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

Present: Michael Doylen (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
  o **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.
  o 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?
  o **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
  o 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