

Maryland Library Association
Minutes
Steering Committee Meeting
Friday, August 26, 2022
1:00 p.m. – 3:00 p.m.

VIRTUAL MEETING

<https://marylandlibraries.zoom.us/j/93442067028>

In Attendance: Carl Olson (Treasurer), Josh Stone (Executive Director), Conni Strittmatter (Secretary), Nay Keppler (President), KennethWayne Thompson (Vice President/President Elect), David Dahl (ALA Councilor)

Excused Absence: Kelsey Hughes, Mary Anne Bowman

Call to Order and Welcome

Nay Keppler

- Nay welcomes KennethWayne Thompson to his first Steering Committee meeting

Changes to the Agenda

- No changes to the agenda

Minutes June 15, 2022

Conni Strittmatter

- We do not have the minutes for June. We will approve over email later.

Treasurer's Report

Carl Olson

Balance Sheet

- Total bank balances ended July at \$125,175.93, up just under 17.5% from last year
- Accounts receivable have held steady at \$3,695
- Long term reserves ended at \$129,914.61
- Total Assets came in at \$258,785.54, just under 3.5% higher than last year
- Retained earnings came to \$268,026.85, about 6% higher than last year
- Net income came to a loss of \$9,240.60. We always dip a bit in July, but we make it up with the conference
- Total liabilities and Equity is at \$258,785.54

Budget vs. Actuals

- Annual conference income starts out at \$115, 5/10 of a percent of our annual budget
- Jobline income took in \$200 in July, which is 6.67% of the budgeted figure
- Membership dues comes to \$5,651, about 6.65% of the annual figure
- Group programs took in \$325, which is 1.63% of the budgeted amount
- Total income for July was \$6,341, just a little over 1.5% of the total budget
- We paid out \$500 in scholarships, which was likely related to the conference

- Office expenses came to \$2,048.33, about 12.4% of the budgeted figure
- Personnel expenses came to \$12,714.27, just under 7.5% of the projected budget
- Total expenses came to \$15,581.60, which is 3.83% of the budget for the year
- Net income is a loss of \$9,240.60

Questions & Comments

- KennethWayne Thompson motions to approve the budget for audit
- Conni Strittmatter seconds
- All approve

Old Business

1. Special Elections – Josh

- a. KennethWayne Thompson was elected Vice President/President Elect in the special election

2. Materials Interest Group – Nay

- a. Laura Bandoch petitioned to create a Materials Interest Group
- b. She received enough signatures to make this happen
- c. The new interest group will be featured in The Crab
- d. Josh has created a new space for them in MLA Connect

New Business

1. Unit Bylaws – Nay

- a. In the Manual and MLA Bylaws, it states units, specifically divisions, should have bylaws
- b. Nay did a bylaws roll call. There were two units who didn't have bylaws or were not sure if they had bylaws (SSD and LDD)
- c. Interest Groups and Panels do not need bylaws
- d. Nay will encourage those two divisions to create bylaws by looking at other unit existing bylaws
- e. We include bylaw review and revisions to the checklist for new unit leadership
- f. Similarly, if the organization's bylaws change and affect unit bylaws, MLA will indicate individual units should review their bylaws
- g. We will consider a bylaw training or workshop for units to attend. We can record it for future use

2. Strategic Planning – Nay & Josh

- a. Nay sent out the strategic planning survey through MaryLib. One for members and one for non-members
- b. Please consider helping spread the word
- c. On September 14th, the Executive Board is invited to a "strategically planning our Strategic Plan for the Strategic Plan" meeting
- d. We will be doing this virtually – Nay would like to brainstorm ways to incorporate engaging digital planning tools
- e. BCPL has access to Microsoft Whiteboard, which could be helpful. Conni will meet with Nay, Josh, and KennethWayne to test it out

- f. We may want to come up with some prompts for this meeting to facilitate conversation
- g. Nay will share the survey results once they are fully compiled. There are not many surprises, but very helpful information

3. Institutional Dues & Benefits – Josh

- a. Josh is still working at making a spreadsheet to share with the board about what we want to do with institutional dues
- b. He is approaching public library directors to talk about price points, the value of MLA for them and their staff, what would be enticing about an institutional membership
- c. We have an institutional membership right now, which is not very expensive, but all you get as a benefit is free job postings
- d. Josh would like all part and full time staff to be involved in an Institutional Membership
- e. Josh and Tamar from MSL met recently to brainstorm other benefit ideas
- f. If we got all systems on board, it would increase our membership by over 200% and it would increase our revenue by \$68,000
- g. If only Baltimore and Cecil County jumped in, we'd lose money
- h. Josh would like us to discuss what kind of benefits come with the Institutional membership
 - i. Could we give a free registration to MLLI to each Institutional Member?
 - ii. All staff are members?
 - iii. We could offer an early adopter discount
- i. Last year, we only took in around \$3,200 from group programming. Josh thinks we could, with more institutional dues, offer more free webinars because we'd make up that loss
- j. Josh would like to present this to the board in September to be sure everyone is comfortable with the price points and corresponding benefits. At October's MAPLA meeting, Josh would like to present it to the group to get more buy in and feedback. This would allow for a vote in November with the hope that we could implement it by January
- k. Nay asked if, in other areas, members attended trainings for free
 - i. At least webinars, possibly some in person
 - ii. If we get all the institutions on as members, we could absolutely afford free trainings for members
- l. KennethWayne mentions that Georgia Library Association offered a discount on liability insurance of some kind
 - i. MLA pays for liability insurance for all board members

4. Member Benefits – Nay & Josh

- a. Representatives from BCMLA, Marketing, Membership, and MLA leadership got together to discuss membership members for MLA – why should someone pay to become an MLA member?
- b. Justin from Membership did research into other state library association websites to find how they outline benefits
- c. The team is now working on a draft of outlining member benefits
- d. Some of this might change as Institutional Membership dues change

- e. There are some things other states offer that the team found that could be helpful for us to consider adding
- f. Review the document Nay sent and give her any feedback
- g. Conni mentions possibly adding mock interviews through MLA
- h. David sent along an ALA resource that adds values to the benefits offered by ALA

5. The Crab – Nay

- a. Nobody really joins MLA to have access to the CRAB. It's not really tied to professional development
- b. By making it free (right now, the current issue is not free but back issues are), we could encourage membership and highlight benefits
- c. Nay is proposing that, starting with the fall issue, the Crab will be free from here on out
- d. Conni suggested, if budget is an issue, to flip the model and make the most recent issue or issues free, but past issues could be housed on MLA Connect (behind a paywall). This would then become a member benefit
- e. David agrees that making the current issues free to all. He does not believe it needs an executive board vote
- f. Starting in the fall all Crab issues will be free and available to all regardless of membership
- g. Carl found that the line item for the Crab folds sales and advertisements. Making the Crab free should not create a financial issue

6. Tuition Assistance for Office Staff – Josh

- a. Three of the four people Josh interviewed are currently at the iSchool
- b. Many asked if MLA offers tuition assistance for staff
- c. Josh wondered if we could just make this happen – offer staff up to \$500/year, which is the same that we offer members via scholarships
- d. We could also just state that all staff other than the executive director are automatically given a membership and able to apply for the scholarship, but that would take funds away from members
- e. Josh would like to look at the budget and see if he can make it work by revising the budget. He will also include it in the personnel manual update

President's Report

Nay Keppler

- Nay attended the MD ACRL meeting and learned about the types of things impacting academic libraries. Nay discussed the gap MLA has engaging with academic libraries as an organization
- Josh and Nay went to the first Library Advocacy Interest Group for the year. They are planning for Library Legislative Day and some brown bag meetings, which are typically free
- Nay worked with Sharon and BCMLA to discuss the special election they will need to do to bring in a vice president and secretary. This will likely happen in September.
- Josh and Nay virtually attended the last MAPLA meeting to discuss MLA Connect, rebranding, and dues restructuring

- Nay is working a lot with membership and marketing on membership benefits
- All subgroups for the centennial planning need to send three ideas for the celebration so it can be included in the teaser video

Vice President/President Elect

KennethWayne Thompson

- KennethWayne just began his role. He attended a meeting with Nay, Josh, and Mary Anne

Executive Director

Josh Stone

- Josh went to his first ever MACO. It was a beneficial event
- The company MLA typically uses for audits raised their prices from last year by around 23%, but we found this is still the best deal around so they will begin shortly
- Josh met with MASL to discuss ways to work together on legislative priorities, especially with book challenges on the rise. He put Tiki from MASL in touch with IFP
- Josh attended two different CML meeting recently. They will have their first in person event since 2019 on October 15th at the Busch librarian in Annapolis
- Josh is waiting to hear back from one person who he offered the part time office position to
- Thanks to Carroll County facilitating, Josh was able to order new computers for the office
- Mary Anne and Josh are scheduled to give the last of MLA Annual awards to Connie Trent from Anne Arundel county shortly
- Josh completed the annual State of the State Chapter survey for ALA
- Josh and Natalie Edington did the training on OneClickPolitics through ALA yesterday. It looks much more modern and engaging than the previous product we used
- Josh sent an MOU to DLA so we have in writing what each of our associations are responsible for regarding the conference. He is waiting on feedback from DLA

ALA Councilor's Report

David Dahl

- ALA Council is meeting 8/26 @ 1pm (reason I'll be late) for a 2nd vote to rescind ALA's constitution. That sounds like a big deal, but it's really more of a formality to reduce their governing documents from two (Constitution and Bylaws) to one (Bylaws) as part of streamlining/transforming ALA governance. The bigger change will be the subsequent revisions to the bylaws, scheduled to be voted on by the membership next April.
- Unite Against Book Bans - just want to check that we feel like we have enough information about this for the September board meeting.
- ALA is migrating from Engage to OneClickPolitics on September 1st. As someone who does a lot of systems migrations, that's really soon! Natalie and Josh, I think, attended an orientation session. The following attributes will be migrated: Prefix, First Name, Middle Initial, Last Name, Suffix, Email Address, Active, Global Email Optout, Action Count, Phone Number, Address. If we want anything else (not sure what else is available) we need to export it ourselves. If it's not difficult or time consuming, we might want to export all our data from Engage just in case. In addition to other uses, we might want to use it to spotcheck that migrated data is accurate.
- State of the Chapter Annual Reports are due Sept 20. Checking to see if there's anything I can do to help complete that.

Past President**Mary Anne Bowman**

- Josh and Mary Anne are presenting the final MLA award (Outstanding Support Staff) to Connie Trent on Monday.
- Mary Anne met with Josh, Nay, and KennethWayne yesterday for the first Hall of Presidents meeting.

Conference Director's Report**Kelsey Hughes**

- The conference theme is officially "Level Up"
- Proposal forms went out last weekend. They will close on October 8th. As of yesterday morning, they have 4 proposals
- The committee created a [mission statement](#). This was adapted from PLA's statement and went out with the call for proposals
- They are working right now on finding keynotes

Adjournment

- Carl Olson motions to adjourn the meeting
- David Dahl seconds
- All approved