

SLA Toronto Chapter Executive Board Meeting Minutes
April 5, 2006 @ 12:00 p.m.
Katharine L. Ball Cataloguing Lab, Room 418
140 St. George St., Faculty of Information Studies

Attended: Pam Casey, Sandra Craig, Martha Foote, Daniel Lee, Tylene Reaume, Heather Ritchie, Joy Shanfield, Melissa Troemel

Agenda Item	Motions and Action Items
<p>1. Approval of agenda for today's meeting Martha distributed an updated version of the agenda that differs slightly from the version that she e-mailed to the board and New Business, Item f) Janice Lachance was added.</p>	<p>Daniel - motion for approval of today's agenda with addition Melissa – seconded motion All - approved</p>
<p>2. Approval of minutes from meeting of Mar. 2006 Martha, Joy, Daniel and Pam submitted some minor changes which Tylene will make to the final minutes.</p> <p>Heather wondered if there would be time to review the action items from the minutes at our meetings. Martha suggested that we each review the action items that we are responsible for and include their status in our reports to the board because there isn't really enough time to go through them at the meetings.</p>	<p>Heather - motion for approval of March minutes Joy - seconded motion All - approved Tylene - make minor changes and post PDF copy of final minutes on chapter website All - review action items from minutes and include a status update in your monthly report to the board</p>
<p>3. Questions and comments arising from submitted reports</p> <p>Re: President's Report Martha noted that she, Pam, Daniel and Joy will be attending the Baltimore conference and that all members of the association are welcome to attend the leadership institute on Sunday, June 11.</p> <p>Martha explained that she has asked Mark Schrutt, the Vendor Liaison, to come up with a plan to ensure that vendors are credited for their sponsorship of events and to find sponsors for the April 20 and May 4 events.</p> <p>Martha mentioned that she spoke to a U of T FIS group of students on March 29 and will be making a return visit in the fall when the new students arrive.</p> <p>Martha noted that she finally received a response from the student liaison at UWO FIMS (Sandra Hodgson), who said they their student chapter held a few SLA events this past semester. Martha learned from other faculty contacts that the UWO faculty member who was the 'champion' behind the SLA student chapter has recently retired which might be the reason why the group isn't very active. Martha has decided to wait until the new crop of FIMS students begin in May to visit them in London.</p> <p>Re: President-Elect's Report Pam noted that she has been busy organizing the volunteer reception being held tonight at her office (NPS Pharmaceuticals in the MaRs building) – 20 people have confirmed their attendance and certificates have been made. Pam recommends that we only hold a volunteer reception every other year.</p>	<p>Note: Leadership Institute, June 11 at Baltimore Conference - all SLA members welcome</p> <p>Martha - follow-up with Mark Schrutt re: vendor sponsorships</p> <p>Note: Volunteer Reception - tonight (Apr. 5) at MaRs</p>

Re: Event Coordinator's Report

Sandra distributed a copy of the latest Programming Schedule and asked for our ideas for speakers or events for the fall program.

Pam mentioned that she really enjoyed the Toronto West meeting on March 29 "Recognizing Progress: Measuring Outcomes not Outputs" with guest speaker [Yvonne Attard](#) and Pam recommends that we run a similar program next year for our chapter.

Sandra noted that she e-mailed the board an incorrect version of the new evaluation form and she will send the correct evaluation form when she returns to her office today.

Daniel asked who will be responsible for tabulating the event forms following each event, now that we have started to distribute feedback forms.

Sandra explained that she collected and tabulated the forms at the recent event (Mar. 28) because the registrar doesn't always stay for the full event after sign-in is complete. Sandra noted that the Event Coordinator would need to assign someone to gather the forms following the event if the Event Coordinator could not attend the meeting.

Daniel wondered if we should instead post the event survey electronically using our access to SurveyMonkey.

Heather suggested that we do a trial of SurveyMonkey and compare the response rates of both approaches.

Pam noted that people might spend more time responding to a survey about the event the following day and there is also the idea of more honesty due to anonymity.

Daniel will provide the information needed to access [SurveyMonkey.com](#) to Heather who will work with Sandra to set up a survey for events.

Heather suggested that we could add a preferences section to the evaluation form (i.e. how do they prefer to receive it – in paper or electronically).

Re: Director's Report

Martha asked Heather if the Executive Board meetings could be listed under the Events section also, since members are welcome to attend and they may not know that the meetings are listed under About Us – Executive Board – Meetings on the Chapter website.

Directory

Martha noted her concern about the lack of response to Daniel's and Heather's attempts to contact Andornot Consulting, the hosts of the Directory/LRC on the chapter website.

Heather noted that she needs to understand the background of the Directory again – what was the reason for hosting it with Andornot?

Daniels explained that Andornot Consulting hosts our Directory and our LRC for free and the Directory is on an InMagic database.

Heather wondered if the Directory would work better using an Access database.

Daniel explained that InMagic has some better features than Access.

Daniel noted that Andornot recently designed a new interface and new database, but it is not currently active for us to use. Daniel suggests that we pressure Andornot about our Directory because we need a deadline.

Pam noted that she has received calls asking about the status of the Directory.

Joy asked if we could update the Directory ourselves.

Daniel explained how it worked and that we need to have Andornot involved.

Sandra – include Yvonne Attard on a list of possible guest speakers for future programming

Sandra – e-mail board correct version of evaluation form for their feedback

Daniel – provide Survey Monkey access to Heather

Heather – work with Sandra to post event survey online that could be used for future events

Heather – add Executive Board Meetings as events in the Events listing on the website

Daniel – contact Andornot again re: Directory/LRC hosting service and update board about status

Branding

Martha asked for feedback about Heather's branding comment in her report (i.e. should we keep our purple logo and current look or re-design it as we had previously planned?)

Heather suggested that we keep the purple look and feel since SLA has returned to the purple branding again (not the conference logo) and Heather noted her concern about the work required to change the marketing/branding of the SLA chapter website.

Pam wondered if the branding should be consistent across chapters.

Daniel explained that Laura received permission to change the branding for our chapter for the SLA Toronto conference and Daniel noted that our only responsibility to SLA headquarters is regarding the membership of our chapter and that many chapters have their own branding.

Martha suggested that we leave the website as it is for now and investigate past discussions about this topic (asked Tylene to check).

Joy asked about the status of the stationery with logos.

Martha offered to check with Laura about the stationery.

Calendar

Heather asked about the status of the Toronto Area Information Professionals Events Calendar.

Daniel provided some history behind the calendar and explained how it was initiated by Suzanne Baker and more recently has been maintained by Maura Matesic.

Martha believes that a decision was made at a previous meeting to remove the calendar from the website because it wasn't being used and requires a lot of work to maintain properly.

All agreed that the calendar should be removed from the website.

Martha suggested that Sandra contact Maura to tell her about the calendar decision and to see if she would like to volunteer in another capacity because she has been such a great contributor in the past.

Note: See Chapter Website Content section for more discussion related to the Director's report.

Re: Public Relations Chair's Report

Daniel reminded us to review the Best Practices Wiki to ensure that our pages are as current as possible because he will be sending an invitation to the Advisory Board members to update their portions of the Wiki and we need to have our parts done first. All agreed that Daniel could send the Wiki instructions to the Advisory Board members.

Melissa asked if we are the only chapter that has a Best Practices document available to view, because she would like to compare her section with similar sections in other chapters.

Daniel explained that SLA headquarters drafted an overall Best Practices document for chapters and then suggested that each chapter customize their own document, so some chapters like ours were active in modifying the original document (which is the Word version posted on our chapter website). Daniel noted that he has been using the Wiki to update the document (with Gayle Gossen's assistance) since September 2005. Joy asked how to handle revisions/updates that affect many positions.

Daniel noted that the best part about a Wiki is how it shows the interrelationships between pages so it's easy to link to multiple relevant locations. Daniel stressed that the Wiki is a living, breathing document, so it's important that we keep it updated.

Tylene – check archived minutes for past discussions about chapter branding and share with board

Martha – check with Laura about stationery status

Heather – remove Toronto Area Information Professionals Events Calendar and all corresponding sections from website and include Maura's name under the Volunteer Pool

Sandra – contact Maura to see if she would like to volunteer with an event

Daniel – send out Wiki instructions to the Advisory Board members

All – continue to review and update your pages on the Wiki

<p>Martha responded that it will be part of the policy that any profit from a subgroup event is returned to the chapter. Heather suggested that we budget an amount that would only be used if a group was operating at a loss. Joy agreed that we could offer a set amount to each subgroup which is available to them if needed – a 'red flag' amount. All agreed that \$200 would be a more appropriate amount to budget as each subgroup's deficit limit. Martha noted that she will update the subgroup policy and send it the board for their approval before communicating it with the subgroups.</p>	<p>Martha – update subgroup policy and send to board for final approval before communicating with subgroups</p>
<p>b) Code of Responsibility Martha distributed a copy of the updated Code of Responsibility forms to each board member. The board discussed some of their concerns about the new code and agreed that each member will be responsible for mailing a completed copy to SLA Headquarters. Martha noted that she will keep us informed about any discussions re: the code and that we can also discuss it further by e-mail if needed.</p>	<p>All – mail completed Code of Responsibility to Linda Broussard at SLA</p>
<p>c) Meeting Costs Pam suggested that the board should be aware of approximately how much it costs to run a chapter meeting/event. Heather asked if we should be charging the same amount for each event, given that some meeting costs are minimal. Sandra asked for the board's feedback on how much we should be charging and mentioned that CASLIS charges \$20 for meeting and offers the option of 5 meetings for the cost of 4 at the beginning of the year. Sandra explained that in many cases, we have been able to arrange for free locations and free speakers and the cost is just for the food/refreshments. Sandra has also received some feedback that we charge a lot for events. Sandra noted that a price change midstream might be confusing and wondered if we should instead be looking at nicer venues and better food when we hold events. Pam suggested that we review the meeting profits from this year and then adjust our prices as needed going forward. Heather asked for the approximate expenses and revenue per event. Joy referred to the Event/Meeting Income breakdown report and noted that the CASLIS Joint Social results don't include sponsor funds. Sandra mentioned that she hasn't yet received her statement for the virtual seminars that she ordered for the chapter. Heather asked if Joy could include a net of net total in her Event/Meeting Income report. Daniel suggested that the difference between member vs. non-member rates could be a wider and also suggested that the chapter could offer some free events, because it is good PR. Martha agreed that some events could be free, especially when there is no charge for the venue or speaker. Pam suggested that the chapter could offer some type of free social event. Sandra asked if we should lower the prices of events in the fall. Heather suggested that we see how we do with our April and May events and then review the prices. Martha noted that we could review event prices at our June board meeting.</p>	<p>Joy – add Net of Net total to Event/Meeting Income report.</p>

<p>d) Chapter Web Site Content</p> <p>Pam wondered if it would be possible to have a members-only section of the chapter website with items (e.g. Courier) available to members who log in. Heather asked if there is enough unique content on our site to justify a members-only section. Heather expressed her concern that readership of the Courier might drop if members face a login roadblock and the other issue is that the RSS feed for the Courier wouldn't be available then. Pam pointed out that the chapter needs to have benefits for our members to encourage more membership. Daniel explained that the same topic was discussed two years ago about whether it's necessary to have member benefits at the chapter level as the main benefit for our chapter's members is really networking. Daniel pointed out that 1,630 people visited the Courier's RSS feed in February which is really good PR and promotes the chapter. Daniel expressed his concern about the chapter becoming too insular if we focus only on members and not on the networking benefits of an open site. Sandra mentioned that she received some requests for material from SLA seminars (like PowerPoint presentations) to be posted on the website. Daniel suggested that we would need at least three items to post online for members only in order to make it valuable, and the presentation material could serve as one potential item. Daniel suggested that third-party material would be appropriate for a members-only section. Daniel pointed out the LRC is outdated, so it is not really a benefit. Martha noted that having an 'open site' helps show off our chapter and what we are doing. Heather noted that in tracking the website statistics, she has noticed that some people find our site through search engines when they search for topics like "how to do a good interview" which picks up the information in our career guide section. Daniel noted that there is code available on the SLA headquarters site to help chapters create a members-only section. Pam offered to send her suggestions to Daniel and Heather for a members-only section.</p>	<p>Pam – send Daniel and Heather content suggestions for proposed members-only section on chapter website</p>
<p>e) Membership Survey</p> <p>Melissa mentioned that she would like to send out the survey to members by mid-April and she has asked SLA headquarters for a list of e-mail addresses for SurveyMonkey. Melissa asked if we had any additional feedback about the survey questions before she sends it out. Pam mentioned that the list of e-mail addresses from headquarters sometimes needs to be modified if there are dual names. Melissa noted that she will need assistance from the board if the e-mail addresses need to be edited. Daniel suggested that Melissa remind SLA HQ only to send one e-mail address per member because there have been some duplicates in the past. Martha suggested that perhaps Maura Matesic could help Melissa if needed.</p>	<p>Melissa – send board the survey comments that were made before (at Dec. 7, 2005 meeting) to see if we have any additional feedback before she sends out the survey</p> <p>Melissa – ask SLA HQ to send one e-mail address per member</p> <p>Melissa – inform board if she needs assistance with survey</p>
<p>f) Janice Lachance's visit</p> <p>Martha noted that she will be making lunch reservations for Janice and the board on May 4 and she would like all the board to attend - please RSVP.</p> <p>Martha explained that she would like to see a good turnout at our May 4 event with ideally a cross-section of members from all different types of libraries in different jobs and at various stages of their careers (new members, long-standing members, etc.).</p>	<p>All – let Martha know if you will be attending the lunch with Janice Lachance on May 4</p>

<p>Martha asked us to provide her with a list of 5 names (preferably SLA members) who we should invite to the May 4 evening event to meet Janice (send names by next Thursday).</p> <p>Martha also asked us to send her a list of items/topics (e.g. technology issues, government experience, etc.) that we would like to see discussed with Janice (send topics by next Thursday).</p> <p>Sandra asked for the board's suggestions of a venue for the May 4 event and some ideas included TPL's Elizabeth Beeton Auditorium (it's booked already), U of T's Hart House, Hot House Café Restaurant, Legislative Building, Ontario Club (poor acoustics?), Toronto Board of Trade, Sigfried's Dining Room at George Brown College and Royal York Hotel's Library Bar.</p>	<p>All – by April 13, send Martha a list of 5 names of people we should invite to the May 4 meeting</p> <p>All – by April 13, send Martha some ideas/topics to be discussed at the May 4 meeting</p> <p>Sandra – finalize location of May 4 event and give details to Heather for posting on the chapter website</p>
<p>5. Other Business</p> <p>Martha offered the board's congratulations to Melissa for her new summer position at Osler, Hoskin & Harcourt LLP.</p> <p>Martha announced that she is running for the Chair Elect Elect of SLA's Legal Division. If she is successful, she will become the Chair in 2008.</p>	
<p>6. Adjournment</p> <p>This month's SLA events: Apr. 3 (NIP Business Etiquette), Apr. 5 (Volunteer Reception), Apr. 20 (Records Classification), Apr. 24 (Solos lunch), Apr. 25 (Solos dinner).</p>	<p>Meeting adjourned @ 1:30 p.m. Next meeting: May 3 @ 12:00 p.m.</p>