30pm

12. Meeting Close

Karly moved that the meeting be closed and Bryce motioned, Barry and Jennifer seconded. Karly adjourned the meeting at 7:25 p.m.

Submitted,
Jessica Enget, Secretary
July 20, 2011