

RUSA

RUSA BOARD		DATE: 06/10/2019	
Meeting Documents Landing Page and sound recording: https://ala-events.zoom.us/recording/play/KvkVi3nxcgwwhgN_ZlkwH0XQIJI8bhXa3BtBX51CqaFXcyBEv0BNA-XRvFrzP9?autoplay=true&startTime=1560185446000			
Note Taker: Candice Townsend			
Board Members:	Ann Brown Beth German x Chris LeBeau x Alesia McManus x Candice Townsend x Stephanie Graves x Jason Coleman Jennifer Boettcher x Jenny Presnell x Kathleen Kern	Greg Fleming X Emily Hamstra X Cynthia Levine X Jenny McElroy X Megan Gaffney Christina Pryor X RUSA Staff Bill Ladewski X	
Actions taken since last meeting	<ul style="list-style-type: none"> ● RUSA 2019 Election Results, Division Leadership – Mr. Bobray Bordelon will serve as the Executive Board Secretary. 		
Agenda Item 1. Approval of Agenda – Beth German			
Discussion	<ul style="list-style-type: none"> ● German called for approval of the agenda and meeting minutes. <p>RUSA quorum - "QUORUM. A majority of voting members constitutes a quorum of the Board of Directors." We currently have 16 board members.</p>		

Conclusions MOTION: approved Passed unanimously		
Deadline	Action Items	Person Responsible
Agenda Item 2. Announcements - Information sharing		
Discussion	<ul style="list-style-type: none"> ● ALA Annual Programming – ETS will host their first emerging technologies section showcase; Hot Topics session and Happy Hour. ● Sad News – Ms. Patricia Riesenman, long-standing member of MARS passed away. The committee members within MARS are planning to submit a formal memorial for presentation during ALA Council. 	
Conclusions		
Deadline	Action Items	Person Responsible
Agenda Item 3. ALA Annual Logistics and Questions		
Discussion	<p>(See full schedule: https://www.eventscribe.com/2019/ALA-Annual/agenda.asp?BCFO=E%7CS&pfp=FullSchedule&pta=RUSA)</p> <ul style="list-style-type: none"> ● Note: Leadership Council, Friday, June 21, 2019 at 2:30 pm; RUSA Board Meeting, Saturday, June 22 at 1:00 pm; Leadership and New Committee Chair Orientation, Monday, June 24th at 10:30am, and Carnegie Medals at 8:00 pm; Literary Tastes on Sunday at 8:00 am. We have 45 different events during ALA. 	

	<ul style="list-style-type: none"> ● RUSA will be located at TABLE 37 in the ALA Office ● Where do we pick up awards? Please retrieve awards in the ALA, RUSA office space. Bill will send out a formal announcement. ● ALA App and schedule is live/available; however, Bill will follow up and provide a status. 	
Conclusions		
Deadline	Action Items	Person Responsible
Agenda Item 4 a. Strategic Planning – Preliminary Census Findings		
Discussion	<ul style="list-style-type: none"> ● Preliminary Census Findings Document: https://docs.google.com/spreadsheets/d/1hmDRQc5-IDsZzmlmsNx-ihTKQGg6JvOmV-RlIUU9-Rl/edit?usp=sharing <p>Discussion / Observations / Strategic Planning</p> <ul style="list-style-type: none"> ● “You must know what you are doing in order to chart where you are going.” ● Recommendation - Bring back/revive/support several RUSA level committees: Member Engagement, Professional Resources and Volunteer Development - Review their charge and direction. Goal: We plan to take good ownership of RUSA level committees. <p>Findings from Committee Census</p> <p>BRASS – Challenge: uncertain about the status of a BRASS appointment to a RUSA level committee. Overall, I do not see any surprises on the Census.</p>	

CODES – Most Committees are dedicated to Awards. University Press Books for Public Libraries – Collection Development Tool. Readers Advisory, Research and Trends will offer a program during Annual.

- Challenge: We have some confusion about how we operate. What is the difference between Codes Board and the Codes Executive Committee?

- Some committees have an Executive Committee and an Executive Board; Individuals make up the Executive Committee, and the large group and chairs make up the Board. Some committees define their roles in the Bylaws. Voting members make up the executive committee.

- RUSA Terminology – no mention of Boards. Board Membership is equivalent to Leadership Council for RUSA.

- Suggestions / Recommendation: We may want to rename the group and define who is invited to attend the meeting. Voting members may include ex officio members.

- Recommendation: When rewriting the Bylaws for Leadership Council, remember to include Chairs and Representatives to the Committees.

ETS – We are offering webinars, and finding ways to collaborate.

History Section gathered data and plan to share their findings.

- Challenges: Some groups view themselves as self-sustaining, which is not entirely good. Recommendation: set logistical timelines. Some committees have low expectations of what to expect from our leaders.

RSS - Review struggling committees and focus energy productively. Clean up the structure. Give new committee time to adjust. No surprises identified on the Census; however, the report served as a confirmation - we need to focus on where we are strong. We have had a lot of activity.

● In regards to operational committees, have you thought about making them Task Forces? Yes, it was determined that one group will be allowed to sunset. The recommendation was to change them to interest groups.

● Task Forces are useful to complete a specific task, not to manage a standing committee.

● Friendly reminder: Interest Groups should be RUSA wide, not just section wide. The Past President is supposed to be representing the interest of Interest Groups.

● The RSS Interest Group mentioned would be RUSA wide.

Open Discussion

Question for new and incoming Chairs – What are your concerns about taking on this role? Current Chairs are welcome to chime in as well.

-Allocated resources

-Identifying what needs to be done

-Provide regular check ins

-Stay connected to help with communication and planning

Challenges:

-engage current members / active committee members.

-how do we go about communicating our mission?

Kudos to BRASS – They offer events throughout the year, regular programming away from conferences, and discussion forums.

They hope to grow some of the programming into paid events.

Recruitment and retention -- Sections are doing great work with continuing education. (Member Value)

Conclusions		
Deadline	Action Items	Person Responsible
Agenda Item 4b. RUSA Strategic Planning – Introduction, Overview, Timeline (Goal – Strategy-Action)		
Discussion	<ul style="list-style-type: none"> ● The Board will establish the goals and strategies. The actions will be carried out by our committees and task forces. ● Focus on both strategies and actions. ● Orientation session during ALA – the joint meeting will include current and new board members. We will discuss strategies and charges for RUSA level committees. The meeting in August is designated for new board members. ● The Budget and Finance Meeting is open to all members. ● At this point, we are focused on increasing our revenue. Unfortunately, we do not have other areas to realign. No flex room. ● What about cutting positions? That is a RUSA level decision. Are they evaluating the salary requirements? Our salaries are in line with other associations. RUSA is operating very lean. Cutting staff will impact support. 	

● Stabilizing our revenue will eliminate a lot of our budget problems.

● We need to evaluate the budget for sustainability.

Be mindful of our current status :

1. SCOE (Recommendation about the future of ALA)
2. Merger with ALCT, LITA, and LAMA – We have not been invited to join the conversation.

The best thing we can do in uncertain environments is to think about the things we value, and how to serve our members.

Focus on what we are passionate about - New Mission Statement

Timeline for Goals: Three year strategy, two year, one year goal.

1. Increase membership and retain membership.
2. What should our goals be over the next three years?
3. How do we create / generate revenue? (member friendly)
4. Behind the paywall? Are we going to be exclusive? Are we going to be more open? Come join us.
5. Online learning is a major source of our income.
6. We need to find the right mix – charging vs. free.
7. Open call for learning opportunities – Getting the message out.
8. What is the cost of doing business? Marketing, etc.
9. If the membership is passive, we cannot development useful programming.
10. Clarify our value to Library Administrators.
11. Build the capacity for active membership.
12. Member Engagement / Retention– our numbers are going down.
13. Keep some free activities.
14. Education archive
15. Locks?

Recommendation from CODES: Create a virtual Awards program after midwinter.

	<p>Just in Case versus just in time. Members are seeking solutions to solve problems.</p> <p>We have some robust list serves.</p> <p>What happened to the RUSA survey?</p> <p>Chat Messages: We have a lot of value in guidelines and standards – contribution to our footprint in the profession. Sell access to our older webinars. Offer special rate for students, or scholarships.</p> <p>Members may not know what we have to offer them.</p> <p>Are we losing name recognition?</p> <p>Mentor new student – new audience</p> <p>ALA is large organization and it may be challenging to identify a path.</p> <p>Counter programming? ACRL and RUSA.</p> <p>Contact local Library Schools.</p> <p>Volunteer / internship program – special student rates</p> <p>Unfortunately, the agreement with ALA Scholarship ended.</p> <p>Workshop to understand ALA – Use RUSA as an example. This would be a great teaching tool.</p> <p>We need a good Executive Director to keep us on track, and record the recommendations and ideas offered to support membership. *Institutional Memory.</p> <p>Contact local associations about our programming.</p> <p>Review sustainable governance.</p> <p>How we run ourselves? How do you organize rotating memberships? How do we assess ourselves?</p>
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Thinking Forward:

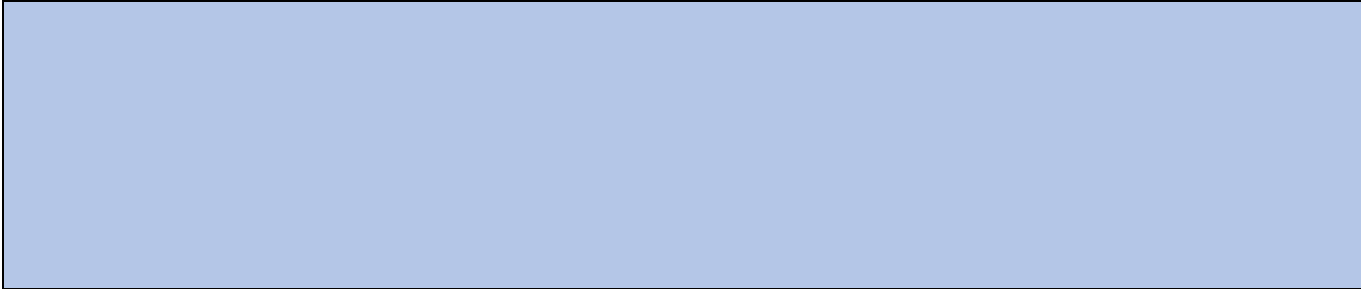
Future of Reference Services and the profession.

Merger of different services.

Public and academic libraries – diverging

- How do we take the work of the Board and translate that to our committees? How do we charge RUSA level committees?
- We need a central list to publicize our programs and events.

Conclusions		
Deadline	Action Items	Person Responsible
	<ul style="list-style-type: none"> ● Index all of the online education records for programs provided for the last 10 years. We can create a catalog. ● We need support from RUSA to help promote – push out announcements. 	Bill Bladewski
Discussion		
Deadline	Action Items	Person Responsible
Conclusions		
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Notes of Interest / Next Meeting

- July 8, 2019

*Time: 1-2:30pm Eastern / 12-1:30 Central / 11-12:30 Mountain / 10-11:30 Pacific