

Minutes of the
SLA San Diego Chapter Board Meeting

Wednesday, July 15, 2009

Herrick Community Health Care Library, La Mesa

In Attendance:

Executive Board

Cindy Shamel, President

Bobbi Weaver, President Elect

Kathy Quinn, Past President

Amy Lisewski, Secretary

Mary Wickline, Director

Advisory Board

Daria DeCooman, Archivist

Vani Inampudi, Hospitality

Amanda Quist, Student Liaison

Commenced at 3:03

Officer Reports

President – Cindy Shamel

- Alignment Project – Implications for San Diego
 - Cindy reviewed with Board what she knows at this point regarding the alignment project.
 - There is a wiki on which we can weigh in on the new name at <http://wiki.sla.org/display/align/SLA+Name+Change>
- Cindy is forming a program planning committee for 2010 which will serve as a resource for next year's President-elect.
- Communications Task Force - Report and presentation by Amy Lisewski
 - (see attachment)
 - Daria has volunteered to help with the Communications Committee.
 - Daria asked to incorporate some guidance on archiving electronic materials.
 - There was resistance to the idea of a printed newsletter. Objections revolved around the green initiative and the cost.
 - There was resistance to the LinkedIn idea. Objections included privacy issues and individuals not wanting to have a LinkedIn presence.
 - There was a comment that although the listserv is old technology, it works.

- Kathy pointed out that National should be either "headquarters" or "association."
- There was some discussion of the idea of hiring experts to work on the website. The objections seemed to be addressed with the suggestion that anyone we hire should *not* be member of SLA. The thought was that if they are a member, then they should be willing to do the job as a volunteer.

President-elect/Program Planning – Bobbi Weaver

- Bobbi reported on recent program success. Planning future programs with SANDALL. The next program will cover researching business in China and India. To be held in mid November.
- Annual Business Meeting in mid November. Cindy and Bobbi will discuss merging this holiday party. Bobbi is investigating the model railroad museum as a location.
- Proposing to join together with other border chapters and have a table at the next Foro Meeting. The program planning committee will consider.

Past President – Kathy Quinn

- Chapter Practices Manual - is resuming work on this and will send each Board member their section for review
- Centennial Celebration
 - All communications for the rest of the year should have the centennial logo on it.
 - One of the programs or fall seminar should be a celebration of the centennial. Considering idea of sticker on SDBJ announcing the celebration program.
- Nominating Committee for board positions
 - Send suggestions for positions or nominating committee members to Kathy by end of July.

Directors – Mary Wickline (Nancy Stimson - absent)

- See attached pdf regarding Fall Seminar

Treasurer – Beth Autin resigned. A new treasurer is to be appointed by Executive Board by mid August.

New Business

- Policy on how to split proceeds from programs co-sponsored with other organizations was tabled until next meeting.
- Fees for chapter programs
 - Amy made a motion to waive program fees for Executive Board Members. Kathy seconded the motion. The motion failed: 1 in favor, 3 opposed, 1 abstained.

Advisory Board Reports

Archivist – Daria DeCooman

- Daria is creating a brief history of our chapter.
- Daria searched all archives and was not able to find the founding documents. She is continuing to follow some leads and will continue to search.
- Daria asked that the communications plan mention the importance of ensuring key or historic documents, such as any new publication, are passed along to the chapter archivist and chapter archives.
- April 5, 1960 appears to be the date of our chapter's official founding.
- Archives Committee is organizing a service event to give back to the SDPL.
- Daria asked that we please include a footer with author and date on all meeting handouts.

Hospitality – Vani Inampudi

- 15 people registered for the July 10th program.

Membership – Elizabeth Grossman (absent)

- Cindy reported : 8 joined, 1 lapsed : 94 total members in our chapter.
- Elizabeth is organizing a happy hour networking opportunity.

Student Liaison – Amanda Quist

- Review of Scholarship timeline and approval of budget
- Board will review applications at October 21st board meeting.
- See attached "SLA-SD Scholarship 2009" document.

Next meeting is on October 21st at Elsevier (hosted by Daria)

Adjourned at 5:25

SLA-San Diego Communications Plan

2009-2012

Because of the profusion of communications channels available today, clear and consistent communications is more vital than ever to the effectiveness and sustainability of our chapter. This plan outlines the goals and preferred methods of communicating information regarding the SLA-SD chapter. The primary purpose of our communications is to promote the mission, goals, and value of the San Diego Chapter and the work of knowledge professionals in San Diego to Chapter members, potential members, and local employers.

The Communications Chair (*new executive board position?*) is responsible for overseeing the implementation and ongoing facilitation of this plan. The communications chair is responsible for recruiting and overseeing a committee of advisory board members and volunteers to manage specific communication vehicles or audiences. Liaisons will be responsible for improving direct communications with specific audiences such as schools, associations, and the business community. (*replacing current blog, web site, list-serv, and other chairs as seen fit*) A timeline and budget for implementing and carrying out this plan is to be developed by the Communications Chair with assistance from the Communications Committee. This plan should be reviewed on an annual basis and updated as necessary. The current version of this plan should be available to all chapter members.

General Message (to all audiences)

- The SLA San Diego Chapter, backed by the resources of a global organization, supports local knowledge professionals through networking, advocacy, and professional development opportunities.
- Knowledge professionals save organizations time and money by providing value-added intelligence that is accurate, reliable, and relevant. We deliver expert information to our organizations in a timely, accessible, and convenient manner.

Target Audiences (in order of priority)

Audience 1: SLA-SD chapter members

Key Communication Goal: Increase value of membership and retain members by increasing awareness of events and membership benefits, increasing online networking and information

sharing, and providing better communications channels between members at large and board members.

Key Messages to this Audience:

1. We serve as the unified voice for knowledge professionals in San Diego. We advocate its value, promote best practices, and empower members to become critical assets within their organizations.
2. We create a culture of knowledge sharing through global networking to exchange information, innovative ideas, insights, and trends. Member input and participation is the key to strengthening our chapter and increasing its value to all members.
3. We provide continuous learning opportunities to explore and master emerging technologies, develop leadership skills, and achieve professional success.

Primary Communication Vehicles and Features:

- **Website**
 - Chapter knowledge: documents (strategic plan, communications plan, minutes, etc), archives library, contact and volunteer info, local resources, membership info, new member "on-boarding", links to SLA main website, procedures (how to submit announcements, etc.)
 - Feedback / Suggestion form for members to communicate directly with board "off-list"
- **Blog** (to be fed directly into website in future)
 - Official on-going communications channel of the Executive and Advisory Board members regarding chapter events and news. Should include:
 - job ops (Employment Chair)
 - board volunteer ops (any board member or committee chair)
 - upcoming events (Primarily responsibility of President and Program Directors but any board member can post)
 - summaries of past events (tbd per event)
 - reports on board meetings, conference attendance, or other events of interest (any board member)
 - introductions of new members (Membership Chair)
 - Recognition of member achievements (Membership Chair and Industry or School Liaisons) *note: Online Certificates available from SLA*
- **Semi-Annual Report / Newsletter** (print mailing)
 - "Save the Date" listings of upcoming events
 - Introductions of new and returning board members and volunteers
 - President's Summary / Report
- **Linked In Group for SLA-SD Chapter**
 - Provides a means for members to network professionally online with other members while discussions and membership is moderated by a board member(s).
 - Blog feeds to Linked In Group to provide additional visibility to our events and news

- Replaces current list-serv (Linked in will be a hybrid list-serv / announcement board that will provide much greater visibility of our profession and our activities.)
- Allows members to promote their blogs, websites, and Twitter accounts to other members.

Audience 2: Business Community (Potential Employers & Clients in San Diego County)

Key Communications Goal: Increase awareness of our profession and perceived need for information professionals to generate opportunities for member employment.

Key Messages to this Audience:

1. Knowledge professionals save organizations time and money by providing value-added intelligence that is accurate, reliable, and relevant.
2. SLA-SD Chapter members are top-notch knowledge professionals, most of which have earned graduate level degrees in library and information sciences. We meet to explore emerging trends, exchange information, and produce innovative ideas to apply to our careers.

Key Vehicles:

- **Website**
 - Site to include and "Industry Focused" page, which may include statistics about status of local profession, how to hire / what to look for (credentials, etc.), link to the SLA web page about "info pros" (<http://www.sla.org/content/SLA/professional/index.cfm>), etc.
 - Recognize and thank industry partners / sponsors on website.
 - Form for employers to submit job announcements or request assistance from the Employment Chair.
- **Press Releases** (electronic and print) to local media outlets including niche industry publications.
 - To be distributed for:
 - every upcoming program/event to garner press coverage and attract audiences
 - important news items (election of officers, accomplishments, etc.)
 - Press Releases should be generated by Industry Liaison(s) or PR Chair (or any board member) and must be approved by both the Communications Chair and President before distributing. (*approval structure to be determined*)
 - A database or table of media outlets and contacts is to be maintained by the PR Chair with assistance from the Industry Liaisons. (*see Communications Contact List in "Communication Resources"*)

- *note: SLA Media Relations Practices Policy <http://www.sla.org/content/SLA/governance/Policies/33-95.cfm>*
- **Semi-Annual Report / Newsletter** (print mailing)
 - Offer underwriting opportunities to industry groups and businesses to support printing and mailing of newsletter.
 - Industry Liaisons will mail "complimentary copy" of each newsletter to contacts from industry and company contact list. (*see Communications Contact List in "Communication Resources"*)
- **Linked In Group**
 - Industry Liaisons will employ features of Linked In to reach out to and connect with industry groups (*specifics to be determined*)

Audience 3: Non-member Info Pros and LIS Students

(note: can we include some high schools like High Tech High and undergraduate programs to increase awareness of profession?)

Key Communications Goal: Increase our visibility and strength in community by networking with other information professionals and attracting new members to chapter.

Key Messages to this Audience:

1. We serve as the unified voice for knowledge professionals in San Diego County. We advocate our value, promote best practices, and empower members to become critical assets within their organizations.
2. We provide continuous learning opportunities to explore emerging trends and technologies, develop leadership skills, and achieve professional success.

Key Vehicles:

- **Website**
 - Create a page for potential members of our chapter (incorporating links to headquarters website and membership information) that includes "reasons to join" our chapter, ways to get involved once you do, testimonials from new members about the benefits, and who to contact for more information (Membership Chair).
 - List the other associations and schools that we partner with.
 - Provide contact information for school and association liaisons (for potential partnering opportunities, special discounts or programs, etc.)
- **Post all events to list-servs of identified partner associations and schools** (*see Communications Contact List in "Communication Resources"*)
 - Include link to our website, blog, and Linked In group on every announcement.
- **Semi-Annual Report / Newsletter** (print mailing)
 - Liaisons will mail "complimentary copy" of each newsletter to contacts

- **Direct email and/or phone communications** from Liaisons to "constituents" about events and news.

Communication Resources

1. Membership database (reviewed for accuracy of local members by Membership Chair)
2. Communications Contact List: master list of all media, industry, and school contacts for PR, newsletter, and other needs as defined in this plan. (kept current by ??)
3. Membership packet (San Diego version)
4. National SLA website
5. [SLA Logo & Style Guide](#)
6. Web Site Style Guide and information at <http://www.sla.org/content/resources/Webmaster/index.cfm>.

Timeline & Budget (implementation)

to be completed by Communications Chair with assistance of Communications Committee

1. Elect Communications Chair
2. Form Communications Committee
3. Establish Liaisons (Industry, Association, School)
4. Draft and present communications budget to board for approval
5. Create Communications Contact List
6. Update blog categories (tags) to align with audiences, topics, and strategic plan objectives.
7. Establish Press Release template, policies, and procedures
8. Produce first print newsletter (target date of a few weeks prior to Fall Seminar)
9. Draft new website information architecture (plan for 2-3 phases of implementation)
10. Update and educate board on communication policies, procedures, and resources
11. Draft new website design and technical specs (to coincide with national re-branding)
12. Create Linked In Group
13. Launch Phase 1 website (to coincide with anniversary celebration) including feed of blog postings directly into website.
14. Launch Phase 2 of website (4-6 months after phase 1)
15. Review Communications Plan (July 2010)

Budget should include hiring 2 contractors (preferably members working at a specially negotiated rate) to create web site information architecture and design/implement site.

Report to the Board from SLA-SD Fall Seminar Directors – July 15, 2009

Mary Wickline & Nancy Stimson

- Fall Seminar DATE: Friday, October 9, 2009 – 8:00-3:30
- LOCATION: Amylin – CONFIRMED.
 - ✓ Donna Dutton reserved the space for us and will be our on-site liaison.
 - ✓ Nancy, Mary, Vani, & Daniel will do a walk-through week of Aug 24 to confirm set-up, security issues, live web connection, and AV needs.
 - ✓ Amylin requires that we use their Caterer (Aramark)/ will contact week of walk-through
- VENDOR LIAISON: Daniel Fitz-Enz - report on vendor relations (drafted letter to vendors stating avg of 70 attendees; agreed to keep same rates as last year).
- Vani Inampudi will head up registration / hospitality
- Beth Autin will handle reimbursements (all receipts go direct to her) & budget oversight.
- KEYNOTE SPEAKER CONFIRMED: **Mary Ellen Bates**
 - ✓ Presenting “ Wanted: Information Revolutionaries – the Info Pro Manifesto”
 - ✓ Cindy Shamel has generously offered her place for lodging for Mary Ellen Bates
 - ✓ Board approved \$1000 stipend plus airfare reimbursement (~\$400) after April Board meeting (via email)
- ADDITIONAL SPEAKERS CONFIRMED:

*(** **Cindy Shamel** will open with announcements and welcoming remarks)*

 1. **Deborah Hunt**, Chapter Liaison from headquarters. Will speak on the Alignment Project (we are reimbursing her flight ~\$140) she will submit receipt to Beth Autin. Deborah will also stay with Cindy)
 2. **Dolly Goulart** – Qualcomm. On “identifying holes in companies, partnering with strategic groups, customizing deliverables, and empowering end-users”
 3. **Kira Cooper** – Elsevier. Will report on research with Carol Tenopir on Return on Investments of e-collections
 4. **Linda Coates** – San Diego Zoological Society. Will present on her news service that went from an initial 36 regular users to more than 250. Changes titles to more accurately reflect content and custom writes the abstracts.
- PROMOTION: Will send out a “Save the Date” notice widely. Will use multiple resources, officers, members: Stacey Wile (post to Blog); Kathy, Cindy, Bobbi (chapter listserv multiple times); Elizabeth Grossman (direct to membership); Amanda Quist (student lists); and ask all executive board & advisory council members to promote everywhere else that they are members. Will also use Daria’s list of lists from last year.

SLA-SD SCHOLARSHIP 2009

Recommend same amount, requirements and procedure as last year. Details as follows:

Scholarship amount:

- \$1000 + \$35 for student membership in SLA

Eligibility Requirements:

- Resident of San Diego County (proof of residency to be provided after recipient chosen)
- Enrolled in an ALA-accredited master's degree program (proof of enrollment to be provided after recipient chosen)
- Interest in Special Libraries

To be considered, applicants must submit:

- 500-1000 word essay describing their interest in special libraries and future career goals.
- Current resume, to include titles of LIS courses taken to date

Scholarship timeline:

- Late August: Scholarship announcement sent to SLA-SD website, blog, listserv, UCLA, SJSU, and all LIS schools with a distance program.
- Late September: Scholarship reminder notice sent
- October 10, 2009: Scholarship applications due.
- October 12, 2009: Scholarship applications available for review by Executive Board members
- October 21, 2009: Board meeting, Executive Board members will discuss applications and determine recipient.
- October 22, 2009: Student Liaison will inform applicants of the status of their application, and request proof of residency and enrollment from recipient
- November 1, 2009: Deadline for recipient to submit proofs to Student Liaison
- November 1, 2009: Student Liaison to contact Treasurer, with recipient's name and scholarship amount, confirm that check will be available for awarding at business meeting
- Prior to November business meeting: Announcement of scholarship recipient sent to blog, website, listserv, and the recipient's school
- November business meeting: Recipient officially awarded scholarship and given check