

Friends of the Library Governing Board Meeting
June 23rd, 2008
3:00pm
Minutes

Members Present: Dr. Pam Washington, Dr. Elaine Bartgis, Dr. Cheryl Frech, Dr. Debbie Barker, Mr. Larry Musslewhite, Dr. Bonnie McNeely, Ms Gwen Dobbs.

Members Absent: Dr. T.H. Baughman, Dr. Gabriel Rupp, Dr. Pat LaGrow

I. Welcome and Round Robin:

Pam called the meeting to order at 3:15 and board members shared recent news and activities.

II. 1. Old Business:

The Minutes from the November 13th, 2007 Board Meeting were reviewed, Elaine moved to accept the Minutes and Cheryl seconded. Motion carried unanimously.

III. New Business:

1. Executive Director's Report

Dr. McNeely reported in the implementation of SFX, the Library's new link resolver, the continuing re-installation of the Murrah Art and new cases for the African Art. Recently the Library engaged the Cohen Group, library building consultants, to help develop a master plan for library space. It will take 5 to 10 years to implement the plan with money from the Student Library Facility Fee, which provides approximately \$345,000 each year, after the bond payment on the new addition is made. Previously this money had been used for the education offices in the Library and the purchase of the museum-quality cases for the African Art. The current plan is start renovations on the 4th floor as we convert print journals to online access. The emphasis will be on collaborative learning spaces

The Library has purchase two new software products: Metalib and Primo, which combined will allow for a meta-search engine—all electronic resources will be searchable from one interface. The implementation process is complicated and may take 1 year to 18 months to complete.

2. Treasurers Report:

The current balance in the UCO Foundation account is \$27,691 with total deposits so far this year of \$7,472 and total expenditures of \$3,361.38 Cheryl moved to accept the report. Elaine seconded. Motion carried unanimously.

3. Non Programmatic Expenses:

Gwen reported that up until now the Library has subsidized all FOL mailing, printing, (color copying of membership brochures, mailers, etc.), and advertising costs (Vista ads only) and requests that the Board considering reimbursing the library for these expenses. Current estimates for these costs annually are \$1773.40, though that estimate is probably a little high. Broken down, newsletter production and mailing, 2 per year comes to \$178.24 cents.

Event postcards come to \$31. 54 each, with an estimate of 4/year total cost would be \$126. 16. And Vista and Edmond Sun ads per year come to \$1,469.00. Gwen reported that the Foundation may also help us with some of these costs from their newly identified Development Expenses funds, which is drawn from the 55% the take from all deposits to the foundation.

Cheryl moved to reimburse the Library for these expenses and Elaine seconded the motion. Passed unanimously. Pam thanked Dr. McNeely for absorbing these costs as the FOL evolved.

4. Membership Report:

Gwen Dobbs reported that membership over all is on target for our annual figure of \$10,000, but that there was statistically a 3.7% decrease in the March Membership Drive this year. In real numbers, the FOL lost 1 donor to retirement, but the Library gained three overall, including one who is giving to the Library's general endowment, but not the FOL. Currently there are 100 members in good standing.

Discussion of new ways to recruit followed with some concern that participation was not higher since board members actively recruited this year. Suggestions for easy ways to remind potential donors more than once during the enrollment period were suggested (Email blasts in addition to Centralities, need a minimum of 3 reminders, involve Deans and AALT, put in College /dept. newsletters and Old North). Larry moved to accept the report, Debbie seconded the motion and it passed unanimously.

5. Events and Grants:

Gwen Dobbs reported on the Events of the past year:
(See attached document) Elaine moved to accept the report and Cheryl seconded. Motion carried unanimously.

6. Next Meeting Date:

The next meeting date will be November 13th at 6pm in room 212 of the library.

IV. Other Business—Planning Topics:

1: Grow board membership. Board members assist in potential board member identification. Discussed ways to grow the board (student and community representation as well as additional campus

members) and evolve processes to be a true working board. Present members may help identify potential new board members.

2: Create a five year plan for the organization including:

Goals for growth each year: figures discussed (5%) but no growth rate goal determined. It was suggested to redo the membership brochure in 3 different versions, marketed to different audiences—community, UCO faculty/staff, students. A report could be run from the membership database, identifying membership averages, book sale averages and largest donors over the history of the organization.

Establish an Endowment? Discussed the possibility of moving some funds (\$2,000?, \$5,000?) from the current spendable account into an endowment account to kick start an endowment drive. Concern over whether the Foundation's policies would allow that was discussed, but some thought it could be done. It was suggested that current FOL literature be amended to state that all contributions are split 50/50, half to the spendable and half to the endowment until the endowment earns enough yearly to support FOL programs.

Number and type of public programs each year: Past programs and events were discussed and the conclusion that the events closely coordinated with other university programs and partners were the most successful in terms of attendance. Currently the goal is 2 programs a year. Suggestions for future programs include: student oriented with community ties—such as Chautauqua re-enactments, book clubs, film showings with the film studies program, etc.

Create subcommittees? (membership—individual and corporate, programs, etc.): Once the board membership grows, the consensus was to create specific committees with specific charges (membership, programs, etc.)

Direct Mail for FOL? (Parents Association or Graduating Seniors?): Discussed the possibility of doing direct mail campaigns from the FOL. Currently the library is included in the Foundations annual fund and run's its own Honor With Books campaign every other year (2007 HWB report attached). Board discussed opportunities for direct mail asks for the FOL. It was thought that no one is currently asking graduating seniors and their families for gifts. The colleges receive a list of graduating seniors every spring and fall and the FOL could approach the deans to do an HWB ask of that population. It was suggested the HWB literature be redesigned as a flyer to put into mailings for graduating seniors—all would have to be approved by the foundation. Could also market to colleges for retiring faculty and staff.

V. Adjournment

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Meeting adjourned at 5:00pm.