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## RUSA BOARD

DATE: August 18, 2021

[Meeting Documents Landing Page](#)

Approved: September 20, 2021

[RUSA Board Vote Log](#)

[Recording:](#)

Note Taker:

Jenny Presnell

Board Members:

**Attendance:**

*Quorum: 6*

Name	Role	In attendance [x]
Chris Pryor	RUSA President (v)	X
Cynthia Johnson	RUSA VP/President Elect (v)	X
Courtney McDonald	RUSA Past-President (v)	X
Jenny Presnell	RUSA Secretary (v)	X
Ilana Stonebraker	BRASS Representative (V)	O
Cindy Craig	CODES Representative (v)	O
Chad Pearson	ETS Representative (v)	X
Kathy Shields	HS Representative (v)	X
Fatima Perkins	RSS Representative (v)	X
Sarah McHone-Chase	STARS Representative (v)	X
Alesia McManus	RUSA Division Councilor (v)	X
Vacant	RUSQ Editor (nv)	
Sam Helmick	ALA Exec Liaison (nv)	O
Bill Ladewski	RUSA Executive Director (nv)	X
Ninah Moore	RUSA Programing Officer / Continuing Education (nv)	X
Shuntai Sykes	RUSA Membership & Programs Specialist (nv)	O

	Melissa Vanyek	RUSA Marketing, Communications, and Web Services Coordinator (nv)	O
	Others in Attendance: Thomas Vose, Lauren Reiter, Rebecca Graff, Chris LeBeau, Adri Olmi		
Actions taken since last meeting			
<b>Agenda Item 1: Welcome</b>			
Discussion	Welcome to everyone		
<b>Agenda Item 2: Approval of Minutes</b>			
Discussion	Add Alesia McManus to attendees. Minutes approved by acclamation.		
<b>Agenda Item 3: Executive Director Update</b>			
Discussion	<a href="#">Executive Director Report</a> <ul style="list-style-type: none"> <li>• Finances through 3<sup>rd</sup> Q FY21 (May). We are tracking well. Revenue is down but expenses are as well. Projecting out to year end, likely to stay within budget.</li> <li>• Still not included are award sponsorship funds. Think the revenue is there, just not credited to RUSA</li> <li>• Some savings in expense come from not publishing RUSQ quarterly.</li> <li>• Membership numbers are the same as reported in July. Numbers will likely be reported on a quarterly basis from now on. Will be able to pull Section numbers eventually. CE has generated almost as much revenue as membership, which has been our primary source of income.</li> <li>• LiblearnX program submissions are closed.</li> <li>• TENTATIVELY, but UNOFFICIAL, program submissions for ALA annual will open on August 23<sup>rd</sup>. This may change.</li> <li>• 2022 Election will begin soon, with nominating forms and candidates' bio submissions. Beth and nominating committee working.</li> </ul>		
<b>Agenda Item 4: State Chapter Outreach Overview</b>			
Discussion	<ul style="list-style-type: none"> <li>• Trying to grow membership numbers</li> <li>• Chris has been working with the state library associations of Texas and Missouri and will have contact at their annual meetings. Washington state will also have someone attending their fall conference.</li> <li>• Will promote and educate about RUSA's activities, groups, continuing education.</li> <li>• Promotion: Looking at something like a business card for RUSA to hand to interested individuals. Flags or button – ask me about RUSA. Also looking at posting at listservs.</li> <li>• If go to conferences, Bill and Chris can supply a .ppt for conversation/presentation – presenters can customize</li> <li>• State conference proposals seem to be light on reference and user services.</li> <li>• Start collecting names of potential <i>ambassadors</i> to their state meetings and send them to Chris. Chris can make contacts or reach out to the state association.</li> <li>• Is there any way to find out if any RUSA members are also members of state library associations? Bill will ask about what data ALA collects</li> </ul>		

	<ul style="list-style-type: none"> <li>• Adria will feel out FAFLA members. Kathy involved in the North Carolina Association. What about contacting the Membership and Recruitment Task Force? Put in RUSA Newsletter.</li> <li>• Had talked about RUSA on the Road presentations. Could also co-present with another RUSA member</li> </ul>	
Deadline	Action Items	Person Responsible
	Continue to talk to state library associations and will help anyone who is interested in working in their state	Chris Pryor
<b>Agenda Item 5: Project Proposal: Reference Librarian Trivia Championship</b>		
Discussion	<p>Guest: Thomas Vose, Game Round Table President 2021-2022</p> <ul style="list-style-type: none"> <li>• Discussed creating in person trivia “night” for ALA Annual in 2022 (Washington D.C.)</li> <li>• Would be a joint partnership between RUSA and Games and Gaming Round Table. RUSA would design rules, questions, etc.</li> <li>• Entrance fee would generate some income for both groups as well as prize money</li> <li>• Could be in teams or individuals or individuals could create teams to get to know new people – might want to involve New Members Round Table</li> <li>• Question about the process of collection registration fees. Some concern was expressed over a having any registration fee. Should this be a fund raiser or just to cover costs? Other comments were that \$20 was too high and that the registration should be lower.</li> <li>• Other styles of competition /format could be similar to <i>Family Feud</i>. Another suggestion would be to have a “librarian throw down” of business cards and then compete to answer tough reference questions.</li> <li>• Where would we hold it – local restaurant? Would need to have food and drink, concern about bringing in food/purchasing, etc.</li> <li>• Could be individual registrants or full team registrants. Individuals could be put on teams as a sort of mixer and a way to meet people and find out how fun RUSA could be. Could set aside an area “looking to meet folks” and they could make tables.</li> <li>• Writers and judges would be exempt</li> <li>• Could have team sponsors, T-shirts for participants</li> <li>• Could tie in a silent auction, which often does well.</li> <li>• Could also look for sponsors.</li> </ul>	
Conclusions	In general support for this activity. Details will need to be worked out quickly for Annual 2022.	
Deadline	Action Items	Person Responsible
	will look at cost and what it will take to organize	Thomas Vose and Chris Pryor (or designate)
<b>Agenda Item 6: Updates from Task Forces, Section Representatives, Division Committees, Interest Groups</b>		

Discussion	<ul style="list-style-type: none"> <li>• Discussion about appointments. Many happy to be done. Discussion about what appointments are absolutely necessary if you cannot fill all of them – RUSA needs individual reps from sections to RUSA level committees</li> <li>• Cynthia working with the Membership and Recruitment Task Force as well as the task force working on the review of guidelines</li> </ul>
<b>Agenda Item 7: Announcements</b>	
Discussion	<ul style="list-style-type: none"> <li>• September Board meeting will only be 45 minutes long</li> </ul>
<b>Agenda Item 8: Wrap Up, Action Items, Next Meeting</b>	
Discussion	<p>Meeting Schedule – Unless otherwise noted below, all meetings to be held at 1-2:30pm (Eastern) / 12-1:30pm (Central) / 11a-12:30p (Mountain) / 10-11:30a (Pacific)</p> <ol style="list-style-type: none"> <li>i. September 20, 2021</li> <li>ii. October 18, 2021</li> <li>iii. November 15, 2021</li> <li>iv. December 13, 2021</li> <li>v. January 10, 2022</li> <li>vi. February 14, 2022</li> <li>vii. March 21, 2022</li> <li>viii. April 18, 2022</li> <li>ix. May 16, 2022</li> <li>x. June 20, 2022</li> </ol>

## RUSA Board of Directors

### Meeting Agenda: August 16, 2021

1-2:30pm (EDT) / 12-1:30pm (CDT) / 11a-12:30p (MDT) / 10-11:30a (PDT)

#### Connection Information

- RUSA Board members already have personalized links to attend.
- RUSA Board meeting are open and all RUSA members are invited to attend. Register at: <https://ala-events.zoom.us/meeting/register/tJcud-ysqTMrGND-1OWC6STU-UXzwZ2nZPiZ>

#### Documents and Links

- [Robert's Rules Quick Guide](#)
- [Board Action Item Template](#)
- [RUSA Board Vote Log](#)
- [Strategic Planning](#)
- [Board Virtual Orientation slides](#)
- [Board Norms](#)

#### Agenda

1. Welcome (5 minutes)
2. Approval of the July 19<sup>th</sup> meeting Minutes (5 minutes)
  - a. Draft Minutes to follow
3. Update from the Executive Director (10 minutes)
  - a. [Executive Director Update](#)
4. State Chapter Outreach overview (20 minutes)
5. Project Proposal: Reference Librarian Trivia Championship (20 minutes)  
Guest - Thomas Vose, GameRT President, 2021-22
6. Updates from Task Forces, Section Representatives, Division Committees, Interest Groups (15 minutes)
  - a. Any brief verbal reports (thank you in advance for sending text to Jenny Presnell for the minutes [presnejl@miamioh.edu])
7. Announcements (5 minutes)

8. Wrap up, action items, next meeting (5 minutes)
  - a. Action items
  - b. Meeting Schedule – Unless otherwise noted below, all meetings to be held at 1-2:30pm (Eastern) / 12-1:30pm (Central) / 11a-12:30p (Mountain) / 10-11:30a (Pacific)
    - i. August 16, 2021
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    - x. May 16, 2022
    - xi. June 20, 2022



TO: RUSA Board of Directors  
 FROM: Bill Ladewski, Executive Director  
 DATE: August 16, 2021  
 RE: RUSA Staff Report

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The following is a summary of current RUSA activities. Should you need more information or have questions, please feel free to contact me.

**Finances**

Below is a summary of RUSA financials through May '21 (3Q FY21).

RUSA FY2021 May	Actual	Budgeted	Variance	FY2020
Total revenues	\$226,858	\$251,087	(\$24,230) (10%)	\$267,312
Total expenses	\$251,350	\$307,590	\$56,240 18%	\$319,265
Net revenue	(\$24,492)	(\$56,503)	\$32,010 57%	(\$52,053)

**SUMMARY**

Through May RUSA is tracking ahead of budget by \$32,010 or roughly 57%.

Revenues were under budget by \$24,230 (-10%). Expenses were also under budget by \$56,240 (+18%). RUSA's YTD Net Revenue is -\$24,492, against a budget of -\$56,503, reflecting a positive variance of 57%.

**Revenue:**

YTD revenue is \$226,858 against a budget of \$251,087.

Membership revenue totaled \$101,938 which was 19% below budget of \$126,300. Continuing Education revenue was \$96,482 against a budget of \$63,000 which represented a 53% positive variance to budget. Combined, Membership Dues and Continuing Education revenue currently make up approximately 87% of RUSA's total revenue.

## Expenses:

YTD expenses are \$251,350 against a budget of \$307,590, resulting in a positive variance to budget of 18%

Direct expenses totaled \$226,505 against a budget of \$252,124, approximately 10% under budget. Indirect expenses totaled \$11,224 against a budget of \$47,209, approximately 76% under budget. Most all RUSA primary expense lines are currently on or under budget.

## Membership

*(These are the same membership figures reported at the July Board meeting)*

ALA Membership Director Melissa Walling recently provided [informal membership statistics](#) for May 2021. RUSA's informal membership count is **2644**. A breakdown of RUSA and ALA membership can be viewed [here](#).

## Online Learning

Upcoming contracted educational offerings include **2 courses**: 9/13/21 "Creating Inclusive and Engaging Online Library Instruction" and 9/20 "Design and Marketing for Libraries" and **2 webinars**: 8/10/21 "Discovering Family History in Library Collections: Part 3 – Library of Congress Collections" and 9/15/21 "Building Your UX Toolkit"

Completed courses and webinars for FY21 are listed below:

Courses	Date	Participants	Revenue
<i>Business Reference 101</i>	10/19	45	\$7,925
<i>Reference Interview 101</i>	10/26	33	\$6,545
<i>Inside Interlibrary Loan: Basics for a New Millennium – Fall 2020</i>	11/2	40	\$4,670
<i>Strengths-Based Librarianship for Instruction and Research Services</i>	11/9	17	\$2,835
<i>Design and Marketing for Libraries</i>	1/11	23	\$3,465
<i>Reference Interview 101 – Winter 2021</i>	2/22	54	\$7,505
<i>Assessment of Online Library Instruction</i>	3/1	30	\$5,000
<i>Creating Inclusive and Engaging Online Library Instruction</i>	3/29	42	\$7,305



<i>Project Management in Libraries</i>	4/5	42	\$9,789
<i>Artificial Intelligence in the Library: It's Application in Reference and User Services</i>	4/12	20	\$3,300
<i>Whole Person Librarianship: Relationships are the New Reference Collection</i>	4/19	30	\$5,295
<i>Business Reference 101: Spring 2021</i>	5/10	40	\$5,060
<i>Who Manages, Who Leads</i>	5/24	21	\$2,030
<i>Marketing the 21<sup>st</sup> Century Library</i>	7/26	22	\$2,645
<i>Libraries and Aging 101: Educate, Engage and Empower Mature Adults</i>	8/2	39	\$7,025

<b>Webinars</b>	<b>Date</b>	<b>Participants</b>	<b>Revenue</b>
<i>Bridging the Past and Present Online: History, Democracy and Civic Engagement in Libraries and Archives</i>	9/23	30	\$2,288
<i>How to get a Federal Library Job</i>	10/29	48	\$2,384
<i>2020 AACSB Accreditation Standards: What They Mean for Business Librarians</i>	12/2	78	\$5,601
<i>Tools for Locating Primary Sources in Archives and Online</i>	12/9	18	\$918
<i>Creating a Training Program Framework for Information and Reference Staff</i>	2/10	67	\$4,630
<i>Level Up: Tools and Tips for More Engaging Online Learning</i>	4/14	12	\$677
<i>Design and Marketing for Libraries Webinar</i>	5/19	19	\$1,218

<i>Learning As We Go: Using Scalable Strategies to Enhance Information Literacy Instruction</i>	6/9	37	\$1,750
<i>Decolonizing the Catalog: Anti-Racist Description Practices from Authority Records to Discovery Layers</i>	7/7	309	\$23,198
<i>Discovering Family History in Library Collections: Part 1 – Databases*</i>	7/27	7	\$475
<i>Discovering Family History in Library Collections: Part 2 – Manuscript Collections*</i>	8/3	1	\$25

- \*The 3-part Webcast Series “Discovering Family History in Library Collections” has 24 registrants with a total revenue of \$3,362.00

## **General Updates:**

### **LibLearnX**

The LibLearnX program [submission site](#) will be open through August 15<sup>th</sup>. The Library Learning Experience \*[LibLearnX](#) is a member-focused experience designed to motivate, inspire, and engage discussion that will shape the future of libraries and their communities.

### **ALA Annual 2022**

We have been advised internally that the program submission site for Annual Conference 2022 will open on August 23, 2021, and close September 30, 2021. *These dates are not yet confirmed and are subject to change.* Once confirmed by ALA Conference Services, we will send out communication to the RUSA membership with an invitation to submit a proposal.

### **RUSA 2022 Election**

The nomination on-line submission site for the 2022 election is scheduled to open in early September. The nomination site typically stays open through late November/early December. As dates are finalized by the ALA Governance Office, we will share those with all nominating chairs.

### **ALA Updates**

The Association for Library Services to Children (ALSC) Executive Director Aimee Strittmatter will be departing on August 31<sup>st</sup>. Alena Rivers, ALSC deputy director, will serve as association interim executive director. The ALA press release can be viewed [here](#).