

## **NEA Quarterly Board meeting**

Pembroke Center at Brown University, Providence, RI

April 1, 2011 11:00 am – 4:30 pm

Between January 29, 2011 and April 1, 2011 the Board discussed and voted on the following:

- Voted to approve the Board minutes from Nov. 5 as amended, it passed with a vote of 9-0-0.
- Voted to approve the Board minutes from January 28, 2011, it passed with a vote of 13-0-0
- Voted to appoint Jennifer Fauxsmith, Massachusetts Archives, Suzy Taraba, Wesleyan University, Donna Webber, Simmons College, Christina Zamon, Emerson College to the Fall 2011 Program Committee. Elizabeth seconded, it passed with a vote of 9-0-0.
- Voted to appoint Christina Zamon, Head of Archives & Special Collections, Emerson College, Boston, and Kat Stafko, Director of Muskie Archives and Special Collections Library, Bates College, Lewiston to the Spring 2012 Program Committee. It passed with a vote of 13-0-0
- Voted to appoint Joyce Clifford and Mathieu Deschaine to the Education Committee for a three-year term from Spring 2011 to Spring 2014, it passed with a vote of 13-0-0
- Voted to appoint Jodi Goodman to the Education Committee for a three-year term from Fall 2010 to Fall 2013, it passed with a vote of 13-0-0
- Voted to appoint Amanda Strauss to the Education Committee as the student member for a one-year term Spring 2011-Spring 2012, it passed with a vote of 13-0-0.
- Voted to appoint Elizabeth move to approve the revised job description for Program committee, it passed with a vote of 13-0-0.
- Voted to approve the revised job description for the education committee, it passed with a vote of 13-0-0
- Voted to approve the revised job description for the Newsletter Editors, it passed with a vote of 13-0-0
- Voted to approve the revised job description for the Membership committee, it passed with a vote of 13-0-0
- Voted to approve the revised Treasurer job description, it passed with a vote of 13-0-0
- Voted to approve the revised job description for Secretary, it passed with a vote of 13-0-0
- Voted to approve the revised job description for President, it passed with a vote of 13-0-0
- Voted to approve the revised job description for Immediate Past President, it passed with a vote of 13-0-0

- Voted to approve the revised job description for Vice-President/President Elect, it passed with a vote of 13-0-0
- Voted to approve the name change of the Haas award committee to Hass Grant Committee, it passed with a vote of 13-0-0
- Voted to approve the revised job description for the Haas Grant Committee, it passed with a vote of 13-0-0
- Voted to approve the revised job description for the Hale Award Committee, it passed with a vote of 13-0-0.
- Voted to approve the revised job description for Representative-at-Large, it passed with a vote of 13-0-0.
- Voted to approve the Introduction of the Comprehensive Communications Plan, it passed with a vote of 13-0-0.
- Voted to approve the Branding Statement section of the Comprehensive Communications Plan, it passed with a vote of 13-0-0.
- Voted to approve the use of the “Marketing Workflows” for the next two conferences, Fall 2011 and Spring 2012, with a report back from Communications Committee for further use of the workflows, it passed with a vote of 13-0-0.

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### Agenda

- 11:00-11:05 Call to order, introductions, additions to agenda
- 11:05-11:10 Approval of January 2011 minutes
- 11:10-12:00 Strategic Plan Review  
The Board will review the strategic plan and tweak action items as needed
- 12:00-12:45 Lunch
- 12:45-1:00 Report on conferences  
Spring 2011  
Fall 2011
- 1:00-1:15 Committee Updates
- 1:15-1:45 Report from Org Eff group on Job Descriptions
- 1:45-2:15 Education Committee Proposals
- 2:15-2:30 Advocacy/Diversity Update
- 2:30-2:45 Break
- 2:45-3:15 Website Discussion  
Committee proposals for committee involvement in website  
Web Coordinator job description
- 3:15-4:15 Comprehensive Communications Plan presentation
- 4:15-4:30 Recognition of officers circulating off the board
- 4:30 Adjournment

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**In attendance:** Jessica Sedgwick, Maria Bernier, Nova Seals, Juliana Kuipers, Alyssa Pacy, Jessica Steytler, Paige Roberts, Ellen Doon, Elizabeth Slomba, Joanie Gearin, Lisa Long Feldman, Jane Ward, Silvia Mejia, Sarah Shoemaker, Kristin Eshelman, Colin Lukens, Karen Adler Abramson, Krista Ferrante, Donna Longo DiMichele

**Call to order:** Elizabeth Slomba called the meeting to order at 11:07am

**Announcement:** Online membership is live.

**Approval of January 28, 2011 minutes:** Elizabeth motioned to approve the January 2011 minutes. Jessica Steytler seconded. No discussion. Elizabeth called for a vote. **All members voted in favor. No abstentions.**

### **Strategic Plan Review**

The Board reviewed the objectives and actions of the NEA strategic plan, checking off objectives that have been accomplished in the past year and moving timeframes for those objectives that need additional time for completion. Overall many objectives were accomplished during the past year including: conducting regular membership surveys, obtaining a debit card which had been successfully used for the Spring 2011 conference. NEA has also begun to expand the number of regional workshops by offering two floating workshops last summer. The Communications Committee has developed a timeline for announcements and a checklist for publicity, as well as developing a marketing mailing list. The Membership Committee has surveyed members about NEA's listservs and other tools for enhancing communication among the membership. NEA has begun to create ongoing relationship with other regional organizations regarding education and advocacy, such as MARAC. Elizabeth will update the strategic plan to make it available on the NEA web. She will also write an article for the newsletter summarizing the Board's discussion.

### **CONFERENCES**

#### **Spring 2011 Program and Local Arrangements report**

Eliot was not able to attend the meeting and Elizabeth reported on his behalf. There were 41 speaker participants listed in the program and 226 registrants. There were four posters in the poster session and two possible speaker cancellations.

#### **Fall 2011 (Appendix N)**

Nova moved to appoint Jennifer Fauxsmith, Massachusetts Archives, Suzy Taraba, Wesleyan University, Donna Webber, Simmons College, and Christina Zamon, Emerson College to the Fall 2011 Program Committee. Elizabeth seconded. No discussion. Nova called for a vote. **All members voted in favor. No abstentions.**

### **Spring 2012 (Appendix O)**

Nova motioned to appoint Christina Zamon, Emerson College, Boston, and Kat Stafko, Bates College, Lewiston to the Spring 2012 Program Committee. Maria seconded. No discussion. Nova called for a vote. **All members voted in favor.**

### **Committee Updates**

Jessica Sedgwick asked on behalf of the membership committee for a volunteer to help greet and chat with new members at the new members' breakfast table. Joanie volunteered.

Juliana reported that the Student writing prize had no submissions for the February deadline and she said it will run again in May. Juliana will work with Lisa on marketing it.

Ellen reported that the Hass award had been paid up. The committee is in the middle of voting for a winner.

Elizabeth moved to appoint Joyce Clifford and Mathieu Deschaine to the Education Committee for a three-year term from Spring 2011 to Spring 2014. No discussion. Elizabeth called for a vote. **All members voted in favor. No abstentions.**

Elizabeth moved to appoint Jodi Goodman to the Education Committee for a three-year term from Fall 2010 to Fall 2013. Ellen seconded. No discussion. Elizabeth called for a vote. **All members voted in favor.**

Elizabeth moved to appoint Amanda Strauss to the Education Committee as the student member for a one-year term Spring 2011-Spring 2012. Jessica seconded. No discussion. Elizabeth called for a vote. **All members voted in favor. No abstentions.**

### **Report from Org Eff group on Job Descriptions**

Joanie briefed the Board on the process. She explained that the financial planning job description which was created in the past year was used as a model for the revisions. And no major content changes were made to existing descriptions. Elizabeth recommended that each job description contain a line requiring members transitioning out revise the job description and have it voted on by the board. The Board then reviewed each job description and Elizabeth moved to approve the descriptions as revised.

Elizabeth move to approve the Financial Planning committee job description. Nova seconded. No discussion. Elizabeth called for a vote. **All members voted in favor. No abstentions.**

Elizabeth motioned to move to approve the Local Arrangement committee job description as revised. Nova seconded. No discussion. Elizabeth called for a vote. **All members voted in favor. No abstentions.**

Elizabeth moved to approve the revised job descriptions for: Archivist, Membership Secretary, Print Coordinator, and Developing Coordinator. Nova seconded. No discussion. Elizabeth called for a vote. **All members voted in favor. No abstentions.**

Elizabeth move to approve the revised job description for Program committee. Nova seconded. No discussion. Elizabeth called for a vote. **All members voted in favor. No abstentions.**

Elizabeth move to approve the revised job description for the education committee. Nova seconded. No discussion. Elizabeth called for a vote. **All members voted in favor. No abstentions.**

Elizabeth motioned to approve the revised job description for the Newsletter Editors. Nova seconded. No discussion. Elizabeth called for a vote. **All members voted in favor. No abstentions.**

Elizabeth motioned to approve the revised job description for the Membership committee. Nova seconded. No discussion. Elizabeth called for a vote. **All members voted in favor. No abstentions.**

Elizabeth motioned to approve the revised Treasurer job description. Nova seconded. No discussion. Elizabeth called for a vote. **All members voted in favor. No abstentions.**

Elizabeth motioned to approve the revised job description for Secretary. Nova seconded. No discussion. Elizabeth called for a vote. **All members voted in favor. No abstentions.**

Elizabeth motioned to approve the revised job description for President. Nova seconded. No discussion. Elizabeth called for a vote. **All members voted in favor. No abstentions.**

Elizabeth motioned to approve the revised job description for Immediate Past President. Nova seconded. No discussion. Elizabeth called for a vote. **All members voted in favor. No abstentions.**

Elizabeth motioned to approve the revised job description for Vice-President/President Elect. Nova seconded. No discussion. Elizabeth called for a vote. **All members voted in favor. No abstentions.**

Elizabeth motioned to approve the name change of the Haas award committee to Hass Grant Committee. Nova seconded. No discussion. Elizabeth called for a vote. **All members voted in favor. No abstentions.**

Elizabeth motioned to approve the revised job description for the Haas Grant Committee. Nova seconded. No discussion. Elizabeth called for a vote. **All members voted in favor. No abstentions.**

Elizabeth motioned to approve the revised job description for the Hale Award Committee. Nova seconded. No discussion. Elizabeth called for a vote. **All members voted in favor. No abstentions.**

Elizabeth motioned to approve the revised job description for Representative-at-Large. Nova seconded. No discussion. Elizabeth called for a vote. **All members voted in favor. No abstentions.**

The Ad Hoc Org Eff Group next task is to update the NEA Policies and Procedures and Joanie asked for additional volunteers to join the group and assist with this task. Karen Adler Abramson volunteered to join in. Elizabeth thanked Jessica Steytler, Silvia, and Joanie for their work with the job descriptions.

#### **Education Committee Proposals (Appendix D)**

Alyssa presented two proposals. She stated that both proposals revolved around the strategic plan and the increasing responsibilities for the Education Committee. The first proposal calls for the appointment of an Education Coordinator. Alyssa explained that the role of the coordinator will be to take on the *strategic plan* initiatives such as pod castings, streaming videos, webinars, and case studies and these initiatives cannot be done with the current size of the committee. After a brief discussion regarding the coordinator's role and duties the board recommended that comments/feedback regarding the coordinator job description be sent to Alyssa, she will revise the job description, share it with the Board via email for an online vote.

The second proposal called for the appointment of an education committee co-chair. However, the Board clarified that committee co-chairs do not need to be voted by the Board and recommended that Alyssa update the Education Committee job description to include co-chairs and send it to the Board for review.

**Advocacy/Diversity Update:** Karen Adler-Abramson presented her report (Appendix C). She said that a Diversity Task Force will be assembled in the summer 2011. Karen shared with the Board a document listing diversity issues to be considered by the future task force. She raised the question of what diversity means to NEA as an organization, and asked that 3-5 items be identified by the Board for the task force to focus on. Board members will email Karen with ideas/suggestions.

There was a brief discussion on regional diversity and ways to reach out to historical societies, town clerks and public libraries. Lisa mentioned that the Communication Committee plans to reach out different members. Nova suggested keeping this item as it appears on the Strategic Plan and check back in a year.

#### **WEBSITE DISCUSSION**

The discussion revolved around the role of the web committee regarding the needs of the Education and Membership Committees, and Newsletter. It also included proposals for a Web Coordinator and an Assistant Web Coordinator to help meet the committee needs.

#### **Web Coordinator Job description (Appendix X)**

Krista presented to the Board two job descriptions one for a Web Coordinator and another for an Assistant Web Coordinator. She explained that the web coordinator job description is similar to existing job descriptions and that the web coordinator will concentrate on working with vendors, like Appleseed, and Survey Monkey, work on web applications, and ensure that the web works.

### **Committee chairs web needs**

Education committee: Alyssa gave an overview of the committee's web needs. She explained that all registration for workshops is done online and the information needs to be updated in the calendar and web site in a timely manner. She noted that no advertising can be done until the registration form is on the web. Alyssa also explained that the Education committee has various bits of information scatter throughout the web site and those need to be updated consistently. The strategic plan states that the Education committee will be expanding its online presence which will require significant coordination and work with the web committee redesigning web pages in an efficient way. At the last meeting it was suggested to have someone embedded in the committee to do these tasks.

Membership committee: Jessica Sedgwick explained that the membership committee information tends to be static. The survey results go up once a year as a PDF and the membership secretary updates and maintains the directory. The committee's primary need is to have a designated point person with the vendors (Appleseed, Monkey Survey, etc.) and help the committee maintain those services.

Newsletter: Juliana explained that the newsletter web needs consist of: quarterly posting of the newsletter, updating the newsletter contact information, and posting the annual advertising of the writing prize. Juliana expressed the need to have a point person who can do that.

After the committees expressed their web needs, the Board felt that both Newsletter and Membership committee have similar needs "to post on the web," and their needs could be met with a web coordinator position. While the Education committee needs are more complex.

The Board then discussed whether or not a web coordinator vs. a web committee is needed. The Board felt that some of the issues needed to be articulated further before a decision is made and recommended that Krista expand the web coordinator job description and have something for the Board to look at and to vote on during the summer board meeting.

### **Comprehensive Communications Plan presentation (Appendix A)**

The Communication Committee made their presentation. Lisa introduced the committee members: Peter Nelson (not present), Donna DiMichele, Kristin Eshelman, Colin Luken, Sara Shoemaker, and Ellen Doon representative-at-large. The Communications Committee then walked the Board through the plan, highlighting the sections that could easily be approved by the Board and noting that other sections will need further discussion.

Introduction: Lisa stated that the Introduction serves as a scope and content of the Plan. No further comments. Elizabeth then moved to approve the Introduction of the Comprehensive Communications Plan. Nova seconded. No discussion. Elizabeth called for a vote. **All members voted in favor. No abstentions.**

Communications Committee Job description: It was pointed out that the Communications Committee job description may change if there is a new relationship with the web committee.



Marketing Policies and Procedure: The wording in this section was confusing and it was recommended that this section be tweaked and brought to the summer Board meeting.

Branding Statement: Lisa explained that most of the content in this section came from the NEA web site and the “script for representing NEA distinctions” serves as a general statement. The Communications Committee with the help of other committees will be expanding this statement with the purpose of adding it to a press kit. Lisa also mentioned the idea of creating committee logos to add a visual identity. Elizabeth then moved to approve the Branding Statement section of the Comprehensive Communications Plan. Maria and Jessica Sedgwick seconded. No discussion. Elizabeth called for a vote. **All members voted in favor. No abstentions.**

Guides and Templates: Lisa moved on to Guides and Templates. She said the committee will continue to add information and templates to this section. She also mentioned that event creators will write up the “Event Announcement,” an introductory paragraph describing their event. Elizabeth then moved to approve the “Guides and Templates” section of the Comprehensive Communications Plan. Joanie and Maria seconded. No discussion. Elizabeth called for a vote. **All members voted in favor. No abstentions.**

Marketing Workflows: Lisa explained that there were two versions of the *Marketing Workflows* one with months and the other is a check list. Workflows are a bit more strategic in nature and may be better for planning but content wise both workflows and check list are the same. Some workflow content was tested during the spring 2011 meeting. There was a brief discussion regarding flyers for inclusion in registration packets and Lisa explained that the role of the committee is to coordinate and monitor deadlines regardless of whether or not the committee does the work. Elizabeth then moved to approve the use of the “Marketing Workflows” for the next two conferences, Fall 2011 and Spring 2012, with a report back from Communications Committee for further use of the workflows. Joanie seconded. No discussion. Elizabeth called for a vote. **All members voted in favor. No abstentions.**

Contact List: Lisa asked the Board to look it over and get back to her with anything that is missing. Maria recommended that more student library programs lists be added. Jessica Sedgwick suggested that an email field be added to the list to make the emails more visible.

Communication Initiatives: Lisa asked the sense of the Board for strategies 2 and 3. Strategy #2 has to do with how to market the meeting and increase attendance. Strategy #3 has to do with increasing awareness and attendance for NEA workshops. The sense of the Board was to go ahead and implement communication initiatives 2 and 3. Initiative 4 will be revisited in the summer.

Elizabeth thanked the Communications Committee for their fabulous job in producing a Comprehensive Communication Plan.

#### **Recognition of officers circulating off the board**

Elizabeth thanked Peter Carini for his work on the Board.

**Next Meeting Date and Adjournment**

Next Quarterly Board meeting will take place Friday, June 17, 2011 at the Congressional Library in Boston Friday, 14 Beacon Street, Boston; 10:30-2:30.

The meeting adjourned at 4:34pm

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### Appendices:

- A. Comprehensive Communications Plan
- B. Development Coordinator Report
- C. Diversity and NEA
- D. Education Committee Report
- E. Enhancing Diversity Report
- F. Hale Award Committee Report
- G. Immediate past president Report
- H. Listsrvs Report
- I. Local arrangement Spring 2011 Report
- J. Membership Committee Report
- K. Membership Secretary Report
- L. Newsletter Committee Report
- M. Print Coordinator Report
- N. Program Committee Fall 2011 Report
- O. Program Committee Spring 2012 Report
- P. Treasurer balance sheet
- Q. Treasurer income-expense
- R. Treasurer Report
- S. Vice President Report
- T. Web Analytic GeoMap Rpt
- U. Web Analytic t TopContent Rpt
- V. Web Analytic TrafficSource Rpt
- W. Web Analytic VisitorsOverview Rpt
- X. Web Coordinator and Assistant Coordinator job descriptions