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AVL Council Meeting

May 15, 2019, 10:30 a.m.
Alabama Center for Commerce
401 Adams Street, Suite 764
Montgomery, Alabama

Minutes for May 15, 2019

Meeting Called to order 10:32 am
Meeting Adjourned at 12:43 pm
Minutes approved as official: 7/17/19

Call to Order _____ Roll Call _____

ACHE (Alabama Commission on Higher Education)

Charlotte Ford (Chair)

Phill Johnson

Ron Leonard

ALSDE (Alabama State Department of Education)

Dede Coe

Cristin Dillard

Susan Zana (Treasurer)

ACCS (Alabama Community College System)

Renee Marty (Co-secretary, Chair-elect)

Amy Smith (Co-secretary)

Vicky Ohlson

APLS (Alabama Public Library System)

Rick Freemon

Nancy Pack

Bryce Thornton

ASA (Alabama Supercomputer Authority)

LaKesha Chappell

Nichole Gipson

William Paine

1. Welcome / Introductions

2. Review of Minutes from March 2019 meeting

Charlotte asked the Council to review the minutes from March 20, 2019. Cristin made recommendations to change items pertaining to the *new promotional items* section of the minutes. Susan also indicated that she was not present but sent the financial report for review. Phill moved to approve the revised minutes, and Susan approved the motion. All agreed.

3. Financial Report - Susan Zana

Susan discussed the FY19 AVL expenditures spreadsheet that was distributed to the Council. She noted that \$24,105.72 was left in the budget. After much discussion, it was decided that the remaining funds be divided by three. One-third would be allocated to e-books, which would be researched by the database review committee and voted on by the Council via a Google form. One-third to go towards a planning session with an outside facilitator, for the Council to develop a three-year strategic plan. One-third to be used toward publicizing and highlighting the 20th anniversary of the AVL. This highlight will coincide with the 200-year celebration of Alabama.

4. Unfinished Business

- Update on advocacy and future plans – Participants in advocacy efforts (including Library Legislative Day)
 - A report was given about the following efforts:
 - The presentation by Charlotte and Susan on AVL at the Alabama Library Association conference.
 - Resolutions in support of the AVL endorsed by librarians and by Alabama Academic Library directors.
 - Library legislative day and all representatives that attended.
 - Phill and Ron volunteered to speak at the upcoming budget hearing.
- Update on AVL *challenge* form – Phill Johnson
 - Phill distributed the new challenge form for the Council's consideration. It was noted that the challenge form and the challenge statement could be combined on the AVL website. Nancy moved to adopt the Challenge form presented. All approved to adopt the challenge form as written.

5. New Business

- AVL website: Status report, new display/search option for e-books – Bill Paine
 - Bill reported on his and Noelle's ability to recategorize all e-books to reflect age-appropriate materials in the age groupings. When the process was complete searches were tested to assure that each group was able to view only age-appropriate content with their specific group.
- Database renewal rates: Time to ask for them – Ron Leonard
 - Ron said now is the time to start looking at 2020 purchases. He will try to keep prices low. Anything over 3-4% increase is unacceptable.
 - Cristin will provide Ron with a list of the quotes from 2019.
 - It was noted that the new databases purchases need to be reviewed, making sure that all are received.
 - Susan asked if we are using everything that we pay for. Ron suggested reviewing all databases. Then let the Council vote on usage statistics. Susan asked if we could break down database usage by the vendor.

- Ideas from NAAL Task Force to Promote the Use of AVL – Phill Johnson
 - Phill reported on suggestions from the NAAL Task Force to Promote AVL
 1. Need to promote AVL to K-12 to provide an alternative to Google.
 2. USA requires its educational media graduate students to use AVL as part of their class.
 - a. Their librarians tie it in with library instruction.
 - b. How can we do more of that at other institutions?
 3. Social media
 - a. Questions about how we promote AVL more through the intentional use of social media.
 - b. Who can post?
 - c. Discussion about conducting an exploratory study to see who is using what?
 4. Discussion about how we can encourage educators to develop videos on how to use the new website.
 - a. Maybe a contest?
 - b. FlipGrid would be a great platform for educators.
 5. Bulletin board packets
 - a. Suggested that we develop printable bulletin board packets.
 - b. Helps overworked educators put together an AVL bulletin board in no time.
 - c. Downloadable 8X11 graphics, such as a ready-to-go resource guide.
 - d. Could promote through social media and colleges of education.
 - Next meeting of the Task Force will be Wednesday, June 5th, 2019.
 - Other ideas that were discussed:
 - The Council needs to have a strategic planning retreat to develop a plan for the future of AVL. A facilitator could be hired to lead the planning session. It was suggested that the planning session should be conducted in June or July. Names of some possible facilitators were discussed.
 - Ron suggested that the Council consider hiring a public relations (PR) person. Phill agreed to investigate the cost of hiring a part-time person for a PR position.
 - Renee will get the information together for a facilitator, what needs to be addressed and a location for the planning session.

6. Committee Reports

- Budget – Susan Zana See Financial Report above.
- Database Review - Phill Johnson We do not have a plan A or B in case of budget reduction. The committee will start thinking about how the funding will be spent. A meeting will be held soon via email.
- Selection & Licensing - Amy Smith Ron to get pricing.
- By-Laws - Nancy Pack Are up-to-date.
- Legislative - Nancy Pack / Phill Johnson Legislative Day was great.
- OER Commons - Charlotte Ford
 - OER went live April 1st.
 - ALEX resources are on the site and up-to-date.
 - OER usage report is different than other databases. The usage is not as accurate as it needs to be.

- OER grants will finish June 7th.
- The next step will be to link additional schools OER information to our OER hub. This will take time to look at each individual school and individual items.
- Publicity - Cristin Dillard
 - Legislative packets were sent to each representative.
 - Purchased items were: table banners/flags, pens, table runners at the cost of \$10,485.20.
 - Next year the Council will try to buy banners for each agency.
 - Cristin will investigate the process of registering a table at AETC.
- Training - Dede Coe No report
- Nominating - Renee Marty No report

7. Announcements

- Renee and Charlotte will work on the Strategic Planning session.
- Publicity committee (Cristin and Nancy) will work on the 200th bicentennial and the AVL anniversary correlation.
- Cristin will report back on the AETC conference table.

Adjourned at 12:43