

SLA Executive Board Meeting
August 12, 2004 (12 noon)
1 Queen St. East, Suite 1700

Attended: Gayle Kiss, Laura Knapp, Barbara Slawek, Joy Shanfield, Daniel Lee

Regrets: Helle Arro

1. Agenda -- Laura added to the Agenda, under Section 8, Other Business, the 2005 Local Arrangements Committee. Gayle moved to accept the revised agenda, seconded by Daniel.
2. Minutes of previous meeting, July 7— Gayle moved to approve the minutes of the previous meeting with the corrections that had been noted. Seconded by Daniel.
Corrections included: no limit to number of logo entries prepared by Jo-Ann's contacts; deadline for Strategic Plan is April/May 2005; substitute OLA where minutes read OLITA; change wording to the effect that the purple sphere may be part of the new logo design; Barbara writes BoardWatch for Courier; next meeting date, August 12.

Gayle reminded Joy that final versions of minutes are sent to Britta Jessen for posting on the Chapter's web site. Word format is fine.

3. President's Report

A – Survey questions

The Board agreed to delete questions (Membership Value) 3-11 and 3-12 (re mentoring program), and to take out the part of question (About You) 1-2 that asks about work experience divided in to information and non-information roles. They agreed to expand some questions; in question 1-1, add choices for currently employed or not (student, unemployed or retired), working for an employer or self-employed, job is full- or part-time, job is permanent or contract, environment is solo practitioner; in (Our Programs) 3-20, ask where members live and work; in question (About You) 1-5, expand the number of industries or sectors that members work in, making these the same or similar to the SLA Divisions. New questions will be added for: the size of the employer's organization, and the size of the library. Some discussion took place about whether there would be any advantage to ask members' their age (i.e., how close to retirement they are), but instead question 1-3 about years of experience will be kept. Information is useful in determining the best depth or level for programmes offered.

The purpose of the survey was reiterated: for (1) programming; (2) strategic planning; (3) salary information. It was agreed that Board members would each submit survey ideas for comparison.

B – Change of logos – Jo-Ann asked Laura to provide a creative brief for her to show to a large list of potential designers Daniel has experience with these, and offered to produce one that puts forth our parameters in a straightforward / simple fashion simply. Each designer will be provided with a stipend.

All were agreed that we want fewer logo entries than Jo-Ann visualizes and that we need them sooner rather than later. Laura will follow-up with Jo-Ann.

C – TALL partnership – Wendy Reynolds is on board with our proposal to collaborate on programming for OLA, and to find ways for each of our organizations to promote the other's activities. She will take to the TALL Board for approval.

D – Volunteer appreciation evening – Evening will not be scheduled to take place in August because there is no time when some of us are not on vacation. Early October or March/April were suggested as alternatives. Daniel preferred October, when Board can welcome volunteers and put them on track as their volunteer roles get underway (versus March/April, a time of year when volunteers may be feeling burned out). A place will be found to have this event early in October (2004).

E – OLA relationship – Our liaison within OLA is Elizabeth Malak-McMullan from Vaughan Public Library. Two programs for the morning of Friday, February 4th (2005) have been arranged, business and legal research for librarians working in non-business or –legal settings. Lunch will follow, and OLITA will provide technology content to fill the afternoon times.

F – Updating Committee information on website -- Board members were asked to contact Committee people reporting to them and obtain contact information for the site.

G – Marketing position – The new position of Marketing Chair will be filled by Anthony Danko. This proactive public relations position will interface with Conference planners, the Programming Committee, and the Membership Marketing person (Yasmin Chandra). It is not clear whether Dialog or Micromedia will be able to provide the role's resources.

H – Ongoing projects – These were discussed at the previous meeting (July 7th), and there was no need for further discussion at this meeting.

I – Dialog partnership – Dialog said that we could keep their payment, \$750, for programming.

J – Career Guidance position – Ulla de Stricker has been doing part of this position by alerting the Chapter to job openings that are not posted, and by providing career mentoring. She is willing to continue to fill these aspects of the position. However, we could still use someone to go after employers in a proactive manner for job postings, to start up and maintain a Job Bulletin Board, to write articles, and to refer job seekers to other web sites. A job (bulletin) board was something members asked for in the previous survey, but it takes a lot of work. Perhaps it is enough for FIS to do this well, and for us to link to their site through the LRC Careers Page (Daniel).

Other aspects of the new position that a Coordinator could fill are: to provide a list of career resource links (e.g., FIS, OLA, etc.), to put together a group of senior managers to read resumes, to write and post a list of quick tips for job seekers, to re-use content from Book Club session. Caroline Werle and Rachel Dupuis were suggested for this position, and Laura will pursue this.

4 - President Elect's Report

A – Programming updates

Programming Committee will meet on Tuesday, August 17th.

Barbara is seeking someone to coordinate Virtual Seminars sessions. Jodi Cecchi's name was suggested, but only if she works in one of PWC's downtown locations. Pricing options for the sessions were discussed (same day, replay unlimited for 30 days, special offers as for Sept. 14th).

Developing plans for September 23rd (opening social event) and October (20th) (transitioning to a management position, panel discussion) programs were discussed, including costs for venues. The Board will recommend to Rani Pooran that she change the venue from Hart House both because we would stand to lose money by holding the opening meeting there, and because the room might not hold enough people. The Hot House Café was suggested as an alternative.

The October 20th program has three speakers booked, but no venue as yet.

THLA and OLTA will be asked if they are willing to participate again as full partners in the December Joint Holiday Social event. CASLIS (Erika Steffer) is on board, and will pay the deposit for the venue, the Textile Museum. Attendees will have access to the Museum exhibits as well as its gathering areas (Lounge and Auditorium), but food and beverages cannot be carried in the exhibits area. We will have to apply for a liquor license.

B – Book Club – It would attract senior managers, and its content could be used in various ways. Books for Business is hosting and there are 2 books chosen.

C – LISC meeting / partnership -- discussion was deferred to end of the meeting.

D – Information Highways -- The Information Highways planners (Virginia Roy) plan to increase both content and promotion compared to last year.

E – Technology Panel – A panel discussion that is vendor-focused is suggested for October or November. Our current partners and perhaps others (either competitors or niche specialists) could be invited. They could be allowed to exhibit in small booths.

F – Should hear soon regarding possible visit from SLA President-Elect, Pamela Rollo or President Ethel Solonen.

5 – Secretary's Report

Joy will meet with Registrars Denise Roeleveld and Heather Brunstad after work on Tuesday, August 17th. She will turn over to them materials such as name badges and label stock, and provide diskettes containing last year's registrations, reports, and working materials. She also plans to write these to a CD-ROM for long-term storage. Laura asked if she could have her own copy of the CD-ROM.

Joy is getting ready to speak to Patrizia Brasch about the Chapter Archives once she is more familiar with the content of historical information on the web site. It appears that Patrizia is no longer with Micromedia.

6 - Director's Report

A – Web page update – Britta and Heather are comfortable that they will meet the September deadline for rolling out changes to the central part of the site, as well as the new area/page allocated to the Local Arrangements Committee. The Librarians' Resource Centre (LRC) and Membership Directory are also being revised.

B – COP discussion – Jennifer Trainor is working on getting the information that the Chapter needs. She has joined the Facilitators group, and is investigating how COP is being

used by the few Chapters that are making use of it. A proposal on how our Chapter can use COP will be written up for September.

7 -- Past-President's Report

A – Best Practices documents

These were distributed to persons on Committees for updating, and are due back to Gayle by September 1. She suggested that we remove By-Laws from the web site because they are lengthy and outdated.

Gayle moved that we remove from the Best Practices (BP) document those Committees that we do not have. These include: Mentoring, Diversity, and Consulting Chairs. Seconded by Daniel.

Discussion followed on what we want to do about filling the Public Policy Chair position that will remain in the BP document. We used to rely on Stephen Abram for informal news monitoring, and once had an active newsfeed set up by Heather Ritchie as well. While Stephen may be able to continue to provide us with informal news monitoring, we could still use an additional person to monitor news more formally, to lobby on our behalf, and to write a Government Watch column in Courier. Laura will talk to Stephen and look for a suitable person using comments provided in the last survey round.

The Strategic Planning Committee will be rolled up in to the Past-President's responsibilities for now, but this could be adjusted with the election of a Committee in a year when activity was needed. Gayle amended her original motion to include this. Seconded by Daniel.

8 -- Other business, Local Arrangements Committee

Laura is meeting with Mary Hum and Kolette Taber (LAC) on April 13th. Operating budget approved, but there is no money to do a conference-wide event. An alternative would be to make the Canadian reception more elaborate.

Laura asked someone to take minutes for Joy at the September meeting, which falls during her vacation period. Next meeting: Wednesday, September 1.

4 – President-Elect's Report (continued)

C – LISC

Barbara and Laura attended a meeting on August 11th with five Librarians from the Sheridan Park group in Mississauga, LISC. Their Chair is Linda Pauloski. When their current year ends in April 2005, they will lose the funding (\$2,000/year) and accommodation (use of Sheridan Park conference facilities) that Sheridan Park Association was providing. Accordingly, they are looking instead at partnering with an established library association in order to carry on providing programming to their members. SLA Toronto Chapter is one of four alternative partners under consideration.

They have been running ten programs per year, each a half-day or half-morning. Because their speakers were costing them only a small honorarium, their programs were free to the members. They visualize forming their own SLA Chapter, called SLA Toronto – LISC, running their own programming, and having a separate web site presence, with autonomy from the existing Toronto Board. There is no precedent for an arrangement like this. Barbara and

Laura presented the possibility of regional association with the Toronto Chapter, a model already in use by the Western Canada chapter.

Funding would be an issue, because they would have to submit a budget to the Board, and if approved, the amount they would need for programming (likely \$2,000) would have to come from the committee's existing (\$5,000) budget. They appear willing to hold more of their programmes in evenings, in order to accommodate city of Toronto attendees, and they would be happy to utilize the Chapter's established, electronic registration and payment processes.

Benefits to us would include: increase in membership, although some of their members already belong; increase in number of sponsors (theirs include STN and ISI); access to the technical content of the programming they offer and better service to members in Toronto west.

Their Board will discuss the regional model that we proposed. Meanwhile, we will follow up by having Pam Casey look at the gains we might realize in membership, and Barbara investigate Western Canada Chapter's programming with its Divisions.

The meeting adjourned at 2:10 pm.

Next meeting: September 1, 2004 (at 12 noon)