

NSLA Board Meeting

June 16, 2017

Sackville Public Library, Sackville, NS

**1. Call to Order.**

The president called the meeting to order at 10:05 AM. Regrets: Greg, Jenn, and Ann-Marie.

**2. Approval of the Agenda**

4.11 Halifax Library Association

7.5 Past Presidents

7.6 Emails from Bill Slauenwhite

Motion to adopt agenda as amended.

(Janes / Jackson)

**Motion carried.**

**3. Approval of Minutes**

Motion to approve minutes of the March 31, 2017 Board Meeting.

(Morrison / Jackson)

**Motion carried.**

**4. Old Business and Business Arising From the Minutes**

4.1 E-Votes

i. Extending membership drive

Moved that the membership drive be extended to May 31, 2017.

(Jackson / Morrison)

**Motion carried.**

ii. NSLA Dal SIM Award

Moved that “NSLA will recognize and award the 2017 Dal SIM Student award to Katie Gallant on Tuesday, May 30, 2017, with a prize in the amount of \$100.”

(Frost / Morrison)

**Motion carried.**

iii. NSLA NSCC Student Award

Moved that “NSLA will recognize, and award the 2017 NSLA NSCC Student Award to Guy LeLievre on Thursday June 8, 2017, with a prize in the amount of \$100.

(Frost / Mac Millan)

**Motion carried.**

#### 4.2 Information Without Borders follow-up

Cindy indicated that we still had not received any acknowledgement of our contribution to their event. Should they ask again for sponsorship another year as part of our donation we specify they let us know they received the monies.

#### 4.3 Records Retention Policy

##### i. By-Laws

The Board reviewed the by-laws pertaining to Newsletters and who should receive print copies.

##### ii. Newsletters

Ros indicated that she is trying to catch up on copying the Newsletters and getting them to the Archives. She is working on getting back issues copied to 2016.

It was agreed that ARMA should be contacted re advice on records retention best practices.

##### iii. Records Management – Ann-Marie

As Ann-Marie was not present, no report was given.

#### 4.4 Social Media Plan

Kelli shared the social media plan that she adapted from the Halifax Public Library's plan. A copy of that report is enclosed.

#### 4.5 Spring 2017 Workshop Follow-up

The workshop in Windsor was canceled. The workshop in Antigonish was a very good workshop.

There was discussion on taping the workshops to use as a webinar workshop, or livestreaming the workshops. NSLA should look into what technology would be needed to tape or livestream a program.

There were questions on where /what programs could be taped and if some of them could be used as part of the Education Institute programming. For example, the 2017 Conference keynote speaker and the author readings, or some of the Libraries 150 author visits and maker space workshops. The webinars could be linked to the NSLA webpage and offered as a members-only feature or have non-members pay to view. The 2017 Libraries 150 Word on the Street panel session and the 1BNS session that follows would be other possibilities.

#### 4.6 Summer Partnership Retreat

Cindy will be attending; her way is paid by OLA. Ann-Marie would like to attend as well, and Board approval to fund her attendance is required. As Ann-Marie will be President next year, the Board agreed it is important for her to attend for continuity sake. As well, funds are available this year to cover the travel costs.

Moved that NSLA cover the cost for Ann-Marie to attend the August 2017 Summer Partnership Retreat in Toronto, to a maximum of \$1000.

(McCoubrey/ Wooshue)

**Motion carried, with  
three abstentions.**

#### 4.7 Membership Brochure

##### i. Rack Cards

Kelli indicated that she had sent Jai at AVRL the file for the rack card. Wendy and Charlotte indicated that Jai could not do anything right now because he is working on the Conference materials.

There was discussion regarding pictures/images on the rack card. It was agreed that there should not be people on the card that anyone knows, or stock photos as they date the cards.

Kelli indicated she also had a postcard type mocked up as well.

It was agreed that a short run of cards should be produced by mid-July so that they can be included in the swag bags at the Conference, and to include with letters that will be sent to institutions re NSLA memberships.

Kelli will send the images of the rack cards and postcards again. (Note: The images are included at the end of the minutes.)

##### ii. Institutional Memberships

Dale offered to spear-head a mail-out to institutions. Dale, Greg and Ann-Marie will create a letter to use to send out to institutions to invite them to join NSLA.

##### iii. Membership Emails

Dale asked if permission is required to add a member's email to the NSLA listserv. Or, is permission implicit with their membership?

Move that NSLA place a check-box option on the webpage, and on the paper membership form, for the member to give permission to add their name and email to the listserv.

(MacMillan / Morrison)

**Motion Carried.**

**Action:** Dale will place the box on the NSLA membership form. Greg will need to place the box on the website.

The forms need to be ready for Word on the Street in September.

#### 4.7 CFLA / FCAB Update

A report has been received from Kate Rose, the Atlantic Region's rep on the CFLA / FCAB Board. (Note: The report is placed on file at end of minutes.)

Canadian Library Month is October, and this year's theme is "A visit will get you thinking." The focus will be on issuing library cards.

In regard to the Atlantic Region's representation on the Board, a decision is needed on how Board-related expenses (i.e., travel) and committee costs (i.e., phone bills) will be paid. Cindy will request that NSLA, APLA and NLLA reps meet to discuss and make decisions while attending the Summer Partnership Retreat.

#### 4.8 Conference Attendance for Board Members — Financial Assistance

NSLA already has an allowance for members to attend board meetings, including Conference board meetings.

It was agreed that, if conference-related expenses will not be covered by an employer and thus a Board member cannot attend the conference, the member should contact the President by the end of August to discuss NSLA funding assistance.

Cindy will update the President's section of the Board Orientation Manual accordingly.

#### 4.9 Libraries 150 Update

The project was made public on June 1. Some nominations have come in through the 150booksns.ca website. \$600 has been spent on promotional materials for post-it notes and bookmarks. Some of the materials were taken to APLA conference in May. Bookmarks were handed out at the Board meeting to take back the regional libraries.

Two panelists are confirmed for Word on the Street: Alexander MacLeod and Trevor Adams. A third panelist is being sought; someone who is an expert on Nova Scotia literature. Some names were suggested to Cindy.

The cut-off date for the Libraries 150 list is August 12<sup>th</sup> so the list can be compiled and sent for printing before the September 16<sup>th</sup> launch at Word on the Street in Halifax.

#### 4.10 Halifax Library Association Follow-up

The Halifax Library Association sent a letter acknowledging Cindy's inquiry regarding dissolution and possible amalgamation with NSLA. No resolution at this time; there will be further discussion as appropriate.

### 5. Reports

#### 5.1 President

President's report placed on file.

#### 5.2 Vice President

No report filed.

#### 5.3 Past President (Vacant position)

#### 5.4 Treasurer

Treasurer's report placed on file.

Moved that the financial report be accepted as filed.

(Jackson / Wooshue)

**Motion carried.**

**Action:** Cindy will follow up with Kristel re the final statement from PARL re the 2016 conference.

#### 5.5 By-Laws Convener

No report filed.

#### 5.6 Newsletter Convener

Report placed on file

**Action:** Cindy and Kelli to follow up with reports and photos of student awards.

#### 5.7 Membership Convener

Membership report placed on file.

Ros and Dale will do the draw for the membership drive competition.

#### 5.8 Website convener

Website report placed on file.

#### 5.9 Public Relations and Promotions

Public relations and promotions report placed on file.

- 5.9 Nominations  
Nominations report placed on file.
- 5.10 Conference Convener  
Conference report placed on file.
- 5.11 Professional Development Convener  
No report filed.

**6. 2017 Conference**

Wendy and Charlotte gave an update on the Conference. Report placed on file.

It was suggested that the regional libraries be offered free space to showcase their maker space activities. There could also be a Libraries 150 display.

Friday evening supper will be provided for the Board.

There was a discussion on the conference fees. The cost of the meals for the weekend is \$157.38 per person.

The rates for the conference were set:

Full conference, which includes all sessions, Friday night reception, Saturday and Sunday full breakfasts, Saturday lunch, nutrition breaks and Banquet:

Early Bird Rate

Members	\$160.00
Non-members	\$190.00

Regular Rate

Members	\$175.00
Non-members	\$210.00

Saturday Workshops: which includes breakfast, keynote speaker, and Saturday sessions, nutrition breaks and Saturday lunch. Price *does not include banquet or movie concessions.*

Early Bird rates

Members	\$55.00
Non-members	\$80.00

Regular rates

Members	\$60.00
Mon-members	\$90.00

Moved to adopt the 2017 Conference rates as presented.

(Janes / Wooshue)

**Motion carried.**

An invitation will be sent to the Minister of Communities, Culture and Heritage inviting him to attend the Conference, and in particular, the banquet. Cindy will draft the letter to be sent on behalf of NSLA and LBANS.

**Action:** Cindy to draft and send letter.

NSPL will be asked for Conference funding.

Cindy and Yvette will arrange the order of the banquet program as far as speeches and awards as concerned. It was requested that as many people as possible take pictures and forward them to the Newsletter Convener.

There was some discussion on Exhibitor fees. The decided fees were \$100.00 per table and \$250.00 per nutrition break.

Moved that that NSLA charge \$100.00 per table and \$250.00 for nutrition breaks for the 2017 Conference.

(Jackson / Morrison)

**Motion carried.**

1BNS has money for marketing for the Conference, and they may want to livestream the keynote speaker.

The conference schedule will be on the NSLA website by July 1<sup>st</sup>, 2017.

## **7. New Business**

### **7.1 NSLA Awards**

Cindy will look into changing the wording of the NSLA Dal SIM Student award after consultation with Dal SIM. The new wording reads:

NSLA School of Information Management Graduate Award

The Nova Scotia Library Association School of Information Management Graduate Award recognizes the achievement of a graduating student. The award is given to the student with high academic achievement and a demonstrated commitment to libraries and information services.

**Action:** Cindy to contact Dal SIM.

### **7.2 Registration Table at Conference**

An NSLA membership table will be set up near the Conference registration desk. Volunteers will be needed to man the desk. The newest registration forms and a receipt book will be needed at the table.

### 7.3 Board Recruitment

There are seven positions open for next year's Board. There was discussion on how to make it easier for people to be on the Board. Meeting through Skype or other virtual venues is an option. It was suggested that meetings be held in the same central location each time. It was also suggested that people be targeted directly to fill positions, and that the benefits of being a board member be made clear (i.e., the chance to give back to the profession). It should also be made clear to prospective Board members that with some portfolios, attending Board meetings is optional (i.e., website convener). Another suggestion was the possibility that sitting on the Board could count as a credit for professional development (Continuing Education Certificate).

### 7.4 Archived Mailing Lists

Set aside for future consideration.

### 7.5 Past Presidents

The list of past presidents was placed on file.

### 7.6 Email from Bill Slauenwhite re APLA Assistance

Bill Slauenwhite's letter was placed on file. Cindy invited Bill to attend a portion of our meeting, but he was unable to come. Cindy and Bill will talk in the next week.

## **8. Date of Next Meeting**

Next Board meeting will be September 29, 2017 at the 2017 NSLA Conference at the Annapolis Basin Conference Centre from 4-5:30 pm.

NSLA's AGM Part 1 will be on Friday, September 29 from 5:30-6:30 pm. Pre-resolutions will be on Saturday, September 30 at 4:30-5:00 pm. AGM Part 2 will be Sunday, October 1<sup>st</sup> 8:00-8:45 am.

The Board will meet on Sunday, October 1 after the AGM Part 2.

If she attends the Conference, Katherine McCoubrey will replace Charlotte Janes as the Parliamentarian this year.

## **9. Adjournment**

Meeting adjourned at 2:45 pm.

Enclosures:

Conference Update

Social Media Plan

Rack cards (Attachment)

Post Card (Attachment)

## **NSLA/LBANS Conference 2017**

*Updated June 13, 2017*

Plan to attend the “NSLA/LBANS Library Conference: Libraries 150: a celebration” on the weekend of September 29-October 1. The 2017 conference is hosted by Annapolis Valley Regional Library and will be held at the scenic Annapolis Basin Conference Centre, Cornwallis, Annapolis County. There will be something for everyone!

Pre-conference workshops will include: Reinventing Interior Space – Use and Design (5 very different perspectives); SRC Reboot: Round Table Redux; Borrow by Mail Service in NS – Roundtable discussion; Treaty Education.

The Friday night opening reception is not to be missed. Author Ami McKay will read from her haunting book *The Witches of New York* and, then, Ami sits down for a spell-binding conversation with Angela Reynolds (AVRL’s own researcher of dark tales). The talented and inspiring women who make up the musical group Cuckoo Moon will charm us through the early evening and officially start their set at 8:30. Complete your evening with a visit to Lady Mabigouia’s table for Tarot and Crystal Ball Readings (\$ 10 per session). Cash bar available.

The keynote will be delivered by author Gloria Ann Wesley. The workshop lineup for the weekend includes: Library Board Trustees: What Role, What Future?; Maker Space: What’s your WOW? (includes Lego Robotics (NSCC) Maker Space (PARL) Creative Lab (HPL); The Better to See You With, presented by Angela Reynolds who spent a month at the University of Florida researching *Little Red Riding Hood*; Advocacy Now! How Can Library Boards be More Effective in Advocacy and Development; Running a Successful Writers’ Club in Your Library; Promoting Mi’kmaw Culture in Your Library; Culture Action Plan: Overview and Next Steps; Publishing Culturally Diverse Books in Canada (Groundwood Books, Nimbus Publishing, and author Gloria Ann Wesley); Programming for Seniors (includes Chair Yoga and Death Café); Supporting International and Immigrant Populations in Your Community; Fundraising; Girls Who Code; What does the Building Code and the Accessibility Act Mean to Libraries?; Libraries and 21<sup>st</sup> Century Workplace Literacy Skills; Do Puppets Sing at Storytime? with “storytime guerrilla” Dana Horrocks.

An additional workshop stream of author readings, open to the public, will include Ami McKay (Friday night), Gloria Ann Wesley (keynote), Jon Tattrie, Wade White, and Lance Woolaver (all on Saturday). This is made possible thanks to the Libraries 150 grant.

Saturday evening will feature a Conference Banquet Dinner with an Acadian flair, awards, and a showing of the movie *Maudie* in the Conference Centre's theatre, complete with popcorn!

This is sure to be a weekend of inspiring professional development opportunities and plenty of fun. Check out the latest conference updates on the NSLA website.

*Submitted by Wendy Trimper & Charlotte Janes, Conference Co-convenors*

# Nova Scotia Library Association Social Media Plan

Adapted from *Halifax Public Libraries – Social Media Plan* by Halifax Public Libraries

## Goals

- To promote the Nova Scotia Library Association and its activities to its membership and the general public
- To share information about events and issues relevant to the membership of NSLA (including events outside of Nova Scotia)

## Audience

- Primary:
  - NSLA membership
  - Other library workers and representatives in Nova Scotia
- Secondary:
  - Library workers and representatives beyond Nova Scotia
  - LIT, Library school students
  - Library supporters
- Tertiary:
  - General public (Customers)

## General Guidelines

These guidelines cover the Nova Scotia Library Association's (NSLA) social media platforms. If you are involved with managing or monitoring any of our existing accounts, please follow these guidelines.

If you would like to propose the use of any new social media platforms or accounts for official association use, please contact the Public Relations & Promotions (PRP) convener. Official association use constitutes any account used for promotion of library programs or services or connecting with customers.

## Account Profiles & Registration

- Where possible, accounts used for association purposes must not be tied to an individual's work or personal email address. A generic email address should be used.
- The specific address will be selected by the PRP convener.
- The PRP convener will maintain an inventory of all social media accounts created for official NSLA use.

## Posting

- **Use Hootsuite (online social media “dashboard”) to post to NSLA’s social media platforms.**  
It allows us to schedule and coordinate posts to multiple social media accounts and gather statistics.
- **Access credentials**
  - Login at: [www.hootsuite.com](http://www.hootsuite.com)
  - Username: nslapromotions@gmail.com
  - Password: contact PRP convenor
- **Use the ow.ly URL shortener for any links you post** to allow us to track the number of clicks.
- **Do not violate copyright when posting.**  
If possible, use images you have created or images from sites like Flickr or [CC Search \(Creative Commons\)](#).
- **Do not post photographs of minors** unless you have received **written** consent from a parent/guardian/responsible adult.

#### **Monitoring & Responding to Questions**

- **All platforms should be monitored during working hours.**
- **Responses to questions will be sent promptly.**  
Response time may vary by platform and day (e.g., week day vs. weekend) . (See [Platform-Specific Guidelines](#))
- **NEVER transmit or request any personal or confidential information via social media.**  
Encourage customers to contact us by phone or email.

#### **Dealing with negative posts**

- See [Response Flow Chart](#)