

**Arkansas Library Association  
Executive Board Meeting  
Friday, December 12, 2014  
Laman Library, North Little Rock, AR**

Those present were: Devona Pendergrass, President; Jud Copeland, VP/Pres.-elect; Jamie Melson, Sec/Treas; Trish Miller, Past President; Lynda Hampel, Exec. Admin.; Lori Bush, ArASL Div. Chair; Ashley Burris, Public Libraries/Trustees Div. Chair; Pamela Meridith, Ref. & Instruc. Services Div. Chair; Carolyn Baker, Resources & Tech. Serv. Div. Chair; Dwain Gordon, Special Libraries Div. Chair; Carol Coffey, Information Tech. RT Chair; Kay Bland and Nicole Stroud, Conf. Comm. Co-chairs; Ashley Parker Graves, Emerging Leaders Comm. Chair; Freddy Hudson, Intellectual Freedom Comm. Chair; Britt Anne Murphy, Ark. Libraries Managing Editor; Amber Gregory, Legislative Comm. Chair; Diane Hughes, Scholarship Comm. Co-chair; Dan Fitzroy, Web Services Comm. Chair. Visitors were: Mike Sawyer, Jessica McGrath, Judy Calhoun, Rebecca Pasnic, and Shawn Manis.

The meeting opened at 10:05 with President Devona Pendergrass presiding.

**Unfinished Business**

\*Pamela Meridith presented the new RISD logo and contest winner. Details with the winner's picture and information will be in the next journal.

\*Journal upgrade—Ashley Parker Graves moved with a second from Ashley Burris to go to a color edition of the Arkansas Libraries journal and move the journal to Crossman printer in Conway for cost effectiveness. Motion passed.

\*ArLA CDs—Diane Hughes moved that on the anniversary date of the scholarship cd that it be turned into a savings account and any money donated throughout the year be placed in the new savings account. Ashley Burris made the second. Some discussion followed. Motion passed. Current balance in the scholarship cd is \$30,479.87.

Amber Gregory moved that the Board revisit and write guidelines for the scholarship cd/savings account at the meeting of the 2015 Board. Motion passed.

\*The gavel was then handed off to Jud Copeland. With no further official business, after reports from the respective divisions, roundtables, and committees were given, the meeting was adjourned at 11:30 am with a motion made by Jamie Melson and a second made by Dan Fitzroy.

**Arkansas Library Association  
Executive Board Meeting  
Friday, December 12, 2014 – 2<sup>nd</sup> half  
Laman Library, North Little Rock, AR**

Those present included: Jud Copeland, President; Judy Calhoun, Pres.-Elect/Nom. Comm.; Devona Pendergrass, Past President/Conference; Jessica McGrath, Sec/Treas; Lori Bush, ArASL; Shawn Manis, ALPS; Lacy Wolfe, Coll. & Univ.; Ashley Burris, Pub. Libs./Trustees; Pamela Meridith, Ref. & Instruc. Svcs.; Dwain Gordon, Special Libs./Future Conf. Site; Carol Coffey, Info. Tech.; Sloan Powell, Awards; Lori Bush, Conference; Jamie Melson, Constitution; Ashley Parker Graves, Emerging Leader; Freddy Hudson, Intell. Freedom; Britt Anne Murphy, Journal Editor; Amber Gregory, Legislative; Rebecca Rasnic, Marketing; Carol Hanan, Membership/New Members; Diane Hughes, Scholarship; Dan Fitzroy, Web Services

Visitors included: Mike Sawyer

The meeting was opened at 12:30 PM by President Copeland.

**Unfinished Business:**

--Scholarship CD was tabled until the retreat.

**New Business:**

--2015 Board Retreat will be held February 20-21 at the La Quinta Inn & Suites in Little Rock. Executive Committee will meet at 11:30am, followed by all Board Members meeting at 1:30pm.

--Two Year College RT hiatus was tabled until the retreat.

--Jamie Melson made a motion to approve the 2015 ALA Councilor's budget request of \$1,500.00. Britt Murphy seconded the motion. Motion passed. Devona Pendergrass informed the group that the budget request was previously approved at the October meeting. Original motion was withdrawn.

--President Copeland gave his remarks.

Motion to adjourn was made by Jamie Melson with a second made by Dan Fitzroy. Motion passed; meeting adjourned.

**Arkansas Library Association  
Executive Board Meeting  
Friday, December 12, 2014 – 2<sup>nd</sup> half  
Laman Library, North Little Rock, AR  
Addendum to Minutes: Reports**

**President: Jud Copeland**

- I. Review of ArLA 2014 Goals including revision and update of the ArLA Constitution, Bylaws and Manual; the Membership Drive; Association Budget; and the 2014 ArLA Conference.
- II. A point was referenced concerning the membership goals from 75 Year Anniversary (1986) of the Arkansas Library Association History. "If each of our 861 present members brought into the association one new member per year, in two years we would have topped the twenty-five hundred mark." Members were encouraged to think about this and the process of creating our history through the future. This is the real challenge.
- III. The president then focused on Emerging Goals for 2015
  - ALA Emerging Leadership Initiative
  - Branding ArLA (Statewide and Nationally)
  - Membership Challenge
  - Strengthening our Budget
  - ArLA, ALPS, and ArASL Conferences
  - ArLA Scholarship Support and Related Funding
  - Fostering Interaction with AAIM and ARSL Associations
  - Innovative Use of Cyber Meetings, Online Elections (ArLA Conference 2015)
  - Effective Communication throughout ArLA and with American Library Association
- IV. Hadi Dudly and Jud Copeland participated in three ALA Virtual Town Hall Sessions in November 2014 dealing with Advocacy; Information Policy; and Professional and Leadership.
- V. Dates for ALA Midwinter Meetings and Annual Conferences
  1. Devona Pendergrass, Hadi Dudley and Jud Copeland participated in ALA Annual Conference, Las Vegas, NV (June 26-July 1, 2014)
  2. Executive Committee Members are planning to attend the ALA Midwinter Meeting, Chicago, IL (January 30 - February 3, 2015)
  3. And the ALA 2015 Annual Conference, San Francisco, CA (June 25-30, 2015)
- VI. The ArLA 2015 Executive Board Retreat will be on Friday and Saturday, February 20 & 21 at LaQuinta Inn and Suites Downtown Conference Center in Little Rock.
- VII. The ArLA 2015 Annual Conference theme is "Rope It, Ride It, Brand It" and it is set for October 4 - 6 in Little Rock. More details to follow.

**ALA Councilor: Hadi Dudley**

The 2015 ALA Midwinter conference is scheduled for January 30-February 3 in Chicago, IL. ALA Councilor Hadi Dudley plans to attend representing ArLA. She is scheduling all required and recommended council meetings, including evening forum sessions on her calendar. Dudley will plan the Arkansas Dinner, as well as attend a meeting for the Planning and Budget Assembly (PBA). The PBA commitment is a council-elected position. Dudley expects that ALA strategic planning will be a key focus throughout the conference. The timing of this request is necessary because ALA Councilor duties in January are required prior to ArLA's formal FY15 budget adoption in February. This request is comparable to FY14, which was approved in December 2013. Expenditures will be paid in the first quarter of 2015.

**ArASL Division: Lori Bush**

Plans are being made for the 2015 annual ArASL conference. The conference will be held at the Little Rock Holiday Inn Express Conference Center on July 27 and 28. Sloan Powell, this year's chair-elect, is making plans for this year's events. Leslie Preddy, this year's American Association of School Librarian's President-elect will be one of this year's keynote speakers. AASL sends officers to affiliate conferences on a rotation basis. Other keynotes have been also been contacted.

**Reference & Instruction Services Division: Pamela Meridith**

Announcement: The mid-year RISD meeting will be held April 15, 2015 at Woodruff County Library  
105 N 2nd St  
Augusta, AR  
(870) 731-0150  
More information to be posted to the Arklib-L listserv.

**Legislative Division: Amber Gregory**

The Engage website is a work in progress. I am working to have the basic site up and functional by the start of the Legislative Session. I will work with Daniel to make sure the Engage site is accessible via the ArLA website. I welcome suggestions and input from ArLA Executive Board members and general association membership.

**No Report ---**

President-Elect/Nominating Committee: Judy Calhoun  
Secretary-Treasurer/Finance Committee: Jessica McGrath  
Past President: Devona Pendergrass  
ALPS Division: Shawn Manis  
College and Universities Division: Lacy Wolfe  
Public Libraries/Trustees Division: Ashley Burris  
Resources & Technical Services Division: David Sesser  
Special Libraries Division: Dwain Gordon  
Government Documents Division: Evelyn Yates  
Information Technology Division: Carol Coffey  
Youth Services Division: Brett Williams

Awards Division: Sloan Powell  
Conference Division: Devona Pendergrass/Lori Bush  
Constitution Division: Jamie Melson  
Emerging Leader Division: Ashley Parker Graves  
Future Conference Site Division: Dwain Gordon  
Intellectual Freedom Division: Freddy Hudson  
Journal Editor: Britt Anne Murphy  
Journal Associate Editor: Heather Hays  
Marketing Division: Rebecca Rasnic  
Membership/New Members Division: Carol Hanan  
Public Relations Division: Cassandra Barnett  
Scholarship Division: Diane Hughes/Barbie James  
Web Services Division: Dan Fitzroy

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North Little, AR—Laman Library  
Addendum: Reports**

**ALA Councilor: Hadi Dudley**

**Activities Since Last Report:**

Hadi Dudley attended three ALA Virtual Town Hall Sessions on Advocacy, Information Policy and Leadership and Professional Development during the months of November and December. Dudley prepared a summary of the sessions for *Arkansas Libraries* journal.

**Annual:**

**Goals for the coming year:**

To continue to professionally represent the Arkansas Library Association (ArLA) on the American Library Association (ALA) Council, presenting appropriate reports and serving as a communication liaison for both organizations.

**Accomplishments for the past year:**

1. Attended various ArLA Executive Board of Directors meetings and submitted required reports throughout the year.
2. Participated in Executive Committee work.
3. Submitted required articles to *Arkansas Libraries* journal.
4. Utilized the ArkLib listerv to share pertinent ALA information with association members.
5. Attended the ALA Midwinter Meeting in Philadelphia, PA, January 24-28, 2014, participating in all required and recommended sessions for position.
6. Reported Arkansas participation to the ALA Office for Library Advocacy, including mass mailing of signature pages collected from libraries across the state. "Wrapped-up" state-wide initiative and submitted article to *Arkansas Libraries* journal.
7. Attended the National Library Legislative Day event in Washington, DC, May 5-6, 2014. Travel sponsored by Bentonville Friends of the Library organization.
8. Attended the ALA Virtual Membership meeting on June 5, 2014.
9. Served as a panel presenter in ALA's webinar for the Declaration for the Right to Libraries project reporting on "best practices" in Arkansas on June 9, 2014.
10. Attended the ALA Annual Conference in Las Vegas, NV, June 27-July 2, 2014, participating in all required and recommended sessions for position.
11. Organized and planned Arkansas dinner events at the ALA Midwinter Meeting and Annual Conference.
12. Attended the ArLA Annual Conference in Hot Springs, AR, October 5-7, 2014.
13. Submitted ArLA's "State of the Association" survey to the American Library Association.
14. Ordered ALA exhibit materials, set up and worked the booth during ArLA conference exhibit hours.
15. As approved by the ArLA board, Dudley registered for the 2015 ALA

Midwinter meeting and Annual conference through the bundled promotional rate.

16. Attended three ALA Virtual Town Hall Sessions on Advocacy, Information Policy and Leadership and Professional Development during the months of November and December 2014.

**On-going projects (include any dates/events already set):**

Attend ALA Midwinter Meeting in Chicago, IL, January 30-February 3, 2015

Attend ALA Annual Conference in San Diego, CA, June 26-June 30, 2015

**ALPS Division---Erin Baber**

Activities Since Last Report: InfoBits was held at the Arkansas State Library in November. We had an excellent turnout and the State Library was an incredible host. Sessions were well-received and the day was a success. Planning for next year's ALPS conference is underway. Conference will be held in Eureka Springs at the Best Western Inn of the Ozarks in May.

**ANNUAL:**

**Goals for the coming year:**

Fill vacant positions on the executive board, missing a few regional representatives.

Increase conference attendance by reaching out to more libraries, especially grade school library workers who may not be aware of ALPS.

**Accomplishments for the past year:**

We had a successful year! Increased attendance in our annual spring conference and InfoBits. We have recruited several new members, some even willing to attend meetings and get involved. We decided to attempt a centralized location for our board meetings, maybe getting more to attend.

**On-going projects (include any dates/events already set):**

Our leadership change-over meeting will be held January 9<sup>th</sup> in at the University of Central Arkansas. The spring conference will be at the Best Western Inn of the Ozarks, May 11-13, 2015.

**Suggestions for the coming year (goals, activities, and budget):**

We have done well with our budget and will continue to do so next year, hopefully ending the year below budget. We should strive to inform more people about ALPS by reaching out to all types of libraries.

**Officers for the coming year (Divisions and Round Tables):**

**Chair:** Shawn Manis

**Vice-Chair:** Lisa Holiman

**Secretary:** Lynaire Hartsell

**Reference & Instruction Services Division---Pamela Meridith**

**Summary of Action:**

The RISD officers will make an award presentation to the RISD logo contest winner with photo op.

**Activities Since Last Report:**

---Finalized & announced "Rules and Submission Guidelines" for logo contest.

Deadline Nov. 1. Winner to be announced at December 12 Board meeting.

---Accepted resignation of Vice Chair, Kathleen Fowler of ASL effective October

6, 2014.

---Chair, Pamela Meridith, ALA Las Vegas and Board Meeting of RUSA.

---From the \$300 budget request for 2014, an award will be purchased for the logo contest winner.

**Additional Comments:**

---\$1000 will be requested for the upcoming 2015 budget for midyear and annual conference speakers.

---2015 RISD Officers: Chair Pamela Meridith; Vice Chair Anne Simpson; Secretary Karen Golden.

**Resource & Technical Services ---Carolyn Baker**

The Resources and Technical Service Division of the Arkansas Library Association met on Monday, October 6, 2014 during the Association's annual meeting in Hot Springs. New officers were elected for 2015. They are: David Sesser (Henderson State University), Chair; Daniel Fitzroy (Henderson State University), Vice-Chair; Joanna Ewing (University of Central Arkansas). During the business meeting, we also discussed ways to involve more people from libraries. We also discussed beginning a periodic round-table email discussion on cataloging/technical services issues.

The program presented by the division was a panel discussion on implementing discovery platforms in the library. Tracey Farmer (Arkansas State University) and Anne Liebst (UALR) talked about the implementation and other aspects of discovery platforms at their libraries. Attendance was approximately 20 people.

**Information Technology Round Table---Carol Coffey**

**Goals for the coming year:**

Revisit and evaluate the purpose of the round table.

**Accomplishments for the past year:**

Hosted the 2014 Collaboration unConference on August 1, 2014 in the Darragh Center at the Central Arkansas Library System. There were 28 library staff members from around the state in attendance.

**On-going projects (include any dates/events already set):**

The Collaboration unConference will happen on a date to be determined.

**Suggestions for the coming year (goals, activities, and budget):**

**Officers for the coming year (Divisions and Round Tables):**

**Chair:** Carol Coffey

**Vice-Chair:** Amy Gunn

**Secretary:**

**Constitution Committee---Jamie Melson**

All constitution and bylaws changes that were passed by the Executive Board was presented to the general membership and voted on and passed at the October general membership meeting.



**Declaration for Libraries/Ad hoc Committee---Hadi Dudley**

Committee Members: Hadi Dudley, Committee Chair; Ashley Parker-Graves, Public Libraries; Erin Waller, Public Libraries; Linda Evans, Academic Libraries; Britt Murphy, Academic Libraries; Amber Gregory, Special Libraries; Jessica McGrath, Special Libraries; Michele Sterrett, School Libraries; Erin Shaw, School Libraries.

**Accomplishments for the past year:**

1. Attended various ArLA Executive Board of Directors meetings and submitted required reports throughout the year.
2. Utilized the ArkLib listerv to share pertinent ALA information with association members. Also, partnered with the Arkansas State Library for communication via postal mail.
3. Planned cohesive campaign for February 2014 and developed reporting mechanism.
4. Reported Arkansas participation to the ALA Office for Library Advocacy, including mass mailing of signature pages collected from libraries across the state.
5. "Wrapped-up" state-wide initiative and Committee Chair submitted article to *Arkansas Libraries* journal (summer 2014 issue).
6. Committee Chair served as a panel presenter in ALA's webinar for the Declaration for the Right to Libraries project reporting on "best practices" in Arkansas on June 9, 2014.
7. Arkansas Libraries report displayed at ALA Annual Conference Membership Pavilion in Las Vegas, NV, June 27-July 2, 2014.
8. Final report provided to ArLA Executive Board of Directors and official "sunset" of ad hoc committee recognized on August 8, 2014.

**Emerging Leader Committee---Ashley Parker Graves**

The Arkansas Library Association proudly announces Rebecka Embry, Library Director for the University of Arkansas Community College at Morrilton, as its 2015 Emerging Leaders sponsorship recipient. The American Library Association's Emerging Leaders leadership development program is highly competitive, with 50 participants nationwide selected for its 2015 class. The Arkansas Library Association sponsorship will help offset the cost of attending the Emerging Leaders program, which will be held in conjunction with the American Library Association's 2015 Mid-Winter Meeting and Annual Conference. During her year as an Emerging Leader, Ms. Embry will participate in leadership workshops, work collaboratively with other participants from all over the country, learn about the inner workings of the American Library Association, and co-present a poster session at the Annual Conference.

For more information please contact Ashley Graves, Chair of the Emerging Leader Committee of the Arkansas Library Association or visit our website at [http://arlib.org/organization/emerging\\_leader.php](http://arlib.org/organization/emerging_leader.php)

**Intellectual Freedom Committee---Freddy Hudson**

Activities Since Last Report:

None.

**Legislative Committee---Heather Hays & Amber Gregory**

Heather Hays---

**Accomplishments for the past year:**

Posted relevant information on the listserv  
Attended National Library Legislative Day  
Informed State officials about legislation that impacts libraries.

Legislative Chair (Amber Gregory took over halfway through the term as I was appointed Associate Editor)

Amber Gregory---

**Activities Since Last Report:**

The ArLA Engage website has been created, and I am continuing to add information to the setup. As of right now, I don't have a date of when the site will be available for ArLA membership to access. As a starting point, I used the issues highlighted by ALA at the 2014 National Library Legislative Day to create general topics of importance to libraries. These include: Early Learning, E-Rate, Network Neutrality, Open Access, Library Funding, Privacy & Surveillance, School Libraries and Workforce Investment. I welcome suggestions for other broad legislative topics for the site. As I learn more about the expected release date of the site and the functionality of the tool, I will share this with the board and ArLA membership.

**Arkansas Libraries Associate Editor---Heather Hays**

**Activities Since Last Report:**

We have been working on the Winter 2014 issue.

**Annual:**

**Goals for the coming year:**

To continue to solicit articles for the Journal.

**Accomplishments for the past year:**

1. Learned about the process of submission and printing
2. Solicited articles
3. Edited articles for print
4. Reviewed the Journal for layout

**On-going projects (include any dates/events already set):**

We are always looking for new authors and trying to wrap up each journal in a timely manner.

**Marketing Committee---Angela Black**

The ad-hoc committee was formed with the following charge from ARLA President, Devona Pendergraft: "To advance the association, market the ArLA "Brand" and liaison with other organizations to further the mission statement of the Arkansas Library Association."

With this in mind, I created a draft document containing scope and goals of the ad-hoc committee, which I presented at the retreat. A first meeting was called in the spring via teleconference. The committee agreed to the goals and scope outlined. These goals included developing a marketing plan and forge new connections with other groups around the state to promote the mission and news

of the Arkansas Library Association. To aid in the creation of a marketing report, the committee agreed a survey should be created for both the Arla members and non-arla member librarians around the state to learn about the perceptions and wishes of Arla members and potential members.

After a long illness and other more urgent duties at work, I've was unable to call a meeting or pay much attention to this issue during the summer. Before the fall meeting, I crafted an initial survey via Google forms, and tried to coordinate many of the existing members for a meeting at the annual conference. However, some members are no longer part of Arla (moved away), and other members were too busy with other affairs.

I believe the committee may have gotten off-track, but I would like to pull it back together with some new members in January, if I am reappointed as chair. I believe the next direction is to incorporate more cooperation with the Communications committee and Membership committee. A member survey is waiting to be approved and sent out. Another useful task for next year would be to speak to our counterparts in other states to learn more about their marketing and fund-raising strategies.

**Membership/New Member---**Trish Miller

**Activities Since Last Report:**

In October congratulation cards went out to all Award winners. A few cards for retirees and those fighting health issues were mailed over the last few weeks. The last of the New Member Welcome letters were emailed or mailed last week. As of this report we have 122 New Members with a total of 567 Members for 2014.

**Additional Comments:**

I would like to see the New Member/Membership Chair put together a great Committee consisting of someone from each type of library. Committee members should attend Association and library affiliated conferences to increase awareness of our Association and what we have to offer our members. During the past year we attended the A.A.I.M., ALPS, ArASL, & the ArLA Annual Conferences. I'd like to encourage inclusion at the Arkansas Reading Association, Literacy Festival, and other library related functions. I'd also like to see us implement fund raising ideas on a larger scale. We have over thirty from our 2013 December meeting we could begin to implement. All of this could be in cooperation with the Public Relations/Marketing Committee.

In closing:

I would like to thank the Executive Committee, Board and our members for the opportunity to serve the last three years. With your support we have overcome many obstacles, including a vacancy in the Executive Committee and going through an Audit Review. We have completed over forty board goals, and increased our membership. There is still work to be done, but I leave the board confident you will accomplish many more goals and overcome any obstacles you many face. Last: I challenge each of you: take your position seriously and do the best job you can for the Association. Remember you now represent the

Association! Thank You!! And best wishes for the New Year.

**Scholarship Committee**---Diane Hughes/Barbie James

**Accomplishments for 2014:**

The ArLA Scholarship committee reviewed all applications for the two scholarships and selected this year's recipients. They each received a \$1,500 check to further their educations.

Stephanie Freedle, who is pursuing her Master's degree in library science from the University of North Texas is this year's ArLA Annual Scholarship winner. She currently works as the Physics Library Supervisor of the University of Arkansas Libraries in Fayetteville.

Sherry Loyd, who is pursuing her Master's degree from Southern Arkansas is the recipient of the ArLA School Library Media Specialist Scholarship. She is the junior high teacher/librarian for the Vilonia School District. They both plan to join us at the Monday awards luncheon.

We had a scholarship booth in the exhibit hall at conference and sold license plates and opportunities to win a Keurig Coffee Maker and accessories. We also accepted personal donations. Each donor received a sticker that says "I Support ArLA Scholarships". Barbie and I absorbed all expenses for the supplies for the booth and the Scholarship basket for the LEAF auction. A total of \$852.00 was donated to scholarships at conference.

**Suggestions for 2015 (goals, activities, and budget):**

**Goals for 2015:**

The 2015 Scholarship Committee members are: Katie Allen, Ashley Cooksey, David Eckert, Frances Hager, Debbie Hall, Sherry Loyd, Janet Parsch and Barbie James and Diane Hughes, Co-Chairs.

The committee will continue to encourage a higher standard of professional education for librarians in Arkansas by soliciting contributions to the scholarship fund and by awarding scholarships. Specifically we are planning to compile and publish an "ArLA Cooks" Cookbook that will be ready for purchase at the 2015 ArLA Conference.

The committee respectfully requests a total of \$3,500 for the 2015 year, \$1,500 for each of the two scholarships and \$1000 for general committee expenses.

**Web Services Committee**---Dan Fitzroy

**ANNUAL REPORT**

**Goals for the coming year:**

Reconstitute and organize the Web Services Committee

**Accomplishments for the past year:**

Smooth transition of Chair and Webmaster duties from Jon Goodell to Dan Fitzroy halfway through the year.

**On-going projects (include any dates/events already set):**

NA

**Suggestions for the coming year (goals, activities, and budget):**

Build interest and involvement in the Web Services Committee to ensure there is a pool of people cable of taking over as Webmaster and Chair of the Committee.

**Officers for the coming year (Divisions and Round Tables):**

**Chair:** Dan Fitzroy      (Webmaster)