Meeting commencement: 10 am

In attendance:
- Karen Gardner-Athey
- Debby Emerson
- Justin Kani
- Carol Ann
- Jill Dixon
- Jonathan Coe
- Melissa Langridge

A. Agenda approved by board

B. Minutes accepted as corrected minutes from the last NYLA ASLS board meeting on September 25, 2013.

C. Announcements and President’s Report (Karen)
   1. Comments from conference were all very positive. Every presentation had rave reviews. “Hit it out of the park” with programming this year. There will be high standards to meet next year.
   2. Debby mentioned that the presenters were “very knowledgeable” and they were conversational in nature. Presentations well-received by attendees.
   3. In attendance at council meeting on November 7, 2013. Highlights include:
      - Empire Friends Roundtable is requesting to become sectioned. They are in the process of getting signatures to obtain that status. The advantage in doing so is being able to present sessions among other things. Will probably be accepted not at the next conference, but the following one.
      - From the Director’s Report on Operations…Bethlehem Public Libraries was to become one of the first library to subscribe to NYLA’s credit card processing service. After beta testing, there are other libraries that have expressed interest in enrolling in the program. Through this program, NYLA is offering to take care of credentials and host firewall, etc. Charge for this service is nominal.
      - (Carol Anne) Empire Collaboration Conference is in development with NYSHEI academic libraries and SUNYLA. Plan to not charge attendance fee. One day everyone will go to the same exact thing. Possibly have Barbara Stripling come. Asked if she would present on academic sections on Monday evening. Tuesday evening social she may speak on her initiative declaration for the rights of libraries.
• Gregory McGuire coming on Friday morning keynote speaker. Focus on writing and reading. Call for presentations will go out soon.
• Debby: Academic libraries section of presentations will start Monday evening through Tuesday during the day.
• Sara Kelly Johnson has put together a task force to work on integrated advocacy through engagement for libraries especially in schools. She wondered if ASLS could do something to help out. Carol was asked, but cannot due to involvement with the Empire Conference. She provided Jane Verostek’s name as well as a few others. Melissa will contact Sara directly to offer assistance.

D. Vice President’s Report and Conference Planning Update (Justin):
  1. Proposed a couple of ideas for special libraries based panels or group presentations. Still abstract ideas. Includes possibly the Cold Springs Harbor and the Legislative library.

Karen: Likes the idea of having a few members of each collection of the NYS libraries or having them have their own panels.
Justin: Anticipates to follow up with an email concerning proposal submission details prior to Thanksgiving break.
Karen: Oberlander agreed to present on open textbooks.
Justin: Sage College would be interested in presenting on Learning Center and Library. This college changed the name of their support service including their library and IT department, and tutoring services under one service. Will cover the implications.
Debby: A couple of libraries are moving in that direction, but they haven’t been implemented yet. It might be good to offer this presentation to those who are moving in that direction.
Karen: Elaine submitted a conference proposal. Under discussion:
  • \textit{Obstacles to good customer service} –
    Debby: Depends on the audience. Not done as much with academic libraries. Can ask them to direct the conversation in that direction.
    Justin: A lot on it already.
    Carol Anne: Need more information in order to assess for newness.
    Karen: Will follow up with Elaine for more details.
    Carol Anne: Upon viewing the full explanation, the presentation sounds informative.
    \begin{itemize}
      \item Proposal accepted by committee.
    \end{itemize}
  • \textit{Obstacles to effective marketing and PR} –
    Carol Anne: Presentation on the assessment of marketing. Needs more information to decide whether or not the ideas are more provocative.
  • \textit{Demonstrating productivity tools}
  • \textit{VR and the 21st century} from Matt and Jane.
    Debby: Depends on what they present about. Need to give people new information.
    Carol Anne: LibAnswers and LibAnaytics – perhaps they have used it effectively. Assessment to improve upon the service.
  • \textit{Visual Storytelling}: Accepted by committee.
Cold Springs Library presentation – tabled.

Justin: Will follow up with proposal submissions for more details in order to ensure presentations offer attendees new information.

E. Past President/Nominations Committee (from Elaine, as given by Karen):

1. Filling the vacant committee positions of membership, intellectual freedom, and awards. She would like some help in awards committee as she is also head of the nominations committee.
   Carol: In the by-laws, does it say that the past president is the awards committee chair? Karen found in the president's manual that the past president does chair the awards committee as well as the nominations committee.
   Debby: Contact names from the lists of new members from Lois. Try to involve those new people.
   Karen: New members have gone up by fifty-four people, but there weren't names attached. Karen will ask Lois for new membership list.

2. Jill offered to assist Elaine and will contact her about it.
3. Contact new members from sign-in sheet at conference meeting who aren't currently active with ASLS to ask if they would be interested.
4. Send out email to members of the ASLS listserv to ask their interest.
5. Carol Anne may be able to volunteer for this committee after June. Possibly collaborate with NJ at the conference booth in order to increase ASLS membership.

F. Treasurer's Report (Jonathan):

   Current balance of $17,396.63.
   ASLS took in $483 mostly in conference dues allocations. Reimbursed $787.53 for the fall conference. (Karen) There are payments still outstanding.

G. Committee Reports:

Legislative (Debby):

1. NYLA legislative committee is going to meet in December or January.
2. Hired a new lobbying firm, JEM, who supposedly has great connections.
3. Draft of agenda in hand. First item is to restore full funding of $1.2 million to NYS libraries according to Education Law. They haven't been fully funded at that level since 2007.
4. Carol Anne: Library Advocacy Day is February 27, 2014. Not the usual March date as there were several reasons form the change.
   a. Debby: Charter a bus from CLRC headquarters and make a stop in Utica. Investigate various transportation options available in your region. Numbers are noticeable and make a difference.

Web:
1. NYLA training on CMS at 2pm today. Anticipate on posting accepted minutes prior to our next meeting.
2. Minutes be posted to the ASLS site as well as continue to be sent through the board listserv a few days prior to the upcoming meeting.

Newsletter (Wendy):
1. Karen will contact Wendy about the newsletter as one should be created for the winter season.

Old Business

1. Social Media Strategy (Justin):
   a. Maintain a blog. Mention that it could be challenging to maintain it with daily work demands.
   b. Obtain a Flickr account in order to post images from NYLA meetings and events. Shows some engagement.
      • Obtaining an Instagram account is also a possibility as it is currently one of the more popular social media sites. Fresh platform to sharing photos. Do not have to continuously post as opposed to a blog.

New Business

1. Karen: Conference programming is due December 31, 2013. We should have an update soon from Justin. We will continue to offer assistance as we know more.

Meeting adjourned 11:32 am.

Respectfully submitted,
Melissa Langridge