

RUSA

RUSA BOARD

DATE: February 8, 2021

[Meeting Documents Landing Page:](#)
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Documents and Links

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

Approved:

[Recording](#)

Note Taker:

Jenny Presnell

Board Members:

Attendance:

Quorum: 6

Name	Role	In attendance [x]
Courtney McDonald	RUSA President (v)	X
Chris Pryor	RUSA VP/President Elect (v)	X
Beth German	RUSA Past-President (v)	X
Jenny Presnell	RUSA Secretary (v)	X
Ilana Stonebraker	BRASS Representative (V)	X
Magan Szwarek	CODES Representative (v)	X
Rachael Cohen	ETS Representative (v)	X
Kathy Shields	HS Representative (v)	X
Kelly McCusker	RSS Representative (v)	x
Jessica Bower Relevo	STARS Representative (v)	X
Alesia McManus	RUSA Division Councilor (v)	X
Kathleen Kern	RUSQ Editor (nv)	

	Ed Garcia	ALA Exec Liaison (nv)	
	Bill Ladewski	RUSA Executive Director (nv)	X
	Ninah Moore	RUSA Programing Officer / Continuing Education (nv)	
	Shuntai Sykes	RUSA Membership & Programs Specialist (nv)	
	Melissa Vanyek	RUSA Marketing, Communications, and Web Services Coordinator (nv)	
	Others in Attendance: Estaban Cantu, William Weare, Lance Wisecamb, Lorelei Sterling, Julia Martin, Chris LeBeau, Julie Murphy, Rebecca Graff, Douglas Hasty, Carol Scheutz.		
Actions taken since last meeting			
Agenda Item 1: Welcome			
Agenda Item 2: Approval of Minutes			
Conclusions	Approved without changes by acclamation.		
Agenda Item 3: Update from the Executive Directory			
Discussion	<p>Executive Director's Report</p> <ul style="list-style-type: none"> Financials. Nothing new since January meeting. Met with BARC (Budget Analysis and Review Committee): closing of FY 20 by June; already in FY21; Planning stages of FY22. Membership. Also, no new numbers for this report. Should have more in March. RUSA membership numbers slightly up in January. Online learning. See report for specifics. In general, online learning going well and generating some revenue. <p><i>Upcoming contracted educational offerings include 6 courses:</i> 2/22/21 "Reference Interview 101 – Winter 2021, 3/1/21; "Assessment of Online Library Instruction", 3/29/21 "Creating Inclusive and Engaging Online Library Instruction", 4/5/21; "Project Management in Libraries", 4/12/21 "Artificial Intelligence in the Library: It's Application in Reference and User; Services" and 5/10/21 "Business Reference 101-Spring 2021" and</p> <p><i>3 webinars: 2/10/21 "Creating a Training Program; Framework for Information and Reference Staff", 3/10/21 "The Feeling is Mutual: How a peer consulting program benefits a business librarian and her advisors", 4/14/21 "Level Up: Tools and Tips for More Engaging Online Learning" and 6/9/21; "Learning As We Go: Using Scalable Strategies to Enhance Information Literacy Instruction</i></p> <ul style="list-style-type: none"> Annual Meeting will be Virtual. Registration open March 1st. Working with Sections and the Awards Coordinating Committee about what to do with travel awards. Will continue to offer awards with tweaks in how they can be used. Thinking in terms of allowing the funds to be used for any ALA registration, including programs and conferences. Jessica and Ilana confirming with their sponsors. BRASS adding the following language to their handbook. "In the event 		

	<p>of extraordinary circumstances, such as the cancellation of the in-person ALA Annual conference, the award can be applied to other ALA-sponsored professional development opportunities.”</p> <ul style="list-style-type: none"> • Pleased at Midwinter attendance • Town hall on Tues, Feb 9th. Highlight ASGCLA. About 70 people registered; upcoming town halls (tentative): March: Member Engagement panel to talk about experiences; April follows with volunteer open house • Book and Media Awards at Midwinter 250 attendees. Recording will go up soon. Sponsors happy with attendance. • Achievement Awards close on Friday. RUSA will be doing daily promotions. Entries often come in at the last minute. • Still trying to figure out what to do with the 2020 travel awards which have not been paid out. Awards Committee involved. [Suggest including the chairs of the previous awards committees on status and pay out.] <p>Questions</p> <ol style="list-style-type: none"> 1. Will the nominees for RUSA and RUSA Sections be announced soon and when does voting begin? <ol style="list-style-type: none"> a. We have a complete slate and confirmation of ballot coming this week. Bill will make slate available b. Voting to begin in March. 2. Physical Delivery Interest Group (PDIG) included in the town hall and wanted to clarify that the group is being folded into STARS and will not continue as a separate group. <ol style="list-style-type: none"> a. Bill confirmed that will not be continuing as interest group but wanted to be part of the town hall. Wanted to make former ASGCLA groups welcome and to allow them make themselves and their interests known. PDIG has STARS bylaws and will work with STARS moving forward. STARS has included in ILL Interest Group. 	
Deadline	Action Items	Person Responsible
In the next weeks	Send out slate of candidates for RUSA Elections	Bill Ladewski
Agenda Item 4: Update from RUSA Councilor: Alesia McManus		
Discussion	<p>Link to legislation with documents considered at Midwinter and Annual. http://www.ala.org/aboutala/annual-and-midwinter-2021</p> <p>Alesia summarized actions taken by ALA Council at the 2021 ALA Midwinter Meeting.</p> <ul style="list-style-type: none"> ▪ Five resolutions passed: <ul style="list-style-type: none"> • RESOLUTION in Support of Broadband as a Human Right • RESOLUTION to Condemn White Supremacy and Fascism as Antithetical to Library Work • RESOLUTION in Opposition to Facial-Recognition Software in Libraries • RESOLUTION to Prioritize Library Workers to Receive the COVID-19 Vaccine • RESOLUTION on the Misuse of Behavioral Data Surveillance in Libraries <p>The mover of CD #45 withdrew the <i>Revised</i> Resolution on replacing the Library of Congress Subject Heading “Illegal aliens” with “Undocumented immigrants” for further investigation by Annual 2021.</p>	

	<ul style="list-style-type: none"> ▪ Jennifer C. Boettcher, Councilor at Large and RUSA Brass member submitted a Tribute Resolution Honoring Judith M. Nixon upon her retirement, which Alesia seconded. ▪ ALA Council also voted affirmatively on the actions recommended by the Committee on Organization (COO). See CD#27 <ol style="list-style-type: none"> 1) Establishment of a Council Committee on Sustainability (2) Discontinue the Library Education Assembly (3) Discontinue the Exhibits Roundtable (4) Endorse the creation of the Exhibits Advisory Group (5) Change the charge of the ALA Election Committee
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Agenda Item 5: Report/Discussion: Budget and Finance

Discussion	<p><u>RUSA B&F/Futures</u>. Chris Pryor</p> <ul style="list-style-type: none"> • The RUSA B&F Committee/Futures Task Force met during the ALA Midwinter Virtual Conference. During that meeting we were informed about a significant change regarding the ALA FY2022 budget model which will now transition to a revenue-based model. • Also, during PBL/BARC meeting at ALA Midwinter, Tracie Hall discussed the six pillars (see slide 9) of the ALA pivot strategy. She also stated that ALA will be focused on increasing ALA revenues by 10% and member growth by 5% over the next five years. [RUSA may only focus on 2 or 3 of the pillars to begin with] • Based on this information RUSA B&F focused our discussion at Midwinter mostly around revenue generation. At this point I would like to open up a discussion about ideas for revenue generation to the Board for any suggestions and insight you would like to share. Also, I ask that you please go back to your sections and have this discussion. <p>Bill added some clarity to the FY22 budget process</p> <ul style="list-style-type: none"> • There are 3 rounds/chances to submit a budget. • This year Divisions will submit first a budget to ALA (early March) with anticipated revenue (not revenue and expenses at the same time as in the past). After some discussion at the ALA level, Divisions will be expected to match their expenditure to revenue, and if expenditures exceed revenue, the Division will have to make budget cuts. This is a new way of budgeting for ALA. This is part of ALA's Pivot Strategy. As previously discussed, money for ASGCLA will make our budget a bit more stable. • FY22 no plans for furloughs or staff reductions from ALA, at this time. May change. • RUSA has two main streams of revenue, % of membership dues and online/continuing education. For continuing education will budget about 30% more than this year. Have a track record of good revenue from CE. Think can budget at steady membership numbers, because in part of the inclusion of ASGCLA. Will lose Midwinter revenue, --but cost of Midwinter will no longer be an expense. Some outside grant money for Financial Literacy program, which contributed some to overhead. There may be other grant money coming through ALA to RUSA. <p>Questions:</p> <ol style="list-style-type: none"> 1. In the past we have been able to dip into RUSA reserve funds? We do have reserves. It is unclear at the moment if RUSA will be allowed to draw on those
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	<p>funds. ASGCLA funds give RUSA some cushion, but this isn't a long-term strategy/solution. This is really a philosophical change in budgeting for ALA.</p> <p>2. So, this means that "big" ALA will not provide any funding for us? This is how division budgets and financials have always been structured. RUSA "pays" ALA for overhead but each Division is self-sufficient.</p> <p>Discussion on ideas to create revenue</p> <ul style="list-style-type: none"> • Online RUSA Conference – Have a conference like other Divisions (is RUSA the only Division without a separate conference?) • Increase student membership – special rate? 2000 students attended midwinter • Be sure to balance membership growth with retention • Question about multi-year memberships or incentives, such as a discount to renew early. The way ALA is set up we cannot do this. ALA is working on new kinds of ALA memberships. • Have smaller online conference(s) with a much-reduced registration rate. Think more people would attend if the cost were more reasonable and didn't require travel. <p>Question</p> <ol style="list-style-type: none"> 1. CE is not defined in the 3 Pillars. Also, an awful lot of acronyms. Less definition of CE could work in our favor. CE drives membership in professional associations. 2. What do we know about LibLearnX about how many sessions and how sessions will be selected? No one knows right now.
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Agenda Item 6: Updates from Task Forces, Section Representatives, Division Committees, Interest Groups

Discussion	<p><u>ALA Chapter Relations Representative:</u> Lorelei Sterling</p> <ul style="list-style-type: none"> • Worked on: Resolution to Classify Library Workers as 1b Workers to be Listed as a Priority Workforce in Receiving the COVID-19 Vaccine. Conversation was had about CDC guidelines having librarians at 1C instead of 1B priority level. Should ALA pass a resolution saying librarians should move up the priority scale? Are librarians more important than other front-line workers and does it mean all libraries have to reopen? The original resolution had language about national efforts that were changed because this is much more a local/state issue. • National library legislative day to be a really different event due to everything in the capitol. There was a presentation about what the future might look like: Navigating Advocacy in a Virtual World. <p>Douglas Hasty NEED TO CHECK RECORDING</p> <p><u>RUSA Executive Board</u></p> <ul style="list-style-type: none"> • Meets monthly • Working with Vice Chairs of Sections to begin appointments and how to use the appointments database • Professional Resources Committee updated the chapter in the RUSA Handbook. Board approved.
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Agenda Item 7: Announcements	
Discussion	<p>Town Hall: Showcase – New Member Groups, February 9th, noon central Register</p> <p>Webinars and online courses: http://www.ala.org/rusa/development/onlinece</p>
Agenda Item 8: Wrap up, action items, next meeting	
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> <p>March 8 April 12 May 10 June 14 Annual meeting [TBD] July 12: Joint meeting, 2020-21 and 2021-22 Boards</p> <p>ALA Office furlough weeks March 14 – 20, 2021 *June 27 – July 3, 2021 or July 4 – 10, 2021, dependent on ALA Annual August 22 – 28, 2021</p>
Conclusions	Meeting adjourned by acclamation.

Rev. 6/16/2020