

## 36th ANNUAL CONFERENCE (2021) MEMBERS FORUM MINUTES

The Members Forum took place on Thursday, May 20, 2021 at 4:45 pm Eastern time.

### 1. **Call to order**

The meeting was called to order at 4:45 pm Eastern time.

### 2. **Highlights from the past year, presented by Betsy Appleton, President**

This was not the year that we imagined. It was challenging and hard to be proactive and creative in this kind of environment, but NASIG managed to accomplish much this year through everything.

Highlights from the 2020/2021 year include:

- The Communications Committee moved SERIALST to the SimpleLists platform.
- The Awards & Recognition Committee offered online only conference awards this year.
- The Continuing Education Committee updated core competencies and offered webinars throughout the pandemic.
- The Standards Committee continued to monitor and keep us informed of new and ongoing activities with NISO, COUNTER and other standards organizations.
- The Student Outreach and Mentoring Committee guided a cohort of mentors and mentees and are currently accepting applications for a new cohort of mentors and mentees for 2021-2022.
- The Open Initiatives Committee continue to work to move our proceedings to fully open access.
- The Program Planning Committee and Conference Planning Committee have absolutely outdone themselves this year to put on our second and absolutely marvelous fully online conference.
- The Model Preservation Licensing Group from our Digital Preservation Committee in collaboration with the Library Publishing Coalition, and the Society for Scholarly Publishing has put together a Model Digital Preservation policy, soon to be open for comments among all of our organizations memberships.
- The Vendor and Publisher Engagement Taskforce has wrapped up their work and provided recommendations for sponsorship tiers, award sponsorship, and online or hybrid conference opportunities for deepening engagement with a wider array of vendors and publishers.
- The Equity and Inclusion Committee has served in an advisory capacity to the board on several occasions, and we are so grateful for their collective expertise. Through their work, NASIG has become an affiliated organization with the ALA ethnic affiliates. These include the American Indian Library Association, the Asian Pacific American Librarians Association, the Black Caucus of the American Library Association, the Chinese American Librarians Association, and the National Association to Promote Library and Information Services Latinos and the Spanish Speaking or REFORMA. The board

recently adopted E&I's recommendations to only post jobs with salary information included on our jobs blog. This is a tangible way that NASIG can support salary transparency and hiring practices. We have also adopted the recommendation to subsidize all Equity and Inclusion webinar content moving forward. So expect to add two or three webinars sponsored by E&I in the next year to your calendars.

This has not been the year we envisioned but we are excited to see where we are going next year and with our new strategic plan.

### 3. Financial report, presented by Cris Ferguson, Treasurer

Cris Ferguson reported that over the past NASIG has had decreasing balances due to conference expenses that exceeded conference income. We did hit a low after the 2019-2020 conference. We have seen some recovery on our deposit accounts due to the fact that we have not had an in person conference, our fundraising coordinator was able to maintain or grow sponsorships for our online conferences and we were able to negotiate lower cancellation fees or alternative arrangements for conference cancellations due to the pandemic. Moving forward, one of NASIG's focuses with the new strategic plan will be figuring out how we can budget for new initiatives in addition to our conference expenses.

Cris Ferguson offered a huge thank you to sponsors as we would not have been able to do this year's conference or last year's conference without our sponsors.

Indianapolis 2017 Conference		Atlanta 2018 Conference		Pittsburgh 2019 Conference	
Westin Indianapolis		Grand Hyatt Atlanta		Omni William Penn	
289 Attendees		327 Attendees		293 Attendees	
<b>Expenses</b>		<b>Expenses</b>		<b>Expenses</b>	
Hotel	\$20,359.69	Hotel	\$16,960.70	Hotel	\$11,766.00
Hotel Food	\$85,350.42	Hotel Food	\$83,722.58	Hotel Food	\$88,751.82
Opening Social Venue	\$8,092.70	AV	\$44,645.00	Room Block Penalty	\$2,862.00
Opening Social Food	\$18,753.00	Speaker Fees & Travel	\$4,932.76	Opening Session (non-food exp.)	\$1,905.00
AV	\$43,333.70	<b>Total Conference Expenses</b>	<b>\$150,261.04</b>	AV	\$34,182.00
Speaker Fees & Travel	\$4,483.96			Speaker Fees & Travel	\$10,378.00
<b>Total Conference Expenses</b>	<b>\$180,373.47</b>	Conference Registration Income	\$106,593.00	<b>Total Conference Expenses</b>	<b>\$149,844.82</b>
		Conference Sponsorship Income	\$37,655.00	Conference Registration Income	\$110,554.00
Conference Registration Income	\$88,106.00	Cafe Press	\$29.27	Conference Sponsorship Income	\$37,500.00
Conference Sponsorship Income	\$28,710.00	<b>Total Conference Income</b>	<b>\$144,277.27</b>	Cafe Press	\$0.00
Cafe Press	\$60.52			<b>Total Conference Income</b>	<b>\$148,054.00</b>
<b>Total Conference Income</b>	<b>\$116,876.52</b>	<b>Total Profit / Loss</b>	<b>-\$5,983.77</b>	<b>Total Profit / Loss</b>	<b>-\$1,790.82</b>
<b>Total Profit / Loss</b>	<b>-\$63,496.95</b>				

Spokane-Virtual 2020 Conference	
The Davenport-Grand Zoom	
2628 Attendees	
<b>Expenses</b>	
Zoom	\$846.44
Hotel	\$0.00
Awards	\$10,951.51
Speaker Fees & Travel	\$1,250.00
<b>Total Conference Expenses</b>	<b>\$13,047.95</b>
Conference Registration Income	\$0.00
Conference Sponsorship Income	\$11,500.00
Cafe Press	\$0.00
<b>Total Conference Income</b>	<b>\$11,500.00</b>
<b>Total Profit / Loss</b>	<b>-\$1,547.95</b>

Virtual 2021 Conference	
Zoom	
702 Attendees	
<b>Expenses</b>	
Zoom	\$520.63
Hotel Cancellation Penalty	\$25,000.00
Awards	\$3,000.00
Speaker Fees & Travel	\$2,300.00
<b>Total Conference Expenses</b>	<b>\$30,820.63</b>
Conference Registration Income	\$26,900.00
Conference Sponsorship Income	\$31,500.00
Cafe Press	\$0.00
<b>Total Conference Income</b>	<b>\$58,400.00</b>
<b>Total Profit / Loss</b>	<b>\$27,579.37</b>

#### 4. Introduction to the 2020-2021 Board, presented by Xiaoyan Song

- President: Ted Westervelt
- Vice President, President-Elect: Dana Sinclair
- Past President: Betsy Appleton
- Secretary: Willa Tavernier
- Treasurer: Cris Ferguson
- Treasurer-in-Training: Shannon Keller
- Member-at-Large: Keondra Bailey
- Member-at-Large: Treasa Bane
- Member-at-Large: Katy DiVittorio
- Member-at-Large: Mary Ann Jones
- Member-at-Large: Moon Kim
- Member-at-Large: Courtney McAllister
- Editor-in-Chief, NASIG Newsletter (Ex Officio): Angela Dresselhaus
- Marketing & Social Media Coordinator (Ex Officio): Anu Moorthy

#### 5. Recognition of outgoing Board members and committee chairs, presented by Dejah Rubel, Awards & Recognition Committee incoming chair

Board:

- Past President: Kristen Wilson
- Secretary: Beth Ashmore
- Member-at-Large: Michael Fernandez
- Member-at-Large: Shannon Keller

Committee Chairs:

- Awards & Recognition: Vanessa Mitchell
- Bylaws: Laurie Kaplan
- Conference Planning: Lisa Martincik and Nancy Bennett
- Conference Proceedings: Paul Moeller, Sara Bahnmaier, and Cecilia Genereux
- Continuing Education: Adele Fitzgerald and Jennifer Pate
- Equity & Inclusion: Dana Sinclair
- Evaluation & Assessment: Bonnie Thornton
- Marketing & Social Media Coordinator: Chris Bulock
- Membership Services: David Macaulay and Cindy Shirkey
- Mentoring & Student Outreach: Danielle Williams
- Nomination & Elections: Xiaoyan Song
- Program Planning: Megan Kilb
- Registrar: Mary Ann Jones
- Standards: Matthew Ragucci
- Vendor and Publisher Engagement Task Force: Kristy White

## **6. New Strategic Directions for NASIG, presented by Betsy Appleton**

Betsy Appleton reviewed the strategic directions of the 2017-2021 NASIG strategic plan.

- Strategic Direction #1: NASIG will revitalize its marketing approach to reflect its new mission and vision.
- Strategic Direction #2: NASIG will expand student outreach and mentoring.
- Strategic Direction #3: NASIG will find the optimum balance between paid staff and volunteer work.
- Strategic Direction #4: NASIG will be involved in creating new content to add to the body of scholarly work.
- Strategic Direction #5: NASIG will work to enhance benefits for commercial vendors, in addition to benefits for our other members.

NASIG has already identified potential directions for the next strategic plan including prioritizing DEI development for the organization and the membership and our continued pursuit of sustainable open access publishing for the NASIG conference proceedings. Betsy then turned the discussion over to the membership to discuss what other areas NASIG should focus on for its upcoming strategic plan. Feedback included:

- Re-envisioning the NASIG conference to combine the best of the in-person and virtual conferences.
- Advocacy for broadband access for rural communities as part of our Equity efforts/support for The Fourth Amendment is Not for Sale Act.
- Advocacy and education about patron/reader privacy working with vendors or potentially a white paper.
- Leadership development for the next generation of library leaders.
- Continued support for virtual NASIG conference attendance for those who cannot travel.
- Identification and support for at-risk young or new graduates who are thinking of leaving the profession.
- Assistance for librarians transitioning/reskilling as universities and colleges may be shrinking in coming years due to smaller numbers of high school graduates coming into colleges and universities.

- Sustainable budget model for NASIG that includes developing the membership base as a stable source of income.
- Foster discussion online for open and frank discussions/creation of a “brave space”.
- Marketing, programming, and support for the scholarly communications community to recruit more members from this field who are looking for a more cohesive scholarly communication experience. OA proceedings will be important to make a NASIG membership/participation attractive to the scholarly communications community. Harness the expertise of the membership into a voluntary repository of experts.
- Reaffirm the value of taking NASIG’s proceedings open access and finding a sustainable way to fund the proceedings. While this is a complicated process, we have the expertise to make a model work and the Open Initiatives Committee has already done much of the work we need to do to establish a model that will work for us. The tiered membership rate increase raised \$7,000 in revenue for open access proceedings, but this is unlikely to be enough to fund the OA proceedings especially when we take into account the lost revenue from Taylor & Francis. It can be difficult though to reconcile that by having the proceedings published commercially early access to the proceedings was a benefit to membership, but once we go open access this will no longer be a benefit for members.
- A focus on DEI and privacy will also be attractive to new communities of scholars.
- The virtual aspects become more expensive in a hybrid conference model, but NASIG should continue to find a way to offer a virtual conference experience.
- NASIG’s investment growth is a bright spot and a possible resource for the future.
- Market more clearly why someone would want to be a member of NASIG vs. just attending the conference. Be more clear about the engagement of NASIG membership. Concerns that new people in the field are more attracted to the ER&L and Charleston conferences because they are done more professionally. Hiring a marketing consultant or marketing firm or marketing intern to better market NASIG to those new to the profession and the vendor community.
- Branding NASIG members as a cadre of experts. Identify NASIG as an organization that caters to those on the invisible side of libraries and offers low cost continuing education and leadership skills development..
- Focus on NASIG’s non-profit aspects to attract new members.
- Continue to develop streamlined and attractive ways for vendors as organizations and individuals to be involved in NASIG.

## **8. Discussion of old business**

There was no old business.

## **9. Call for new business**

There was no new business.

Betsy Appleton once again thanked our online conference sponsors.

The meeting was adjourned at 5:45 pm Eastern time.

Minutes submitted by: Beth Ashmore, Secretary, NASIG Executive Board