

Friends of the Library Governing Board Meeting
Wednesday, May 1, 2019
12:30 pm., Lillard Conference Room, CL208J4

Present: Cheryl Frech, Randel Ice, David Macey, Michele Ramsdell, Linda Sealey, Jessica Sheetz-Nguyen, Habib Tabatabai, Lee Tyner, Nicole Willard

Absent: Ted Honea, Larry Musslewhite

Agenda

I. Old Business

1. Minutes from the Nov. 7, 2018 board meeting were emailed to all the board members in advance of the meeting. A call for discussion was made. There was no discussion so Linda Sealy moved and Jessica Sheetz-Nguyen seconded the motion to accept the minutes without any corrections or additions. The minutes were approved by a unanimous vote.

II. New Business

1. Executive Director's Report

Habib discussed the budget and the budget shortfall. He indicated that over the past few years the Library has saved the university about one million dollars through reduced subscriptions and subscription fees. He discussed new resources we are adding. He told us about new equipment we will be purchasing for the Innovation Studio thanks to a \$24,000 grant from the McCasland Foundation. He talked about how the Research and Learning librarians are expanding their presence to be more available to students, faculty, and researchers for one-on-one consultations and to be a partner in the research process not just one-time instruction. He mentioned we are working on improving the appearance of the library as we purchase new more comfortable seating and functional work stations for our students and visitors. We have been recognized by the Federal Repository for the way we support and provide access to the Government Documents Collection. We will have expanded hours for Dead and Finals week to 24/5. (See attached Executive Directors report for full details.)

2. Treasurers Report:

An explanation of the treasurer's report was given by Nicole Willard. She indicated we have improved the way we do our reporting. There are three reports one is a summary report that shows earnings and expenditures and FOL account balances, the next report shows all expenditures and the third is a Quarterly Earnings Report. This last report combines the former book sales report and

donations report into one report that reflects all earnings. The reporting was through the third quarter of FY 2018-19. Lee Tyner had a suggestion for book sales. He said faculty get evaluation copies of textbooks they will never use. Tyner also indicated faculty get calls from book buyers who want to buy their books. So he wondered if the Library could use these textbooks. Willard said as long as there is not a statement printed on the textbook that says something like, "For Evaluation only Not for Resale," then we can make good use of them as Amazon gives us good prices for textbooks. No one with touch the books that state Not for Resale. Willard indicated she will be doing a call for book donation as many faculty are retiring the end of June and we will make them aware we seek textbooks as long as they have no markings. She thanked Lee for the suggestion. (See attached reports for more details.)

3. Donations & Book Sales

As mentioned earlier we have combined this information into the new Quarterly Earnings Report that reflects to date we have had nearly 12,000 book donations. Linda Sealy asked the question how much of it do we add to the collection. We add on average between 5-10% of donated books to the collection. The remainder goes to our book sales shelves.

4. Membership Report

The membership report was reviewed by Michele Ramsdell. She indicated that FOL has changed the giving levels for membership and that we no longer have a student level. Willard indicated the student level was taken out because we really only got student member when we had the 3-day book sale. Students would purchase membership to gain early access to the book sale. Since we no longer have the 3-day book sale we also no longer have any students in our membership. Willard also indicated we have had a drop in membership because we had been donating money from our annual Valentine's day bake sale on behalf of staff mainly so we could reach 100% giving for the Faculty/Staff Giving Campaign since any giving counts. We are no longer going to follow this practice. So those people have dropped off our roles and most have not renewed on their own. This leaves us with a solid group of core supporting members. We are currently having our Membership Drive and hope to increase our numbers. Willard also indicated that even though our membership numbers have dropped our revenues have increased. (See attached report for more details.)

5. Contests, Events & Exhibits

The report outlined activities we have accomplished over the past year for the Library. Ramsdell explained we had the Pippa White fundraiser with about 35

people in attendance. She also highlighted the Bricktown Brewery Fundraiser, who generously donated 10% of the evenings proceeds to FOL. It was a success with just over \$650 being raised. Listed also are the exhibits held by the Archives & Special Collections. FOL sponsors these events by supplying the refreshments. The conversation led Lee Tyner to questioned the expenditure for Eddies Bar & Grill \$600 lunch for a Library employee retreat. He also questioned the \$500 in food purchases for the Pippa White fundraiser. Tyner believed these were excessive expenditure. Willard explained that the \$500 for the fundraiser was covered by the cost of tickets sales. Dinner was included in the price of the ticket. The retreat we did for Library employees is not something we do every year and the Library picked up the largest portion of the cost for this event as we hired a facilitator to do professional development in team building and self-evaluation. Willard explained funds were taken from this years budget to help pay for the retreat. However, it did not cause us to go over budget because we did not spent the \$2,000 allocated for the fundraiser, as we raised enough in ticket sales to pay for all the costs of the event. She explained further that FOL was here to support not just the students but also the Library staff. Tyner just asked that we look more carefully at these large expenditures. Linda Sealy expressed that she thought it was a small amount to support the Library staff who do so much for the campus community. Willard acknowledged that she appreciated Tyner's concerns and said we always try to be fiscally responsible as we work hard to raise fund for FOL. (See attached Events Report for more detail.)

6. Budget Proposal

The FY 2019-20 budget proposal was shared by Willard. She indicated reviewing expenditures from last year's budget proposal prompted us to make some adjustments. Going forward we will include last year budget proposal with the new one so a comparison can be drawn. The funding we are requesting is in direct line with what we spent last year. Willard went over each line item in the budget indicating why we were requesting these amounts. After all discussions on the budget Linda Sealy made a motion that we accept the budget proposal as presented for next year and David Macey seconded the motion. With no further discussion a vote was taken that unanimously favored acceptance of the budget proposal. (See attached Budget Proposal for full details.)

III. Other Business

1. FOL Newsletter

The newsletter has been changed to look more appealing for an online format. Willard showed the new design. She indicated the Library has a new graphic

designer who developed the new layout. Willard said she needed feedback on was the new Spotlight section where we will highlight an Innovation Studio project and a faculty member and how they use the library. We are looking for faculty who would like to participate by letting us interview them. Willard indicated she felt it would help faculty understand how the Innovations Studio can be used and can fit into their curriculum. Willard asked that the board spread the word. She also asked for any feedback on the formatting. Everyone agreed it was an improvement. Several also mentioned how they appreciated the book reviews section of the newsletter.

2. Social Media Audit:

The Library engaged the services of J Campbell Social Marketing based in Boston, MA to do an audit on the Library's social media channels. We were looking for recommendation recommendations on ways the library can best engage two specific audiences: the campus student population and the Friends of the Library group. We are also aiming to establish a more formal plan for digital marketing, and managing our social media in a more strategic and cohesive manner. She confirmed what we already knew the content we've been sharing is not especially engaging therefore our following is very weak. Campbell shared with us that social media channels are most effectively used by nonprofits and libraries in two ways: 1) To build trust and affinity in order to get people comfortable with and excited by our organization; 2) To show people the results of their contributions and the stories of the people that are served by our mission. Willard explained the audit was very useful in helping us understand better how to engage our users. It has provided a frame work from which we can build a more strategic digital marketing plan. (See attached report for more details)

IV. Next Meeting Date

We looked at Nov. 6 or 13, 2019, on the calendar for our next meeting date and decided the 13th might work best for everyone. Willard said a meeting invitation will be sent out as we move into the fall semester.

V. Adjournment:

Jessica Sheetz-Nguyen asked for a motion to adjourn the meeting. Lee Tyne made the motion and Linda Sealy seconded. A unanimous vote ended the meeting adjourned at 1:39.