

ACRL/RBMS Budget & Development Committee
 ALA Annual Committee Meeting
 Tuesday, June 16th, 2020
 2:00pm – 3:30pm (Central)
 Virtual Meeting

Committee members present: Athena Jackson (chair), Colleen Barrett, Christian DuPont, Melanie Griffin, Erika Jenns, Beth Kilmarx, Verónica Reyes-Escudero, Shannon Supple, Kimberly Tully

Visitors present: Diane Dias De Fazio, Beth DeBold, Kathryn Downing, Will Hansen, Elspeth Healey, Ethan Henderson, Sarah Horowitz, Deborah Leslie, Amy Tims

We began the meeting at 2:02pm with a quick reminder that a budget is more than just numbers; it’s actually a statement of an organization’s priorities and focus.

1. Approval of minutes from ALA (Jan 2020)

No edits or changes

Motion to approve made by S. Supple, seconded by C. Barrett

Minutes approved

2. Funds status report:

A. Jackson on behalf of T. Ondrla:

RBMS	Allocation	Notes
Basic Services	\$1,980.00	
Subtotal	\$1,980.00	
Expenses		
3/5/2020	(\$165.00)	Web hosting - Gioia Stevens
estimate	(\$14.95)	Web domain name renewal?
2/5/2020	(\$500.00)	RBMS Emerging Leader - Tiffany Raymond
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estimate	(\$150.00)	Web site maintenance - 2 hour review
Expenses Subtotal	(\$1,329.95)	
Balance Remaining	\$650.05	

- As outlined above, **there is currently \$650.05 left** in section funds to be spent by August 31 with the requirement that payment requests be placed by August 15.
- One ongoing project involves the mandatory upcoming updates to the RBMS website. We need expert review of our website before the end of June as this could be impossible to fix with the volunteer skills we have now. Current cost above is to generate an estimate for what would need to be done later.

- For **RBMS 19 profit share**, it will essentially **be deferred** to next year so we can **defer the scholarship recipients from '20 to '21**. Money goes to next year, same with scholarship recipients.
- Any additional donations for scholarships during this time will help us build up the Friends Fund and we can use them in 2021 or future year's scholarships.
- For RBMS 20 losses, ACRL will absorb them. They're still being assessed, and we will know more when our fiscal year closes at the end of August and reports come out this fall.
- ALA and ACRL are trying to find new revenue streams and coming up with new models to help us offset damage. For **RBMS 21 we'll likely cut back on food and beverage** if we're able to have a face to face event, which is safer of course and will help net revenue. We may also **cut back on site visit arrangements too with safety and financial health in mind**. Those are just 2 possible examples and we'll continue to consider and adjust as we see what makes most sense moving forward. P. Jackson may or may not go for a site visit, no one knows for sure yet. Too soon to tell what things are going to look like, we have to wait a bit and see what's going on.

Athena will report on updates on the scholarships funding.

3. Updates on activities

General funding thoughts

- A. Jackson notes we should think about new models for how we want to spend our money and how we want to work on funding that.
- K. Tully suggests that we can donate through the scholarships fund at any point, don't have to wait until registration to do so.
- A. Jackson notes sustainable fundraising is a perennial conversation topic. How do we get better plans for monthly giving, larger annual donations? How do we make development funds more substantial? What is our ultimate goal? For many years that "d" (for Development) in the committee has fluctuated, in terms of setting a systemic plan but recent efforts are a good guide to move us forward.

Requests from WebTeam (Jackson)

- A. Jackson – our website is how we connect with people right now, tool for engagement and inclusivity, making it even more important that we have a strong website. Hence voting to approve their request for exploratory corrections before this meeting was essential. Thanks to everyone for making this happen.
- Are there alternative thoughts that we can bring to the web team? They will come back with a new proposal following this one.
- W. Hansen notes A. Beer wanted to get the phase two proposal on the Exec Board agenda, but he noted that we need to look at it first. A. Jackson notes we're all ready for it whenever and can fast track it for approval.

4. Old Business

Basic Services Section Fund – establishing a workflow for requesting funds

- A. Jackson framed the conversation: we still have \$650 in basic section funds. Let's talk about what's possible as opposed to what we can purchase. How do we get the form for requesting funds tighter, possibly have it listed on the website, democratize it so that all members can submit things to it? We would love to have a way for each committee to have a drilled down, simple statement of what they're trying to accomplish and also have a list with what future funding needs might be and what financial backing might be required. We could ask Exec members at large to help herd and create this framework. Example: Hosting a panel for RBMS but wanting to offer talkers an honorarium. Let's empower our committees!
- V. Reyes-Escudero agrees and thinks we already have the structure set up with action plans S. Supple started, could just add another section to it.
- S. Supple notes Last year's RBMS committee action plans are attached to the Exec. Comm. minutes from ALA Annual 2019:
<http://rbms.info/files/committees/minutes/2019/execminutes19a.pdf>
- A. Jackson notes with a dedicated membership we have more development potential, we just want a monetary amount to think about what we need to start concrete fundraising.
- C. Barrett notes there might have been a tentative deadline of November for asking for funding, though things might have changed with the sunseting of midwinter meetings and the ability to vote online. She also offered to look for previous form examples and was unsuccessful in finding them.
- Dias de Fazio asks do we know how well the committee chairs/co-chairs know about submitting requests for funding to B&D and the entire process? For example, last year we floated the idea of an RBMS social at ALAAC20, and we were asked to submit a proposal with numerous potential venues, estimates from each, and to explain the relevance to the section. Does everyone know they'll have to do something like that?

5. New Business

A. Jackson – Our baton has gotten heavier with good opportunities and good work to do.

Non-Conference Fundraising Brainstorming

- Jackson suggests we consider ways we can fundraise for things that we want to do without a conference this year. Any good fundraising has to have a reason to support. Need an anchor to attach money to for us to want to get people to support us. We don't have to come up with all the ideas, we can bring people in, too.
- S. Horowitz asks if it doesn't seem safe to meet in person, what does a virtual conference look like? And what does a virtual conference fundraising look like?
- E. Henderson suggested "product placement" for donors as a potential source of revenue.

- E. Healey asks am I correct in thinking right now that the only bucket we can donate to on the ACRL website is the scholarships fund? Is there a way to donate to not the scholarships? **Athena** would have to check with Exec in order to do so. It might be possible to donate directly to the Leab endowment as well.
- S. Suppled notes a new endowment would be a lot of work since have to meet a minimum. We have the Leab award, ACRL designation, conference share split with ACRL, and RBMS friends fund.
- A. Jackson notes we have to remember that ALA is an organization of libraries, not organization for *librarians*. So, we have to think about what we can do for our members. A. Jackson reminds us that your budget is your mission statement, we need to support committees but also the membership. How do we bring them to the table? Any actions will need to be teased out, need to help thinking about the “chart stream” or “pockets” to designate in the RBMS funds.
- DuPont brings up that Kathy Leab passed away in the last month; right now the Leab endowment only helps the exhibition awards committee. It’s a proper endowment at the ALA level, what if we made it a broader endowment? A.Chen has been working on this as a way to broaden the scope. Ideas were presented about building those inroads for doing so. The account was also set up to create repositories of these catalogs at the Bancroft, Texas A&M, and Harvard. What happened to the ones that they had as a family? There are environmental concerns with shipping, sending them around the country also something to think about.
- V. Reyes-Escudero notes A. Chen is spearheading a Resolution in honor of Kathy Leab to bring to Exec and working with those mentioned; there may be an opportunity to renew conversations with that group. She sought guidance from ACRL/ALA regarding donor communication protocol (no answer as of this meeting).
- K. Tully has been thinking about the booksellers documentary model, which was sponsored by a bookseller and then the money raised went into the scholarship fund. Not sure what was raised. **Athena** will find out and report to the committee in the coming weeks.
- D. Dias de Fazio inquired about data for how many people donated extra money to pay for the new member’s mixer or not; **Athena** will seek understanding from ACRL.
- A. Jackson suggests an idea for a live stream donation stream of really low hanging amounts, which helps with getting people to want to donate more and more. E. Henderson supports this.
- A. Jackson notes the importance of raising unheard voices, finding ways to support them and also fund that.
- D. Dias de Fazio notes a lot of not for profits were having "pay what you wish" events, classes, virtual tours during the lockdown.

Meeting ended at 3:08pm central