

## **FMRT Midwinter Executive Board and Membership Meeting**

**Monday, January 27, 8:30am-12:30pm ET (5:30am-9:30am PT)**

**Room 103-B, Pennsylvania Convention Center, Philadelphia, PA**

**Present:** Sarah Brennan, Howard Besser, Brian Boling, Jenifer Carter, Charles Cobine, Heather Darnell, Ben Franz, Vanessa Gamet, Tiffany Hudson, Athina Livanos-Propst, Lowell Lybarger, Steven Milewski, Danielle Ponton, Leigh Rockey, Scott Spicer, Gisele Tanasse, Laine Thielstrom, Lorraine Wochna, Melanie Lorraine Zaskey

### **Agenda**

#### **8:30-8:45am Welcome & Introductions**

##### **8:45-9:00am Chair's Report (Gisele)**

Thank you to Danielle for all she does! Applause for Danielle!

Thanks to Steven and ALA Councilor Brian B. for their dedication. We have been doing SCOE and Forward Together for four days—it has been difficult going into meetings where you are always advocating for round tables.

Thank you to our Notables committee. The Notables choices are on the ALA site as a press release and will soon be on our site.

Thanks, Samantha, for leading the digital media discussion group.

Forward Together comments: round tables are working together and taking this 1% dues-paying membership issue seriously. Today we will think about growing membership and engaging members, getting new members, and attracting back former members.

Vendor Swank has expressed interest in funding dues for student members. We want to be creative in how we get new members. The pressure of this task is that we should think about how to be relevant; how to represent that FMRT is meaningful to us. We should ask hard questions about who we are.

Concerning Videolib admin—ALA Connect should be used, not listservs, says ALA. We will be looking at what do we with Videolib. ALA will keep an open mind about this though.

Streaming video open forum: It went well, Kanopy rep Dylan Maginty has been here, and Kanopy are dealing with us in a more serious fashion now. They have expressed interest in financially sponsoring some things, but our instinct is to hold off to make sure they are walking the walk. At the ERandL conference, Kanopy will announce different options for predictability of PDA costs. Gisele would like feedback on holding off from letting Kanopy sponsor stuff.

#### **9:00-9:30am Committee Updates (Various, 5-10 minutes each)**

##### **Vice-Chair (Steven)**

Dinner last night was a nice time; some vendor reps were there. Steven attended the Forward Together/SCOE meeting with the round tables. They wanted to assure us that round tables and divisions were important for engagement for ALA. There was talk about how people don't feel supported by ALA. Could there be training on ALA Connect? Training on officer positions in ALA? GODORT said people were demoralized and ALA wasn't listening. The big letter from round tables was made part of "general feedback." SCOE want round tables to combine to get numbers up. Is this an effective way to save money? SCOE is going to phase two with new people and will work on details. The phase two committee will be formed by the board, but you should contact them if you want to be on it. The timetable is to have a vote by council on all of this in 2021.

Gisele will reach out and try to get on new phase two team.

**Immediate Past Chair/Nominating Committee (Lowell)**

Working on draft of new mission statement.

**Treasurer (Melanie)**

See Appendix A for full report.

Brian: Why such high costs in Denver? Danielle says it all depends on where the conference is; it could be labor and similar requirements.

**Secretary (Leigh R.)**

Committee heads, please send me ([rockey@virginia.edu](mailto:rockey@virginia.edu)) your offerings for the ALA repository. Anything you think important is fine. Preferably as PDF. Paper is OK only if that's the only thing you have.

Gisele: We are accustomed to having trunks, but no longer. There's been an increase in physical items for archives and ALA can't handle the volume anymore. Danielle says they don't store trunks at the ALA office.

Leigh has some materials and will email Danielle about getting them into the archive.

**Communications Committee (Jen)**

No update.

**Webmaster (Andrea B.)**

No update.

**Program Committee (Laine & Lorraine)**

We are working on a program about how libraries can serve their communities. Lots of content centered on social justice issues is being produced as media in communities. How can we preserve this? Howard will be part of this; Media Burns is also in. University of Washington have been collecting protest footage, and we contacted them, but no response yet. Howard says that if they can't come, he can talk about the Washington project. He is part of the grant. It would be great if a panelist could address what small local libraries can do on small scale. There is the PhotoVoice project. Howard also sent info on a former student who might be up for participating—they are connected to the D.C. Public Library's lab to help D.C. people reformat their media. Hopefully Chicago will come aboard, too.

**Notables Committee (Bryan M.)**

Tiffany says the final 15 went smoothly. There were fewer nominees this year. Eight were passed on to next year. Tiffany will chair next year! Two spots are open now. Anyone want to serve? Please let Tiffany know. There is a two-term limit, and each term is two years. This year's selections are on ALA web site as a press release (Appendix B) and will be sent to Videolib listserv. It will be sent elsewhere but can't guarantee publication. Gisele says we should send it to Mark Tamblyn for NMM.

**Membership Committee (Athina)**

Membership is upticking at 8% from this time last year. Membership is looking good, but recruitment is essential.

**Gala Committee (Ben)**

We have two options: Chicago Film Archive or University of Chicago's Nina Bradley, who does film history of African American communities. Archives have a solid idea; Bradley is still thinking of a topic.

Chicago Archives do a media mixer thing where they partner with artists who have never worked together, and using archive and artist materials, they create mixed media. Recently, they did an experimental essay on a filmmaker and a piece on home movie collections. They might do something with us. We'll see what Bradley has to offer.

Howard: As to venue—University of Chicago is far away, and the Archive is closer.

Ben: Bradley will come to us.

Howard has venue ideas, and Ben will check into them.

Gisele—thank you Ben for running for chair-elect!

### **Bylaws Committee (Michele)**

Gisele: RTCA and Forward Together need to get serious about the recommendation that we agree with from Forward Together—that round tables have a unified bylaws structure. Danielle says groups can still have working guidelines that are all their own.

### **ALA Councilor Report (Brian B.)**

The council haven't touched on SCOE much. We talked about changing the Dewey award name. We also discussed ensuring ALA won't restrict free speech by members (like this Midwinter's proposal of The Square). We also talked about budget—we get mixed messages on the ALA budget. Some say it's ok; some say austerity thinking is warranted.

### **IFLA (Mo / Debbie)**

No report.

### **Update from Vendor Relations Working Group (Brian B. /Jen/Gisele)**

See below.

### **Multimedia Discussion Group (Scott S.)**

For ALA Annual, we will continue to have discussions. Maybe we'll do a weeklong thing in spring. Virtual reality is a hot topic; also media production, sustainability, and student projects.

### **Digital Media Discussion Group (Samantha M.)**

Gisele: We had a nice, productive discussion. Samantha had slides for people to populate ahead of time, and she went through them during the meeting.

### **9:30-10:00am Guidelines for Vendor Participation (Vendor Relations) Document Discussion and Approval**

Please see Appendix C distributed by Jen Carter on 1/22/20.

The key points are: corporate funding does not entail promotion, and corporate sponsors do not get a say in the content of our programs. Anything to add?

Steve has somewhat unrelated question: Was ALA approached with regards to Kanopy "doing something" about video programming? Gisele says that Danielle received an email from Kanopy about opportunities for them to sponsor something. We responded with our concerns and got no response from them. There are new Kanopy reps for academic libs—and the new rep for public libraries is Shannon Spurlock. Gisele had been advocating for changes at Kanopy, and it looks like some of it took because the online request form changed to reflect her suggestions.

Gisele moves that we post the guidelines on the FMRT website; Ben and Steven second. Jen will connect with Andrea about getting these online.

## 10:00-10:15am Break

### 10:15-11:15am Membership & Recruitment Activity & Discussion

Gisele will guide us on a think-pair-share activity to generate strategies for engaging current and former members and increasing dues-paying membership.

Doing an activity is different for a membership meeting, but it's important because Forward Together has determined that round tables need to have a membership of at least 1% of ALA dues-paying members. ALA membership stats are around 59,000. We have 200-plus dues-paying members. We may have to start student dues. Danielle asked about students, and we do have round tables who have student dues of 5\$, but it's unclear as to whether they "count." Hopefully the student rate will be reduced for round table membership.

Today's activity is about what we can offer and where we can improve and reach out to public libraries and school media specialists. Charles asks about the history of dues with FMRT. Gisele says dues haven't shifted, and membership has been steady; we have hundreds of non-paying student members and only a couple hundred paying dues (that doesn't seem to be growing). How do we make our round table more visible and relevant? What can YOU commit to? Publishing? What kinds of engagement?

First reflect on your own, then pair with person next to you to discuss how you answered the questions. Then group will get back together to discuss ideas.

Gisele will collect all answers and compile them for future use.

Questions:

#### **What benefits have you realized through your FMRT membership?**

Some group answers—

- Opportunities to get to know each other; opportunity for students to have mentors.
- Sharing of information and resources.
- Value of programs and learning tips and strategies of issues.
- Connecting with people with similar jobs.
- Feeling of belonging within ALA.
- As new librarian, it was important to find a group that shared my issues, it was nice to know I wasn't alone.
- Learning about great films and ideas.
- Sponsors value getting honest feedback.

#### **What initiatives or activities would you most like to actively participate in to promote/enhance FMRT (ex. include publishing, recruiting, publicity-- and what level of participation can you commit to?)**

Group answers include:

- Vendors say they can sponsor events and programs and promote it; reach out to other vendors.
- More webinars and online knowledge sharing offering more resources. We could be more geared to public libraries.
- Recruit people like non-members to do webinars for us (like invite public librarians to present).

- Post webinar on web site—we already do have a section on web site for this.
- Do we need a designated webinar committee or coordinator?
- Engage in advocacy for our career field. Tech has now surpassed copyright, so how do we make these things (Netflix) available? (We used to have a committee that tried to get advocacy on Capitol Hill going. Somebody could organize this again.)
- Cold calling non-members who work in the field—connecting with people one on one.
- What about reaching out to library admin to suggest they sponsor membership fees for workers? We can put on our website arguments for why libraries should pay for membership.
- List hot topics from Videolib on ALA Connect.
- Host a FMRT Slack channel.
- Encourage attendance at ALA meetings by local schools.
- More social media presence by hosting live chats on Twitter; ask me anything on Twitter; Facebook live sessions.
- Monthly Zoom meetings.
- More webinars.
- Recruitment events like film screenings or a mixer with alcohol. Target the invitation list in cities with a lot of libraries and get sponsors to help.
- Exploit state consortia.
- Outreach to specific groups and make a database for contacting these people.
- Partnerships with groups outside ALA on webinars.
- Build up Videolib archives use /promotion.
- Produce more lists of movies (wacky lists) with crowdsourced content; step into Video Librarian breach? Get members to make listicles?
- Expand beyond media resources to media creation support and makerspaces.

**What ideas do you have for recruiting dues paying members and engaging current non-paying student members?**

Group comments:

- Student specific—recruiting student members. Contact all people in LIS schools who teach media; ask them to promote the group to students. What will students get out of this group? Other than insight into the profession? How do we show how we can support them? We could field questions on how we got our jobs. Functional questions answered. How to advance professionally.
- Showcase knowledge and output like webinars and programs and Notables.
- Make student members associate members.
- Free webinars for anyone.
- Once or twice a year do new student membership orientation. We should pitch things that we get out of membership, like tips on resources to look for within the profession like Videolib. We could do it as a webinar then get feedback so we can tailor our activities to what they want. Can membership committee take this on? Maybe. Target times of year when students join. Gisele wants a lightning team of Howard, Athina, Gisele, Jenifer and Steven to meet in February.
- Tap into student orgs at library schools, grad students; AMIA has student chapters at different schools that we could exploit.
- Give two-for-one memberships (two years for price of one). We could pay or ask vendors to pay member fees as a “scholarship.”
- Offer scholarships (not a scholarship per se, but something similar) for membership fees paid by vendors.

- If student orientation is successful, then maybe apply it to non-students; midcareer librarian advancement; how to talk to non-media admin about what you do; how to make portfolio.
- Tiffany will hand out flyers and buttons at PLA in February. Jenifer and Gisele will coordinate getting Tiffany the hand-outs in time.

**11:15am-12:00pm Lightning teams: Goal and Strategy Setting**

Identify teams to work on initiatives and activities.

New student orientation team—Gisele, Howard, Athina, Jenifer, Steven to meet in February.

Regular Zoom discussions team—Gisele, Steven to meet in February; midafternoon meeting times; MAGIRT-esque Webinars.

Send membership a call-out about participating in a lightning team for webinars.

**12-12:30pm New Business**

None.

**// End Midwinter Membership Meeting; Next Board Meeting 3/30**