

AVL Executive Council Meeting Minutes
May 17th, 10:30 am -12:30pm

In attendance

A.P. Hoffman
Amy Henderson
Bill Paine
Chantae Calhoun
Jessica Everingham
Kimmetha Herndon
Mary Aquila (Guest)
Phill Johnson
Ron Leonard
Susanne Estes

Minutes

- A.P. made a motion to approve the March 15th minutes and Ron seconded. Minutes approved.

Financial Report

- Ron reported a surplus of \$247,656.24 after we deducted the \$46,761 that we owed ASA.

Unfinished Business

Legislative:

- Phill thought everything went very well with the breakfast we held for the legislators in the 6th floor lobby. Thanks to EBSCO and Britannica for funding the breakfast. There were a lot of attendees and we gave away most of our promotional materials. Ron, Nancy, and Phill went to the legislator's offices to talk to them and drop off fliers.
- Since then, we have reached out to Senator Orr and Representative Garrett. Ron was able to have an additional face-to-face with Garrett and he was quite receptive to Ron's pitch. Now we are in wait-and-see mode.

Promotional Materials:

- Amy reported we are low on promotional materials and need to reorder. She only has bookmarks, pens, and a few cellphone holders. She noted that we have a lot of bookmarks left. Pens are a hit so we should order more, but we need the URL on them this time. The cellphone holders are a pain to ship because of their bulk. Have also had requests for flash drives, charger cables, and bags.
- Phill asked if we have a price for flash drives and Amy said a few years ago they were \$2 but the price has increased since then. Phill also asked what type of bag Amy would recommend and she said a good canvas bag would be best.
- Susanne noted that they use 4imprint but their shipping is high. She said their flash drives are in the \$4 range now, and that the low-quality conference bags offered by 4imprint are not suitable for our purposes.
- Amy said that Post-it notes, lanyards, and glass wipes all go over quite well. Bill agreed and pointed out that ceramic coffee mugs might also be a good idea. Amy said shipping would be an issue but that people would love them. Susanne provided details about insulated water bottles but shipping would be an issue with those as well.
- Bill said hand sanitizer is always a hit. Everyone agreed that small bottles of hand sanitizer with clips would be great.
- Amy mentioned mousepads and that every library in the state should have them. Phill pointed out that our new website graphics would look good on a mousepad. Amy said the mousepads are easy to clean and are a great way to promote.

- Ron mentioned we set aside \$10,000 for promotional materials and Amy suggested we increase that to \$15,000.
- Susanne asked her kids what items they would like and they said we should purchase socks, plastic water bottles, fanny packs, sunglasses, pens, coffee cups, phone wallets, and pens.
- Amy suggested we lean heavily toward using an Alabama company to keep AVL funds local. The EC agreed and Susanne said there is a company in Birmingham and Amy said there is one in Oxford. Jessica said ACI (Alabama Correctional Industries) does printing and APLS has experience using them. Phill mentioned how great tri-folds are for libraries.

Mary Aquila/Marketing Committee:

- Mary provided a report about the ideas originating from the committee. The main idea is to develop physical and digital packets of AVL materials for the education librarians in the state to distribute. The committee has already developed a slide for libraries to use. The committee is also planning to update the AVL talking points flier. Social media has also been a topic of the committee.
- Mary shared the slide that the committee put together and the council was very happy with the results. It incorporates multiple aspects of the AVL website/logos.
- Mary shared the 2021 flier the committee would like to update. The EC agreed it was a great idea. Ron noted having a print copy would be great for conferences and legislative day, and a digital copy would be great for most other purposes. Susanne asked who the audience was for this flier, and Mary said it would go out to librarians throughout the state. Those librarians could also distribute them to their colleagues as well. Ron suggested adding in images of older and younger people on the AVL flier.
- This discussion reminded Amy that AVL does not have many posters left and we should add them to our purchase of promotional items.
- Ron talked about the three Es of AVL: Economical, Equal access, Excellent resources, and how we might want to add that to the flier.
- Phill mentioned how librarians/teachers throughout the state had made videos about the previous iteration of the website. Mary said that was something her committee would like to do.

AVL Director:

- Cristin is unable to attend so Susanne provided information about the position announcement. No big changes or suggestions were made so the biggest thing to deal with now is an updated timeline. Phill mentioned how we need to decide whether to use an RFP or contract. Cristin previously mentioned asking Susan Zana about this because she has previous experience. There is typically an administrative cost associated with this, and it is somewhere in the 8% range. Ron said we would need to prorate the Director's pay for the rest of the year should we get someone hired. That unspent money could be used to purchase other materials. Phill said he would reach back out to Cristin this week.

New Business

Website:

- Bill provided information about search widgets that slow things down on our site. He was able to disable that activity and this is no longer an issue.

Committee Reports

Budget (Ron Leonard, committee chair)

- Phill noted that we previously discussed adding more money to the marketing budget. We obviously need promotional materials and we have a great committee headed up by Mary that could make good use of those funds. Ron believes we should have at least \$20,000 for marketing because the budget next year may not have

room for it. Ron recommended we spend at least \$20-30,000. It was agreed that we move to the database review committee report before deciding about adding more money to the marketing budget.

Database Review (Ron Leonard, committee chair)

- The committee suggested that the lion's share of the funds not set aside for the AVL Director position be put toward one-time e-book purchases. This would allow us to cover a lot of different subjects: reading, math, consumer advocacy, etc. The EBSCO offerings are probably better for AVL purposes but Gale has good offerings as well. The committee also recommended purchasing Weiss Financial. Susanne pointed out that our e-books are not getting the use they should and there was a 50% drop between 2021 and 2022. She asked if the materials are dated or if we don't have the materials our users prefer. Phill noted the usual ebb and flow of e-book usage and how that may have some bearing on this. He also pointed to recent articles about the decline of e-book use by students. A.P. agreed and said copyright dates could also be a factor.
- The committee recommended spending \$147,104 with EBSCO, \$27,000 with Gale, \$39,960 for Executive Director, \$27,392 for Weiss. Ron suggested cutting somewhere to increase marketing to at least \$20,000. The committee also thinks we could cut our UPS estimate as well.
- Jessica asked why we are not using USPS library rates rather than UPS. Amy said this is a valuable conversation to have, but will that rate apply for shipping promotional materials. It was agreed we should investigate this further.
- It was moved by Susanne and seconded by A.P. that the marketing budget be increased to \$20,000 and to decrease the purchase from EBSCO by \$10,000.
- Ron said he would send the EC a revised budget to reflect everything agreed to in today's meeting.

Selection & Licensing (A.P. Hoffman & Ron Leonard, committee co-chairs)

- Will soon have to work through the Weiss Financial license.
- The committee will contact EBSCO about their different e-book collections so they can compare them to what Gale quoted us, which has gone up significantly. Ron said that the cost used to be \$1600 per e-book, but the latest quote is \$2750.

Bylaws (Nancy Pack, committee chair)

- Nothing to report.

Legislative and Advocacy (Nancy Pack, committee chair)

- Nothing else to add to the report Nancy sent beforehand.

OER Commons (Kim Herndon, committee chair)

- Phill said he would contact ISKME again because they have not responded to his previous email to see why Kim has not been granted administrative access.

Publicity (Cristin Dillard, committee chair)

- Nothing to report.

Training (Cristin Dillard, committee chair)

- Nothing to report.

Announcements/Reminders

- Phill discussed speaking to Debra Morrow about her internship. She was supposed to provide him with paperwork but has not yet done so.
- Phill noted that he and Bill Paine will be at the AETC conference manning the AVL table.
- Susanne will be attending a summit just before AETC and the attendees will be required to utilize AVL resources to develop their materials.
- Susanne noted that she went through the numbers to compare to last year's usage stats, and PebbleGo beats everything else. There has been a significant drop with McGraw Hill, and it was pointed out the materials are outdated. Oxford University Press, ProQuest, and Visible Body have all dropped significantly as well.
- Bill noted that OVID and Wolters Kluwer are no longer working together so we no longer receive statistics for

Human Anatomy Atlas. Last stats were from February. We still have access because we purchased it and currently pay a \$15,000 annual maintenance fee.

Adjournment

- Ron made a motion to adjourn and Susanne seconded. Motion approved and meeting adjourned.