Executive Committee Meeting I-Friday, June 24, 2010

- Call to Order
President Rose Mosley called the meeting to order at 1:10 pm.

**Board members present:** Rose Mosley Peggy Danhof, Peggy Barber, Rod Gauvin, Shirley Bruursema, Robin Hoklotubbe, Sally Reed, ALTAFF Executive Director.

**Visitors:** Tanya Butler, Donna McDonald, Kay Runge, Dora Sims and Kathryn Suarez

President Mosley moved to appoint the following to the ALTAFF Board:
- Dustin Holland to Corporate Board Member
- Gail griffin to Trustee Chair-Elect
- Dave Hargett to Trustee Section Chair
- Robin Hoklotubbe to Friends Chair -Elect

Seconded by Rod Gauvin. Shirley Bruursema asked if President Mosley is allowed to appoint. Sally Reed responded that yes she is in accordance with our bylaws. It was a unanimous vote and motion passed.

President Mosley reviews Board Doc 4 and 5. She asked the executive board to look at and comment if there has been any progress in the “six top priorities”. Sally Reed and Peggy Barber spoke about the new ‘Authors for Libraries” program. They shared that the history of this resulted from author Marilyn Johnson commenting that she noticed that there was not an author section to support ALTAFF. Now, authors who join can link their websites to ALTAFF. The incoming ALA President, Roberta Stevens, has a desire to include authors as advocates in a more prominent position in the ALA culture. Our Authors for Libraries fits well with this direction.

President Mosley referred to Board doc #5. She asked about a marketing and publicity plan. Sally Reed said that we not have one yet. Sally went on to say this could be an area that is member driven. With regards to expanding memberships, Sally stated that ALTAFF lost some membership ground with the merge. Out of approximately 1,100 group members, we lost about 100. Sally went to say that membership numbers are about 2 months behind. Rod asked Sally about a targeted campaign to the non-renewals. Sally said that there was a letter that went out to targeted addresses.

Rod spoke about the capital campaign. Rod called a meeting in May in Chicago which was attended by Sally Reed, Peggy Barber, Peter Pearson and himself. He went on to share that the funds in ALTAFF about the access and fluidity of those funds. It was determined that an external needs assessment was needed, targeting those that could give and the feasibility of raising 1 million dollars. The suggested cost of a study is $10 – $15,000 dollars. Sally commented that we would need to bring this to the attention of the board at large. The goal of the fundraising efforts is to raise enough to fund programs and activities, based on an agenda on a regional basis. Shirley Bruursema asked what the expected outcome was. Rod replied that an outcome will or will not validate the success of the campaign. Shirley asked what would happen with the funds? Rod replied that it would be used to expand our reach and support expanded programmed.

The Executive Committee Meeting I was adjourned at 1:30 pm.
Call to Order
President Rose Mosley called the meeting to order at 1:35 pm. Rose welcomed everyone to the meeting.

Board members present: Peggy Barber, Georgia Bhair, Shirley Bruursema, Peggy Danhof, Herbert Davis, Clare Delaney, Gail Griffin, Claire B. Gritzner, Nann Hilyard, Robin Hoklotubbe, Samuel T. Huang, Charles D. Hanson, Cherine Janzen, Donna McDonald, Ed McBride, Rose Mosley, Peter Pearson, Kay Runge, Laura Salmon, Susan Schmidt, Marian Sullivan, Kay Runge, Katherine Suarez, Dora Sims, Rod Wagner, Gwendolyn B.G. Welch, Helen Wilbur

Visitors: Tanya Butler, Terry Higgins, Debbie Miller, Dick Wayman

Sally Reed, ALTAFF Executive Director, Beth Nawalinski, ALTAFF staff

Acceptance of minutes
President Rose Mosley asked that minutes be approved. A motion to accept the minutes was made by Kay Runge. Motion carried.

Discussion of planning documents
President Mosley shared that the goal of today’s meeting is a planning process. She presented and reviewed with the group the top 6 priorities (Board doc 4). She then reviewed Board doc #5. She said we will talk later about expanding the awareness and national presence of ALTAFF. Peggy Barber shared about the new ALTAFF program, Authors for Libraries. She also shared the Marilyn Johnson story (see meeting notes from Executive meeting above). She encouraged board members to check it out on the web. She said that Roberta Stevens, incoming ALA President, plans to include the idea of authors as advocates in her presidency.

President Mosley inquired about marketing plans and strategies. Peggy Barber offered to head a task force (and she even has a plan already). Sally Reed said that anything that can focus on raising our public profile would be good. Peggy briefly outlined a few details about her marketing plan at which time three board members offered to join her in her efforts: Kay Runge and Robin Hoklotubbe.

President Mosley asked if there was a consensus to have a task force representative from each area of ALTAFF. Beth Nawalinski shared that a task force can easily communicate with all areas. President Mosley asked if possible to have a report from the marketing task force before mid-winter. Incoming President Rod Gauvin suggested it would be helpful to have a mechanism to get approval during the year for activities and reports. Sally suggested using the ALTAFF Board list-serve to communicate and share what is happening.

President Mosley then spoke about expanding ways for corporate donations. Sally addressed areas that corporate sponsors could participate. General areas of revenue streams are: products/services, corporate sponsorship and membership. Sally also spoke about Trustee Academy packages.

President Mosley introduced the capital campaign discussion from the morning Executive Board meeting. She spoke of the meeting that President elect Rod Gauvin held in Chicago at ALA headquarters. (See Executive committee notes for attendees). She said that capital campaign funds would not be co-mingled with other ALTAFF/ALA funds.

Peter Pearson spoke about an endowment fund. He felt that this may attract former board members to join us in our efforts. The exploratory committee is endorsing a feasibility study and estimates it could cost as much $30,000. Kathy Suarez asked what the goals of the endowment campaign are and are those goals aligning with the ideas of giving. Peter feels the study would provide data as to if they can give, how much they can give, and under what circumstances they might give. Sally asked Rod to discuss using the proposed $40,000 of annual income that is estimated to be raised for an endowment. Robin Hoklotubbe asked if there would be a RFP process in place. Rod replied that yes, they would do a RFP. Susan Schmidt asked if there is competition for endowments out there. Kay Runge said that PLA has an endowment and she felt it would be a good direction for ALTAFF. Rod Gauvin shared that he felt that there was different history and relationships with past directors and we are in a good position to begin this. Peter Pearson inquired if the general operating budget could help pay for a feasibility study.
President Rose said these were all good ideas but we need bodies (active volunteers) to support them. She then went on to discussing grant opportunities. Sally said that she would like to keep looking into this as making sure the grants match our priorities. She would consider staff review and forward to members.

At this time, Pat Hogan an ALA liaison, joined the meeting and introduced herself and promoted ALA Connect. She shared that ALA is cautiously optimistic about the future. They are continuing with developing membership and have set goals. She said she is excited about the Spectrum Scholarship. She also shared that over 1,000 registered for Advocacy Day at conference.

President Mosley thanked everyone for their input. She said, “We are going to do it until we get it right”.

Peggy Barber moved to adjourn the meeting and Susan Schmidt seconded.

Meeting adjourned at 3:09 pm.

**ALTAFF Board Meeting II  Monday, June 28, 2010**

- **Call To Order**
  President Rose Mosley called the meeting to order at 8:05 am.
  
  **Board members present:** Peggy Barber, Georgia Bhair, Shirley Bruursema, Tanya Butler, Peggy Danhof, Herbert Davis, Clare Delaney, Gail Griffin, Claire B. Gritzer, Nann Hilyard, Robin Hoklotubbe, Samuel T. Huang, Charles D. Hanson, Cherine Janzen, Donna McDonald, Ed McBride, Rose Mosley, Debbie Miller, Barbara Prentice, Peter Pearson, Kay Runge, Laura Salmon, Susan Schmidt, Marian Sullivan, Kay Runge, Katherine Suarez, Dora Sims, Rod Wagner, Dick Wayman, Gwendolyn B.G. Welch, Helen Wilbur
  
  **Visitors:** Tanya Butler, Terry Higgins, Joan Reeves, Don Roalkvam, Jane Rowland
  
  **ALTAFF staff:** Sally Reed, Executive director and Beth Nawalinski, Marketing and Communications Director, Jillian Kalonick

- **President’s Report**
  President Rose Mosley asked that everyone review Board docs dated June 25, 2010 regarding ALTAFF Board planning and strategy meeting. President Mosley then proceeded with discussing the development of a communications and marketing for ALTAFF. Kathryn Suarez asked to be included in the task force. President Mosley asked the task force how ALTAFF can help with their work. Peggy Barber said she has an outline plan to work on. Sally Reed suggested mid-winter to officially begin and Peggy Barber agrees. Rod Gauvin shared that he has heard that other divisions get frustrated at waiting for mid-winter to move forward on work/plans. He suggested that the executive board approve task force prior to mid-winter. Peggy Barber said she should have a draft by September to Sally.
  
  President Mosley then took a minute and reviewed for any new comers what ALTAFF board is currently working on.

  President Mosley then went on to Building Revenue section of the June 25, 2010 document.
  Rod Gauvin then shared that he had an abbreviated discussion with Peter Pearson and Helen Wilbur and they would like to meet with Fred Ruffner about being the lead donor or perhaps even just funding the feasibility study. Helen Wilbur made a motion to have Rod Gauvin move forward with his idea. It was seconded by Shirley Bruursema and motion was passed.

  Shirley Bruursema shared that endowments often have restrictions. She said ALA has worked hard to save those funds. Kay Runge said that there might be foundations that can help with the feasibility study. Peter Pearson suggested they could take a loan from the Endowment. He went on to say that it is appropriate to add costs of fundraising to the outcome of fundraising. Nann Hilyard asked if ALA has to approve taking funds from the Endowment. Sally responded that they do not have to approve but they would need to inform ALA and that the funds could not go to single entity for sponsorship like with ProQuest. President Mosley asked that Rod Gauvin and Peter Pearson continue as a task force on this. She then asked if there were any other ideas for fundraising.
Ed McBride said he would like to help with this. Sally Reed said a list would be compiled as to how the money would be used.

President Mosley said that ALTAFF is expanding training opportunities and programs and asked for Peggy Danhof to review for the board. Peggy Danhof reviewed the details of the new Trustee Academy in the fall. President Mosley wondered if we were too premature for the Academy due to the fact that we are still getting our new name/organization out there. Sally responded that this could happen and she would bring it up with Keith Fiels, Executive Director of ALA.

Robin Hoklotubbe discussed California and how ALTAFF is not well known in her state. She said that we need to get out there and promote ourselves. President Mosley said that our newly expanded programming and training is perfectly poised for this. Beth Nawalinski shared details about the trustee Academy; class curriculum, program content, etc. Nann Hilyard felt that the trustee Academy would find a following at PLA. She reminded us that we need to have a strong presence at PLA and should consider submitting program proposals. Peggy Danhof supported the idea that ALTAFF should do programming at PLA. Kay Runge concurred that both PLA and ALA are important to ALTAFF. Sally Reed said that we should beef up programming and presence at PLA and that we should consider a task force for Trustee orientation and also Friends and Foundations programming. Peggy Barber shared that at some point in the future, ALTAFF/Citizens For Libraries can have a celebration from libraries. Clare Delaney said our conference programs attract attendees to conference and we should consider looking into a program track on the ALA program. Sally Reed said she, ALTAFF and the ALA conference team can meet to develop tracking.

Beth shared that we should consider a phone conference to discuss the conference tracking. Gail Griffin as co-chair of the PLA committee said they are working on this. They have presented a program at PLA on Trustee orientation. President Mosley encouraged continued sharing on this subject.

Beth Nawalinski shared that in an effort to expand active participation within the board, that they have purchased online collaborative technology called I-Link. She is encouraging committees to use this technology. Robin Hoklotubbe observed that most local board’s biggest challenge is communication between themselves. On a National level, this is even trickier. Are we facing this as well? Perhaps we have Board members that communication and active discussions are not a priority.

Peggy Danhof said that we have a lot of interest to move the Academy forward. The price point is very reasonable and it is not mandatory. It is OUR job at ALTAFF to help educate trustees. Sally Reed said that ALTAFF will be working with State Libraries to sell them on this program and they then can replicate it within their state. Beth said that registration will begin in August 2010. President Mosley said that she does not want to lose momentum on this.

President Mosley addressed the item of expanding active participation in ALTAFF. She asked for any ideas as to how to progress this further. Kathryn Suarez said that ALA Connect has some technology challenges. Sally Reed said that she can set up a list-serve and that we should not let technology get in the way. Peggy Danhof stated that we should all make an effort to work virtually and require this if you are serving on a committee. President Mosley asked for someone to work on this and Kathryn Suarez offered to lead this. Donna MacDonald stated that the committee chair should be held responsible for active communication. President Mosley replied that we should still have someone oversee this as the reality is that this is not happening. Beth offered that at the committee meetings, she will go over ALA Connect. Kathryn said that we should be able to find ways to support them.

Charles Hanson asked when Author for Libraries would be launched. ALTAFF staff said it has launched and membership is growing. Susan Schmidt asked Sally if she would consider speaking about Authors for Libraries at the Gala Tea. Sally said she would.

Sam Huang said that we have done a good job for the public libraries however we can do better with the Academic community. He shared that we should consider joining in partnership with ACRL (Association of College and Research Libraries). Sam also shared that he is retiring and the Board wished him well. Nanny
Hilyard said that she is heading the program committee and President Mosley asked her to work on a program for ACRL.

Sam Huang reported that Nuts and Bolts for Academics session only had 3 attend at this conference.

Board all agreed that our ALTAFF exposure is growing but we still have a way to go!

Beth Nawalinski shared that there is some talk on making Nuts and Bolts an “Institute” at conference. She felt that a track for our members and supporters at conference may be a good idea. The downside of this is that the institutes would then be off site. Upside is that the institute would allow for more program time. She went on to say that they will look into some partnering opportunities. Nann commented that advocacy efforts can be highlighted and encouraged with partnering with an institute like the Advocacy Institute.

President Mosley then went on to the final topic, “Expand Services to Members and Potential Members.” She asked, “How do we utilize the services of board members involvement?” Sally Reed said that she does not know what role the board will actively have in this. Kathryn Suarez said that once an opportunity comes along, what do we do next? Neil-Schuman has a very good book on getting grants. Sally said that ALTAFF has one too and that we can partner.

President Mosley and Sally Reed commented on committee sign ups and charges. Sally asked that everyone please follow the changes of committee descriptions and charges and use them to guide our practice.

Gail Griffin said that since she has been on the awards committee, there is a new award given to a first time attendee. Peggy Danhof replied that this was discussed last year and that applications are on the website and the deadline is December 15. President Rose asked to put information on wards in publications. Shirley Bruursema acknowledged Helen Wilbur and thanked her for her corporate support.

Sally Reed asked us all if we were looking at and reading AL Direct? She said that she sincerely hopes so as we are getting a lot of ink out here and she suggested that we should all subscribe.

President Mosley thanked everyone for working as a family. She would like to acknowledge a few exiting Board members. She then went on to hand out letters and tokens of appreciation. The Board Members that were recognized for their service were Peggy Danhof, Shirley Bruursema and Cherine Janzen.

President Mosley concluded with letting them know that “we are not done with you and we encourage you to continue on boards!”

President Mosley also acknowledged the committee chairs: Tanya Butler, Joan Reeves, Peggy Danhof, Terry Higgins, Nann Hilyard, Kim Johnson, Gwendolyn Welch and David Hargett.

Sally Reed then took a moment to recognize and thank Rose Mosley for her service as ALTAFF President. President Mosley then administered the oath of office to incoming ALTAFF President Rod Gauvin and presented him with a commemorative gavel.

President Rod Gauvin said he had hoped that The Voice had come out as he drafted a new President’s message. He then went on to read the first three paragraphs of that message to the board. President Gauvin said he would like to explore the idea of having a plaque in the ALTAFF office that recognized the many officers that served before him and paved the way for the success of ALTAFF.

Nanny Hilyard thanked President Rod and ProQuest for the scholarship Bash.

Peggy Danhof moved to adjourn the meeting and Susan Schmidt seconded. Meeting was adjourned at 9:08 am.
Call to Order
President Rod Gauvin called the meeting to order at 9:30 am
Board members present: Peggy Barber, Peggy Danhof, Rod Gauvin, Robin Hoklotubbe, Rose Mosley and Sally Reed, ALTAFF Executive Director

Staff support plan
President Gauvin asked Sally Reed if there were any challenges. Sally responded that things were good. President Gauvin said that he is concerned about corporate sponsorship or rather lack of corporate sponsorship. A discussion was held about a re-look at a corporate emphasized program sponsorship model. President Gauvin said that he spoke with Random House and they were not happy that ALTAFF was not at the Friday night event/reception. Sally Reed said ALA that the Random House reception conflicted with the Presidents Gala. She went on to say that if anyone was asked about Random House they were sent the invitation otherwise there was no marketing about Random House so as not to compete with President Mosley’s reception.

A group discussion was then held about our current programs and the idea of creating program evaluations in an effort to collect data and create an overview of their success and effectiveness. Robin Hoklotubbe offered to work on this. A discussion was then held on future Presidents’ Receptions and that perhaps a suite at a hotel could be considered.

The Executive Committee Meeting II was adjourned at 10:05 am.

Respectfully submitted,
Robin Hoklotubbe, ALTAFF Secretary
December 17, 2010