

Minutes of the Division Cabinet Meeting

Special Libraries Association

Friday, February 8, 2013

Tara Murray called the meeting to order at 1:26 pm.

Role was taken by signing the sheets at the rear of the room. Tara introduced the Cabinet officers and SLA staff in the room.

Approval of Agenda. Tara requested that the Agenda be approved. Leslie Reynolds of the IT Division requested that #10 be changed to "Committee of the Whole" and that #11 be added to be adjournment. Deborah Keller of the Knowledge Management Division seconded the motion. Approved by acclamation.

Tara requested approval of the Agenda as Reynolds moved. Keller seconded. Approved by acclamation.

Approval of the July 2012 Meeting minutes. Requested corrections or amendments. Hearing none requested, Keller moved and Reynolds seconded. Minutes approved by acclamation.

Report from the Chair. Submitted by Ann Koopman and read by Tara Murray. (attached below)

As part of the discussion about the condition of our divisions, we want to feature regular recognition of units who are high achievers in recruiting new members and retaining old ones. Last year awards were given out as a result of a particular membership drive. This year, we all know that we're now in a state of perpetual membership drive. Adding us all together, our divisions have lost a total of 254 members over the course of 2012, or 2.3% of our total membership, mirroring the slight decline in SLA membership overall. So we're glad to celebrate some of the divisions who are still growing, and hope they'll share some of their recruitment and retention secrets with us.

- i. Competitive Intelligence Division increased by 33 members last year, which represents an increase of 6.1%. They earned top marks for both highest total increase and highest percentage increase.
- ii. Legal Division increased by 23 members last year. They're a large division to start with, so that represents a 2.4% gain for them. They are our runner-ups for highest total increase.
- iii. Taxonomy Division is small, but mighty. They added 12 members in 2012, for an increase of 5.4 %. They are our runner-ups for highest percentage increase.

Richard Huffine was presented with tokens from Nepal honoring his leadership last year and encouraging his plan to visit the country after he ends his service on the Board.

Referrals from the Board. Tara directed leaders to the Governance section of the SLA Web site to find information about what the SLA Board is doing throughout the year. On Tuesday, the Board approved the 2013 budget, received updates on our Goals and Objectives. There was a referral from the Board on behalf of the new Membership Committee. It is:

The Board referred a request for information to the Joint Cabinet, consisting of its advice on what has been successful for the units in the areas of recruitment and retention over the last year, that advice to be reported at Annual Conference and provided to the Membership Committee.

Tara requested volunteers from a small response group to collect information from Divisions and prepare the response. Richard and Debbie will collect volunteer names. Tom Nielsen, Solo Division; Penny Sympton, Engineering Division; Janice Keeler, Taxonomy Division all volunteered.

Old Business – None

New Business – None was submitted. Any motions from the floor? None.

Committee of the Whole

- Effective use of Facebook, LinkedIn, and Twitter?
 - o Solos have 1,400 members in a LinkedIn group. They are trying to use that community to build membership.
 - o IT Division has found that being active (weekly) and seeking volunteers through that venue can work as well. Photos have an impact as well.
 - o Janice Keeler – Taxonomy did a Member Survey with about 50 responses. They asked about use of Social Media and where they wanted to receive communications. They wanted their communications via e-mail. They chose not to manage a Facebook presence.
 - o Deborah Keller – KM did a similar survey and they also prefer e-mail, second was LinkedIn. They want information pushed to them.

Motion to Adjourn. Reynolds moved. Kendra Levine, Transportation Division seconded. Approved by acclamation.

Respectfully Submitted.

Richard Huffine, February 14, 2013

State of the Divisions

It was mostly a pleasure to read all the Division annual reports this year and see some really vibrant activity going on. We celebrated a few outstanding units before lunch, but I'd like to share some of the other good ideas and initiatives from the reports, along with some areas where we need to do some work, and your Cabinet officers' plans to help support you in that work.

Annual conference

- The 2012 conference program was just outstanding, and most divisions have been finding creative ways to deal with the changes due in 2013. Divisions are encouraged to try holding their annual business meetings in advance, using GoToWebinar software, both to save a programming slot and to make the meeting more widely available to their members.
- About 1/3 of you say you don't have a budget, which of course makes it hard to manage your conference and other expenses. We've strengthened our board liaison program this year, so if you need help with your financial planning, your board liaison or a cabinet officer will be available to help you. Treasurer John DiGilio also has great plans for ongoing support throughout the year, as you heard yesterday.
- All divisions but 1 report enough in reserves to pay for at least 1 program at Annual Conference beyond their business meeting, which indicates some decent financial strength. But at the same time, about 40% of you report having trouble raising enough money to cover conference expenses. As one approach to finding vendor sponsorships, Solo Division creates a sponsorship opportunities document to send to vendors. We'll use one of the training webinars this year to address fundraising and sponsorships, and we'll ask you to share your best tips and techniques via the leadership list.
- You've heard it multiple times by now, but we can't emphasize it enough, because it affects your bottom line. That is, the importance of completing all documentation to ensure you get your unit allotments. This includes regular financial statements from banks, annual report & audited financial statements. Your cabinet officers are committed to supportive communications this year so that no one can miss a deadline by accident. We want to see 100% participation for 2013, which translates into the money you need to support conference, travel, and other activities.

Professional Development

- Most divisions are now working on web-based trainings outside of Annual Conference to deliver professional development opportunities to members. My personal favorite among the various titles was "Mother Always Said There'd Be Days Like These," Ulla de Stricker's talk about dealing with the unforeseen at work. But there have been dozens of programs over the course of the year. Raise your hand if your division is planning web-based programming for 2013... If your hand is down, please consider talking to these folks about what they're doing and how they got their programs up and running. You heard yesterday about the new calendar service on the SLA website that will help you promote your programming. Please

share your comments about the software with your Board liaisons or with your Cabinet officers as the system develops and you get experience using it. We also have resources for you to learn and support the GoToWebinar software, which is freely available to you for program delivery.

- It's encouraging to see increasing collaboration between units on events such as the Winter Virtual Conference (PHT, BIO, CHEM, Rocky Mountain Chapter), the New England Regional Conference (Academic, NE Chapter, RI Chapter), or "Solos in Print," the joint Solo-NY Chapter meeting in New York. Have I missed anyone? Collaboration does take a bit of extra communication, but it strengthens both unit ties and event turnout.
- It's also encouraging to see SLA units collaborating with outside groups to offer joint programming. For example, Knowledge Management Division offered a webinar last year titled "Libraries and Knowledge Management : Taming the KM Monster" in collaboration with Private Law Libraries Knowledge Management Group and the Canadian Association of Law Libraries. The more we can collaborate like this, the more we raise SLA's profile among professionals we might then recruit.
- We all regret that Military Libraries had to cancel its Annual Workshop for 2012, due to changes in military travel funding policies, and hope the future holds better news for this unit, especially during their anniversary year.
- Even with all the delivery options and relevance of topics, 85% of you reported that less than 40% of your membership participated in any of your programming. Almost everyone wants help with reaching out to engage members. All divisions but 1 have a membership committee, but only 1/3 have a plan for member recruitment. One of the training webinars this year will address strategic planning, and a strong component of that will be planning for member retention & recruitment.

Member Support / Enhancing the Volunteer Experience

- About 1/4 of you offer some special welcome to new and/or returning members at Annual Conference, such as a meal, a free ticket to a ticketed event, or a greeting by the unit board. Think about how you can greet and make a lasting positive impression on new members at what is usually their first face-to-face experience with your division.
- About half of you do some special outreach to students, paying for student memberships, providing a travel stipend or conference registration fee for students. Social Science started a "what I'm learning in grad school" theme this year for student communications. Chemistry and Sci-Tech matched up students with more experienced members as "conference buddies." I did service myself as a "buddy" at the last conference, and really enjoyed the experience. Sci-Tech also works with international chapters to fund students from those chapters to attend annual conference - which is another great example of inter-unit collaboration. If you'd like to hear how it works, make sure you talk to Nevenka (raise your hand, Nevenka) since she got the program started a few years back.

- Some of you are trying new ways to support regular members or search for prospects. Solo Division has created a Linked-In group that boasts over 1400 members. Their Membership Chair is identifying where they are so the division can reach out to them. Long range they hope to increase divisional membership through the LinkedIn connection while at the same time explore the merits of using the LinkedIn channel as a non-member connection avenue and the distribution list as a member-only connection avenue. It's important to think about ways to create value associated with SLA membership, such as member-only discussion venues. Each unit has to find its own balance, but please do think about ways to place value on what you offer, as part of the membership proposition.
- LMD reports that it has developed a Communications Team to oversee and coordinate an LMD social networking strategy, using tools that range from their web site to a wiki, listserv, Facebook, Linked-In group, and Twitter. More and more divisions are adding the new tools to their communications repertoire – about half of you are on Facebook and Linked-In; 16 divisions report using Twitter, with more planning to launch in 2013.
- IT Division supports the use of new technologies not only with its own program offerings, but by presenting an award to a Chapter that produces the best technology programming for its members. The purpose of the award is to encourage chapters to continue striving for the most useful, cutting-edge technology programming, but it also serves to promote IT and member skill development. Think about ways you might be able to promote your topical area across other SLA units in a positive way like this.

Officer Recruitment

- Almost 2/3 report difficulty finding candidates to run for office, especially for chair-elect. Many of you made suggestions about ways the Association could help to make recruiting easier, including mining the membership database, additional trainings and promotion regarding the personal benefits of service. Please know that we're looking seriously at all of your suggestions, and hope to act on as many as possible. Please keep the suggestions coming.
- One of the things we can't do, though, is bend rules about who can serve. It's a requirement that anyone who serves as an officer, or who sits on your advisory board needs to be a current SLA member – that is, have paid their dues up to date. Membership Committee Chair Ann Sweeney has already been in touch with some of you to identify folks who have been appointed but still need to renew. Your Board liaisons will also follow up as needed.
- The cost of travel is almost always an issue for would-be officers. Fortunately, 82% of you support some travel expenses for some of your leaders to attend Leadership Summit and/or Annual Conference. We'd like to see that become 100%.
- Most units don't have any kind of leadership training or development for their unit leaders except what is provided at Leadership Summit or Annual Conference. A few report internal mentoring and documentation. Your Cabinet officers are available to

help you in this area. We're continuing the Leadership Series of web-based trainings, all of which are recorded, building a library of practical training and advice that is available to you 24/7. One of them this year will address the grooming of new leaders.

So with all of these examples in mind, please think about talking to a unit that is doing something your unit wants to do. Pick their brains! Take advantage of the leadership training webinars and replays, get advice from your Board Liaison and Cabinet officers, and let's work together to make this a strong year for SLA.

Ann Koopman
Division Cabinet Chair, 2013