

WAAL Board Meeting Agenda
Wednesday, April 17, 2019
6 pm
Lismore Hotel, Eau Claire
Started at 6:19pm

Call to Order and Introductions:

Meeting called to order by Eric Jennings at 6:19pm.

Present: Eric Jennings, Michael Doyle, Plumer Lovelace, Beth Kucera, Robin Miller, Lee Wagner, Diana Shull, Josh Hickman, and Laura Briskie

Absent: Andrew Prellwitz, Jill Markgraf

Action Items:

Approve Minutes from January 7, 2019 meeting. Lee Wagner motions to approve. Josh Hickman seconds. Approved unanimously.

Conference:

1. Beth Kucera / Robin Miller Updates
 1. People can still sign up for the archives crowdsource transcription project when they check in at the registration table. Yoga with free yoga mats is still open for signup too.
 - i. Discussion for the future, do conference attendees want to do advance signup for events, or wait until conference to sign up?
2. Plumer Lovelace Update
 1. 132 total registrations before the conference started.
 - i. Robin called people who were not registered and most mentioned that there are too many conferences happening during this time and they are unable to attend WAAL this year for this reason. Holy Week in a Christian majority area/state also impacted attendance.
 2. 49 nonmembers are included in the 132 total. This number is comparable to WLA conference nonmember attendees; a significant increase since we started using the non-member list.
 - i. Thanks the efforts of the Board and planning committee for using the non-member list to reach out.
 - ii. Michael asked what the next step is after these non-members attend the conference. We need to encourage them to sign up as members.
 1. Currently there is no process for this, but we should create one.
 2. Future conferences, we should include membership flyers in their folders so they have this information when they arrive.
 - iii. Tentative plan for seven Board members at meeting; reach out to seven of the 49 nonmember attendees to express appreciation, get feedback, discuss membership, inquire reasoning for attendance since they are a non-member, inquire as to why they have not renewed membership, etc.
 1. We should do this shortly after the conference ends, suggestion of within a month.
 2. Incorporate this into an annual process for the board.
 3. Plumer will follow-up with Eric. The Board needs the list of 49 people so we can divide it up and move forward with outreach.

Old Business

3. [WAAL Policies & Procedures Manual](#) – We will be covering this topic at the July meeting.
4. WAAL Conference Survey Results
 1. Good numbers of member and nonmember respondents.
 2. Almost 140 respondents, which is a decently high number
 3. Now: send survey links to attendees, put links on website. We might get more feedback now that the conference has passed.
 4. Money is one of the main reasons people do not attend; this is why we are looking at other options.
 5. Discussion about month of conference and location of conference:
 - i. April was still the most popular month however comments demonstrated topics of our discussions about other conferences at the same time, April being a busy month, and a possibility of changing to an every other year format.
 - ii. Respondents did express interest in holding the conference on a college campus and some may not have realized that this would require us to try a move to a summer month instead of April.
 1. Tours on campuses and in campus libraries are popular.
 2. Concern about available night life or evening activities for some campus locations.
 - iii. June was ranked 1st, 2nd, or 3rd, by respondents so there is a market here.
 - iv. Some respondents were very against dorm lodging. We need to communicate that no one will be forced to stay in dorms, and that they can choose nearby hotels instead.
 1. Even if only a percentage of attendees lodged in dorms, these attendees might appreciate the option due to affordability differences between dorms and hotels.
 2. Some campuses are closer to hotels than others. Example, UWM – no hotels nearby. We might need to get a shuttle service if we held the conference at a campus like this example. This might mean that the conference isn't cheaper for us to hold, but would still be cheaper for attendees and presenters which is important too.
 - v. Survey question number 6: more people actually selected college/university vs. resort.
 - vi. Based on results, we should try a college campus at least once. Identification of campuses that work best for this type of event is needed (location, facilities, lodging options). Ensure hotels are nearby. Show attendees what modern dorms look like once we make a choice for location.
 1. One bonus is the relative comfort associated with navigating a college campus even if it is an attendees first time there.
 2. Communication for all of this is critical. Mention again of sharing images of modern dorm rooms with potential attendees so everyone can make informed decisions between dorm and hotel lodging.
 6. Discussion surrounding survey comments about microaggressions, pronouns on nametags, diversity, etc.
 - i. Create script for room monitors to mention the code of conduct, mention fostering civil discussions and responsibility. We need to work to ensure attention to increasing diversity and civility at the conference is something we always do for every conference, at every location.
 - ii. When someone is accepted as a presenter we should send them information about the code of conduct. The code of conduct is also something that online registrations should agree to during registration.

- iii. Gender neutral bathrooms: WLA is looking into this for the conference. WLA should include this in future contract negotiations that gender neutral bathrooms are needed even if they are temporary for the location.
 - 1. Volunteer conference committee planners have a hard time navigating this and request assistance from WLA offices with contractual details. During negotiations, could a question about bathrooms and bathroom flexibility be asked?
 - 2. Hotels and college campuses are both trying to catch up with changes in society with gender neutral bathrooms.
 - 3. Communicate to member and nonmembers that we are working on this, that we take feedback seriously, provide progress reports, gather contact information from people bringing up issues or ideas.
- 7. Discussion of staggering the conference with ACRL
 - i. Lee mentioned if we stagger every other year with ACRL, we should include a track or pre-conference day with WLA on the ACRL year.
 - 1. This might increase academic librarian attendance at WLA.
 - 2. Regardless, maybe we should do a WAAL track at WLA always?
 - ii. Discussion that this is also a great idea and is worth considering.
 - iii. The earliest opportunity to experiment with this would be in 2021.
 - iv. We should not change too much at once.
 - 1. College campus and summer, or every other year vs. ACRL,
 - 2. If we try one of these options, how do we transition to try the other?
 - 3. Are there people who don't attend ACRL at all and who would have nothing on that off year then?
- 8. Discussion of WAAL 2021 on a college campus, in the summer (May-August)
 - i. Lawrence is an option. Madison is a good option with the Pyle center and SLIS students (CUWL is in June though, this would require planning). Oshkosh is a good option, though we've done it recently.
 - 1. Are other organizations holding events on campuses? They are looking for the same things we are. Locate campuses that host events with similar requirements to ours.
 - ii. Consider a location close to major population centers. Near Madison, Milwaukee, Fox Valley.
 - 1. What is the campus profile that we definitely need? This will help weed out campuses that will not work, and help identify campus contacts (people who could leverage too).
 - iii. After campuses are identified, the WAAL board and planning committee will be working to get quotes and contracts, not the WLS office.
 - 1. Create a subgroup which includes some of the planning committee and at least one board person. This group should first work on the campus profile, identify campuses, and present findings to WAAL board.
 - 2. Narrow down the list, approve and send it along to WLA offices.
 - iv. Discussion concluded that Madison might be the best choice for a test run. If we go this route, we need to reach out to Madison library staff to get representation on the planning committee.

Updating non-member email list – Procedure: Tabling this discussion until July meeting. Board agrees.

Conference Code of Conduct: Plumer Update

5. WLA offices are working on draft of a Code of Conduct taken from the ALA's Code of Conduct. Lee and Eric are contributing. Other WLA units are contributing as well.
 1. A WLA Value Statement is also in the works.
6. Plumer is reaching out to the Wisconsin Society Association of Executives for guidance with regards to documentation, checklists, and ideas.
7. A communication plan is needed.
 1. Where might this Code of Conduct live and surface?
 - i. It could be part of the process for conference registration, on conference website, incorporated in room monitor introductions, other options? Let Plumer know.
 2. Include contact information if an issue comes up.
 3. Include request for ongoing feedback from members, conference attendees, etc. This way it is something we are discussing every year.
 4. Having a clear set of steps in the event of an issue and person to talk to is critical. Communicate that there is room for improvement but that the steps and contact person will not change during the conference.
 - i. Include a visual indicator of safe people to talk to.
8. WLA has no attorney on retainer so they will be locating an attorney to review these drafts. Cost estimate has been requested from two attorneys to see what they will charge to review. ALA will not help with this other than providing their current Code of Conduct.
9. Timeline for formalizing? The goal is to roll it out for WLA conference this October. Eric will mention this at the business meeting during WAAL 2019.

New Business:

10. WLA Newsletter Blurb – May 1 Deadline
 1. Eric will write a blurb about survey results and link to it. Conference wrap up # of attendees, # of nonmembers, etc.
11. Conference scheduling – Print vs. Online
 1. Scheduling App “Sched” is being used for Fall WLA conference.
 - i. We should be able to use it for WAAL 2020.
 - ii. This app includes donation options.
 - iii. This app is used by a lot of conferences; Board members have used it and agree it works great.
 - iv. We should minimize the paper program.
 1. Please include a question in the WAAL 2019 survey to see what attendees prefer.
12. Professional Development Committee
 1. Jill Markgraf, the most recent chair of this committee, has feedback and commentary about the current status of this committee. It is difficult to locate volunteers to serve, and attempts at holding events have been largely unsuccessful.
 2. Do we disband this committee?
 - i. Some worry that we are disbanding committees and not adding more.
 - ii. Do we need new ones? We should consider this. Follow-up on this at the July meeting.
 - iii. For choosing WAAL scholarships, could a subcommittee of the planning committee do this?

Set day/time for July Meeting:

13. In person or online? Let's meet online to save money.
14. Tuesday 23rd, 9-noon, conference call.