



Minutes of the Board Retreat  
Richland County Public Library  
18 January 2012

- I. Called to order at 10:35am
- II. Approval of the Minutes: The Board approved the 4 August 2011 Minutes.
- III. Introduction of New /Old Officers: Dorothy Walker, incoming President; Ashley Till, outgoing President/Nominations Committee Chair; Beth Bilderback, incoming Vice-President; Brooke Fox, 2<sup>nd</sup> year Director; Bill McRee, 1<sup>st</sup> year Director; Katy Grey, continuing Membership; Allison Thiessen, continuing Treasurer; Jen Bingham, continuing Webmaster; Gabby Dudley, incoming Student Liaison; Alan Burns, continuing Secretary; and Jennifer Neal, outgoing Director via cell phone. Heather South, continuing Newsletter Editor, not present.
- IV. Reports:
  - 1) Directors: Pass, discussed issues during New business portion
  - 2) Membership: Currently we have 118 members. In 2009, the last time membership was documented, there were had 74. Current membership number includes 27 students and 55 new members. Katy has some concerns about getting old members back because she sent 106 letters out and only got 63 back, but she will keep sending renewals and reminders. She might try offering incentives like 2 for 1. Or she might try a survey to see why people are not renewing, if we are meeting needs, etc. We should share old membership lists on GoogleDocs in order to weed and compare with the new list. How many Institutional members do we have? Should we push that offer more? Maybe offer incentives to charter members? Would a digital letter work better than a paper one? We use snail-mail to contact older members and let it go at that. Need information on conference registration and more robust details for further contact that are currently available. We should modify our current member form to offer signup for committees. The online form has this. Make a list of those who checked committees on the form. Optional not required but it may be too intimidating to require committee signup. Katy will send a reminder to those who did signup for committees at the appropriate time. Several members, between 2 and 5, have sent in extra money thinking they owed dues. Further discussion of this issue later.
  - 3) Newsletter: Heather is not here. The Spring issue will be skipped due to scheduling. We do need to send out something prior to the Spring Conference. A flyer? Maybe we should reduce the number of newsletters per year, send out a small flyer instead, or do an 'In The Loop' type letter.
  - 4) Treasurer: Allison provided everyone with a Budget handout of our financial stats. Gabby's auction at the annual meeting was awesome. Went thru the 2011 Income and Expenses item by item to see how we did. Also included other 2011 expenses - \$579 for catering, \$163 for printing, \$701 for travel reimbursements, \$67 for supplies, \$68 for snacks, and \$208 for

hotels. The Hart Endowment issues were discussed. We have two CDs worth thousands. We might raise the meeting expense estimates on the budget by \$1000 each. The new budget was approved.

- 5) Webmaster: Somewhat routine. Are there any announcements to post? Might borrow from listservs and other relevant sites. Might revive the social media involvement with a committee or with a student. The media systems are connectable – Twitter to Facebook for example – but not to LinkedIn. So we will encourage members to join LinkedIn as another resource for other contacts beyond SCAA. A majority of the Board are on LinkedIn. The website is setup like a Blog – the main page has a listing of events rather than organization information. Might be too much to navigate thru to get where/what you want. Do we want the Blog look and feel or the traditional look and feel? Can we make some changes so it feels more traditional? Our website is where people go for information first, or should be. Could make a sidebar or dropdown menus to incorporate both looks. Current form looks OK but can be tweaked. A few updates are needed for contact and other information to bring the website up to speed.

V. Old Business:

- 1) SCAA Website versus GoogleDocs? GoogleDocs is more flexible for ongoing work, discussions, etc – anything that is changing. The Board Policy Manuals should be posted to GoogleDocs. Working docs that should be available to members, not just the Board. Ashley will share all she has (digital versions of the manuals) with the Board. Password is schistory. Contact and use information will be sent to the Board.
- 2) Fall Conference: 52 people attended. Survey results sent out, 20% did not attend. Cons included schedule conflicts, no interest, lunch/business meeting was too long, speed networking session was cancelled. Pros included concurrent sessions, topics, location, mentoring. Committees will smooth this out in time. We have more students who wanted the speed networking session. Next time we might do the speed networking early so that people can work with contacts throughout the day. The USC Student Guild will be holding a speed networking meeting soon. Gabby will let us know. Also, it was mentioned that the Board is too clannish, so we should take the initiative and spread ourselves out and not group too much during meetings. It was our best meeting yet, however. As far as locations are concerned, we could spread out more, we do tend to be more central when we meet. Look to have meetings in areas of member concentration.
- 3) Strategic Plan: Refer to page 6 of the Plan under 2012 Target dates – get committees going and the dates will be met. Chairs will be Board members, volunteers and those who signup will be committee members. Chairs might even ask members to serve on committees. Do elected Board member have more or less or same powers as those appointed where committee work is concerned? Is there more leadership implied by election than by appointment? Doubtful.

Went to lunch at 12:55pm

Returned from lunch at 2:20pm

VI. New Business:

- 1) Implementing/recruiting for new committees: We should recruit students from history departments at local colleges and universities, and liaison with other State organizations to augment and increase our value, depth, and presence. Service time on committees? Time commitment of one year is reasonable. A 2<sup>nd</sup> year could easily come after the 1<sup>st</sup> for some.

Ashley and Katy will create a form for committees and get it out so as to augment our current list of volunteers/signups. Chairs will make the initial contact with specific volunteers/signups and fill committee vacancies from generic signups.

- 2) Spring 2012 Conference: Dues structure – no need to change now. We can explore sources of financial support for our programs thru vendors. We need to use Save the Date/Put It Up for disseminating information so as to provide longer lead times for planning for meetings and educational opportunities. We want to incorporate an SAA workshop on Electronic Records Management for Spring. SAA support is valuable and credit is available. Since fees for a workshop are expensive an SAA Webinar may be a viable option. A webinar might be a baby step to judge response for a full SAA workshop? A one-day SAA workshop might cost \$185 per person (SAA members) and a webinar might cost \$110 for the hookup/download. Cost is a factor, is subsidizing possible? Even then it may be too costly for our members. Our tradition for meetings is hands-on workshop in the Spring and business meeting in the Fall. Should we partner with another organization whether we do the SAA workshop or the webinar? SAA Webinars have the same support and credit as the workshops. Maybe bring in a vendor instead – but they would be biased to their own product. Would Richard Pearce-Moses be available? We need to decide. Beth suggested direct contact with Solveig De Sutter at SAA would be helpful. I suggested that Seth Shaw, who co-presented an SAA workshop on Electronic Records management with Tim Pyatt, might be willing to come present to us after the webinar. Possible locations were then discussed – Florence Public Library, Clemson and Richland County Public Library.
  - 3) Fall 2012 Conference: Some ideas for programing include networking, African-American, Cultural, Civil War, Diversity/Minorities, Women, Cultural Diversity in Archives, oral Histories, Women WWII Veterans, Archival Images as Art. Maybe the Technological Aspects of Oral History making, the details – step-by-step process. But this sounds more like a workshop. Why not try a mini SAA ‘Beyond Borders’? Might work. One on raising money and financial management could be done by Herb Hartsook. Back to the issue of venues for Fall – SCHAB, RCPL, Fritz Hollings Special Collections? Set dates for a Thursday in October or November (10/4 or 11/10). Spring SAA workshop or Webinar will be in March, April or May. Annual Social? ‘Archives Road-trip’ to Winthrop, Wofford and/or Limestone, maybe even White homestead.
  - 4) Possible 2013 joint meeting with SNCA and SGA: There are some issues – SNCA is agreeable but it would be smaller for them than their annual meeting. SGA is willing but they have the same concerns. This would be a day-day meeting with speakers from outside. An exploratory committee needs to be created to examine feasibility issues. But yes, we should seek the possibilities of holding a joint meeting for Fall 2013.
  - 5) SCAAzette schedule: The schedule is up to Heather but we need something for Spring.
- VII. Set date for next Board meeting: Wednesday, February 15, 2012, at 10:30am at RCPL.
- VIII. Adjourned at 3:30pm