

August Board Meeting Minutes

August 23, 2017

Attendees: Jodi Shaw, Mary Beth Lock, Amy Brunvand, Lindsay Marlow, ~~René Tanner~~, Susan Conlon, Kate Hutchens

Introductions / brief check-in - All

Treasury report - Lindsay

- See Drive for latest report:
- (Revenue) made \$281 in dues
- (expenses) \$54
- \$4094 (less \$1000+ after ALA)
 - Still need reimbursement for travel award (\$500), ODLOS poster and Bill McKibben (\$1000)

ALA Conference Remodel + ideas for programs - All (see above)

- Deadline for submission of programs: September 5
- Changes (from Jodi)
 - Only 1-hour slots (with very few exceptions)
 - 8:30-10 or 4-5:30 only slots for 90 mins.
 - No longer any guaranteed programming slots, the RTs competing for set number of slots, selected by jury
 - Centralized submission process
 - SustainRT will alternate with SRRT for jury representation each year (2018 is SRRT)
 - Each RT or association will received three guaranteed slots: "President/Chairs program," "News you can Use" program, "Orientation."
 - Business meetings after hours / off-site!
- We should send inquiry/solicit submissions soon!
- Conference remodel document is here:
<https://drive.google.com/drive/folders/0BxC0KD2TvZ2TTnITTIQySEVuMjQ>

--Committee reports - Committee liaisons--

Mary Beth - Programming

- Discussed whether or not we wish to publicize the submission process to our members, or try to curate something. We decided to try and use the "Orientation" session for lightening round showcase and come up with a compelling topic to submit as a group for a panel. We discussed collaborating with other groups on this project. The essence of our panel/program would be to convey the deep connection between social justice and sustainability: how climate change disproportionately affects poorer communities and communities of color, and how libraries and librarians in these communities have and are (or plan to) help their communities mitigate the effects, build resiliency, and endure. We feel this topic ties in nicely with the location of annual (New Orleans) and in addition to others, hope to have local librarian(s) who worked with communities affected by Katrina on the panel.
- It was decided that MB, LM and JS have conference call with programming chair Beth Filar-Williams to brief her on changes and discuss these ideas.

Amy - Outreach

Summarized latest Outreach Committee meeting. Main points:

- Had a meeting yesterday
- Discussed AL column, we are at the end of agreed upon articles, we want to continue that – and perhaps extend to collaborating with other round tables/associations for content and authors, perhaps with monthly or bi-monthly “topics” for which each RT/association provides authors. This gives column more lenses (different groups have different experiences/concerns with sustainability issues) for example: APALA gets four columns, AILA gets four columns, SRRT gets four columns. Author bio should always state author’s RT or association affiliation –
- Social media, how to jumpstart it to make it more meaningful and connect with members, blog and social media are currently not that active (AB and JS both have blog posts in the works, however). Need more likes and shares on FB, discussed how board members might commit to visiting the blog and FB at least once a week to like/share content.
- Blog idea includes soliciting submissions on particular topics – example: reviews of conference experiences, sustainability content, etc.
- Looking for people who like Twitter and LinkedIn to make them more effective/useful
- The website needs updating
- Travel Award discussion – deferred to later. Announce award in January – so timing not urgent.

Lindsay - Membership

- Short term focus is on new/dropped members. Developing a dropped members letter, and possibility of embedding a survey into this letter to inform committee on how they may mitigate dropped members in future. The committee has gathered all membership reports and they are all located in the Membership folder. Madeleine has now been included on the ALA Membership Promotion Task Force list-serv (by Ron Jankowski) so she can be tuned in to membership at the big, ALA-wide level, to find out tools and best practices and inform efforts.
- Longer term efforts are reaching out to student chapters at library schools.
- Adding the new “Free Student Memberships” to all marketing and student outreach materials was discussed as an effective recruitment tool.
- Potential for student chapters to contribute to webinar content.
- Membership will have their second meeting in September.
- Notes from membership meetings located in the membership committee folder.

****ACTION ITEM:** Jodi will write press release for free student membership

Susan - Online Education

- Had one meeting already
- Going through past proposals and brainstorming for next online webinars
- IDEAS:
- SustainRT to an introductory webinar for NMRT (this falls more under Outreach but could utilize Online Ed committee’s tech know-how)
- Webinar on how social justice and sustainability are so deeply connected.
- LM bringing people of color into the environmental movement – the needs and views of people of color may differ from others

- SC: Van Jones – potential webinar speaker for this topic -
- SC: Professor at UPenn – SC will get name

Rene (summary sent via email) - Governance

- Rebekkah and Rene spoke with Mary Ghikas on 8/10; membership of the taskforce is not yet finalized, but getting closer. A phone meeting with the taskforce is expected in September. Mary will have a public ALA Connect site for the taskforce, where the TF will post information. Rene will keep us updated.

Google Drive organization

- Jodi said she is “cleaning up” the Google Drive, stressed importance of committee liaisons knowing where their committee folders are and discussing with committee chairs how they wish to share committee folders with their entire committee members (Jodi suggested that it would be helpful).

Standing meeting schedule

- Jodi will be sending out poll to try and establish monthly standing board meeting

Moving forward (ideas / visions / goals)

Book Award

- Susan discussed her idea for a book award. We have Coretta Scott King and Stonewall - One thing we don't have is an award for children's book with environmental theme. Fabulous way to not only raise profile of the RT, but promote sustainability, help children (future generations_ make that connection in children.
- An award like this means the books will get read this year and years to come,
- Would need to establish criteria – fiction vs. non-fiction, picture book, etc?
- Would need to put together a Jury and processes for putting together that jury
- Financial obligations - what is the cost? Do we give authors \$\$ for the award? Also, need to figure out if authors get paid or appearances or publishers send them.
- Are we allowed to have corporate sponsors? Examples: Nature Conservancy? REI? EMS? Patagonia?
- Suggested that we reach out to other people who have started or are working on book awards committees, reach out to newer one and find out process for getting started. Also, this will help us expand and diversify our membership - SustainRT started by academics, this will help us expand into public libraries. Also a way to get new members from ALSC and YALSA connected to us due to desire for wanting to be on award committee.
- In jury selection process, make sure other ALA associations are represented, so we get the most diverse lens possible in selecting books. I
- There could be a winning book and several honors books.
- Board in agreement that it's a solid idea and encourages further exploration by SC and JS.

****ACTION ITEM:** SC will contact a publisher she knows and ask who pays to fly authors to ALA award acceptance. SC will reach out to other book awards committee members for more info.

Fundraising event at Annual 2018(?)

- Jodi discussed briefly her idea of a fundraising event in New Orleans 2018, similar to the one hosted by Julie Todero in Chicago 2017. She has communicated with Jin Neal and he is interested. Board is also interested and encouraged further exploration.
- Discussed the need for “branding” - need a good name. “Earth Justice” is already taken. SC suggested “So-Just” (social Justice, shortened)
- This event could be used to raise money for our book award(!)

****ACTION ITEM:** JS will discuss more with Jim

A really strong theme of this entire meeting was the connection between social justice and sustainability.

- Potential theme for fundraiser in New Orleans
- SustainRT topic for juried submission at Annual
- Possible webinar topic

Lindsay - Greenleaf - social event at Chicago Annual 2017

LC spoke to a rep from T&F (?) the rep was unhappy that we didn't mention them or thank them at our social event in Chicago. Perhaps a handwritten note expressing our apologies?

****ACTION ITEM:** JS will investigate with Madeleine....

Post-meeting programming discussion (in attendance JS, MB, LM)

LM: Environmental justice - How are they preparing, libraries and preparation- New Orleans below sea level, how are libraries preparing

MB: Orientation Session: might be an appropriate place for a lightning rounds – see what our members are doing – an introduction to SustainRT.

JS perhaps we could submit to ALA Conference “Now Showing” to host the film “Deep Down” about coal miners – mountain top removal and internal fight between land-owners and the money, selling out to corporations means they are going to lose the beauty and environment but have so few options to expand their economy – social justice. Exploitation because they have no choice.

****ACTION ITEM:** JS will find out how to submit to “Now Showing”