RUSA

RUSA BOARD	DATE: December 12, 2023

Meeting Documents Page

Approved: Pending approval at the February 13, 2024 RUSA Board Meeting

Documents and Links
- Robert's Rules Quick Guide
- Board Action Item Template
- RUSA Board Vote Log
- Strategic Planning
- Board Virtual Orientation slides
- Board Norms

Recording

Note Taker:	Sara Hess
Board Members:	**Attendance:** *Quorum: 6*

Name	Role	In attendance [x]
Joseph Yue	RUSA President (v)	X
Ilana Stonebraker	RUSA VP/President Elect (v)	X
Cynthia Johnson	RUSA Past-President (v)	X
Sara Hess	RUSA Secretary (v)	X
Lauren Reiter	BRASS Representative (V)	X
Sarah Hashimoto	CODES Representative (v)	
Chad Pearson	ETS Representative (v)	X
Angela O'Neal	HS Representative (v)	
Kay Coates	RSS Representative (v)	

	Hillary Thompson	STARS Representative (v)	X
	Alesia McManus	RUSA Division Councilor (v)	X
	Barry Trott	RUSQ Editor (nv)	
	Sam Helmick	ALA Exec Liaison (nv)	
	Bill Ladewksi	RUSA Executive Director (nv)	X
	Ninah Moore	RUSA Programming Officer / Continuing Education (nv)	X
		RUSA Membership & Programs Specialist (nv)	
		RUSA Marketing, Communications, and Web Services Coordinator (nv)	
	Others in Attendance: Ralph Bingham, Jennifer Boettcher, Paul Chasen, Judy Czarnik, Larayne Dallas, Emy Decker, Melissa Del Castillo, Rebecca Graff, Michael Holt, Chris LeBeau, Donna Maher, Melissa Walling		

Call to order	1:02 PM EST

Agenda Item 1: Welcome (5 minutes) (Joseph Yue)

Agenda Item 2: Avenue M Report Presentation (30 minutes) (Melissa Walling, MBA, CAE Associate Executive Director)

Documentation distributed	a. Executive summary b. Presentation c. Final report
Presentation	Presented by Melissa Walling & Judy Czarnik ● Avenue M was the consultant that ALA partnered with to conduct and analyze the membership landscape survey ● 23% of survey respondents were not ALA members at the time of the survey ● Goal was to assess progress association has made since 2018 ● Differentiation of value of ALA Membership vs. Division Membership ○ ALA effective in areas of advocacy and providing up to date information

	○ Divisions effective in providing opportunities for networking, volunteering, continuing education, and information sharing ● Reasons members join ○ To support profession ○ Tangible benefits including skill building and access to tools and benefits that can be used to work effectively within their libraries ○ Value of division memberships is one of the largest factors driving members to join ALA ● Retention ○ Biggest barriers include affordability ○ Higher degree of price sensitivity for newer members ○ 2/3 of members pay dues out of their own pocket ● Challenges in the library community ○ High stress situations ○ Budget constraints – both personal and library budgets ○ Keeping up with new trends and developments ● Opportunities ○ Less than 1/4 of respondents agreed that ALA does a good job supporting members seeking new jobs, to change jobs, or to obtain promotion and/or tenure ○ Can do better to support career advancement ○ Opportunity to help deal with library budget constraints ● Overview of recommendations ○ Continue to look at membership model and strive to make membership more accessible and affordable ▪ New membership model has been adopted; pricing changes are pending ▪ Utilize tools such as monthly installment payments ○ Provide value by positioning membership as essential to career success ▪ Focus on skill building and learning ▪ Create more members-only content ▪ Provide complimentary member e-learning ▪ Improve customer service options ○ Consideration of bundling division and/or roundtable membership ○ Review ALA member benefits
Q & A and discussion	● Q: Continuing education is a source of revenue for divisions including RUSA. How is this being considered in conversation around complimentary e-learning? ○ Complementary coming from the divisions ○ Mostly revolving around things that are free to everyone now – moving to restrict to members only ○ Staff coordination to make sure we're not competing with each other

	○ Staff working to ensure that revenue is protected across ALA ● Q: Are we planning to do the survey every four years going forward? Specifically in 2026? ○ Budget dependent, but intent is to conduct a survey at a regular cadence ○ Best practice is to conduct a survey every 3 years. Aim is to do so every 3-5 years ● Q: How are we looking to decrease operational costs? Saw the ramping up of membership cost over years 1-3 as helpful – how with this impact the budget? ○ Confirmation of end of graduated dues during first 3 years of membership ○ Retaining student membership level and aiming to utilize stronger communication. Emphasize that students can maintain student membership for up to 5 years ○ Aim is to simplify operations – complexity of graduated dues was expensive to manage ● Q: Is the operating agreement looking at new schedule? ○ Communication about operating agreement coming through divisions ● Q: Is ALA reconsidering the policy of not allowing job postings on ALA Connect? ○ Presenters not aware of any changes at this time ● Q: How do organizational memberships factor into this discussion? ○ Study focused specifically on individual membership ○ Degree to which organizational memberships fit in is to be determined ○ Don't have a strong benefits package for organizational memberships ○ Institutions also face tight budgets ○ Will be prioritizing organizational and corporate memberships this coming year – focus on how to add value to those memberships ○ Organizations looking for more learning opportunities ● Q: What is ALA looking to do to attract mid-career librarians who were either never members or who are very lapsed members? How can we retain mid-career librarians? ○ No well-defined answer ○ Strongest pipeline is students ○ Challenge in knowing who mid-career librarians are and how to bring them in ○ Membership team always looking at new ways to attract these groups ● Comment: Opportunities for non-professional-librarians in libraries – seems like organizational memberships could be a way in for that group, particularly regarding continuing education

	- Q: Where are people going other than ALA? - State chapter membership is very accessible – lower membership cost, lower travel costs, easier to get involved - Affiliates such as NALOC, other niche groups, Rural Libraries - Q: Where do divisions fit in? What is the communications plan? - Starting some of that work now - Are there things we should be doing at the ALA level? - Emphasis on non-partisanism - Always looking for improvement in communication of benefits and value? - Q: Concerned about continuing education coordination and competition regarding voucher program - Thinking creatively about sales strategies - Comment regarding competition: regular continuing education stakeholders' meetings and partnerships to ensure we're not competing against ourselves - Organizational membership – ongoing discussions about providing learning opportunities for staff

Agenda Item 3: Consent Agenda (5 minutes) (Joseph)

a. Approval of the August 8, 2023 RUSA Board Meeting minutes a. Draft minutes distributed with agenda prior to meeting b. Update from the Executive Director (Bill Ladewski) a. ED Report distributed with agenda prior to meeting b. ALA Operating Agreement c. 2024 RUSA Election Slate a. Distributed with agenda prior to meeting	
Conclusions	Item C (2024 RUSA Election Slate) was m out of the consent agenda and moved to Agenda Item 4, shifting subsequent agenda items Approved

Agenda Item 4: 2024 RUSA Election Slate (pulled out of consent agenda)

Documentation distributed	2024 Election Slate
Discussion	Adjustment to STARS Election Slate (Hilary Thompson) - Recent resignation of Vice Chair - Working to ensure a full election slate - Vice Chair candidate has been appointed Vice Chair and will run for Chair for next year - Have identified 2 candidates for Vice Chair/Chair-Elect

Agenda Item 5: Continuing Education Update (15 minutes) (Michael Holt, Professional Development Committee Chair)

Presentation	Presented by Michael Holt - Continuing education is main revenue stream for RUSA - Need assistance in identifying presenters - Have only gotten 1 proposal since recent call on November 15

	• Received 24 submissions for 15 slots at Annual – will be asking those whose Annual proposals are not accepted to submit webinar proposals
	• Each section should conduct at least 2 webinars per year
	• A list of suggested topics was distributed. Section representatives are asked to share list with committees and members to encourage them to submit proposals
	• The PDC does not deny section-sponsored proposals but may ask for revisions
	• Virtual Forum is returning this year
	   o March 5 & 7, 2024
	   o Reference Revolution in the Age of AI

Discussion	• Link for submitting proposals to the Virtual Forum was shared
	   o Deadline of January 5, 2024
	   o Thank you to Ninah Moore for her work
	• Q: Has the call for proposals for the Forum gone out to RUSA?
	   o Was shared with section leadership via email

Agenda Item 6: Updates from Task Forces, Section Representatives, Division Committees, Interest Groups (5 minutes) (Joseph)

Discussion	• Larayne Dallas, Volunteer Development – will send message asking Leadership Council to participate in a Jamboard to gather feedback on what should be included in orientation next summer • Alesia McManus, RUSA Division Councilor – ALA Council held a special meeting to vote on revised accreditation standards. Voted to adopt standards • Jennifer Boettcher, RUSA Media Communications Task Force – will have something to submit in January

Action Items

Please send reports to RUSA Secretary (Sara Hess, sfh5542@psu.edu) for the minutes

Agenda Item 7: Discussion on how to make use of Ave M report in RUSA programmatic planning (20 minutes) (Joseph)

Distributed discussion questions	a. Are there findings that will necessitate changes to RUSA's Strategic Directions (https://www.ala.org/rusa/about/strategic-priorities)? b. Based on membership value proposition findings, are there services and products (e.g., guidelines) we need to market more, reduce, or remove from RUSA programmatic planning in the near future? i. Are we offering connectivity (the right mix of options, offer at the point of interest to engage) and value for the cost of dues?

	Are we offering the right mix of opportunities for members to keep them up-to-date and continuing education/professional development (bundling or vouchers for the year option for employers)?

Discussion	a. Discussion Question: Are there findings that will necessitate changes to RUSA's Strategic Directions?
	    ○ Comment: We should be focusing on promoting sections and interested groups
	    ○ Q: How much interest is there in standards, guideline documents, etc.?
	        ▪ Very much related to sections and interest groups
	        ▪ Make sure we're updating and fulfilling the needs for these types of documents
	        ▪ More passive and can fly under the radar, but is a significant use of our expertise
	        ▪ Comment: Surprised that there hasn't been anything related Reference Toolkit revision process
	            ● Proposed creation of task force
	            ● Needs to be from RUSA as a whole rather than RSS
	            ● Had been waiting for ALA to update competencies – think they have
	b. Discussion Question: Based on membership value proposition findings, are there services and products (e.g., guidelines) we need to market more, reduce, or remove from RUSA programmatic planning in the near future?
	    ○ Comment: paying attention to what is being seen at the ALA level may help us identify trends
	        ▪ Should be more mindful about using it along with running our own surveys
	    ○ Discussion of utilizing catalog of past CE offerings
	        ▪ Emphasis on webinars that remain relevant long-term
	        ▪ Part of membership or for a small fee
	        ▪ Currently charge same registration fee to watch recordings as to attend live
	    ○ Comment: Seeing desire for more practical offerings
	        ▪ Explore ways to focus on skills that can be used anywhere in the library
	        ▪ Appeal to those making changes in career, including those who might want to drop RUSA but remain in ALA
	        ▪ What does it mean to be user services focused?
	    ○ Comment: aim to have interesting or innovative CE that attracts people outside of the division
	        ▪ How much do we promote offerings to non-RUSA ALA members?

	- Partner with the wider CE unit to distribute messaging more widely - Are reaching non-RUSA members - Revenue share with CE unit - Q: Are we offering connectivity (the right mix of options, offer at the point of interest to engage) and value for the cost of dues? c. Discussion Question: Are we offering the right mix of opportunities for members to keep them up-to-date and continuing education/professional development (bundling or vouchers for the year option for employers)?
Additional comments	- Reach out to Joseph with content for president's update - Report from Sage on "librarian skills landscape": https://www.technologyfromsage.com/wp-content/uploads/2023/11/TfS_Librarian_Futures_Part_3.pdf
Agenda Item 8: Wrap up, action items, next meeting (5 minutes) (Joseph)	
Announcements	Call for submissions to RUSQ: https://www.ala.org/news/member-news/2023/11/rusq-call-submissions
Call to adjourn	2:21 pm

Notes of Interest / Next Meeting
- Meeting Schedule (all times 12-1:30 pm CT):   - February 13, 2024   - April 9, 2024   - June 11, 2024   - Non-Board members should register at https://ala-events.zoom.us/meeting/register/tJIpdOCpqT4oH9DCTC8vdSA2VxFKUhzxMa-Z#/registration

Appendix: Updates from Task Forces, Section Representatives, Division Committees, and Interest Groups

ALA Council

The ALA Council held a special meeting on Thursday, November 30, to approve the revised *Standards for Accreditation of Master's Programs in Library and Information Studies.* - Submitted by Alesia McManus

Volunteer Development Committee

Jam Board for Volunteer Development

- Reporting to the RUSA Board on December 12, 2023
- From the RUSA Volunteer Development Committee
- Larayne Dallas, committee chair

Members of the Volunteer Development Committee want to hear from RUSA leaders about what should be included in the annual orientation and what would be valuable concerning volunteer development. From December 12 through December 21, we will have a Jam Board open to collect comments from members of the RUSA Leadership Council.

In January (2024), we plan to expand out the Jam Board discussion to the rest of RUSA's members. – Submitted by Larayne Dallas