

NASIG Board Meeting Minutes
July 12, 2022 | 1-2:30 pm

Executive Board:

President: Dana Sinclair, 2022/23

Vice President/President-Elect: Courtney McAllister 2020/2022

Past President: Ted Westervelt, 2022

Secretary: Willa Tavernier, 2021/24

Members at Large:

Treasa Bane, 2021/24

Sonali Sugrim, 2022/23

Ilda Cardenas, 2022/25

Ex Officio

Steve Oberg, *Social Media & Marketing Coordinator*)

(Post currently vacant) (*Newsletter Editor*)

Guests

Cris Ferguson - immediate past Treasurer

Jacqueline Brellenthin & Maria Aghazarian - immediate past CPC co-chairs

Anna Creech - Conference Co-ordinator

Apologies

Treasurer: Shannon Keller, 2022/24

Moon Kim, 2021/24

Mary Ann Jones, 2020/23

Xiaoyan Song, 2022/2025

1. Welcome - Dana Sinclair called the meeting to Order at 1:05 pm
2. Minutes & Notes, Call for any amendments, Vote (***Willa***)
 - a. Members agreed that the CPC post-conference briefing notes should form part of the Post-Conference Board meeting minutes
 - b. To-do** Willa will make the amendment and recirculate voting forms after the meeting.
3. Member's Forum Agenda
 - a. Ilda suggested that a discussion and vote on the strategic plan should be part of the Member's Forum
 - b. Courtney provided a link to a previous member's forum agenda - [2021 Members Forum agenda](#) . The agenda was formulated based on that prior agenda as follows
 - i. Chair: Dana Sinclair, President
 - ii. Code of Conduct Overview - Parliamentarian (Mary Ann Jones)
 - iii. Highlights from the past year, presented by Ted Westervelt

- iv. Financial report, presented by Shannon Keller/Cris Ferguson
 - v. Introduction to the 2021-2022 Board, presented by Danielle Williams (Nominations & Elections Committee Chair)
 - vi. Recognition of outgoing Board members and committee chairs, presented by (Awards & Recognition Committee Chair)
 - vii. Strategic Plan discussion and vote for approval - Ilda Cardenas
 - viii. Marketing Task Force and future of Newsletter - Courtney McAllister
 - ix. Discussion of old business
 - x. Call for new business
- c. Willa queried whether we already know who the chairs of N&E and A&R are. In discussion it was noted that there is no set practice but historically liaisons are pulled from the executive Board members, with the VP/President-elect acting as liaison to PPC, and the President appointing the chairs and liaisons. Ted noted that Mary Ann is continuing as CPC liaison as far as he is aware. Willa queried whether as liaison to the Newsletter Committee she should switch to Communications if Newsletter is being absorbed by Communications, however Treasa noted and members agreed that no decision had been made on this, and this would be part of the charge of the Marketing Committee. At present the newsletter content is being presented via the NASIG blog, but no final decision on this has been made either.
- d. Courtney queried whether we need a Parliamentarian for the Member's Forum as some difficult questions could arise. Steve noted that Christie Degener, and Bob Persing have acted in the past but no one in the meeting knew whether either of them were still active. Ted noted that MaryAnn has a very good knowledge of Roberts Rules, and unless there was any objection we can ask her to serve as Parliamentarian. There were no objections to this. Courtney noted that we will need to appoint someone to monitor the chat at the member's Forum.
- e. Anna Creech advised that the Member's Forum in the past drew about a quarter of the conference attendance.
- f. **To do**
- Willa will ask MaryAnn to act as Parliamentarian
 - Dana will advise chairs of N&E and A&R of their duties
 - Willa will send the Member's Forum agenda (without names) to Steve

Oberg by end of today)

4. CPC Post Conference Report (*Maria Aghazarian, Jacqueline Brellenthin*)

a. **■ CPC '22 NASIG Annual Report.pdf**

i. Additional clarifications

1. Need 4-6 more people for CPC
2. We need to delineate who would be the photographer. Steve Oberg suggests that the Social Media Co-ordinator be an ex-officio member of PPC and CPC. Members have no objection to this.
3. Simplelists email lists for committees are updated in June/July but this will await finalization of Committee rosters

b. The Board looked at the Registrar's Final Report

c. ***Sustainability Committee***

i. Defer to next board meeting

Discussion

- Dana suggested more frequent Instagram updates beyond the conference, or the account could lose followers
- Willa noted that in reviewing the social media accounts, Twitter has the most NASIG followers of the 4 platforms and the most traction in sharing and resharing of NASIG posts. In addition she noted that many members she spoke with at the conference are leery of Facebook/Instagram because of privacy concerns and prefer LinkedIn and/or Twitter.
- Ted noted that in the past, the activity on each platform has been largely determined by the person in the role of Publicist (former)/ Social Media Coordinator, and he hopes that the Marketing Task Force will help resolve this.
- Steve advised the meeting that not all social media platforms are the same. We need to be on all the platforms with different content because one size does not fit all. This year he hopes to codify how to engage with each platform, and noted that we need an overall improved communications workflow.
- Non profit help subscription is a service that handles organizational tasks on an hourly basis. Anna noted that Non-Profit Help was intentionally dropped before the pandemic, as A&R might be the only function that they were actually helpful with.
- Willa noted that in terms of expanding CPC capacity to deal with a hybrid conference, and to provide an interactive experience for virtual attendees, at a previous Board meetings we decided that a PPC member was to be assigned to each session to facilitate Live Q&A but this did not happen at the conference.

5. Finalize SSP MOU (*Steve Oberg*)

a. Suggested wording of benefits to offer to SSP is-

- i. Offer and promote discounted affiliated society rate for SSP members to attend NASIG webinars and other educational programming as agreed upon. [we may want to be more specific, e.g. our standard discounted

- webinar rate is \$35, same as we offer to NISO; or, it may be advisable to leave this undefined as our webinar rate may change?]
 - ii. Display the SSP logo along with a description of the discounts offered and a link to its Webinar webpage on the NASIG website.
 - iii. Promote SSP webinars via one or more of the following communication channels: NASIG-L, NASIG Blog, NASIG social media accounts.
 - iv. Cross-pollination effort between SSP's blog (The Scholarly Kitchen) and the NASIG Blog that involves invited SSP members to occasionally contribute posts to our blog
 - b. Members had no objection to incorporating Steve's suggested wording.
 - c. **To-do** Steve should finalize and recirculate to Dana for signature
- 6. Finalize Marketing Task Force Charge (**Steve Oberg**)
 - a. Members had no further changes to the Charge
 - b. Next steps for Marketing Task Force
 - i. Courtney will take the lead in populating the task force. We can tweak the invitation to the Strategic planning task force for this purpose.
 - ii. Once the task force is constituted Courtney will reach out to Communications to have a list of members and the charge put on the NASIG website. We expect that the task force will be charged and constituted by the time of the Member's Forum but if anyone has a burning desire to join following the Member's Forum they will have the opportunity to.
- 7. Committee rosters (**Dana Sinclair**) - Dana will finalize the rosters, chairs and liaison responsibilities and add these to the pretty much done Dana will finalize and share after the meeting. Will continue to look for at least 4 extra minutes.
- 8. Flickr Pro membership (**Treasa Bane**) - Flickr Pro Membership. Details: About ten years ago or more, NASIG started using Flickr; Flickr still contains hundreds of NASIG historical photos. A two year PRO plan, which is the cheapest option, costs \$132 and change or about \$5.54/month.
 - a. Discussion - Courtney queried whether this pricing includes the non-profit discount. Anna Creech provided the following link <https://www.flickrhelp.com/hc/en-us/articles/4404058120212-Discounts-for-non-profit-organizations> (*Anna Creech*)
 - b. The matter was put to a vote and there were 7 yes votes in favor
- 9. Treasurer's report
 - a. Discussion
 - i. Jacqueline queried whether we can ask for concessions on A/V and Anna noted that we had a 10% discount but we did not meet the room block. Anna added that concessions vary from hotel to hotel and this year has been illustrative as to what benefits us more than other things which will help with future prioritization. She added that hybrid conferences are more expensive and it will be really challenging going forward to provide the

classic NASIG in person experience along with a viable hybrid experience.

10. Secretary's report

- a. Tabled until next meeting

11. AoB - Maria Aghazarian noted that the <https://nasig.org/Executive-Board> page needs to be updated

12. Adjourn -the meeting was adjourned at 2:35 pm