

NASIG Board Conference Call Minutes  
September 8, 2020

**Executive Board:**

Betsy Appleton, President  
Ted Westervelt, Vice President/President-Elect  
Kristen Wilson, Past President  
Beth Ashmore, Secretary  
Cris Ferguson, Treasurer

**Members at Large:**

Keondra Bailey  
Katy DiVittorio  
Michael Fernandez  
Courtney McAllister

Angela Dresselhaus, Ex Officio

**Guests:** Tony Zanders, Adele Fitzgerald, Jennifer Pate  
**Regrets:** Mary Ann Jones, Shannon Keller, Chris Bullock

**1.0 Welcome**

The meeting was called to order at 1:00 pm Eastern.

**2.0 NASIG partnership with SkillType - Guests: Tony Zanders, Adele Fitzgerald, Jennifer Pate)**

Tony Zanders presented to the board about SkillType, a talent marketplace for the library community to help individuals and organizations analyze, develop, and share expertise. Any individual users can sign up for a free Skill Type for professionals account. SkillType for teams allows libraries to manage talent and see what skills they have in house to make data driven decisions about skill gaps in their organizations including hiring and training. SkillType for teams is the revenue producing part of SkillType because organizations must purchase an account to use the talent management side of the platform.. SkillType has begun a pilot working with training providers, such as conference organizers, memberships organizations and others that provide training to look at what training people are interested in and how SkillType might facilitate the discovery of that training. SkillType for professionals uses an API to look at the core competencies from organizations and aggregate professional development resources and opportunities from around the world (both free and for pay) to link those resources to the core competencies. The goal is to create personalized learning paths for members. In SkillType for Teams, the organization can set learning priorities and work with staff to identify skill gaps and

find the training or hiring to fill those gaps, especially since many libraries are unable to recruit new talent at this time. The SkillType pilot with training providers is a 12 month R&D initiative. They have had 10 training commitments so far and will begin in October. SkillType will design a modern UX for creating, distributing, monetizing, and measuring training content for professional development.

The board and continuing education committee chairs Adele Fitzgerald and Jennifer Pate asked Tony questions about the pilot and platform including what kind of participation they would expect from NASIG. Tony said that he could see the continuing education committee being the main point of contact for the pilot. There is a one-page MOU that NASIG would sign that would commit the organization to participating in monthly virtual meetings as well as communication through Google docs and a Slack channel. NASIG would load content into SkillType and provide feedback on how the API and UX perform in making that content accessible and discoverable including looking at providing multiple formats (video, audio only) to help serve content the way individuals want to consume it. The pilot group is looking at creating, distributing, and monetizing training on the platform with new code to test and experience released every month. The goal is to develop a modern experience for attending and consuming training post-COVID. Adele agreed that the continuing education committee would be interested in exploring this pilot. Tony will send invitations to the board to access SkillType as well as a copy of the MOU.

The board discussed with Adele and Jennifer the possibility of joining the SkillType pilot. We could learn a lot from being a part of a cohort with other professional development organizations as well as getting our content in front of the organizational users of SkillType for Teams. We might get more organizational and individual members who want to take advantage of our member rates for webinars and conferences. The board and continuing education committee need to look at the MOU and see what the financial investment, if any, would be to ensure that we aren't committing to a regular monthly cost without income to support it. We would also want to make sure that the MOU does not restrict our ability to share our content beyond the platform, for example that we would be able to share our webinar recordings both on our YouTube channel as well as on the SkillType platform.

**ACTION ITEM:** Beth Ashmore will get the MOU from Tony and share it with the board and continuing education chairs.

### **3.0 Clarify Awards sponsorship process for A&R**

Last year there was confusion about how and when sponsors commit to sponsoring awards because award sponsorships are tacked onto the regular sponsorship tiers. Kristen Wilson is working with the Vendor and Publisher Engagement Task Force and the task force's new chair Kristy White to look at sponsorships more holistically. The goal is to come up with a

sponsorship model that would work for in-person, hybrid, and online. This sponsorship model should include feedback from the awards and recognition committee to give ideas about what would work for their workflow in deciding how many awards can be awarded each year depending on NASIG budgets and sponsorships.

ACTION ITEM: Kristen will start a discussion between Kristy, Shannon Keller, liaison to Awards and Recognition and Vanessa Mitchell, Awards and Recognition chair to get information on where sponsorships fit into their workflow.

#### **4.0 Vendor & Publisher Survey Results**

Beth Ashmore reported on the highlights from the vendor survey. Survey respondents are looking for sponsorships opportunities giving them access to lots of collections and acquisitions decision-makers. They find out about conferences primarily from listservs and colleagues including customers. Travel budgets are limited so we are in competition for their attendance and sponsorship. Panel discussions and vendor showcases are the top ways they want to participate. Access to the registration list, ability to exhibit and a spot in the lightning talk are top the incentives for participation. We can make sponsorship more attractive through high attendance and lots of price points for sponsorship.

#### **5.0 Newsletter - Were NASIG 2020 sponsors offered a newsletter advertisement as part of their sponsorship benefits?**

Cris Ferguson reported that NASIG 2020 sponsors were offered a newsletter advertisement as part of their sponsorship. Angela and the newsletter committee will reach out to the sponsors to arrange advertisements.

#### **6.0 Student committee members**

Katy DiVittorio presented an idea from the Nomination and Elections committee and the Mentoring and Student Outreach committee regarding adding student memberships to NASIG committees. While there are students who serve on committees currently, a student committee member option could help students who are unsure about getting involved gain leadership, while still allowing students who are comfortable to serve as regular committee members. There could be a field added to the volunteer form that students could check if they want a student level position. This could also help bring in new leadership to the organization.

ACTION ITEM: Kristen will ask the mentoring and student outreach committee to outline what a student committee membership might look like and report back to the board.

#### **7.0 Treasurer's Report**

Cris reported the following balances for NASIG accounts:

- NASIG checking account: \$12,586.43 (as of 8/31/2020)
- NASIG savings account: \$11,595.81 (as of 8/31/2020)
- Investment account at JP Morgan Chase: \$307,252.86 (as of 07/30/2020)

Cris also provided a spreadsheet of the NASIG budget from 2018-2020. We are slightly better off than this time last year, largely due to not losing money on our conference this year. Investments are doing well, but we are still experiencing problems with getting access to these accounts. Cris and Michael Hanson are working on getting access so we can consider plans to access the dividends on the account and, if necessary, cashing out funds if we have to pay penalties to the hotel if we are unable to hold the in-person conference.

Cris pointed out the webinar income we received in 2017-2019 and how it has decreased.

- 2017 - \$11,595 (4 webinars)
- 2018 - \$4,000 (2 webinars)
- 2019 - \$2,500 (3 webinars)

This decline may be due to fewer webinars being held as well as a decline in attendance. Either way, getting more eyes on webinars through a platform like SkillType could be useful provided that any associated costs do not outpace the benefits. The board discussed planning more webinars to increase this income stream as well as demonstrate value to the community as many libraries are looking for low cost or no-cost learning opportunities. We should also look at a group rate if we do not already have one. The board also discussed if there are any webinars planned for this year. Ted Westervelt added that Digital Preservation is hoping to do some webinars with continuing education.

ACTION ITEM: Courtney McAllister will follow-up with continuing education about their plans for webinars.

## **8.0 Secretary's Report**

### **8.1 Fall Board Meeting - Dates & Format**

The board discussed how to have the fall board meeting this year. Rather than a day long Zoom meeting the board decided to repurpose the monthly meetings in December, January and February for focused discussions on topics like the NASIG budget and OA proceedings and conduct more of our standard business over email. The board discussed following up on the travel ban survey to ensure that it went out to the membership. Ted reported that program planning committee chairs have found that preconference presenters prefer to present in-person or do a shorter session. They have lots of vision speaker candidates that they are exploring.

ACTION ITEM: Betsy Appleton will follow-up with Chris Bullock to make sure the travel ban survey went out to the membership.

ACTION ITEM: Beth will schedule an additional meeting in early December to make a decision about whether this year's conference will be in-person, hybrid or online.

## 8.2 Fall Committee Reports

The board agreed that since committees had a slow start this year the due date for fall committee reports should be pushed back to November 1.

## 8.3 Review of open action items on Trello

Beth will reach out individually to folks about Trello cards for their liaison groups to identify if they are in-process or completed.

## 9.0 Adjourn

The meeting was adjourned at 2:04 pm Eastern. Minutes submitted by: Beth Ashmore, Secretary, NASIG Executive Board.