

**WAAL Board Meeting Minutes**  
**Friday, November 3, 2017**  
**10:00 am**  
**WLA Office – Chester Room**  
**Madison, Wisconsin**

**Call to Order and Introductions**

Meeting called to order by Laurie Swartwout at 10:02 am.

Present: Laurie Swartwout (Chair), Pete Gilbert, Andrew Prellwitz, Jeff Brunner, Josh Hickman, Beth Kucera, Jill Markgraf, Diana Shull, Lee Wagner, Plumer Lovelace

Absent: Janet Padway, Craig Thomas

**Approval of Minutes from the July 14, 2017**

Pete Gilbert moves to approve the minutes as amended, Andrew Prellwitz seconds. The motion passes unanimously.

**Reports of the Officers**

- 1) Chair – Laurie Swartwout
  - a) Laurie is working with Andrew to pass on the duties as chair.
- 2) Chair Elect – Andrew Prellwitz
  - a) Survey
    - i) How long should it be out? Until the end of the year.
    - ii) Other questions to go in? Add a branched question block at the end replacing number 12 with questions about the meet ups from the Professional Development Committee. Also, add an option to give an email address if they would like to be contacted about volunteering. The survey will go out as soon as possible.
    - iii) Send out to memberclicks, Wispals, CUWL directors, Waicu list. Put it in our newsletter and the WiLS newsletter and publish the results in our newsletter as well.
  - b) Next board meeting will be February 9<sup>th</sup>, 2018.
- 3) Past Chair – Pete Gilbert
  - a) Conference Schedules
    - i) 2018 – Oshkosh
    - ii) 2019 – Eau Claire
    - iii) 2020 – Brookfield
    - iv) Bridget would love it if we would pick a 2021 conference location. But this decision should be based on data if possible and not just preference.
      - (1) Craig has the numbers we requested about previous conferences and we need to follow up with him about analyzing those before February.
  - b) The board would like to extend a hearty ‘thank you’ to Pete for his years of service and leadership.

- 4) ACRL Rep – Janet Padway
  - a) Janet is not here but there is no update since the annual conference.
- 5) Member at Large – Josh Hickman
  - a) Special Interest Group is taking off and is very successful so far.
    - i) Special interest groups – They have a board liaison that connects the board and the units. Government Information volunteered to be a pilot last year and the board determined that this was a success. Moving forward as part of the organizational structure but we need to change the bylaws and members need to vote to make it official.
    - ii) There is less structure and requirements for SIGs than other groups. They don't have to have membership requirements etc. This is a member benefit that we could potentially publicize.
  - b) The Finance Committee met and discussed a budget problem for the next year of about \$43,000. There will be a leadership retreat to address these issues. Membership has been in decline for the past few years. One of the goals to address these issues is that each of the conferences will net \$12,000 to address these issues.
  - c) Plumer Lovelace
    - i) Membership is changing. Executive Directors are retiring and we need to change and adapt to attract a younger constituency.
    - ii) Our main revenue comes from membership and conferences. Plumer is trying to be a consultant for each of the groups when making decisions. He is also focusing on marketing and attracting non-members. WLA has a fully seated membership committee.
    - iii) The main question is how do we reach out to non-members? We need to compile a list of library employees. And focus on students.
      - (1) Once you have their names, you have to offer them something. There has to be a reason to join.
        - (a) What do they care about? Jobs. How do we encourage job makers to value professional development contributions?
          - (i) Jill Markgraf has rewritten job descriptions to encourage participation in local professional development opportunities since the pro dev budget is so low that they can't encourage people to go to national conferences.
          - (b) Influence the influencers like library directors, SOIS, SLIS, people who hire.
          - (c) Leadership for the new library graduate.
          - (d) Letting students know that they can choose commitment based on where you want to go.
          - (e) Use social media like the conference Facebook page more often.
          - (f) Offering affordable opportunities for leadership training on their campus and throughout the state.
          - (g) Opportunity to enrich their professional experience without moving to a new job.
          - (h) Thinking about what people want that they aren't getting and working backwards.

- (2) There are a variety of factors that have lead us to this place, but now we need to figure out how to get out.
- iv) We should also focus on utilizing any resources that ACRL can give us.

### Committee Updates

- 1) WAAL Conference Committee – Beth Kucera
  - a. 2018 Keynote is Alana Stonebreaker who works on social justice and information literacy. She was a Library Journal Mover and Shaker in 2016.
  - b. Luncheon speaker is Lee Reiherzer who runs the Oshkosh Beer Blog. He co-wrote the book *Breweries of Oshkosh: Their Rise and Fall*.
  - c. Little Big Read will be held during the speaker-less lunch organized by readings. Instead of a book the readings will be articles.
- 2) Information Literacy – Diana Shull
  - a. One goal for the new year for the committee will be to review documentation for the committee and update as needed, prioritizing publically available materials.
- 3) Nominations – Open
  - a. This process is in transition right now. The committee is run by WLA and is year-round. They will be preparing calls for volunteers that includes all positions.
    - i. What happens when they don't get any volunteers? Then it falls to the WAAL Chair, just like it used to.
  - b. Bridget is the keeper of the master list of committee members, but that list is generated by Chairs reporting so she has no more information than we do.
    - i. In general the committee appointments are one year with one year renewal, but that isn't enforced, it is more like, one year with indefinite renewals. We should come back in February with recommendations for term limits and membership policy.
    - ii. The list of committee chairs and members should be on the website with term information.
- 4) Professional Development – Jill Markgraf
  - a. Conferences scholarships have been changed as we discussed in previous meetings. There will be an 'opt in' for mentors and they are merging the graduate student and paraprofessional categories so people can submit as whatever they want.
- 5) Communications
  - a. Recruiting for new members.
  - b. Jeff is working on either recruiting someone with web design skills or improving his own skills this year.
  - c. There are currently 5 different newsletters within the same organization. We should probably combine them.
  - d. After discussion, the board agrees that we should fold our newsletter into the WLA newsletter. The communications committee will create the content and send to Plumer to be formatted and included in the WLA newsletter.
- 6) Membership – Open
- 7) Legislative Liaison – Open

- a. Legislative Day is February 20<sup>th</sup>. It hasn't been representative of the academic community.
  - i. How can we have a presence without a Legislative Liaison?
- b. Is there a position statement, event, something that WLA can do to represent us? If there is a way for us to leverage relationships that we already have. Please do it.

### **Old Business**

- 1) WAAL Officer Elections
  - a. Eric Robinson won Chair-Elect and then he took the director position at a public library.
    - i. Eric Jennings at Eau Claire ran for secretary but didn't win. He is willing to take the Chair-Elect position.
    - ii. Josh Hickman moves to place Eric Jennings as the 2018 WAAL Chair-Elect, Jeff Brunner seconds. The motion passes unanimously.

### **New Business**

- 1) Next year we will need to update and rewrite the procedures. There is a document with some preliminary comments on changing the documents in the dropbox. Andrew forms an ad hoc committee including himself, Josh Hickman, and Laurie Swartwout.
- 2) Thank you to Laurie and Lee for their past and continuing service.

**Adjourned at 12:36 pm**