

WAAL Board Meeting Agenda
Monday, July 23, 2017
10:00am
WLA Office – Badger Room
Madison, Wisconsin

Call to Order and Introductions

Meeting called to order by Andrew Prellwitz at 10:00am.

Present: Andrew Prellwitz, Josh Hickman, Lee Wagner, Beth Kucera, Eric Jennings, Jeff Brunner, Jill Markgraf, Diana Shull, Laura Briskie

Absent: Robin Miller, Laurie Swartwout

Approval of minutes from the April 15, 2018 meeting

Eric Jennings moves to approve the minutes, Lee Wagner seconds. The motion passes unanimously.

Reports of the officers

1. Chair – Andrew Prellwitz
 - a. Vice Chair position needs to be filled. A list of candidates was sent to the WLA Offices. If anyone has a candidate in mind, please send to Andrew. We need to fill by the end of this month.
2. Vice Chair/Chair-Elect – Eric Jennings
 - a. Will discuss his main topics in Old Business portion of the meeting.
 - b. Looking forward to planning the WAAL Conference in Eau Claire
3. Past Chair – Laurie Swartwout
 - a. 2020 WAAL Conference is confirmed in Brookfield
4. ACRL Liaison – Lee Wagner
 - a. Attended ALA in New Orleans in June
 - b. Discussion was about improving communication between chapters in ALA.
 - i. Need clarification from ALA regarding the channels of communication between chapters.
 - ii. There is a desire to influence the groups to communicate more between conference meetings.
 - c. Elected new officials.
 - d. Discussed that Midwinter is no longer required for Liaisons; they will meet at ALA Annual Conference. Virtual attendance for Midwinter and other meetings is what should be required at most conferences, not in person attendance just for a three-hour meeting.
 - e. Submitted response to ACRL Plan for Excellence Implementation Report.
 - i. This response was not submitted last year. Some WLA position transitions are in July which was around the same time that the response was due to ACRL. Lee was new to the committee then, but should have been given

direction from her predecessor to submit a response. See Reports of the Officers #5c

5. Member-at-Large – Josh Hickman
 - a. Josh's report is in the Dropbox
 - b. WLA Board met last month.
 - i. Personal memberships are up compared to this time last year.
 1. Do Academic memberships follow this trend?
 - ii. Investment revenue is down.
 - iii. The website migration continues to move forward.
 1. WLA is working with MemberClicks staff as it is the most affordable choice.
 2. Full migration soon with a beta site first.
 3. The website migration team is down to 2.5 people and they are working on recruiting from the WLA Board and for volunteers to help with the actual migration.
 - iv. The Leadership Committee is reexamining We Lead. There is a desire to retain a mentorship program, whether it is We Lead or a new program.
 - c. Discussion – this board reflected that it seems that WLA subcommittees struggle with member turnover.
 - i. New members do not know where to save or access documents.
 - ii. Could support staff in the WLA office monitor and communicate with old and new committee members to ensure documents are uploaded to the Dropbox and procedures are communicated?
 1. We are hoping that the new website has a Members Only area that directs members where to find information (like DropBox).
 - iii. Attendance at the volunteer orientation is not good but could be the time to address these issues. Could the orientation be reevaluated? Are committee chairs invited?

Committee Updates

1. WAAL Conference Committee –Beth Kucera / Robin Miller
 - a. 2018 Conference - Positive results from the survey regarding the 2018 conference with the usual complaints (food, temperature).
 - i. A few survey responses asked for more engagement/hands-on sessions.
 1. Looking at an archives option for hands-on processing of archival materials partnered with an Eau Claire business. May end up being a multi-session timeslot. This would be different from the session Josh Ranger led two years ago. Greg Kocken from UW-EC is working with them.
 - ii. Requests for professional advancement tracks or sessions.
 1. Paraprofessional to professional librarian, librarian up to director, resume review
 - iii. Little Big Read was a success but needs more structure or provided questions ahead of time.

- iv. Survey respondents did not know what the business meeting was or didn't know if they were invited. Advertise this better.
 - b. 2019 Conference
 - i. There are six new people, eight returning, and three school liaisons. The undergrad scholarship winner from last year is now a graduate student at St. Catherine's and is serving as the third liaison.
 - ii. Another committee member is needed to fill the Website position. Maybe a non-UW System person, but anyone who is interested is welcome.
 - iii. Next meeting August 16th, onsite.
 - c. Observation that scholarships bring in volunteers for committee participation. Examples: Lee Wagner, Laura Briskie, the current St. Catherine's liaison
 - d. WAAL Board members have heard that WAAL is on an upswing, every year it is getting better.
 - e. For 2019, we should request feedback from the keynote speaker. It may be valuable to get an outside person's perspective. What were they surprised by, do they have suggestions, etc.
- 2. Information Literacy – Diana Shull
 - a. No updates other than New Business, see New Business #2.
- 3. Professional Development – Jill Markgraf
 - a. Attempted two pilot meetups, one in Lawrence and one at Eau Claire. No interest at both sites. Once person signed up outside of the staff who worked at each location. Both were canceled.
 - i. WAAL Board Chair received three emails regarding cancellation of these events; two people said it was a bad day for them.
 - b. Why did they fail? Summer? Friday? Lack of interest? Too unstructured?
 - i. The one in EC conflicted with WiLS. Is the market oversaturated?
 - ii. Communication - Did everyone see the email? Some committee members remember seeing the cancellation email but not the initial call. One committee member's initial call email went to the spam folder. WAAL Board communications sent an initial call out via MemberClicks and at least two people saw that email.
 - iii. Is this part of a larger issue? The WAAL Conference is popular and well received. Survey data says people are interested in "something else" but then they don't come. A few years ago WAAL tried webinars, and they were not well attended. If we can't do more, maybe we need to focus on just the conference?
 - c. How else can we offer connection, development, etc. to people?
 - i. UWEC Library staff are all reading the same book (one focusing on equity and diversity).
 - ii. Two other UW libraries are running a staff journal club where they discuss a journal article. One group is choosing five or six articles from the ALA Library Instruction Roundtable Top 20.

- iii. Another option is would be to do activities with the “23 framework things” from the Minnesota Library Association.
- iv. Does MemberClicks have software that supports webinars? We have access to Go To Meeting which offers Go To Webinar as well.
 - 1. WiLS hosts webinars in Go To Meeting. It is not the intended use of the software but it works. Jeff Brunner can help if we proceed with a virtual route.
 - 2. Is there a limit on attendees on Go To Meeting? Jeff says his screen indicates 26 max. Test if this is always the case.
- v. Could we do virtual lightening rounds? 5-10 minutes, include discussion. We may get buy-in just by calling it “lightening round”.
 - 1. The lightening rounds could potentially turn into a full session at WAAL Conference depending on their success.
 - a. At the Library Collective Conference in Knoxville, Tennessee the Tell All Failure Session is popular.
 - 2. Market as a way to find collaborators, treat as an incubation opportunity, test a spark of an idea to see if it would be good to submit for a full presentation at the next WAAL Conference.
 - a. Build into the structure to communicate with people who are interested in similar topics.
 - b. If you attend you get a list of people who attended.
 - c. It is easier to present a full WAAL session with a partner; this would be how to find a partner.
 - 3. How could we turn this into a physical meetup? Like a mini-WAAL? Incorporate Q&A, which is missing from the lightening rounds at the main WAAL Conference.
- 4. Communications – Jeff Brunner
 - a. Meeting minutes are now posted to the website including the minutes from the Business Meeting.
 - b. The next newsletter is going out in October. We should submit in September regarding the lightening round idea. Or any other content.
 - c. Looking at the schedule for 2019’s newsletter and will be putting forth deadlines.

Old Business

- 1. WAAL Conference Format (Eric & Lee) – Separate document uploaded to Dropbox.
 - a. Goals for evaluation is to make the conference less expensive or more profitable, increase attendance.
 - b. Conference Format:
 - i. Keep the conference format as two days at a conference center
 - ii. Move the two-day conference to universities. This idea was sent to the WLA Offices for input, waiting on a response.
 - iii. Change it to a one-day conference.
 - iv. Cancel WAAL conference and join WLA as a conference track.

- v. Cancel WAAL conference and join WLA as a dedicated single day pre-conference.
 - vi. Work with other states to create a regional academic librarians conference (MN, IL, IA). Regional conferences pose problems because this will increase the need for travel, and may require the conference to be in metropolitan areas.
- c. Conference Dates:
- i. Is April the best time? ACRL is in April. Late May or Early June?
 - ii. Are there any time off contracts (9-10month?), SP has some, La Crosse may have some.
 - 1. If the institution still supports, would people still come? How many people will be faced with this? Colleges goes down to part-time in the summer.
 - 2. Family – what about kids? If people are informed well ahead of time (1-2 years), they would be able to make arrangements.
 - iii. Could just be “Summer” not necessarily a specific week of a specific month. Any time in Summer would increase flexibility as long as we communicate dates well ahead of time.
- d. Discussion:
- i. Some committee members believe holding the conference at universities is a good idea, but the timing would have to change. Dorms could be an option for hosting.
 - 1. Compare financial details from past years’ WAAL Conferences to financial information provided by universities. Committee members will go back to their home universities to gather information.
 - 2. Will it be cheaper at a university? If it is, does that mean the committee is doing the work that the hotel would have done for us? Is it worth it?
 - a. One board member has attended a conference where sessions were in classrooms, shuttles provided, catered on campus
 - b. This could open more opportunities for places that do not have conference centers to host.
 - e. Favorite option is moving the two-day conference to universities and changing from April to May/June. Need input from WLA Offices.
 - i. The location for 2020 is already chosen, and 2021 location will be decided at the Business Meeting at WAAL in April 2019. We have two board meetings before then.
 - f. Another option is to leave everything as it is. Are we financially stable enough as an organization? Is timing the reason we are changing? We need to make sure we aren’t just changing for changing’s sake.
2. WAAL Summer Meet-Ups
- a. Already discussed, see Committee Updates #3

New Business

1. Review of WAAL section of the WLA Policies & Procedures
 - a. In light of the big conference changes, we are holding off on this area. Clear up conference planning before we proceed with policies and procedures.
2. Updated Information Literacy
 - a. The current evaluation rubric was limiting because it requires direct instruction. The committee could not choose the winner we wanted because they didn't quite fit the criteria even though they were the most innovative.
 - b. ACRL Innovation Award Rubric used for guidance to revise our rubric. Desire to take out the classroom requirement and to include a discretionary section "other" which the committee was lacking.
 - c. A new rubric will be created for board to review and vote on at next meeting.

Next Meeting – Monday, November, 5th 10:00am-12:00pm

Action Items

1. Eric – Get financial breakdown of past WAAL Conferences from WLA Office to use to compare to financial information from universities.
2. Josh – Get information on academic membership breakdown within WLA.
3. Diana – Create new rubric for award and send to members to review.
4. Andrew, Jill and Laura – Work on brainstorming a reinterpretation of the regional meetups, virtual or physical.
5. Each Member – Get quotes/financial information from home university for potential future WAAL Conference planning.

Adjourned at 11:27am.