



PITTSBURGH CHAPTER

Minutes of the February 26, 2019 Board Meeting (via GoToMeeting)

Executive Board Present: Jennie Crowley, President; Stefanie Maclin-Hurd, President-Elect; Kiera Mudry, Secretary; Ryan Splenda, Past President

Committee Members Present: Denise Callihan, Margarete Bower, Deb Martin, Leslie Poljak

I. CALL TO ORDER

Jennie Crowley called the meeting to order at 6:31 PM.

II. APPROVAL OF AGENDA

The agenda was emailed to the chapter for review prior to the meeting. Ryan moved to approve the agenda, and Leslie seconded.

III. APPROVAL OF MINUTES FROM AUGUST 21, 2018

The minutes of the August 21, 2018 board meeting were emailed to all executive board members for review. There were no objections to the previous minutes. Ryan moved to approve the previous meeting's minutes, Margarete seconded.

IV. APPROVAL OF 2019 STRATEGIC PLAN & VISION STATEMENT

Jennie noted that we will need to reaffirm the Vision Statement in 2024. Kiera moved to approve the Vision Statement, Ryan seconded it. The Mission Statement in the Strategic Plan was reviewed.

Ryan moved to reaffirm the Mission Statement and Leslie seconded.

Margarete asked if we should approve Strategies and Priorities individually or as an entire document. Jennie confirmed we should approve each set of bullet points individually.

Provide channels for effective communication among members

- Utilize SLA Connect.
- Utilize SLA Pittsburgh Chapter website.
- Utilize social media outlets: Twitter and Facebook.

- Ryan moved to approve these Strategies and Priorities, and Stefanie seconded.

Retain current members and increase membership through active engagement

- Hold, at minimum, one webinar/virtual program in 2019 to reach members that cannot make meetings in person.
- Host, at minimum, at least two events outside the City of Pittsburgh, and at least one family-friendly outing on a Saturday/Sunday.
- Reach out to potential, current, and former members formally and informally on a monthly basis utilizing the SLA Membership toolkit and other methods.
- Schedule open board meetings via SLA's GoToMeeting account to increase attendance and promote transparency.

- Jennie added the family-friendly outing note on the second bullet point (B2). Deb Martin asked if the family-friendly event is considered part of the "at least two events" noted in B2. Jennie intended this to be a separate event, not within the anticipated two events for the year.

Margarete asked for confirmation regarding the third bullet point (B3).

Ryan provided an overview of his process from last year, regarding reaching out to members whose membership is about to expire. Margarete moved to update the text on B3 to clarify how outreach should be described in the Strategic Plan. Ryan seconded this motion.

Kiera moved to approve these Strategies and Priorities with amendment to B3 as stated above, and Ryan seconded.

Follow Up: B3 now reads as "Reach out to current members with upcoming membership renewals and recently lapsed members formally and informally throughout the year utilizing the SLA Membership Toolkit and other methods."

Increase Chapter and Association visibility

- Co-host, at minimum, one event in 2019 with another SLA Chapter.
 - Showcase chapter activities and membership with Main Street kiosk at SLA 2019 Annual Conference in Cleveland.
- Jennie noted we can check off co-hosting (1) minimum event in 2019 with another SLA chapter. Jennie thanked Lynn and Denise for helping to moderate the Kathy Dempsey webinar, co-hosted with Philadelphia.

Ryan and Lynn will plan details for SLA Annual Main Street kiosk. Denise volunteered to assist with planning. Stefanie moved to approve these Strategies and Priorities, and Ryan seconded.

Develop future information leaders

- Offer Promising Professional Award in 2019 to enable emerging professionals to travel to SLA Annual Conference in Cleveland.
 - Engage graduate students at the University of Pittsburgh with [informational booth at orientation] and professional development event in Fall 2019.
- Margarete provided the Promising Professional Award nomination details as of Feb 2019. Jennie discussed the University of Pittsburgh School of Computer and Information (SCI) incoming student orientation (usually held in Fall) as a way of reaching young professionals and soliciting new members.

Professional development events to co-sponsor with SCI – Denise said we should try to plan (2) events, Fall and Spring. {"Are there any SLA chapter members who are still enrolled in the MLIS program?" Margarete said she will investigate this.} *Note from JMC: I'm not sure we will need to follow up on this item.*

Ryan suggested adding a caveat to the second bullet point (B2) if this did not pan out. Denise moved to approve these Strategies and Priorities with amendment to B2 as stated above. Ryan seconded the motion.

Follow Up: B2 now reads as "Engage graduate students at the University of Pittsburgh with informational booth at orientation (if scheduled) and professional development event in Fall 2019."

V. OFFICER REPORTS

A. President (Crowley):

- Chapter News
 - Jennie offered congratulations to the new officers: Stefanie (President-Elect), Kiera (Secretary), Lynn (Director). Jennie thanked Kiera for her work as Webmaster and helming the website migration from WordPress to Higher Logic. More information from Kiera will be given during the Webmaster report.
 - As of February 24, we have 45 members. Linda Hartman (full member) rejoined the chapter this month. She was chapter president in 1998! Jennie asked if any one worked with her previously and would be willing to invite her to a coffee chat. Denise offered to reach out to Linda (she also went to school with her) and invite her out to events.
 - Margarete described how SLA essentially “resets” an individual’s lapsed membership and noted that Linda Hartman has been a member since 1993.

Follow Up (1): Denise contacted Linda but had not received a response as of late March. The chapter will attempt to reach out again to invite her to an upcoming Coffee Chat event in the Spring.

Follow Up (2): Several chapter members had an opportunity to catch up with Linda at SLA Annual in Cleveland!

- Our new chapter liaison is Robin Dodge. She's confirming that we've submitted all the required 2018/2019 reports and forms.
 - **Fun Fact:** The group picture taken at the EBSCO-sponsored Escape Room event appeared in two presentations during the Leadership Symposium! (“Unit Highlights” and “Engaging with Members” – example: in-person meetings)
- SLA News
 - SLA salary survey will be available to SLA members in March.
 - SLA President Hal Kirkwood will host quarterly presidential chats from 2-3 PM on the following Thursdays: February 28th, April 25th, August 15th and November 14th. All SLA members are welcome to attend.
 - There are only three SLA board of director meetings scheduled for 2019. The first was held at last month's Leadership Symposium; the second will take place at Annual Conference; and the third is a virtual meeting in mid-October. All SLA members are welcome to attend.
 - **Note regarding the number of board meetings for 2019:**
Per guidance from MCI (management association firm that started working with SLA in 2016), SLA learned that effective association boards hold far fewer board meetings and that open board meetings are rare. The board opted to reduce the number of all board meetings (from monthly to three) but did not eliminate open board meetings (they wanted to honor SLA's tradition).
 - SLA incurred a deficit of \$500,000 in 2018

- 3,970 members (about 240 less than January 2018)
- 49 chapters, 23 divisions, 10 caucuses, 12 active student groups
- 70% of units had trouble recruiting new leaders in 2018 (down from 87% in 2016)
- 65% of units had vacant officer positions in 2018 (up from 52% in 2017)
- 88% of units see member recruitment & retention as a concern, and 73% of units have a membership committee
- **Top (3) Communication Channels for Units:** SLA Connect (93%), Direct Email (67%), Facebook (58%)
- Takeaways from the Leadership Symposium
 - **Strong desire for change in several areas:** streamline operations and services; consider rebranding and renaming to make SLA's purpose and direction more relevant and engaging; renovate and reconfigure units to reduce bureaucracy, and reduce time and volume of work required; build a stronger culture of diversity and inclusion
 - **Concerns about SLA's finances:** SLA is analyzing and investigating revenue streams, including membership dues (3 years since last dues increase), and looking at payment options, unit allotments, and pooled funds to ensure funds are available for SLA activities.
 - **Question posted on Open Forum:** "At the end of the last day of the Leadership Symposium, SLA President said that many units have large treasuries, and asked if they are saving it for a rainy day...followed by 'Well guess what? It's pouring.' Should we be working to spend all of our money before it gets appropriated?"
 - **Sponsorship concerns raised on Open Forum:** Apparently vendors are not being contacted in a timely matter and phone calls are not being returned – vendors have budgets in place by January 1 and therefore need to be contacted prior to this date to discuss sponsorship opportunities – it was noted that "sponsorships are critical to a financially sustainable Conference."
- Email from Hal Kirkwood, SLA President
 - **Name Change:** Survey sent out on February 19 soliciting suggestions for a new name for SLA. (Apparently, it's OK if "Special Libraries Association" ends up being the top suggestion.) The survey is considered a (small) step towards deciding what SLA should be and how it should serve its membership. Survey responses are due by March 8.
 - **SLA Committees:** Finance Committee (FC) is being expanded to include the SLA president, past president, and president-elect. The purpose of this change is to make the board leadership more cognizant of the association's finances and the factors affecting them. (SLA was advised that it's best practice for similar associations to include the president-elect on the FC so he/she can become familiar with the financial structure.)
 - The Governance and Bylaws Committee is being converted into a committee of the board of directors (instead of standalone committee) so the board can more quickly align SLA's governance structure and bylaws with its strategic goals. The board will create subcommittees of the new committee, and these subcommittees will include SLA members who are not serving on the board.
 - **Concern raised on Open Forum:** "It puts a lot of power in the hands of the Board – I worry that SLA will end up with an Executive Committee, a Finance Committee, and a Bylaws Committee all

made up of the same people; plus, the decision to disband the Bylaws Committee was done without the involvement of the committee itself (though the Chair was informed after the decision was made), and without having a discussion during one of the open board meetings.” This was not discussed at any open board meetings.

- **Diversity and Inclusion:** Diversity, Inclusion, Community, and Equity (DICE) Caucus is developing some programming for the SLA 2019 Annual Conference that will provide opportunities for attendees to explore how we can better help our colleagues, customers, and fellow members feel valued and welcome. The first web chat on Thursday, with SLA President Hal Kirkwood, will also focus on diversity and inclusion.
- **Organizational Membership Category:** SLA is replacing current organizational membership structure with a new tiered structure that offers free and reduced-price access to many SLA programs and services. The new structure allows organizational members to enroll up to 15 employees (previously only 4) and lets each employee join one chapter and one division of their choosing (previously all had to join the same unit).
- Other News
 - Monday, May 6: SLA Philadelphia 100-Year Anniversary Party
 - Pitt's MLIS program: First cohort of students entering redesigned program this Fall
- Jennie asked if there were any questions about anything she had reported on thus far:
 - Denise asked if SLA said where the deficit was coming from, e.g., Annual Conference?
 - Jennie said there is an available chart that details fundraising for Annual Conference; budgeted for \$1M, but only \$800K was raised. Finances were omitted from the chart.
 - SLA is expecting \$790K for sponsorship and they are currently at \$480K. Fundraising and sponsorship is not at the full expectation.
 - Ryan noted that SLA18 had less vendors in the INFO-EXPO, indicating a potential loss of sponsorship opportunities.
 - SLA has not provided a substantial reason as to what defines the deficit.

B. President-Elect (Maclin-Hurd):

- Upcoming Events:
 - Joint-hosting a webinar with Philadelphia Chapter (March 28th at 11 am) -- Information and details will be going out via social media and SLA Connect within the next week.
 - Register even if you can't attend, this will be recorded and sent to all registered members! Speaker will be talking at SLA19, this webinar is a preview of what she'll be discussing at Annual.
 - Coffee Chat (March 2nd at 10 am) – to be held at Carnegie Coffee; street parking available
- Possible Events:
 - Lunch/Carnegie Art Museum visit - tentatively planning for Saturday or Sunday in the summer (after the Annual Conference)

- A cool exhibit is coming this summer – a Monet exhibit with modern Pittsburgh architecture. Looking to plan a possible late June/July meetup to have lunch and visit the exhibit.
- Chapter Meetup and Dinner at SLA Annual – consideration is still needed as to where and when to meet at SLA19.
- Stefanie mentioned that she led the New England Chapter in the past and described how their chapter encouraged members to organize dine-arounds. Our chapter could try this idea to promote chapter involvement and host events outside of the city of Pittsburgh.
 - Stefanie may not be attending Annual but asked to let her know if anyone is interested in planning the Chapter Meetup.
- Jennie posed the idea of contacting the Cleveland chapter on where to meet and dine.

C. Past President (Splenda): × No report

D. Treasurer (Glotfelty-Scheuering):

- Olivia was unable to attend tonight’s board meeting, so Jennie Crowley reported on the budget:
 - 2018 Financial Report Summary:
This report included information from 1/1/2018-12/31/2018.
 - **Profit & Loss**
The only income we took in during 2018 was our dues allotment of \$568.90. There was a negative unrealized gain on investments, so our pooled funds account lost \$26.12 in value. The only expenses we had during the 2018 year were meeting expenses of \$137.10. Our net income for the year was \$405.68, up \$259.83 from last year.
 - **Balance Sheet**
Our pooled fund increased from \$7,176.84 in 2017 to \$7,379.20 in 2018. This, when combined with our checking account balance, increased our total assets from \$9,786.87 in 2017 to \$10,421.03 in 2018.
 - **Statement of Liabilities**
We have nothing applicable to this part of the report.
 - **Property Report**
We have no property that we own.
 - **Audit**
All of our accounts were in order for 2018 and we had an increase in our checking account balance and assets.

- Comparison of Net Income and Total Assets for 2017 and 2018:

Year	Net Income	Total Assets
2017	\$146.85	\$9,786.87
2018	\$405.68	\$10,421.03

- Information for 2019:
 - Checking account balance as of 2/22/2019: \$3,111.83

- No expenses have been deducted so far in 2019.
- A deposit of \$70 was made in January from money collected for/at the December meeting.
- Pending 2018 Expenses:
 - 2018 Promising Professional Award: \$750.00
 - 2018 Leadership Award: \$150.00
 - Check for December 2018 Meeting/Event: \$70.00
 - Cash collected at the event was deposited into the account, so a check could be written as reimbursement. It was believed this transaction would be more official and recorded this way, rather than just exchanging cash without a record.
- Pooled Fund Statements:
 - Most recent Pooled Fund Report is from 2018 Q2. Year End Report (12/31/18) will be distributed on or before March 31st, 2019.
- Olivia submitted the Annual Financial Report to HQ on behalf of our chapter.
- Margarete noted she has receipts from Rachel regarding the cost of the Annual Business Meeting. The receipts were not passed along until mid-January. Ryan will verify the total expenses with Olivia.

Follow Up: Olivia mailed a reimbursement check for \$25 to Rachel's mother.

- Denise volunteered she and Lynn to discuss membership capabilities with the budget for member professional development.
- Leslie mentioned that our Chapter Procedures Manual has information about providing financial support for attending SLA Annual conferences. This may be relative to President or President-Elect and may need to be assessed.

Follow Up: Denise found the information regarding travel stipends for officers from our Procedures Manual. She communicated it to the group via the Pittsburgh Leadership Community forum. The board unanimously voted in favor of covering the conference registration fees for Jennie and Stefanie. Denise also proposed an amendment to our Procedures Manual detailing the appropriate use of travel stipends. Lynn moved to approve this amendment, and Ryan seconded.

“The Pittsburgh Chapter may provide financial support to defray travel expenses in conjunction with attendance at the SLA Leadership Summit and SLA Annual conference if the incumbent's organization does not provide travel funds. Funds must be requested from the Treasurer and must include required receipts. The chapter will reimburse for all reasonable housing, transportation, conference registration and meal expenses for the days of the annual conference, including travel time, when institutional support is unavailable. When this occurs, the stipend may be an amount to be determined by the Executive Board and would be available to the Chapter President and Chapter President-Elect, or designate if none, for attendance at the annual conference and leadership summit. The provision of the stipend may be affected by the state of the Chapter's finances as determined by the Executive Board. When operating funds are limited, the order of priority is: 1. President-Elect, 2. President.”

E. Secretary (Mudry): × No report

F. **Director (Berard):** × No report

VI. COMMITTEE TEAM REPORTS

A. Communications Team

- **Archives (Brown):** × No report
- **The Confluence (Poljak and Hyatt):** They have accepted submissions for the upcoming issue of *The Confluence* and will be posting it in the coming weeks.
- **Web Manager (Mudry):** The WordPress to Higher Logic migration is complete. The chapter's new website is accessible through our Pittsburgh Connect site, on a discussion forum post or under "Announcements."
 - The migration required the manual migration of 18 pages and the addition of 148 uploads to the chapter's Document Library. It took about 5 weeks from start to finish and is almost ready for public viewing in the coming weeks.
 - WordPress site will be deactivated mid-March 2019. There are multiple WordPress site backups, but Kiera will conduct one final backup on Friday, March 1 and await further instruction from SLA IT/Webmaster Group.
 - There is an ongoing discussion regarding site contents and privacy, so Jennie and Kiera have asked Executive Board members to review questions in the Pittsburgh Leadership forum.
 - Jennie noted she's in favor of linking emails OR to at least have email address visible on SLA Connect Profile. Ryan agreed we should continue this conversation over the forum.

Follow Up: The board agreed to move forward with 1) featuring our Twitter account on the homepage instead of the forum widget; 2) linking our email addresses to our names (just like on the WordPress site) instead of linking to our SLA Connect profiles; and 3) keeping our chapter documents publicly accessible (just like on the WordPress site), AND adding a disclaimer message reminding members NOT to include private information when uploading documents to our community library.

- **Social Media (Maclin-Hurd):** × No report

B. Members Relations Team

- **Awards (Bower, Martin, and Wider):** At the Annual Business Meeting on December 9, 2018, the committee announced that Kiera Mudry was the recipient of the SLA Pittsburgh Chapter 2018 Leadership Award.
 - She was recognized for her work as a new member as the chapter Webmaster in migrating the website to a new platform, her service as co-chair of the Nominations Committee, and her willingness to also take on the role of chapter secretary for the coming year.
 - The committee is currently requesting nominations for the 2019 Promising Professional Award. Nominations should be submitted by February 28, 2019 to give nominees time to prepare their documentation. Nominees' documentation should be submitted by March 12, 2019.
- **Employment (Glotfelty):** × No report

- **Membership Data (Watson):** × No report
- **Nominations (Mudry and Poljak):** × No report

C. Partner & Community Relations Team

- **Mentoring, Networking & Consultations (Callihan & Berard):** Planning an event for the Spring and Fall to coordinate with MLIS students.
- **Student Groups (Open):** × No report

D. Program & Events Team (Maclin-Hurd): Refer to the President-Elect report.

VII. OLD BUSINESS

Ryan will coordinate the revision process for the Policies and Procedures Manual; discussion to continue via email.

VIII. NEW BUSINESS

The SLA19 Kiosk and Get-Together will be planned in the coming months; think of ideas for meeting up and consider volunteering at the Kiosk in the INFO-EXPO.

Tabled discussion of member engagement and retention strategies.

IX. ANNOUNCEMENTS

No announcements at this time other than our new Chapter website, debuting publicly in a few weeks.

X. ADJOURNMENT

Margarete moved to adjourn the meeting at 8:05 PM and Ryan seconded.