

# RUSA

**RUSA BOARD**

**DATE: February 14, 2022**

[Meeting Documents Landing Page:](#)

Documents and Links

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

Approved: March 8, 2022

[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)	X
Nanette Donohue	CODES Representative (v)	X
Chad Pearson	ETS Representative (v)	X
Kathy Shields	HS Representative (v)	X
Fatima Perkins	RSS Representative (v)	0
Sarah McOne-Chase	STARS Representative (v)	X
Alesia McManus	RUSA Division Councilor (v)	X

		RUSQ Editor (nv)	na
	Sam Helmick	ALA Exec Liaison (nv)	0
	Bill Ladewski	RUSA Executive Director (nv)	X
	Ninah Moore	RUSA Programing Officer / Continuing Education (nv)	X
	Shuntai Sykes	RUSA Membership & Programs Specialist (nv)	0
	Melissa Vanyek	RUSA Marketing, Communications, and Web Services Coordinator (nv)	0
	Others in Attendance: Douglas Hasty, Chris LeBeau,, Emily Drabinski, Shatha Baoydoun, Hilary Kraus, Rebecca Graff		
Actions taken since last meeting			
<b>Agenda Item 1: Welcome</b>			
Discussion	Welcome. Happy Valentine’s Day.		
<b>Agenda Item 2: Approval of the December 13<sup>th</sup> Meeting Minutes</b>			
Discussion	Approved by acclamation		
<b>Agenda Item 3: Conversation with Emily Drabinski: ALA 2022 Presidential Candidate</b>			
Discussion	<a href="#">Website</a> Candidate discussed qualifications and ideas. Answered questions.		
<b>Agenda Item 4: Update from the Executive Director</b>			
Discussion	<a href="#">Executive Director Update</a> <ul style="list-style-type: none"> <li>• FY22 should be available next meeting</li> <li>• Close of FY21 <ul style="list-style-type: none"> <li>○ membership behind in projected revenue</li> <li>○ Revenue: some issues in posting revenue to RUSA—looking for honoraria and sponsorships monies; Finance is looking for these funds and will post in the FY22 report</li> <li>○ Expenses: ALA received money for PPP (RUAS received \$49,000) and loan forgiveness not reflected in figures. and money from a Mellon grant (\$60,000) for staff expenses. Neither grants are in this report and will post in the FY22 report</li> <li>○ In general, had higher revenue in FY21, especially in Continuing Education. If all funds had be properly credited, we should have end in the black. We did not have to touch endowment funds’ interest to balance the budget.</li> <li>○ Ended the year \$15,000 in the red, but would have ended in the positive if all funds had been accounted for in the budget.</li> </ul> </li> </ul>		

	<ul style="list-style-type: none"> <li>○ Thanks to Ninah and Shauntai for helping with this positive trajectory</li> <li>● Membership is flat</li> <li>● Online education – 4 courses and 2 webinars</li> <li>● Election will be held March 14- April 6</li> <li>● FY23 budgeting process begins in March.</li> <li>● Annual registration opens sometime in February. This will likely be an in-person event. Unknown if any hybrid sessions.</li> <li>● Achievement Awards closed on Friday. Winners announced mid-March.</li> <li>● LiblearnX. See report. Next year may incorporate governance meetings</li> <li>● ALA new CFO Diana Tsourdinis</li> <li>● Return to office likely in April</li> <li>● BARC meeting – working on operating agreement and thinking about getting rid of overhead rates</li> </ul> <p><u>Questions:</u></p> <ol style="list-style-type: none"> <li>1. How is out staff shared with YALSA. RUSA has 2.3 staff members. Bill is 100% RUSA: Ninah 80% RUSA, 20% YALSA; Shauntai 50% RUSA, 50% ODLOS (Office for Diversity, Literacy and Outreach Services) [Melissa was 50% RUSA and 50% Office of Intellectual Freedom]</li> <li>2. How is RUSA coping with staff loss? Some of the tech has been learned by the staff, monthly e-newsletters have stopped, but have kept most everything else going. Melissa worked a lot with awards.</li> </ol>
Conclusions	Thanks to Ninah for everything she has done with Continuing Education.
<b>Agenda Item 5: RUSA Virtual Forum update</b>	
Discussion	<ul style="list-style-type: none"> <li>● <a href="#">Draft Agenda</a></li> <li>● Thanks to everyone who has helped</li> <li>● The keynote panel is Tracie Hall, Julius Jefferson and Patty Wong. Topic <i>Using Equity, Diversity, and Inclusion to Provide Reference and Users Services</i>. Waiting for response from ACRL information on closing authors speaking on <i>Incorporating Race Centered and Trauma Informed Practices into the Reference Interview</i></li> <li>● Marketing through ALA and connect, banners on RUSA emails; social media, press releases about the keynote panel, #rusaforum2022</li> <li>● Hoova is the management company, can create own profile, view agenda and create own list, networking and virtual meetup, etc.</li> <li>● 27 registrants, not including presenters</li> <li>● Budget looking good. Overhead small. Hoova cost significantly less than anticipated; hard costs of running forum very low and</li> </ul>

	<p>anticipate regardless of paid attendance, will have little effect on the budget.</p> <ul style="list-style-type: none"> <li>• Will have evaluation afterwards</li> </ul>	
<p><b>Agenda Item 6: Action Item: RUSA Awards Coordinating Committee – Cost Savings Ideas for RUSA Awards</b></p>		
<p>Discussion</p>	<ul style="list-style-type: none"> <li>• <a href="#">Action Item</a></li> <li>• Sponsorship contacts can be made by the individual sections, Book and Media committees are already in contact with sponsors asking for reading copies. Have either the section’s past presidents (or their designee) or RUSA past president handle the contracts. Concern expressed over past president burnout and other responsibilities they have.</li> <li>• Another option: have ACC take over this role</li> <li>• RUSA Office can assist when sponsors are lost.</li> <li>• Question about the Vendor Relations position which is still open but unfilled (and not officially sunset). Need to find someone well connected to vendors and likely from a large library/institution.</li> <li>• Hold Awards Ceremony virtually instead of with LibLearnX. Will need to check with the Carnegie Agreement about the Carnegie Award if there is a restriction concerning an in-person award program. Reminder also that Carnegie now only has a branding agreement and contributes no funds to the award. Carnegie considered a marquee event and will need to check what ALA wants as well. Booklist is also part of the in-person ceremony. Question about effect on partnerships.</li> <li>• Vendors need to be lined up at the latest August or September because of when we begin publicizing the awards</li> <li>• Could we invoice every two years?</li> <li>• Nanette wants a clearer idea on how the Board wishes to move forward with this. – the first bullet point suggestion to have individual committees contact publishers for readers copies doesn’t need approval (but we support). The second two bullets (confirmation of sponsorship and contacts and the Carnegie Awards going virtual) perhaps need broader discussion with RUSA Exec and ALA at large.</li> <li>• RUSA Exec will discuss the options with the Section Leadership (who will discuss within their section)</li> </ul>	
<p>Conclusions</p>		
<p><b>Deadline</b></p>	<p><b>Action Items</b></p>	<p><b>Person Responsible</b></p>
<p>TBD</p>	<p>RUSA Exec and Sections discuss ways to move forward</p>	<p>Christina Pryor, Courtney McDonald, and RUSA Exec</p>

TBD	New action item for second and third bullet points, dependent on the direction of RUSA Exec	Nanette Donohue
<b>Agenda Item 7: Updates from Task Forces, Section Representatives, Division Committees, Interest Groups</b>		
Discussion	<p>Any brief verbal reports (thank you in advance for sending text to Jenny Presnell for the minutes [presnejl@miamioh.edu])</p> <p><u>Membership and Retention Task Force</u> – looking at past reports, especially the 2014 Report that had many suggested practices. Will send a copy out to RUSA Board members</p> <p><u>Behavioral Guidelines</u> – will present new guidelines at a virtual forum and later hold a townhall for discussion.</p>	
<b>Agenda Item 8: Announcements</b>		
<b>Agenda Item 9: Wrap up, action items, next meeting</b>		
Discussion	<p>Wrap up, action items, next meeting (5 minutes)</p> <p>a. Action items</p> <p>b. Meeting Schedule – Unless otherwise noted below, all meetings to be held at 12:30pm (Eastern) / 12-1:30pm (Central) / 11a-12:30p (Mountain) / 10-11:30a (Pacific)</p> <p>i. March 21, 2022</p> <p>ii. April 18, 2022</p> <p>iii. May 16, 2022</p> <p>iv. June 20, 2022</p>	

## RUSA Board of Directors

### Meeting Agenda: February 14, 2022

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/tJwqdeyoqTwqEtwJuRPMrkDYw1kqfZ6FUWfj>

#### 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 December 13<sup>th</sup> meeting Minutes (5 minutes)
  - a. [Draft Minutes](#)
3. Conversation with [Emily Drabinski](#), ALA 2022 Presidential Candidate (15 minutes)
4. Update from the Executive Director (10 minutes)
  - a. [Executive Director Update](#)
5. RUSA Virtual Forum update (10 minutes)
  - a. Agenda to follow
6. Action Item: RUSA Awards Coordinating Committee – Cost Savings Ideas for RUSA Awards (10 minutes)
  - a. [Action Item Document](#)

7. Updates from Task Forces, Section Representatives, Division Committees, Interest Groups (10 minutes)
  - a. Any brief verbal reports (thank you in advance for sending text to Jenny Presnell for the minutes [presnejl@miamioh.edu])
8. Announcements (5 minutes)
  - a. RUSA Board Representation
9. 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. March 21, 2022
    - ii. April 18, 2022
    - iii. May 16, 2022
    - iv. June 20, 2022



## Action item template

Doc no.

(Staff will  
complete)

**TO:** RUSA Board of Directors

**RE:** Cost-Saving Ideas for RUSA Awards

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### **ACTION REQUESTED:**

The RUSA Awards Coordinating Committee would like to present cost-saving ideas for the RUSA Awards program for the Board's consideration.

### **ACTION REQUESTED BY:**

RUSA Awards Coordinating Committee: Nanette Donohue (Chair), Larayne Dallas, Leticia Camacho, Paul Chasen, Chad Pearson, Bethany Sewell, Matthew Wayman

### **CONTACT PERSON:**

Nanette Donohue, [nanette.donohue@gmail.com](mailto:nanette.donohue@gmail.com)

### **DRAFT OF MOTION:**

TBA

### **DATE SUBMITTED:**

January 25, 2022

### **BACKGROUND:**

During the summer of 2021, the RUSA Board requested that the RUSA Awards Coordinating Committee evaluate the current RUSA Awards program in order to make suggestions for cost savings.

The majority of the costs related to the RUSA Awards involve staff time. We identified a few areas that could be simplified:

- For the Book & Media Awards, RUSA staff were contacting publishers to request physical copies of materials that were under consideration for the awards. These materials were shipped to the ALA Midwinter Meeting (now LibLearnX) for the committees to use during their deliberations, and to display at the Book & Media Awards Ceremony. Since each of the Book & Media Award committees has a designated publisher liaison, committees meeting in person at conference that wish to have copies of the materials under consideration can request the items directly from the publisher—there is no need for RUSA staff to be involved with this process.
- RUSA staff spend a considerable amount of time handling sponsorship of RUSA awards. During each awards cycle, RUSA staff contact vendors to confirm sponsorship, send out contracts for sponsorship, and follow up as needed. When sponsors do not choose to return, RUSA staff seeks additional sponsors for the awards. The Awards Coordinating Committee recognizes the skill and the reliability of having RUSA staff handle this important piece of the awards, but we also recognize that RUSA members often have existing relationships with vendors that can be leveraged.

We suggest that the past chair of RUSA (or of the section presenting the sponsored award) or their designee handle vendor contact, copying in RUSA staff, who can assist with issues specific to contracts and invoicing. Past chairs have a demonstrated commitment to RUSA and its sections as well as a knowledge of the RUSA and section awards. Based on the current roster of RUSA and section awards, this would be the projected workload for the past chairs:



- RUSA: Isadore Gilbert Mudge Award (EBSCO), Margaret E. Monroe Library Adult Services Award (NoveList), John Sessions Memorial Award (Department for Professional Employees, AFL-CIO), Award for Excellence in Reference and Adult Library Services (Data Axle Reference Solutions)
- BRASS: Public Librarian Support Award (Morningstar), Student Travel Award (SimplyAnalytics), Excellence in Business Librarianship Award (Mergent by FTSE Russell), Academic Business Librarianship Travel Award (Global Financial Data), Research Grant Award (sponsor for 2023 pending)
- CODES: none
- ETS: Best Emerging Technology Application Award (Chatstaff and LibraryH3lp)
- HS: Genealogy/History Achievement Award (ProQuest), History Research and Innovation Award (Gale Cengage)
- RSS: none
- STARS: Virginia Boucher Distinguished Interlibrary Loan Librarian Award (OCLC), Mentoring Award (Atlas Systems)

Another option is to have the Awards Coordinating Committee handle contact with the sponsors. The Awards Coordinating Committee contains a representative from each of RUSA's sections, as well as at-large members. The approach would be similar: a designated ACC member would handle vendor contact, copying in RUSA staff, who can assist with issues specific to contracts and invoicing.

- Our final suggestion is to permanently hold the RUSA Book & Media Awards Ceremony virtually, rather than hosting an event at LibLearnX. Most, if not all, of the Book & Media Award committees plan to continue to meet virtually rather than in-person at LibLearnX. Since the chairs of the Book & Media Award committees usually present their lists at the ceremony, this would create a travel requirement for committee chairs, which will limit participation. Hosting the ceremony virtually would expand the number of people who could attend, and potentially expand the ceremony's reach. ALA's agreement with the Carnegie Foundation may not allow for the ceremony to take place virtually, so a fully-virtual program may not be possible. If it is an option, the Awards Coordinating Committee is in support of a virtual Book & Media Awards Ceremony.



TO: RUSA Board of Directors  
 FROM: Bill Ladewski, Executive Director  
 DATE: February 14, 2022  
 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**

First Quarter FY22 financial reports are expect by February 11<sup>th</sup>.

RUSA’s FY21 financial report can be viewed [here](#). A summary is provided below.

RUSA FY2021 Final	Actual	Budgeted	Variance	FY2020
Total revenues	\$320,817	\$334,783	(\$13,966) (4%)	\$321,359
Total expenses	\$336,283	\$369,486	\$33,203 9%	\$383,951
Net revenue	(\$15,466)	(\$34,703)	\$19,237 55%	(\$62,592)

**SUMMARY**

For FY21, RUSA exceeded budget by \$19,237 or roughly 55%.

Revenues were under budget by \$13,966 (-4%). Expenses were also under budget by \$33,203 (+9%). RUSA’s Net Revenue was -\$15,466, against a budget of -\$34,703, reflecting a positive variance of 55%.

**Revenue:**

FY21 revenue was \$320,817 against a budget of \$334,783.

Membership revenue totaled \$136,260 which was 19% below budget of \$168,400. Continuing Education revenue was \$137,474 against a budget of \$84,000 which represented a 64% positive variance to budget. Combined, Membership Dues and Continuing Education revenue made up approximately 85% of RUSA’s total revenue.

**Expenses:**

FY21 expenses were \$336,283 against a budget of \$369,486, resulting in a positive variance to budget of 9%

Direct expenses totaled \$266,155 against a budget of \$327,493, approximately 19% under budget. Indirect expenses totaled \$49,959 against a budget of \$30,983, approximately 61% over budget.

**Membership**

RUSA's membership count for September is **2575**. Section membership figures are now available and listed below.

An [FY21 ALA Membership Summary](#) and [September 2021](#) membership analysis were recently shared by ALA Membership Director Melissa Walling.

RUSA	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May
Total Membership	2555	2548	2574	2574								
New Members	46	42	67	55								

**Section Membership**

BRASS	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May
Total Membership	654	658	655	656								
New Members	14	16	15	21								

CODES	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May
Total Membership	1055	1048	1072	1078								
New Members	23	15	46	29								

ETS	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May
Total Membership	1118	1119	1129	1129								
New Members	33	21	35	29								

History	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May
Total Membership	602	606	616	609								
New Members	21	12	21	10								

RSS	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May
Total Membership	1277	1282	1290	1288								
New Members	28	26	41	33								

STARS	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May
Total Membership	729	724	745	743								
New Members	21	12	37	24								

### Online Learning

Upcoming contracted educational offerings include **4 courses**: 2/14/22 “Reference Interview 101”, 4/4/22 “Inside Interlibrary Loan: Basics for a New Millennium-Spring 2022”, 5/16/22 “Project Management in Libraries”, and 7/18/22 “Who Manages, Who Leads” and **2 webinars**: 3/23/22 “Leading with Confidence: Building skill and leadership styles that helps everyone thrive” and 4/6/22 “Tools for Locating Primary Sources in Archives and Online”

Completed courses and webinars for FY22 are listed below:

Courses	Date	Participants	Revenue
<i>Creating Inclusive and Engaging Online Library Instruction</i>	9/13	14	\$2,390
<i>Design and Marketing for Libraries</i>	9/20	19	\$2,400
<i>Artificial Intelligence in the Library: It’s Application in Reference and User Services</i>	10/11	13	\$2,175
<i>Inside Interlibrary Loan: Basics for a New Millennium-Fall 2021</i>	10/25	24	\$3,975
<i>Reference Interview 101</i>	11/8	26	\$3,430
<i>Business Reference</i>	1/10	52	Confirming

<i>Assessment of Online Library Instruction</i>	2/7	22	Confirming
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Webinars	Date	Participants	Revenue
<i>Building Your UX Toolkit</i>	9/15	15	\$1,694
<i>Realizing the Untapped Potential of VR/AR for Libraries</i>	9/22	33	\$1,996
<i>BRASS Fall program</i>	10/19-21	99	\$11,574
<i>Virtual Reference: An Expert's Guide to Refining Your Services</i>	10/20	43	\$3,317
<i>Policies and Procedures: Letting Them Work for You and Your Patrons</i>	11/3	18	\$1,357

**General Updates:**

**RUSA 2022 Election**

The ALA 2022 election will open on March 14<sup>th</sup> and close April 6<sup>th</sup>. The RUSA slate can be viewed [here](#). We'd like to thank the RUSA nominating committee and Section nominating chairs for their work this year in confirming the RUSA slate.

**RUSA Virtual Forum**

The [RUSA Virtual Forum](#) will be held March 8<sup>th</sup> & 10<sup>th</sup>. The opening keynote panel was recently confirmed consisting of ALA Executive Director Tracie Hall, ALA President Patty Wong and ALA Immediate Past President Julius Jefferson. The title of the keynote will be *"Using Equity, Diversity and Inclusion (EDI) to provide Reference and User Services"*

**RUSA 2022 Achievement Awards**

The nominating period for the [RUSA Achievement Awards](#) will close Friday February 11<sup>th</sup>. Winners are tentatively scheduled to be announced by mid-March. Thank you to all the Achievement award chairs and committee members for managing and overseeing this year's Achievement Awards.

**RUSA 2023 Budget preparation**

Planning for the 2023 ALA and RUSA budget has begun. The initial version of the 2023 budget is due March 4<sup>th</sup>.

## **2022 Annual Conference**

The [ALA Annual Conference](#) will be held June 23-28 in Washington, DC. Registration is scheduled to open in February.

## **LLX**

The inaugural LibLearnX was held virtually on January 21-24. A recap provided by ALA Conference Services can be viewed [here](#).

## **ALA Updates:**

The ALA recently [announced](#) staffing updates that included the hiring of a new Chief Financial Officer. Also, YALSA Executive Director Tammy Dillard-Steels has recently [departed ALA](#). LaMoya Burks has been appointed Interim ED for YALSA.

The ALA Return-to-Office plan has been adjusted with an earliest possible return being an April date. More information will be available over the next month.

The Joint ALA Budget and Audit Review Committee (BARC) meeting with Division leadership took place on January 19<sup>th</sup>. The agenda is available [here](#). A major topic of discussion revolved around the update from the Operating Agreement Work Group which can be viewed [here](#).

Agenda \* all times Central

## **Tuesday, March 8, 2022**

### **10:00am- 11:00am Keynote Presentation “Using Equity, Diversity and Inclusion (EDI) to provide Reference and User Services”**

A panel of ALA leaders will discuss the role of EDI in their organizations. We will hear directly from Tracie Hall, Julius Jefferson Jr., and Patty Wong, as they share their perspectives of EDI and how it applies to reference and user services.

They will also share how to go beyond EDI training to create an EDI-centered culture in libraries. During this moderated Q&A, panelists will address what is compellingly needed to build reference and user services using EDI as a foundation; how can EDI serve as a foundation for reference and user services; and, what are some starting points for creating an EDI culture/environment in libraries?

Speakers:

**Tracie Hall**, Executive Director, American Library Association

**Julius Jefferson Jr.**, Immediate Past President, American Library Association

**Patty Wong**, President, American Library Association

### **11:05am – 11:50am Public Libraries and Academic Libraries working together to transform Communities with business resources**

Public Libraries and Academic Libraries have different missions and resources but often we can work together and promote each other. When a student leaves the university, they should know about the resources available at the public library. Conversely the academic library may have resources available to the public at large that they are unaware of. Also, both groups have programs and opportunities to work together to enhance their specific missions.

SPONSOR: BRASS (Business Reference and Services Section)

Speakers:

**Zack Allred**, Assistant Director 2, Instruction & Liaison Services, Salt Lake Community Services

**Trish Hull**, Kearns Library Manager, Salt Lake County Library

### **11:55am- 12:35pm Keepers from COVID: Assessing services for the long haul**

During the pandemic, many libraries had to initiate or change services quickly in order to respond to new and evolving situations, sometimes with little planning. As libraries have gradually re-opened and have been able to re-engage with patrons in way approaching normalcy, many of us are finding that there is a continuing shift in use patterns and user behavior. As we look toward the future, we need strategies to assess what has happened during the pandemic in order to determine which services we will provide for the long haul.

SPONSOR: ETS (Emerging Technologies Section)

Speakers:

**Carmen Cole**, Information Sciences and Business Librarian, Penn State University Libraries

**Alex Garcia-Bernal**, Education and Events Manager, Garfield County Public Library District

**Jenn Stayton Washburn**, Student Engagement Librarian, University of North Texas Libraries

Moderator:

**Melissa Becher**, Associate Director of Research, Teaching, and Learning, American University Library

### **12:35- 1:30pm Lunchbreak**

### **1:30pm-2:30pm Updating RUSA's Guidelines for Behavioral Performance of Reference and Information Services Providers: We want your input!**

The RUSA Guidelines for Behavioral Performance of Reference and Information Service Providers Task Force will present a draft of our proposed changes and solicit feedback. We are reviewing and revising these Guidelines to better incorporate equity, diversity, inclusion, and accessibility (EDIA).

SPONSOR: RSS (Reference Services Section)

Speakers:

**Kate Cordes**, Associate Director for Reference and Outreach, New York Public Library

**Rebecca Crawford**, Branch Manager, Somerville branch of the Somerset County Library System of New Jersey

**Melissa Del Castillo**, Virtual Learning & Outreach Librarian, Florida International University

**Vanessa Garofalo**, Teaching & Digital Projects Librarian, Oxford College of Emory University

**Rebecca Graff**, Research Librarian, Southern Methodist University

**Liz Kocevar-Weidinger**, Head of Research & Instruction Services, Virginia Military Institute

### **2:35-3:20pm mPowerment through information: Building financial literacy confidence and expertise for library professionals**

Financial information intimidates many people, including library users and their librarians, So, what do you do when someone comes to the desk or pops up on your chat service with a question about student loans, IRSs, or even a potential scam? Join our team of librarians and financial resource partners to learn more about how you can increase your confidence with financial information and educational tools.

SPONSOR: FLIG (Financial Literacy Interest Group)

Speakers:

**Heather Lipinski**, Warminster Township Free Library



**Danielle Milton**, Spokane County Library District

**Ken McDonnell**, Financial Education Program Analyst, Consumer Financial Protection Bureau

**Emily Mross**, Business Librarian, Penn State Harrisburg Library

**Huong Nguyen**, Seattle Public Library

## **Thursday, March 10, 2022**

### **10:00am – 10:30am Health Reference: Introduction to Ethics & Best Practices**

Reference Interviews for health information can be challenging and intimidating, and providing reliable health information is more important than ever. This session will review RUSA's Health and Medical Reference Guidelines and provide recommended free and reliable online resources for health information.

SPONSOR: CODES (Collection Development and Evaluation Section)

Speaker:

**Emily Hamstra**, Outreach & Access Coordinator, Network of the National Library of Medicine Region 5

### **10:35am-11:05am Establishing a Mentoring Program**

The History Section's Academic Librarians Committee has created a mentoring program for history librarians that may serve as a model for other sections. Learn about our process for recruiting participants, encouraging active relationships, and assessing effectiveness. Attendees will be invited to consider mentoring opportunities for their RUSA members.

SPONSOR: HS (History Section)

Speakers:

**Amanda Binder**, Social Sciences and History Librarian, UNC Charlotte

**Brittany O'Neill**, Humanities & Social Sciences Librarian, Louisiana State University

**Malia Willey**, Humanities Librarian, James Madison University

### **11:10am-11:40am Through the Pandemic and Beyond: Still Reaching First-Year Students Wherever They Are**

We presented to the RUSA First Year Experience Interest Group at ALA Annual 2021 about our COVID pivot and tentative future plans for reference and instruction services. That future is now the present, with plenty to navigate when it comes to re-engaging with undergraduates and faculty in person. Join us for an update on our practices and lessons learned, and an opportunity to share your own experiences.

Sponsor: FYE (First Year Experience Interest Group)

Speakers:

**Renee Kiner**, Public Services Librarian, University of Pittsburgh at Greensburg

**Kelly Safin**, Reference/Public Services Librarian, University of Pittsburgh at Greensburg

### **11:40am-12:30pm Lunchbreak**

### **12:30pm - 1:15pm The Greatest Show on Earth: Building Your Library Brand Amid Today's Challenges**

Libraries are the greatest show on Earth but they are frequently challenged in their messaging and presenting a cohesive brand to their constituents. This program will provide a primer on beginning to focus attention to your library's "acts" in order to be a more successful service provider.

Sponsor: FAFLIG (Federal and Armed Forces Librarians Interest Group)

Speaker:

**Michael Steinmacher**, Director, Barr Memorial Library

### **1:20pm-1:50pm Staying Connected during a Public Health Crisis**

How did the resource sharing community continue doing what it does best, even during a public health crisis? Explored through the resources developed by international, national, and regional organizations and vendors, in this session, everyone is invited to learn how the resource sharing community stayed connected and shared a variety of information to successfully navigate the effects of the pandemic.

Sponsors: STARS (Sharing and Transforming Access to Resources Section)

Speaker:

**Heather Groves Hannan**, Assistant Library Director & Head of User Services, Virginia Military Institute's Preston Library

### **2:00pm-2:50pm CLOSING SESSION-TBD**

### **3:00pm-3:30pm RUSA Membership and Retention Task Force**

The RUSA Membership and Retention Task Force is exploring why members join RUSA and why members stay in RUSA. We will share a summary of past explorations of data related to membership in RUSA. The session will conclude with a short question and answer session that will help guide the direction of future research.

Members of the task force include:

**Paige Bentley-Flannery**, Community Librarian, Deschutes Public Library

**Sarah Burns Gilchrist**, Reference and Instruction Librarian, The University of Baltimore

**Cynthia Johnson**, Head, Reference and Grunigen Medical Library, The University of California-Irvine

**Jessica Kirk**, Senior Librarian, Arkansas State Library

**Suzanne Rook Schilf**, Information and Research Services, Clemson University

**Kat Stapes**, Unit Manager, Special Collections Librarian, Texas Tech University

**3:30 pm Closing Remarks**