

## AVL Executive Council Meeting Minutes

March 15<sup>th</sup>, 10:30 am -12:30pm

### In attendance

Cristin Dillard, Kimmetha Herndon, Chantae Calhoun, Amy Henderson, Bill Paine, Ron Leonard, Suzanne Estes, Nancy Pack, Phill Johnson, A.P. Hoffman, Cary Hill

### Minutes

A.P. made a motion to approve the March 15<sup>th</sup> minutes and Cary seconded. Minutes approved.

### Financial Report

Ron reported there was an error made in the term of coverage by ASA, meaning we had not paid for coverage for the entire year. We amended the MOU and must pay a little more but plenty in the budget to cover the extra. Ron said that even with the change we have a balance of \$247,656.24.

### Unfinished Business

**Legislative activity:** Phill noted that several EC members held a meeting with ALLA to see if we can coordinate our efforts. Cary Hill said the budgets are in good shape and he believes AVL will get a bump. He said they are doing a lot of supplementals this year because of the expected downturn next year. Nancy mentioned her concern about a group called Mass Resistance because they are targeting databases and materials in libraries. Biggest concern is librarians being targeted and charged for checking certain materials out to children. Nancy noted that Ryan Godfrey is working on a flyer to be handed out to legislators. Cary said we have time because the budget will not move through early. Nancy noted we want to speak to the Senators first because they get the budget before the House. Phill noted there is only one new Senator but lots of new faces in the House. Cary suggested we all get together and walk the halls. Ron suggested getting vendors to cover the cost of a breakfast for legislators. Cary will provide Phill with the contact info to see if we can reserve the 6<sup>th</sup> floor lobby for a breakfast. Phill asked Cary if committee day would be optimal for a breakfast and Cary agreed and suggested a Wednesday. Cary told Phill to go ahead and make appointments with Senator Orr and Representative Garrett. Ron suggested a save-the-date postcard be placed in legislator's mailboxes. Chantae noted that the earlier meeting with ALLA focused on how to narrow everything down to a two-sided flyer.

**AVL Director:** Cristin said some EC members provided feedback on the draft position announcement. EC needs to decide if this will be an RFP or a contract. Cristin said doing a MOA through a university would be ideal. We would provide a scope of work providing number of hours, duties, etc., and develop a MOA. Cristin has copies of previously used MOAs to follow. Nancy said AVL could do this as an organization and just contract it out. Cristin pointed out that there would not be any retirement paid out and it is a part-time role only. More advantageous for us to do a contract because we can more easily cut ties if need be. Another issue to consider is that AVL will need to pay indirect costs that are typically around 8%. Ron noted we will be halfway through the fiscal year so we need to have multiple scenarios. Cristin said a MOA takes care of that problem. She went on to say that ALSDE has worked with multiple academic institutions in the past so this should not be difficult. Cristin is going to draft a skeleton MOA to help facilitate the process.

**Social Media:** Phill reported that the AVL Marketing Committee is doing a great job. At their meeting on Monday, they discussed generating a list of college of education departments from across the state. They also reviewed the library promotional materials on the AVL and mentioned our FAQ sheet is dated. They discussed producing new materials, digital promotional packets, and updated videos. Agreed that the EC would ask the committee to keep working while we get a director hired. Ron asked if they have requested additional funding and Phill said they have not, but they have mentioned advertising. Ron mentioned that billboards had been mentioned in the past and that we still have a healthy budget to cover advertising. We can bump the current \$10,000 set aside for marketing to \$20-30,000 if we need to. Susanne asked what promotional materials we have for the upcoming AETC Conference. Cristin noted that we also do sessions at conferences like AETC. Susanne talked about the upcoming summit where 20-25 librarians will write lesson

plans/learning resource activities and one section must be based upon AVL resources. She could use some AVL promo materials for that event. Amy will ship the materials to Susanne.

**Intern – Debra Morrow:** Phill said Debra is excited to get started. She is currently putting together a document with expectations/outcomes that Phill will sign and return to Debra’s internship coordinator.

### **New Business**

**Website – Bill Paine:** The AVL website currently uses Drupal 7, which is being phased out. ASA is already preparing to upgrade to a newer version of Drupal. Nancy asked if the APLS logo could be updated at that time. Bill said their graphics people are working on that. Phill provided information about how the logos are not layered so inserting a new logo for one entity is impossible.

### **Committee Reports**

**Budget** (Ron Leonard, committee chair) – Ron noted that if we added additional funds to marketing, \$1000 for postage, and money to pay for booths at conferences, we would still have roughly \$195,000 left in the budget.

**Database Review** (Ron Leonard, committee chair) – Ron said the committee members have been very busy. The committee discussed adding Newsbank but the price is prohibitive at \$1.5 million. Even for public libraries for in-house use only it would cost close to \$500,000. Committee will continue to look at other products like Scientific American and Nature. Stats for Nature were through the roof so we are unsure if those are accurate. Ron reached out to Salem Press for a trial of the Careers in Series. He also reached out to Jackie to ask about ebooks related to state initiatives. Susanne reviewed the databases and asked for input from state colleagues. She noted that math and technology are underrepresented in our resources. She also noted that the state has adopted a new program called ELLevation so we should look at that. Amy recommended Newspaper Archives and said it is a great resource for the money.

**Selection & Licensing** (A.P. Hoffman & Ron Leonard, committee co-chairs) – Nothing to report.

**Bylaws** (Nancy Pack, committee chair) – Nothing to report.

**Legislative and Advocacy** (Nancy Pack, committee chair) – Nothing further to report.

**OER Commons** (Kim Herndon, committee chair) – Nothing to report.

**Publicity** (Cristin Dillard, committee chair) – Cristin said we need to have priorities for the first few months after we hire a director.

**Training** (Cristin Dillard, committee chair) – Nothing to report.

### **Announcements/Reminders**

Ron discussed the ACHE grant for summer bridge programs. Proposals that include AVL or OER will be given priority.

Ron and Chantae also noted they are working with Elsevier and they expect them to make their STEM ebooks available to all 2-year institutions in Alabama as early as this fall.

Amy provided information about the World of Work (WOW) Conference recently held at Oxford Civic Center, which had 9000 students attend. They explored career options and her library had a booth that also included information about the AVL.

Cristin moved to adjourn and Ron seconded. The motion pass and the meeting adjourned.