

RUSA

RUSA BOARD

DATE: September 9, 2019

Meeting Documents Landing Page:

Note Taker:

Bobray Bordelon

Board Members:

Attendance:

Quorum: 7

Name	Role	In attendance? [x]
Beth German	RUSA President (v)	X
Courtney McDonald	RUSA VP/President Elect (v)	X
Ann Brown	RUSA Past-President (v)	X
Bobray Bordelon	RUSA Secretary (v)	X
Greg Fleming	BRASS Representative (v)	X
Pat Gregory	CODES Representative (v)	
Chris Pryor	ETS Representative (v)	
Melissa Gonzalez	HS Representative (v)	X
Cindy Levine	RSS Representative (v)	X
David Ketchum	STARS Representative (v)	X
Alesia McManus	RUSA Division Councilor (v)	X
Stephanie Graves	Director at Large (v)	
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)	
Additional Guests			
Agenda Item 1: Welcome and Nesting			
Agenda Item 2: Approval of the Minutes (August 12, 2019)			
Discussion		Levine moved to approve the minutes. McManus seconded. Minutes were approved.	
Conclusions		Minutes from August 12, 2019 were approved.	
Agenda Item 3: Update from the Executive Director (Bill Ladewski)			
Discussion		<p>For the full report, see Update from the Executive Director.</p> <ul style="list-style-type: none">• Year to date, current net loss of 80,075. Still waiting for all revenue, sponsorships, and grants from Annual 2019 to be realized. Membership revenue is slightly lower. Education revenue is lower. FY 2018 had a series that was a heavy draw.• In 2019, the RUSA Executive Director was fully charged to RUSA (previously shared with ASCLA). Due to the death of a staff member, one salary was not used for the full fiscal year.• A better picture of fiscal year close should emerge by the next meeting. Have until October to finalize FY2019 figures.• \$30,000 from interest that could be moved to the RUSA budget.• Down 109 members from last year, around 3%.• Online learning is being planned for this year. 2018 and 2019 had the same number of opportunities.• The ALA Executive Director search is progressing.• Midwinter 2020 will be the last in the current format. 2021 will be a soft launch of the new format and 2022 will be the new format.• The move to the new ALA Office is now expected to be March 2020.• RUSA Board and Budget & Planning will meet at Midwinter. A time for RUSA Leadership Council will be scheduled but may not	

	<p>be Friday afternoon. If an in person meeting is held it would not be mandatory and important it be substantive.</p> <ul style="list-style-type: none"> • Many members of RUSA are active in more than 1 of its sections.
Agenda Item 4a: Items of the Day - Messaging to members	
Discussion	<ul style="list-style-type: none"> • #1 - Welcome to RUSA! • #2 - Your RUSA Membership Expired – Renew Today! • #3 - Thank You For Renewing Your RUSA Membership! • #4 - Welcome Back to RUSA! • The Monday after a membership lapses, a message is sent out. • Board liked the messages. Thanks to the Task Force and the RUSA Office for making so professional and getting out so quickly. • Why motivated to join takes one to a survey based on higher logic and what the person clicked on. Other goes to a general feedback form.
Agenda Item 4b: Strategic Planning - Midwinter	
Discussion	<p>This was a brainstorming session on action items for the strategic plan using the energy of Midwinter.</p> <ul style="list-style-type: none"> • Promoting discussion groups • STARS listserv for discussion group, get more engagement on specific topics, keep engagement between meetings • STARS outreach and promotion, had committee census (what want, reasons to join, be more engage) – held off due to RUSA census, how to get more engaged; less on what doing • Content and meetings with vendors • Opportunities for engagement outside of meetings • Leveraging the new tracks to be mindful of common issues with EDI and places for conversations • Big and cumbersome and limited resources for big conferences • How to duplicate what we're doing in person, online, how to provide impact beyond F2F • Midwinter as regional hubs? Leverage that type of model local-national hybrid (concurrent with midwinter) • Proactive about where we are going to be; reach out to local and regional organizations (i-schools too) • Phased conversations - tying virtual conversations / programming to F2F at conference • Topics that people are interested in currently and not in a two

	<ul style="list-style-type: none"> year cycle As Midwinter is changing, value to members wherever they are. New Midwinter is going to be open calls. There are no RUSA dedicated tracks Create venues that foster discussion Meet people virtually before meeting in person Midwinter – what/who does it serve; seek partnerships; most people don't go to midwinter BRASS is virtual at midwinter with 1 discussion group session. It has discussion groups virtually almost every month. *How to have continual engagement throughout the year?* Midwinter is one tool in our toolbox, should have it as a touchpoint but be part of the continual engagement 	
Conclusions	<ul style="list-style-type: none"> Need continual engagement throughout the year Need phased conversations – virtual to in person and vice versa 	
Deadline	Action Items	Person Responsible
	The RUSA Office will make a flyer for "Places for conversation" that are occurring just prior to Midwinter, at Midwinter, and just after Midwinter. Will contact sections for input.	Bill Ladewski and RUSA staff
Agenda Item 4c: <u>Definition of Reference</u> (2008)		
Discussion	<ul style="list-style-type: none"> For the 2008 refresh, there was a midwinter discussion group Work with PLA? Do we need to change anything? Can RLC at midwinter be leveraged to do this Start from the point of view of the reactions to the definitions RSS has done 2 discussion groups on this topic recently Divisions between types of libraries are about how reference is provided not the definition of RUSA Living document Reaffirm the definition PLA and other definitions affirm too Term 'reference' is murky, other units not called reference have interactions that meet the definitions Play on the concept of 'pop-ups' – virtual discussions The page itself could be updated. Links to ARL/NCES would be better as link in case their definitions are updated; Our definitions need to align with the external reporting 	

	<p>needs</p> <ul style="list-style-type: none">• We have a list of the 3 things that excited them about reference• Focus is on counting. Conversation should be about reference not in terms of statistics but philosophical. Does that help with how is the definition meaningful? Excite people about reference!• RUSA can be a lobbying/advocating body to the agencies, what you're counting is meaningful but this [x] is, let's count that• Qualitative aspect connects more than the quantitative	
Conclusions	RSS will be consulted and perhaps RLC on if the definition still holds.	
Deadline	Action Items	Person Responsible
	<p>RSS will be consulted and perhaps RLC on if the definition still holds.</p> <p>A line will be added before ARL to make more the definitions from it and NCES are separate. Perhaps link out to their statements so always current rather than quote.</p>	<p>Beth German</p> <p>Bill Ladewski and RUSA staff</p>
Agenda Item 5: Announcements		
Discussion	<ul style="list-style-type: none">• RUSA RSS - REFORMA approved by both executive groups to create taskforce to update guidelines for service to Spanish speaking patron.• "Libraries and Salary Negotiation: How to effectively and confidently negotiate your salary" for November 7. The instructors will be Aliqae Geraci and Shannon Farrell. Free to RUSA members. Will also include information on negotiating with vendors.• Beth spoke with Lori Lysiak, Chair of Volunteer Development. The focus of the committee will be on continuity.	
Agenda Item 6: Wrap up, action items, next meeting		
Discussion	Next meeting will be on October 14, 2019 at Noon Central. Primary item will be Committee Census review	

Notes of Interest / Next Meeting:

- Meeting Schedule
 - October 14 - ([Committee Census](#) review)
 - November 11
 - December 9

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