

## **VRT Executive Board Meeting, ALA Midwinter, Seattle, WA January 28, 2013**

Attendees: Elizabeth Myers, Tracy Montri, Scott Spicer (chair), Brian Boling, Shelly McCoy, Tom Ipri, Anthony Anderson, Kevin Reynolds, Julia Churchill, Howard Besser, Mary Aagard, and another gentleman George IFLA rep, another lady, and Michael Miller is our new rep. for IFLA

**Treasurers Report:** 22343 in our account, 6400 working budget

### **Program Report –Elizabeth Myers:**

Program for annual: Diversity in film, how Hollywood portrays, and how/if it has changed. Speakers: ASCLA speaker talking about physical disabilities (they want to co-sponsor), someone from Black Caucus and someone from GLBRT --the chair of that offered with funding, but we said not necessary (but we'll put them as a co-sponsor). Jane Sloan worked on a bibliography on diversity in film and cinema from ACRL and THIBS (theater...) group, so we should use that. Howard suggested putting some of these films on ALA's Now Showing movie schedule and then tie into program to advertise our session and put fliers there. Howard suggested a local to Chicago film maker that has diversity in his films as a speaker as well. Scott suggested SSRT if we needed another speaker, but we can also think about promoting to this audience. Howard said we should be able to get something in AL preview for annual, but deadline is end of Feb. He also suggested to invite vendors who have products in this area to have displays in the back for the program.

### **Gala Report – Monique sent to Scott:**

Monique Threatt, chair, is now working on setting up a Gala and she will be helping Steve Brantley. Scott read a proposal to have Nancy Watrous –director of Chicago film archive (now located in the cultural center) as a presenter. There's potential to have the Gala at the Chicago Film Center, Siskel Center, Museum of Broadcasting. Howard suggested Facets as a location. Mary Kunkel was suggested as someone to help with logistics. Howard suggested Video Databank, part of the Chicago art institute, to involve in planning and perhaps co-sponsor and volunteered to contact them. Anthony is working on contacts with vendors. We'll have to get info on this to ALA by Feb. to get on their schedule. Elizabeth also mentioned that the Midwest Tape party and the gala shouldn't be on the same night if possible.

### **Communications Committee –Brian Boling:**

Committee is looking into what we have to do to have virtual meetings. He did talk to people in NMRT on how they do their virtual meetings. He put the call for nominations out on the Facebook page.

**Website** -- Steve Brantley not here, but Scott reported that we've officially moved away from the wiki.

**Membership Committee** -- Rhonda Rosen, chair, not present. Membership numbers ~520.

Scott reported ALA will add members automatically to VRT listserv. Scott hopes to send out a welcome email when this happens. Brian following up with Danielle (our ALA staff) to see if this can happen.

### **Multimedia Production Discussion Group – Shelly McCoy:**

The last discussion in December had over 75 people and included such topics as: Assessment of multimedia literacy and workshops components, Maker Spaces versus Media Centers, Involvement in Digital Humanities Initiatives on your Campus, Best Practices for staff-made videos (file types, storage options, etc.), and a "round robin" of what is new with each of our areas. A summary of the discussion is posted to the VRT part of ALA Connect.

**Notables Committee** -- Laura Jenemann, chair, not present, but Julia Churchill said they have the videos picked and there will be a press release, and Brian should post something to the Facebook page. Tracey reported 3 vacancies on the committee and Julia reported a possible co-chair setup or someone to be there to help current chair know what needs to happen. Best practices keep changing. They are working towards a streaming media setup for notables. Scott reported 3 people interested in the committee and since Julia is the next chair, he'll send those names to her. Reminded of the wish to have a diverse group, library-wise, geographic-wise and the need to be at midwinter

**Digital Media Discussion Group –Tracy Montri:**

A large, mostly-academic group met yesterday along with a copyright attorney. There was a lively discussion. She proposing narrowing the topic of the discussion group and have it rotate on a two-year basis, such as Digital Licensing or Streaming Video DG.

**By-laws** –Steve Brantley, not present, nothing to report

**Nominations – Tom Ipri:**

There's one nomination and one person on ballot. Laura Jennaman will be running unopposed for vice chair.

**Liason reports:**

Copyright committee –Howard Besser:

Students in Media classes and faculty at universities allowed to make clip reels from commercial films - was extended for 3 more years. He'll send a copy of his notes. NYU released guidelines on what you can do to VHS to preserve it -it is available online.

IFLA report --Howard sent out that report.

NMRT –Brian Boling: he represented us and told people to come to this meeting

**New Business:**

NYU received \$800,000 grant from IMLS for 4 day-long workshops on audio/visual in libraries -3 in NY area and 4th in ALA Annual in Las Vegas. March workshop is on Disaster recovery for audio/video. One idea for preconference workshop in Las Vegas was managing/preserving with copyright part of it and metadata part of it. File-making/file structure. Could bring in two people as speakers, travel and honorarium and would charge fee to cover part of it. 300 people expected to attend. Howard said that there isn't anything on the administrative side in terms of workshops. Scott said perhaps a program the next day. Maybe related gala as well.

Shelly's idea: Could we work together with GIS DG, VRT, and DH DG, Learning Commons DG to do a program related to a workshop on DH tools -using Media, Media Production --how about something on project management related to DH -how to get library content into student and faculty projects. Mike gave an idea to include media production, facilities, digitizing content -intersection of use and including copyright.

Looking at VRT survey:

Outreach: goal to increase this between our organization and others

Education: people do not have audio/visual skillsets, how do we provide education?

Awareness/Advocacy -comes along with the other things, but raise profile with ALA. (Howard Besser met with 12 ARL directors).

Convergence as a good umbrella topic

How can we act as a conduit for discussion through the rest of ALA

Example, how can VRT get the 108 standards to rest of interested libraries.

Investigating if there's a role that we can take with other organizations. Howard gave 2 talks to two sections of PARS on Sat. --metadata outreach group and administrators group. Is there a way to document relationships like this?

Brian said that Tracey's DG could hit on these topics from the survey that people want the most. Tom suggested having a program on a topic and a follow-up discussion at the DG. Shelly could follow-up if applicable with multimedia production discussion group.

Suggested the first topic to be collection development in the streaming video realm.

Will need to talk to RUSA to see if they are looking at convergence about digital literacy, ed. theory and teaching and learning and using content. Developing digital learning objects.

Scott proposed we develop a simple website that lists a few prime media areas with relevant exemplar resources and our programming history in order to be more intentional about coverage.

VRT leadership handbook creation: Scott will touch base with Tom Ipri to create at least a basic outline of Chair responsibilities with dates this spring before 2013 ALA Annual. Scott and in-coming chair, Anthony Anderson, will meet to discuss chair responsibilities.

### **Kevin Reynold, ALA Executive Board Liaison to VRT Report: Midwinter update**

Kevin is also liaison to NMRT and he said they have hybrid Exec. Meetings and use Google hangouts

- Advance registration as of Friday January 18 was 5519 compared (at 1 week out) to 4823 for Dallas (2012) and 5180 for San Diego (2011). [I reported on Saturday's registration numbers which were 10,363, compared to 9954 in Dallas and 10,713 in San Diego.]

- 110 have registered for the "day of service" event. This event was proposed in Think Tank (Facebook), picked up and organized and marketed by members across the country, with Seattle-area coordination by Councilor Ann Crewdson.

- Inspired by the new OLOS toolkit on services to the homeless, members will be volunteering at Seattle homeless shelters.

### **School Libraries**

- Increasing support for school libraries is a top Association advocacy priority. Between local budget cuts and the anticipated reauthorization of the Elementary and Secondary Education Act (ESEA), the urgency has never been greater.

- A Task Force on School Libraries, with membership from most of the divisions, is currently working on plans for a campaign to increase public awareness of the value of school libraries

- Target audiences include parents and community members, educators and superintendents and national policy makers and elected officials.

- At annual conference, 28,000 ALA members signed an online petition to the white house in support of school libraries. This shows the power of ALA members when we all work together.

- Stay tuned for more information as the campaign gets underway this spring.

## **Dues Proposal**

The Membership Committee has proposed that the ALA dues be tied to the consumer price index, with an annual review and approval by the ALA Executive Board. Both PLA and ACRL membership have adopted similar models within the last couple of years. The ALA dues proposal would result in small increases, which would take the place of larger increases, which has been the approach up till now. With an average CPI increase of 2-2 1/2 percent a year, this would translate into \$2-3 per year on average for a regular member, and perhaps a \$1 increase for students, retired, unemployed, etc.

These small increases would minimize the effect on members, while allowing the Association to maintain its efforts in areas such as advocacy, intellectual freedom, research, diversity and other programs. Any other increases beyond these CPI increases would have to be approved by the membership, as is currently the case. This proposal will be discussed by the ALA Council on Monday at Council II, and if approved, will be placed on the 2013 ballot. The last ALA dues increase was six years ago.

## **Digital Content Working Group**

The DCWG has been very busy since the 2012 Annual Conference, working closely with ALA leadership and many units. Two reports have been released: *Ebook Business Models for Public Libraries* and a corresponding *Scorecard*, which provides framework for evaluating and comparing different business models. ALA has taken a more assertive position –

President Maureen Sullivan's public statement protesting against Hachette's price increase and the open letter to publishers that criticizes the inability to purchase some ebooks.

ALA delegations have met with publishers, the Association of American Publishers, and the Association of Authors' Representatives. Meetings have involved educating and advocating for library interests and laying the groundwork for future cooperation. ALA released a communications advocacy toolkit in November, which provides practical support for librarians to get op-eds or articles in their local newspaper and engage in other advocacy at the local level. A new Ebooks & Digital Content portal has been created on the ALA Transforming Libraries website

In 2013, the DCWG we will continue current efforts with publishers, but will also tackle other issues, such as self-publishing, publishers other than the Big Six, school libraries, accessibility and privacy. Work is underway in Seattle on specific priorities for 2013.

The group has heard from many ALA members and really appreciates the feedback and support.

## **Community Engagement Initiative**

All around us, libraries of all types are discovering that as libraries look outward, they can make a dramatic difference in their communities.

Libraries that more actively engage with their communities discover new and innovative services, increase their relevance, and build deeper community support.

Last September, we announced the launch of a new national initiative called *The Promise of Libraries Transforming Communities*, a ground breaking partnership between ALA and the Harwood Institute of Public Innovation. Launched as a Presidential initiative and now supported through a grant from IMLS, the initiative's goal is to provide thousands of libraries of all types with the tools and training they need to lead community engagement and innovation. Supporting the transformation of libraries is a strategic priority of the Association, and the transformation of the relationship of libraries to their communities is a key component of this process.

Over the course of the next six months, we will be creating and sharing programs, webinars, tools and other resources that will allow every library to begin using community engagement in their local communities. Our longer term goal is to see thousands of libraries of all types using tested tools and techniques to increase their relevance and impact.

A series of conversations at Midwinter are the next step. A number of conversations and presentations at Midwinter will introduce participants to the Harwood and other community engagement models.

At the same time, ALA has already begun to work on using the Harwood practices to transform the Association. Beginning at Midwinter, we will be undertaking a series of community conversations within the Association and the many "communities" that we represent. The goal of this effort will be innovation and the transformation of how we work and relate to each other as an Association. We hope you will become part of this initiative, and will be sharing information with you on a regular basis going forward.

### **New Diversity/OLOS Director**

Michelle Harrell Washington will be joining ALA as the new Director of the Office for Diversity (OFD) and Office for Literacy and Outreach Services (OLOS). Michelle is coming to ALA from the Medical College of Wisconsin Libraries, has served as the Multicultural Services Librarian at the University of Wisconsin-Milwaukee Libraries.

### **15 by 15 Planned Giving Campaign**

The goal of the 15X15 Campaign is \$15 million in planned gifts by 2015. Since the launch of the campaign in June 2012, 10 people have joined the Legacy Society, bringing the total number of Legacy Society members to 37. To date, more than \$3.09 million in gifts have been pledged

Planned giving is a great way to leave a permanent legacy by supporting programs that you care about. Gifts may be designated for ALA, divisions, round tables, offices or specific programs and projects. It's a great way to make a permanent impact on the Association, libraries and the people we serve! For more information, visit the ALA web site or call ALA Development Director Kim Olsen Clark.

Scott brought up having wi-fi free in meeting rooms to have hybrid meetings would be great.  
Submitted by Shelly McCoy, secretary