

WAAL Board Meeting Agenda  
Friday, January 17, 2020 at 9am  
Conference Call

Present: Michael Doyle (chair), Eric Jennings (minutes, past chair), Maureen Olle-Lajoie (vice-chair), Lee Wagner (ACRL Representative), Beth Kucera (Conference co-chair), Plumer Lovelace (WLA Executive Director)

Meeting called to order at 9 am

- Introductions from all attendees, welcoming incoming chair Maureen Olle-LaJoie
- Thank you to Eric for his leadership as past chair

Approve minutes of 11/17/2019

- Move to approve Jennings, seconded by Wagner

Announcements

- Michael has reached out to get the secretary position filled.
  - Plumer stated that it was listed in a call to members in December 23
  - Hannah has a list of individual who reached out regarding interest.
- Laura Briskie's position as conference co-chair will be filled by Beth Kucera. Thank you Beth!

Old Business

- Policies and Procedures
  - Process
    - Send to members before April Conference
    - Discussion at April Conference
    - Incorporate Feedback after April Conference
    - Approve by WAAL Board
    - Send to WLA Board for approval
  - Big picture is to get all P&P manuals and put them into one large manual for WLA
    - We are ahead of the game regarding this, no specific timeframe for incorporation
- 2020 WAAL Conference Planning Update
  - Good array of proposals
  - January 15 was deadline
  - Roxanne (UW-Eau Claire) working on scheduling
  - Posters & lightning talks being worked on by Paige (UW-Parkside)
  - Katelyn (UW-Madison i-School) working on Little Big Read
  - Shauna (UW-Parkside) working on local arrangements with on/off site things
  - Ann (UW-Stout) is working on getting money
  - App update – Plumer is looking at Capira and Sched and Guidebook
    - Wants meeting with WAAL, WAPL, and WLA representatives to discuss needs for a conference app for spring & fall conference
    - Wants them to get together and also get audio conference with vendors as well
    - Wants continuity across conferences
    - Beth has volunteered to serve in this capacity
    - Plumer says that this will be solidified before the conference in April
    - Needs information by late February/early March
- 2021 Conference Planning

- Memo was circulated to Plumer and President Sherry Michones regarding WAAL Board's ask for more money to hold the conference in Madison despite the additional costs
- President Michones scheduled a meeting with executive committee in which this memo was discussed, but the board wanted additional information and was going to circle back to WAAL and get additional information from WLA.
- **ACTION ITEM:** Michael will reach out to Sherry to keep the momentum going

#### New Business

- WAAL Conference Scholarship Program
  - Previously run by professional development committee
  - Still found value in it and will be vice chair's responsibility
  - Hannah at WLA office will manage application form on the WLA website
  - WAAL needs to promote the \$250 scholarships (undergraduate, graduate, paraprofessional)
  - Michael will be sharing previous year's message/marketing in the WLA dropbox so that Maureen, WAICU, CUWL, library schools, WISPALS (Lee Wagner will send)
  - WLA Leadership Orientation
- 5 themes for 2020
  - Leadership growth & development
    - Academics are becoming more well represented in the Leadership Development Institute
    - Previous experience indicates that it is well done, affordable (\$300), and thoughtful.
    - It is intense with lots of great information shared.
    - **ACTION ITEM:** When information sent out to WLA or WAAL the WAAL Board will use testimonials to encourage attendance among academics
  - Membership growth & retention
    - How can we (WAAL) support this as a unit? Michael/Eric/Maureen got together to brainstorm ideas
    - When people join WAAL they're not automatically subscribed to the WAAL email list
      - We may need to prompt WLA office to add them to that list because we believe it is best to have members opt out option
      - Be more consistent (quarterly) in sending out welcome letters to new members and offer opportunities to volunteers.
        - **ACTION ITEM:** Eric will send Michael his email that he sent out to people
  - WLA Conference review & redesign
    - We need to show value in this conference as to why this is a signature event for members
      - Storytelling theme for WLA conference – WLA Foundation sponsored three keynote speakers entirely, a huge win.
      - Bookselling at WLA conference by Barnes & Noble (30% give back) will result in money going back to WLA
    - WLA had lots of great ways to increase sponsorship for annual conference to help defray the costs

- We need to make sure we reach out to local businesses as a potential way to increase sponsorship for the WAAL conference
  - **ACTION ITEM:** Michael will contact Ann Hanlon at UW-Milwaukee because she may have a good list because of previous experience at the Midwest Archives Conference – be sure to follow up with her so that that can be passed on to Ann Vogl
    - Lee Wagner has offered to help reach out to vendors
- **FOLLOW UP IDEA:** Have buddies for first time attendees at our WAAL conference.
  - Postpone it for 2021 conference
- **FOLLOW UP IDEA:** Display table at WLA conference? Showing that we are part of WLA
- **FOLLOW UP IDEA:** Designate a position from the WAAL Board as a member of the planning committee
- How can WAAL support WLA through programming?
  - **FOLLOW UP IDEA:** Identify specific programs that are sent out to colleagues before the WLA conference
    - Example: Identify themes that cut across public/academic and encourage cross participation presentations
    - Need a personal touch for making this a reality
    - Need to reach out via Barb Hernandez with our customized message rather than hers.
- **FOLLOW UP IDEA:** WAAL Mixer at WLA conference? Beyond just food and drinks so something like ping pong or disc golf
  - Not realistic to do this in 2020
    - WAAL dinner at WLA conference could be a lower-cost option
- Having a track for WLA Conference is not feasible unless we don't have a WAAL Conference in future years
- **ACTION ITEM:** Michael will follow up with Jen to see about getting participation at 2020 WLA conference.
  - Special Interest Groups (SIGS)
    - Nothing big to note
  - Website migration & sustainability
    - Launch of a new, mobile friendly website is imminent
- WLA Newsletter
- **ACTION ITEM:** Michael will put the following topics in the WLA newsletter
  - Maureen is incoming chair, Conference upcoming themes Risk + Reward, Failure Confessions, etc., and a Policies & Procedures update
- 2020 Meetings for the WAAL Board
  - We meet the Wed. night before the conference (April 15), evening meeting 6 pm at Sheraton Hotel
  - **ACTION ITEM:** Michael will send Doodle polls out to identify these meetings for the rest of the summer

Meeting adjourned at 10:58 am