

RUSA

RUSA BOARD

DATE: 7/13/2020

Meeting Documents Landing Page:

<https://connect.ala.org/rusa/viewdocument/rusa-board-of-directors-meeting-j-3?CommunityKey=7728a187-50e9-470a-9fa9-8f8d413ba09c&tab=librarydocuments>

Approved:

[RUSA Board Vote Log](#)

Recording:

<https://connect.ala.org/rusa/viewdocument/recording-of-july-13-2020-board-me?CommunityKey=7728a187-50e9-470a-9fa9-8f8d413ba09c&tab=librarydocuments>

Note Taker: Jenny Presnell

Board Members:

Attendance:

Quorum: 6

| Name | Role | In attendance [x] |
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| Courtney McDonald | RUSA President (v) | x |
| Chris Pryor | RUSA VP/President Elect (v) | x |
| Beth German | RUSA Past-President (v) | x |
| Jenny Presnell | RUSA Secretary (v) | x |
| Ilana Stonebraker | BRASS Representative (v) | x |
| Megan Szwareek | CODES Representative (v) | x |
| Rachel Cohen | ETS Representative (v) | x |
| Kathy Sheilds | HS Representative (v) | |
| Kelly McCusker | RSS Representative (v) | x |
| Jessica Bower | STARS Representative (v) | x |
| Alesia McManus | RUSA Division Councilor (v) | x |
| Kathleen Kern | RUSQ Editor (nv) | |
| Ed Garcia | ALA Exec Liaison (nv) | |
| Bill Ladewski | RUSA Executive Director (nv) | x |

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| | Ninah Moore | RUSA Programing Officer / Continuing Education (nv) | |
| | Shuntai Sykes | RUSA Membership & Programs Specialist (nv) | |
| | Melissa Vanyek | RUSA Marketing, Communications, and Web Services Coordinator (nv) | |
| | Others in attendance: William Ware, Cynthia Levine (past RSS rep), Bobray Bordelon (past secretary), Shane White, Melissa Gonzalez (for Kathy Sheilds and past HS rep.), Quiana Johnson, Emily Hamstra, Greg Flemming (past BRASS rep), Geoffrey Morse, Chris LeBeau, Barry Trott, Mike Paxton, Julia Martin | | |
| Actions taken since last meeting | | | |
| Agenda Item 1 Welcome, Introductions, and Thanks | | | |
| Discussion | Chair Courtney McDonald welcomed everyone and thanked outgoing board members for their diligent work. Introductions of everyone present. Attendance was both past and present board members as well as many members of the RUSA community. | | |
| Agenda Item 2 Approval of the Minutes | | | |
| Discussion | June 29 minutes . Approved by acclamation | | |
| Agenda Item 3 Acknowledgement of Final Report (Mentoring Task Force) | | | |
| Discussion | For the final report see: <ul style="list-style-type: none"> • Mentoring Task Force report presented at the April 2020 meeting. | | |
| Agenda Item 4 Update from the Executive Director | | | |
| Discussion | Executive Director July 13, 2020 report <ul style="list-style-type: none"> • Report does not have new financials since February 2020, which is the same information from June. Just received some data last week. Appears that some revenue from the Midwinter Conference and from some grants have been left out. We might be slightly over budget. Bill will comb through in the coming week. • No new membership numbers • Online learning revenue exceeds what was anticipated. Has not changed since June Executive Director's report • Virtual Annual Conference was successful, according to the division leaders. Good trial and will probably consider this format for future conferences as face to face is uncertain. • Carnegie Awards went well. Sponsor pleased. • Reminder for RUSA Town Hall July 14th on the Future of Reference. Tuesday, August 11th (RUSA Futures Task Force update). • ALA updates. Office has moved into new location but most staff are still working from home. • Question: Do we have attendance numbers breakdown from ALA Virtual on how many first timers vs. regular attendees in person? Bill will look into. | | |

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| | <ul style="list-style-type: none"> • Question: Do new members get a welcome letter? RUSA office sends a letter with contact information for the section(s), if the new member has indicated interest. At the bottom of the letter are links to online learning, ALA Connect, and a question poll. Could the welcome letters be a template with some customization for a Section. Courtney will talk with the New Members Task Force and section leaders. Bill has also sent a link to a google doc to each section leader with links to information about new members. • Question: Concern about lack of data for new members by section. • Suggested that we could poll returning and leaving members to understand retention issues. • Question: Any discussion About Midwinter. No, not yet. |
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| Deadline | Action Items | Person Responsible |
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| Next meeting | Obtain attendance numbers breakdown from ALA Virtual on how many first timers vs. regular attendees. | Bill Ladewski |

Agenda Item 5 Updates: None

Agenda Item 6 Items of the Day

Agenda Item 6a RUSA Futures Task Force

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| Discussion | <p>RUSA Futures Task Force chair, Chris Prior presented their report. The following is a summary of the discussion, but you are encouraged to read the entire report. Chris also thanked the committee members for their work.</p> <ul style="list-style-type: none"> • Charged by the Budget and Finance Committee the task force was formed in April and began work May 1. Charge included in the report Charge continues until June 2021. • The task force met with the staff and leadership of the newly formed CORE, Bill Ladewski, RUSA Director, and Tracie Hall, Executive Director of ALA. • The task force tried to identify and preserve what is of value to the RUSA membership, regardless of what happens to RUSA • SWOT Analysis <ul style="list-style-type: none"> ○ Strengths – RUSA staff; networking; mentorship; vendor relations; awards ○ Weaknesses – the infrastructure; volunteering for RUSA appears confusing and daunting; membership is heavily academic; lack of member retention ○ Opportunities –Create a bundled education/training system that could result in a certificate; Shift the structure of RUSA to focus on skills instead of committee structure; create a home for ALL types of public services; continue Town Halls which is a good way for others to learn about RUSA ○ Threats –Due to Covid-19, traveling is down, as well as some members may be out of work; a general decline in membership in RUSA, ALA, and in many other professional organizations; competition for continuing education from for profit companies like Library Juice |
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Recommendations/Potential Paths Forward

1. Further investigate how RUSA can maintain its current independence as Division within ALA. The Budget and Finance Committee can monitor the financial viability of independence. Recommendations should include modifications to better serve our membership as well as a timeline. Questions about the timeline, 1 year, 5 years to see how recommendations can be implemented. 5 Questions about what would be indicators of success.
2. If independence is not feasible
 - a. Try to merge with CORE. Although sees CORE as a “back of the house” instead of public facing public services
 - b. Create Sections in PLA and ACRL that work collaboratively
 - c. Suggest decision should be made by sometime in November
3. Areas of further investigation
 - a. Create and administer a current and lapsed member survey
 - b. What does ALA support?
 - c. Recruitment
 - d. Create a communication and member engagement task force to engage with our members
 - e. Outreach to Community Colleges, staff at public libraries; access services and public services

Questions

1. Is CORE interested in a merger? CORE has expressed interest, but CORE is still trying to figure out how to be CORE. Think there could be interest on PLA’s and ACRL’s part as well.
2. ASGCLA will dissolve and RUSA could possibly gain members from it. ASGCLA potentially wants to move about 250 members into RUSA.
3. Need to make sure that employers see RUSA as valuable. Are we looking at doing that? Yes, Task Force looked at that. See document
4. Can this report be shared with our Sections? Yes
5. How can RUSA connect more with our members? This is part of the RUSA Board Directive to the Member Engagement committee
6. Recommend a decision from the Board about a way forward so that changes can be voted on in the 2021 election.
7. Reminder to the group that the Task Force doesn’t make decisions, just recommendations and RUSA Board decides.
8. Much uncertainty exists because of the reorganization and changes at the ALA level.
9. Discussion about upcoming Town Hall contents
 - a. Would like a fuller report on membership, possibly at the upcoming Town Hall. Membership has to understand that nothing is free and what could go away with the loss or merger of RUSA. Conversation must be controlled or it will consume the meeting
 - b. Will Town Hall be one large group discussion or smaller breakout groups?

Agenda Item 6b RUSA Town Hall Topics

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| Discussion | <ul style="list-style-type: none">• Town Halls will probably be held once a month. If you have some topic suggestions send them to Courtney. |
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Agenda Item 6c Discussion: sharing observations from the outgoing Board, fielding questions from the incoming Board

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| Discussion | <ul style="list-style-type: none">• Advice: look at the RUSA Guide to Policy and Procedures and RUSA Bylaws• Members should remember to take information from Board meetings back to their sections• Section chairs may want to think about the timing of the meetings in relation to RUSA Board meetings• Remember to ask RUSA staff for what you need. They have useful institutional memory• Ninah has sent invites with connection information to all board members. |
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Agenda Item 7 Announcements

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| Discussion | <p>Upcoming events</p> <ul style="list-style-type: none">• All-RUSA Volunteer Orientation, August 3rd 12:00pm Central time,• RUSA Town Hall Tuesday: RUSA Futures Task Force, August 11th 1p EDT / noon CDT / 11 MDT / 10 PDT. Topic: RUSA Futures Task Force Report |
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Wrap up, action items, next meeting

Meeting Schedule -- All meetings to be held at 1-2:30pm (Eastern) / 12-1:30pm (Central) / 11a-12:30p (Mountain) / 10-11:30a (Pacific)

- August 10
- September 14
- October 5
- November 9
- December 14
- January 11
- Midwinter meeting [TBD]
- February 8
- March 8
- April 12
- May 10
- June 14
- Annual meeting [TBD]
- July 12: Joint meeting, 2020-21 and 2021-22 Boards

Rev. 6/16/2020