

ARLIS/NA Ohio Valley Chapter Meeting Minutes

February 8, 2017

New Orleans, Louisiana

ATTENDEES: Lou Adrean, Maggie Castellani, Chris Edmonson, Matthew Gengler, Rebecca Friedman, Karyn Hinkle, Leslie Jankowski, Stephanie Kays, Galina Lewandowicz, Christine Mannix, Caitlin McGurk, Alex O'Keefe, Barbara Prior, Anne Trenholme

Meeting called to order by Barbara Prior at 10:49 AM, followed by congratulations to Stephanie Hilles, as the new Vice Chair/Chair-Elect, to Alex O'Keefe as winner of the 2016 Fall Travel Award, and recognizing Rebecca Friedman, the outgoing Chapters Liaison.

Anne moved to correct the typo in the title of the Fall 2016 Meeting minutes, Christine Mannix seconded. Matthew moved to approve the Fall 2016 Meeting minutes, Christine Mannix seconded.

Highlights of the 2016 annual report were summarized by Anne. Highlights included the 2016 travel awards, the 2017 election results, Moderator Alison Huftalen getting the listserv up and running, Executive Committee revisions to the by-laws which included changing the title Blog Editor to Web Editor and establishing a policy for the Vice Chair/Chair-Elect position if re-appointment is necessary.

Treasury and Membership Reports. Because Beth Owens was not able to attend, Barbara gave an overview of both reports:

Treasury:

We currently have a balance of \$836.01. All but one officer has been reimbursed for dues, and the travel award has been issued. There are no additional expenses expected in the near term. Discussion ensued on how to increase our balance so we can fund activities that attract more members. Fundraising ideas included:

- Create merchandise with a logo to be sold at events/online (items with logo such as tote-bag, apron, cookbook, adult coloring book)
- Hold an event at someone's house and charge admission
- Hold field trips and increase the cost for the trip (i.e. Fallingwater)
- Increase registration cost for the fall meetings

Action Item: Christine M., Galina and Caitlin volunteered to organize fundraising activities:

- Gather images for a chosen product
- Gather ideas to promote the chapter
- Explore platforms for selling both online and at events. Two options were mentioned:
 1. CafePress - on demand service. This would alleviate a backlog of merchandise and the need for storage.
 2. Galina volunteered to contact her museum store's vendor for production of merchandise.
- Explore payment options and questions such as
 - Do we need to charge sales tax?
 - Preferred form of payment? Credit cards? Cash? Checks?

- Phone call with Catherine Essinger, incoming Chapters Liaison, to discuss fundraising for chapters. What are other chapters doing to raise money? Does our Chapter need approval for any fundraising activities?
- Barb will schedule a follow-up conference call in March 2017 with Christine M., Galina and Caitlin.

Membership:

We currently have 13 regular members, and 1 friend member. All are renewals. Many of our regular members have not yet renewed for 2017. It is still early in the year. Discussion included ideas to increase membership.

- The National Membership Committee is looking into bundled memberships (combining regional and national dues at a lower cost).
- Offer free memberships every year?

Travel Award Committee Report. Stephanie Kays, committee member present.

The committee received two applications for the travel award. Alex O’Keefe was the recipient of the award, which will cover expenses to attend the ARLIS/NA 45th Conference in New Orleans. Alex is a second-year LIS graduate student at the University of Kentucky. She will be co-presenting a poster at the conference.

- Discussion ensued about raising the amount of the award in order to increase interest in applying. \$300.00 does not cover enough expenses for a national conference.
- Barbara suggested using the national conference “guest” registration fee which is a discounted amount to subsidize the \$300.00 award, although the student registration may be less.
- Matthew mentioned that the ARLIS/NA Board may be able to subsidize other aspects of conference costs (i.e. hotel discount).

Website report. Because Marsha Miles was not able to attend, Barbara gave an overview of the report.

Marsha received 6 responses to her ARLIS/NA Ohio Valley website survey. Thanks to all who participated. A summary of the responses was included on a hand-out. Based on feedback, the site redesign will include editing the banner, improving site navigation, and a consideration of the content. Marsha would also like to streamline the PayPal payment option. She will send updates and calls for content (most likely beginning with images for a new banner) through the listserv.

- Barbara found the source of the header image: *The Bikeriders*, an early and important “photobook” by Danny Lyon. Barbara suggested the photo may have come from the University of Louisville’s Photographic Archives since the biker has “Louisville Outlaws” on his shirt.
- Discussion included Marsha following up with Jennifer Krivickas, former Blog Editor, and/or the University of Louisville Photo Archives about the chosen banner image of the motorcycle rider. Do we have permission to use this image?
- Leslie suggested rotating the banner image.
- Matthew suggested using images from member libraries.

Action Item: Leslie volunteered to work with Marsha to contact member libraries requesting images.

Listserv Report. Because Alison Huftalen was not able to attend, Barbara gave an overview of the report.

The Chapter started a listserv for the dissemination of information and to foster communication, connections, and mentoring opportunities amount Ohio Valley Members, Friends, and paraprofessional staff. The list is open to anyone interested in these topics, they do not have to be a member of the Ohio Valley Chapter. We are currently adding any new Chapter members to the listserv in order to try to better use it as a line of communication. All listserv subscribers have the option of opting out at any time. The listserv began in April 2016. The number of subscribers as of January 31, 2017 totals 38.

Mentoring program. Christine Mannix, our Chapter Mentoring Program liaison, had said that to date there wasn't any interest from anyone to be mentored by a Chapter member. Discussion included ideas for promoting the Mentoring Program.

- Galina suggested promotion on the Chapter's website. Students will see the available service and contact us
- Targeting populations that might be interested such as new librarians and students (i.e. those in the MLIS programs at Kent State University or the University of Pittsburgh)
- Mentoring could be done on a more informal level (i.e. introducing the Travel Award winner who is a student to professionals at the national conference; Rebecca mentioned that mentoring can take any form such as skyping one another)

Action Item: Christine will review these mentoring options

Chapter viability. Barbara reviewed a recent virtual meeting of the Nominating Committee (Alison Huftalen and Pam Eyerdam) and the Executive Committee (Barb Prior, Anne Trenholme, Beth Owens, Marsha Miles). Mo Dawley was also invited to share her perspective as "past-past" president.

The Nominating Committee requested the meeting since they (initially) could not find anyone to run for Vice-Chair/Chair Elect; we believe this is the first time this has happened. They were concerned the chapter might be too small to function effectively.

Barb provided an analysis of membership from 2004-2016 (see following) which indicated that the drop in membership it seems to have stabilized in the last four years (2013-16). Although dissolving or merging with another chapter was discussed Mo's suggestion that membership numbers do not always reflect interest, changed the focus of the discussion. Although our membership is lower our programing is much stronger and the interest and participation of members is also greater.

Everyone agreed we should continue as a chapter and focus on increasing membership and strengthening programs. Ideas to increase chapter funds, to support these goals, was also discussed. One idea shared was to hold virtual chapter meetings to keep costs down. Other small and geographically dispersed chapters do this regularly.

Action Item: Anne will look into ways for the chapter to hold virtual meetings.

Anne motioned to adjourn the business meeting, Matthew seconded. Meeting adjourned at 11:49 AM.

(Revised 2017-03-08 Barb Prior)

REPORT SHARED WITH THE CHAPTER AT THE SPRING MEETING

January 13, 2017

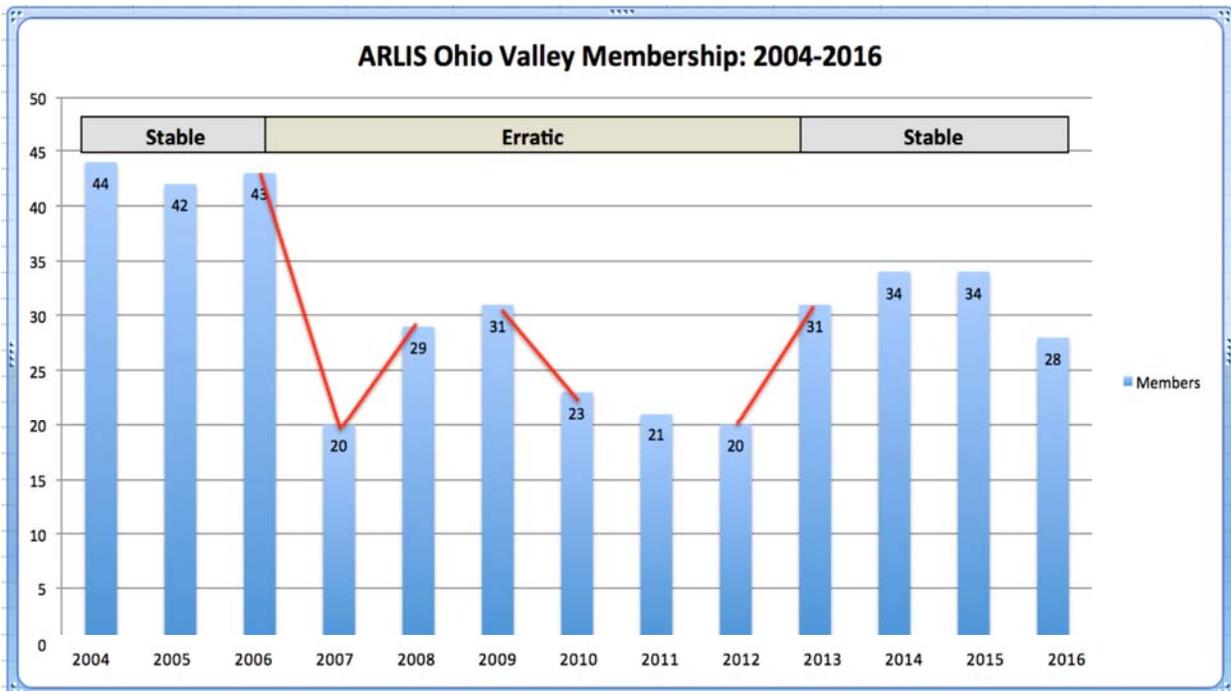
TO: ARLIS/OV Executive and Nominating Committees:
Anne Trenholme, Beth Owens, Marsha Miles, Mo Dawley
Alison Huftalen, Pam Eyerdam
FR: Barb Prior, Chair
Re: Analysis of ARLIS/OV membership, 2004-2016

There has been a clear drop in membership since 2006. From 2004 through 2006 our average membership was 43; since that time figures range from a low of 20 to a high of 34, a 41% spread. The biggest drop occurred between 2006 and 2007, when we lost just over half of our membership (23 out of 43). This drop coincided with the "Great Recession" (12/2007 –6/2009 according to Wikipedia).

Looking more closely at this 13 year timeframe it began and ended with periods of stable membership: 2004-2006 and 2013-2016 respectively. Membership was more erratic in the intervening six years (2007-2012):

- 2007: 53% drop from the previous year (23 fewer)
- 2008: 45% increase from the previous year (9 new members)
- 2010: 26% drop from the previous year (8 fewer)

This period ended with a 55% increase in 2013 (11 new members).



Although the average and the “median” (midpoint) agreed (31 members, fig. 1) the early stable years (2004-2006) may have skewed the results. I removed those years and recalculated the average and media (fig. 2).

The average number of members stayed the same (31). The median was 2.5 (8%) lower in the 10 year sample. Since neither the average nor the median changed significantly perhaps the past four years have “balanced out” the seven previous erratic years.

The last four years (2013-2016) our membership seems to have stabilized: the average is 31.75, the median 32.5. The drop in 2016 is a concern: 6 fewer members (18%). This could be an aberration or the signal of another downward trend.

Figure 1: Membership 2004 – 2016

Year	Members	% Change	Notes
2004	44		
2005	42	-5%	
2006	43	2%	
2007	20	-53%	Down 53%
2008	29	45%	Up 45%
2009	31	7%	
2010	23	-26%	Down 26%
2011	21	-9%	
2012	20	-5%	
2013	31	55%	Up 55%
2014	34	10%	
2015	34	0%	
2016	28	-18%	Down 18%

Avg. 31
Mean 31

Figure 2: Membership 2007 – 2016

Date	Members
2007	20
2008	29
2009	31
2010	23
2011	21
2012	20
2013	31
2014	34
2015	34
2016	28

Avg. 31
Mean 28.5