



**Association for Rural & Small Libraries**  
**Board of Directors Meeting Agenda**  
Saturday, October 23, 2021• 2-4pm PST  
Location On-Site: Redwood 6  
Register for Zoom Access:

<https://zoom.us/meeting/register/tJ0odOysrDkoHdMJDEB5za3xkv2seyOE6n6D>

**Read in Advance of Meeting:** July meeting minutes, Leadership Reports, Dashboard Report, 2022 Budget Draft, Recommended Membership Benefit & Dues, [Membership Needs Assessment](#)

**Facilitator:** Kathy Zappitello

**Notetaker:** Megan Fontaine

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<b>TOPIC</b>	<b>LEAD</b>	<b>TIME (CST)</b>
Welcome and call to order	Kathy Zappitello	2:00 pm
Consent Agenda		
• Approve July 2021 meeting minutes	Kathy	2:05
President's Report	Kathy	2:10
Financial Report	Beth Vendetti & Kate Laughlin	2:15
Dashboard Report	Megan Fontaine	2:20
Leadership Reports: Updates or questions	Kathy	2:25
Old/Ongoing Business		
• Elections outcome	Jennifer Pearson	2:35
• 2021 Conference wrap-up	Todd Deck	2:45
• Leadership Institute	Kieran Hixon & Sharon Morris	2:55
New Business		
• Member dues & benefits recommendations	Kathy Street, Beth, Kate	3:05
• Membership Needs Assessment	Kathy Street, Kate	3:20
• 2022 Budget Approval	Beth & Kate	3:30
Closing questions or comments	Kathy	3:50
Meeting adjourns	Kathy	4:00

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**2021 ARSL Board, voting members:**

Kathy Zappitello, President  
Bailee Hutchinson, Vice-President/President Elect  
Jennifer Pearson, Past President  
Krist Obrist, Secretary  
Beth Vendetti, Treasurer  
Julie Elmore, Regional Representative (Midwest)  
Nancy Tusinski, Regional Representative (Northeast)  
Phillip Carter, Regional Representative (South)  
Kathy Street, Regional Representative (West)

**2021 ARSL Board, advisory/non-voting:**

Kate Laughlin, Executive Director  
Timothy Owens, COSLA Representative

**2021 ARSL Board Meetings:**

January 14, April 8, July 8, October 23  
2022 meetings TBD



**Association for Rural & Small Libraries  
Board of Directors Meeting Agenda**  
Saturday, October 23, 2021 • 2-4pm PST  
Location On-Site: Cascade 3/4/5  
Register for Zoom Access:

<https://zoom.us/meeting/register/tJ0odOysrDkoHdMJDEB5za3xkv2seyOE6n6D>

**Read in Advance of Meeting:** July meeting minutes, Leadership Reports, Dashboard Report, 2022 Budget Draft, Recommended Membership Benefit & Dues, [Membership Needs Assessment](#)

**Board Members in Attendance:** Julie Elmore, Kathy Street, Krist Obrist, Bailee Hutchinson, Kate Laughlin, Kathy Zappitello, Jennifer Pearson, Phillip Carter

**Facilitator:** Kathy Zappitello

**Notetaker:** Megan Fontaine

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## TOPIC

Welcome and call to order

- Meeting called to order at 2:06 pm PST

Consent Agenda

- Approve July 2021 meeting minutes
  - Moved by Julie Elmore; Seconded by Kathy Street
  - Motion passed, meeting minutes were approved

President's Report

- COSLA Representative Timothy Owens has resigned his position
- Ohio State Librarian Wendy Knap has accepted the appointment by Kathy Zappitello to fill that position

Financial Report

- The office will follow up with the update financial reports once they're home from conference

Dashboard Report

- Dashboard report can continue to be improved; Julie Elmore requested data on retention month-by-month, as quarterly totals don't provide sufficient information

Leadership Reports: Updates or questions

- Kathy Z. reiterated the importance and value of the leadership reports from Board members
- Content requirements for the reports were clarified for future reports

Old/Ongoing Business

- Elections outcome
  - Jennifer Pearson announced the results of the 2022 Board election: Jennie Garner will be our VP/President-Elect; Erin Silva will be our Midwest Regional Rep; C. Pete Peterson will be our Western Regional Rep
  - The Elections Committee will be reviewing the elections process in light of those results, since two of our winners were from the same library.
- 2021 Conference wrap-up
  - The final conference report should take 30-60 days to fully reconcile
  - Session evaluations will be made available to the presenters once they are fully reconciled
  - The full conference evaluation will be sent out shortly to all attendees, both virtual and in-person

- Anecdotal feedback from in-person attendees has been very positive, especially around the keynote presentations
- One of our vendors made a verbal commitment to make up the difference between our lost trivia night revenue and the revenue brought in from raffle tickets
- Phillip Carter brought up an incident that happened during a meal, that an attendee who provided a medical exemption to the vaccination admitted that their exemption was falsified by a physician who opposed the vaccine
  - Phillip suggested that we consider limiting medical exemptions to virtual attendance
  - Julie objected on the basis of ensuring access for those honest people who would otherwise be excluded from participation
  - Kathy Z. emphasized the need to be flexible as the COVID situation continues to evolve, and that this will be given careful consideration during the planning of the 2022 conference
- Comments received at the information desk:
  - Excessive noise that kept attendees awake
  - Condition and cleanliness of rooms was sub-par for some attendees
- Planning for the 2022 conference, including vaccination requirements, will be an agenda item on the January 2022 Board meeting agenda
- Leadership Institute
  - Leadership institute grant cycle is at its halfway point
  - The majority of formal instruction is done; there are approximately 10 hours of formal instruction remaining online
  - Projects and conference presentation discussions will be starting over the coming months
    - 2022 conference presentations will be in a variety of formats: full sessions, panels, Spark Talks, recorded virtual sessions, poster sessions, newsletter articles
  - Mentoring opportunities are available
    - Mentorships aren't one-on-one; mentors will be a pool of subject matter experts that the Outfielders can reach out to when they have questions in a specific domain (like budgeting, staffing, programming, etc.)
    - Outfielders will be able to rely on the mentor pool as their "Jedi Council" to help them when they find a gap in their knowledge
  - The smallest session attended for the Leadership Institute during this year's conference was 70 people; the largest was 121. That means that the lowest non-Outfielder attendance was 41, and the highest was 92.
  - The instructional guide for the Institute is available for use by ARSL, either by the CE Committee for professional development workshops or by the Conference Committee as a guide to be used by conference presenters
  - The support and excitement from within ARSL for this project and the participants has been tremendous
  - Most leadership programs have 15% attrition; we haven't lost a single participant yet, and we hope to blow that statistic out of the water
  - Julie requested that a few of the Outfielders write blog/newsletter posts about their conference experience to post to the website to showcase their perspectives alongside the statistics

## New Business

- Member dues & benefits recommendations
  - Julie is concerned that we might lose year-long memberships if we provide conference discounts
  - Phillip questioned the Zoom room benefit; Kate clarified that this benefit won't cost us anything additional, because we already have the Zoom room package as a result of our existing workflows
  - Kathy Street moved to approve; Krist Obrist seconded
    - The motion carries, the structure is adopted
- Membership Needs Assessment
  - The survey is ready to launch; it has been tested by our Membership Committee, the Chairs of all of our major committees, and the Board
  - Without this survey information we aren't going to be able to "sew up" this year
- 2022 Budget Approval
  - The new membership structure was not taken into consideration when making this budget, because it hadn't yet been adopted
  - The 2022 conference contract wasn't taken into consideration for the same reason, because the contract negotiations are not yet finalized
  - A hidden row representing a defunct account was not zeroed out in the Conference Expenses budget; that value was removed and the total for account 500000 now read correctly
  - A formula built into the budget spreadsheet to calculate the total for account 620000 was capturing an additional cell; that formula has been corrected, and the account total now balances correctly
  - Julie advised that our recent trend of budget deficits need to be evaluated as part of the long-range financial planning for the future
  - Administrative fees for grant management for the Penguin Random House grant partnership will go to the Primary Source office for providing administrative support outside the parameters of the contract
    - Monies for any pass-through income of this nature area always paid to ARSL first, then paid out to Primary Source to ensure transparency
  - Julie moves to approve the 2022 budget; Bailee seconded
    - The motion carries, the budget is approved

## Closing questions or comments

- Julie asked about the process for contract negotiations with Primary Source
  - Contract negotiation meetings among the Presidential Triad (Kathy Z., Jennifer Pearson, and Bailee) have begun; once a framework has been agreed on, the work will move to the Executive Board for fuller consideration
  - The representatives from Primary Source will not be party to the conversations had among the Board regarding contract negotiations
  - The Board members who are not members of the Executive Board will be provided an opportunity to provide input
- Something that emerged from the Southern Members Focus Group was the lack of effective modes of communication for those regional sub-groups of the Association
  - Communication among the Regional Representatives could also be valuable, since that is a new position and the shape of those responsibilities is still coming together

- Communication between the committee Chairs and their liaisons about their leadership reports is important in ensuring that the reports get done
- Julie moved to adjourn the meeting; Kathy S. seconded.
  - The motion carries; the meeting is adjourned

Meeting adjourns at 4:12 pm PST

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Kate Laughlin, Executive Director  
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**2021 ARSL Board Meetings:**

January 14, April 8, July 8, October 23  
2022 meetings TBD

DRAFT



**Association for Rural & Small Libraries  
Board of Directors Meeting Agenda**

July 8, 2021 • 12-2pm ET; 11am-1pm CT; 10am-12pm MT; 9-11am PT

Register: <https://zoom.us/meeting/register/tJ0odOysrDkoHdMJDEB5za3xkv2seyOE6n6D>

**Board Members in Attendance:** Kathy Zappitello, Bailee Hutchinson, Lisa Lewis, Krist Obrist, Jennifer Pearson, Timothy Owens, Kate Laughlin, Julie Elmore, Nancy Tusinski, Kathy Street

**Board Members Not in Attendance:** Phillip Carter

**Invited Speakers in Attendance:** Kieran Hixon

**Facilitator:** Kathy Zappitello

**Notetaker:** Megan Fontaine

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**TOPIC**

Welcome and call to order

Consent Agenda

- Approve April 2021 meeting minutes
  - Bailee H. moves to accept, Jennifer P. seconds
  - Motion passed, accepted

President's Report

Financial Report

- There has been a staffing change at 501Commons, so there is no report for May yet
- The Association will not be charged for accounting services for May and June

Dashboard Report

Leadership Reports: Updates or questions

- Kathy Z. reminded the Board to reach out in response to the Build America's Libraries Act
- Julie E. reported that the Advocacy and CE Committees will be collaborating on advocacy-based TRAIN programs as a direct result of reading the Leadership Reports for this month

Old/Ongoing Business

- Leadership Institute Update
  - Participants are totally engaged; we have had a group orientation as well as one-on-one meetings with all 30 participants
  - Preassessment of their leadership skills through the evaluation firm has been completed
  - The August event is moving forward on-site, travel is all coordinated and teaching materials are finalized
  - The Leadership track at the annual conference has been finalized
  - Online instructors for all of the online sessions have been solidified through May 2022
  - Participant journals have been distributed to all of the participants to record their coursework
  - At Conference - could we organize an opportunity for the Outfielders to meet the Board?
    - Kathy will take the lead on organizing this opportunity
  - Mentor solicitation will be underway soon
    - Multiple mentors available to the entire cohort based on skill specialty
    - Recruitment will be selective, not an open call for volunteers
    - Any recommendations for mentors would be welcome
    - Is this mentoring panel/group/Jedi council something that could be beneficial for the wider ARSL membership?
  - Participants will be recognized at Conference

- Conference Updates
  - Keynotes are all selected, but there's still some scheduling to work out because of a late addition to the lineup
  - Our welcome keynote will be a conversation among Kathy Z., ALA Executive Director Tracie Hall, and UW Indigenous Knowledge Systems scholar and Assistant Teaching Professor Sandy Littletree
  - 2022 conference location is narrowed down to 3 top contenders; these will be brought to the Board in the near future for consideration
- 2022 Election
  - Jennifer P. encouraged the members of the Board to reach out to their networks to ensure that we have a robust slate of candidates for each position
  - The form has been designed to be filled out by the candidate to ensure we have the information we need for their candidate statement, etc.
  - Nominations are due by August 25
- Bylaws Revision: Final Report
  - The bylaws revisions are finished and have been accepted by a vote of the membership

#### New Business

- ARSL Budget
  - This budget is ready for review and adoption in the next few weeks
  - The Finance Committee will begin drafting the 2022 budget as their next priority
- Strategic Plan: Vision Statement
  - Maintain the uniqueness of this organization
  - Brainstorming captured on [this document](#), to be continued asynchronously

#### Closing questions or comments

#### Meeting adjourns

- Julie E. moves to close the meeting, Bailee H. seconded
- Meeting adjourned 1:30 PM CST

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 Lisa Lewis, Treasurer  
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#### **2021 ARSL Board, advisory/non-voting:**

Kate Laughlin, Executive Director  
 Timothy Owens, COSLA Representative

#### **2021 ARSL Board Meetings:**

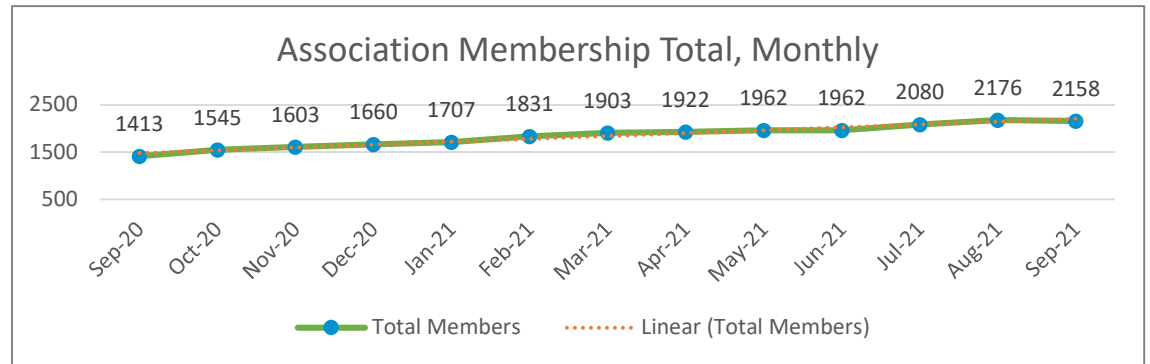
January 14, April 8, July 8, October 23

# ARSL Dashboard Report, 10/6/2021

## Membership

### Membership Changes Year-Over-Year

Member Type	Sep-20	Sep-21	% Change
<b>Affiliate</b>	8	14	↑ 75%
<i>Affiliate Contact</i>	14	16	
<b>Business</b>	12	13	↑ 8%
<i>Business Contact</i>	13	15	
<b>Institutional</b>	101	179	↑ 77%
<i>Institutional Contact</i>	208	388	
<b>Individual</b>	1057	1533	↑ 45%



### Member Renewals (Retention), Sept 2020 - Sept 2021

Member Type	Count
Affiliate & A. Contact	9
Business & B. Contact	12
Institutional & I. Contact	244
Individual	727
<b>Total</b>	992
<b>% Retained (12 mos)</b>	70.21%

### New Members (Expansion), Sept 2020 - Sept 2021

Member Type	Count
Affiliate & A. Contact	16
Business & B. Contact	14
Institutional & I. Contact	267
Individual	672
<b>Total</b>	969
<b>% Growth (12 mos)</b>	43.38%

## Events

### ARSL TRAIN

**November TRAIN** Just Do It, Now! Draft a Disaster Plan for Your Library  
Nov 9, 16, 30, & Dec 7 | 11:00 am PT / 2:00 pm ET

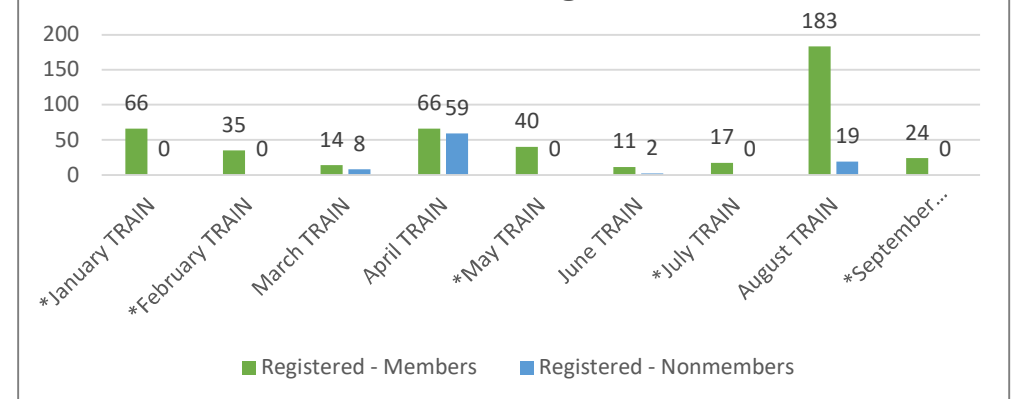
### Annual Conference

As of 10/5/2021 In-Person Attendees: 488 Virtual Attendees: 352

## Finances



### ARSL TRAIN Registrations



\*Free Round Table workshops are a benefit for members only



## ARSL Leadership Reports, July - September 2021

ARSL Leadership Position(s)	ARSL meetings attended since last report	Non-ARSL meetings attended on behalf of ARSL since last report	Old Business/ Updates	New Business	Goals Accomplished	Goals for Next Quarter
<p>Kristi Chadwick (&amp; Mary Soucie); Co-chair, Governance Committee</p>	<p>GovComm Meetings: July meeting (asynchronous by email). August meeting cancelled. September meeting: reviewed list of Board policies, made suggestions on additional ones needed, decided to focus on four (technology) policies for review for next meeting.</p>	<p>None</p>			<p>Finished ARSL Bylaws revision.</p>	<p>Begin review and recommendations for revisions on ARSL Board Policies.</p>
<p>Amy Golly; Membership Committee Co-Chair</p>	<p>July 22, Aug 26, Sept 13, Sept 23 - ARSL Membership Committee meetings to address regular committee business and one special meeting on Sept 13 to specifically address the committee's survey.</p>	<p>n/a</p>			<p>Completed the membership tiers and membership benefits assessments after feedback from the Finance Committee and provided final suggestions for the executive board.</p> <p>Requested co-chair/committee, and executive board feedback for membership survey &amp; completed drafts of the membership survey. Waiting for a second round of feedback from board members and co-chairs before releasing to current, past, and potential members of ARSL.</p>	<p>During the next quarter our goals include releasing the membership survey to our audience, reviewing and analyzing the results with the help of the ARSL Office, sharing results with ARSL leadership, and planning for 2022 goals and projects.</p>

<p>Beth Anderson and Lisa Neal Shaw; Co-Chairs ARSL Advocacy Committee</p>	<p>Advocacy Committee Meetings: 6/28, 7/26. 8/23 and 9/27 - to conduct business of the committee. Board Meeting: 7/8 Joint meeting of Education and Advocacy Committees: 7/15 - to being a conversation on how the two committees could work together Demystifying Advocacy Planning Meeting: 7/23 - get a starting point for the joint TRAIN session ARSL TRAIN: 8/19 and 9/16</p>	<p>na</p>			<p>Partnered with Education Committee on beginning advocacy through Septembers TRAIN Prepared the committee charge Sent out a targeted Advocacy Alert: 9/29</p>	<p>Submitting committee charge for Board approval Continuing education on advocacy Continue issuing advocacy alerts as needed</p>
<p>Kelly Depin; Co-Chair of Partnerships Committee</p>	<p>Partnership Committee Meetings: 5/6, 6/3 and 9/2</p>	<p>August 26 - Possible Partnership with IMLS Grant Applicants for "Family Makers"</p>			<p>We were able to complete the partnership loop with returning IMLS Grant awardee on the New Face of Library Makerspaces" and provide a partner to be on their board from the Partnership Committee. We are in preliminary talks with additional grant applicants.</p>	<p>Search out at least one partnership opportunity.</p>

Tier	Description	Dues Amount	# of Complimentary Ind. Memberships	# Addl Member-Rate Conference Regs
<b>Individual Memberships - Based on Annual Salary</b>				
S	Students	\$20	-	-
R	Retirees/Unemployed	\$20	-	-
A	Advocates	\$20	-	-
1	Less than \$15k	\$20	-	-
2	\$15k - \$30k	\$30	-	-
3	\$30k-\$50k	\$50	-	-
4	\$50k-\$75k	\$75	-	-
5	More than \$75k	\$100	-	-
<b>Library Memberships - Based on Operating Budget</b>				
1	Less than \$50k	\$70	1	1
2	\$50k - \$75k	\$85	2	1
3	\$75k-\$100k	\$100	2	1
4	\$100k-\$200k	\$125	3	2
5	\$200k-\$300k	\$150	3	2
6	\$300k-\$400k	\$175	4	2
7	\$400k-\$500k	\$200	4	3
8	More than \$500k	\$225	5	3
<b>Organizational Memberships - Nonprofit Organizations</b>				
1	Small/Local Nonprofit	\$100	1	-
2	Medium/Regional Nonprofit	\$125	1	-
3	Large/National Nonprofit	\$150	1	-
<b>Organizational Memberships - For-Profit Businesses</b>				
1	Small/Local Business	\$150	1	-
2	Medium/Regional Business	\$250	1	-
3	Large/National Business	\$500	1	-

**Commented [1]:** This benefit has been added for library memberships to encourage conference attendance for members of staff who are not ARSL members. It can be especially beneficial for smaller libraries that can't afford to purchase memberships for all of their employees.

**Commented [2]:** This is a new tier, and will include all students (part-time and full-time) enrolled in degree-seeking programs (including high school diplomas and GEDs).

**Commented [3]:** This was previously included in the lowest membership tier along with library workers earning less than \$15k annually.

**Commented [4]:** This is a new tier, and will include library trustees, Friends, and volunteers.

**Commented [5]:** Increased from \$15

**Commented [6]:** Decreased from \$29

**Commented [7]:** FC recommends raising \$1 to \$30

**Commented [8]:** Increased from \$49

**Commented [9]:** This is a new tier

**Commented [10]:** This is a new tier

**Commented [11]:** Library memberships (previously called Institutional memberships) were originally priced at a flat rate of \$150. This structure will lessen the burden on libraries with very limited budgets, while giving those libraries that can afford to pay more the opportunity to do so.

**Commented [12]:** Nonprofit Organizational Memberships (previously called Affiliate memberships) were originally priced at a flat rate of \$150. Like with libraries, this new structure will hopefully enable more small nonprofit organizations to afford membership, while encouraging larger nonprofits to pay a little bit more.

**Commented [13]:** Add reciprocal membership language (FC)

**Commented [14]:** For-Profit Business Memberships were originally priced at a flat rate of \$200. As with our other organizational memberships, we want this structure to better reflect the ability of our business members to support ARSL based on their size, scope, and budget.

**Commented [15]:** Includes independent consultants

## **INDIVIDUAL MEMBERSHIP TYPES**

### **Individual Memberships – Library Staff**

- Income-based pricing (self-reported honor system)
- 1 vote per person in all member voting processes
- Quarterly ARSL newsletter subscription
- Free access to members-only ARSL round table discussions
- Discounted pricing for all ARSL paid events, such as workshops and conferences
- Use of ARSL Zoom rooms for library programming and work-related staff events (like staff training)
- Access to the ARSL listserv(s)
- Access to the ARSL Membership Directory
  - Opt-out option included
- Opportunities to serve on national and regional committees and task forces, and to run for elected positions on the ARSL Board of Directors
- Non-transferable

### **Individual Memberships - Students**

*Any student enrolled in a formal credential-seeking educational program, including high school, undergraduate and graduate school.*

- All the same benefits as the Library Staff memberships

### **Individual Memberships - Retired or Unemployed**

*Any library worker with a work-generated income of \$0.*

- All the same benefits as the Library Staff memberships

### **Individual Memberships – Library Advocates & Supporters**

*Any individual who is not working in a library nor a library-related field (including both for-profit and nonprofit businesses) who would like to support ARSL, such as volunteers, trustees, Friends, or Foundation members.*

- All the same benefits as the Library Staff memberships, excluding the use of ARSL Zoom rooms

## **ORGANIZATIONAL MEMBERSHIP TYPES**

### **Organizational Memberships – Libraries, Library Systems, Library Consortia, & State Libraries**

- Complimentary individual memberships, transferable among staff at any time, based on dues rate
  - Include all Individual Membership benefits listed above
- Use of ARSL Zoom rooms for library programming and work-related staff events (can be initiated by any staff from the member organization)
- Free posting to the ARSL Job Board

- Non-members must pay to post
  - Job board is viewable by all regardless of membership status
- Listing on ARSL website as an ARSL Supporter
- Additional staff member-rate registrations available for conference
- Find CE opportunities for your staff, trustees, Friends, and advocates via ARSL's conference, workshops, and other events.
- Find professional development and leadership skill-building opportunities for your staff, including serving on or chairing national committees, planning conferences, presenting programs, holding Board or other leadership positions, and more.

### **Organizational Memberships – Friends of the Library, Library Foundations, & Other Nonprofit Organizations**

- 1 complimentary individual membership, transferable among staff at any time
  - Includes all Individual Membership benefits listed above, excluding use of ARSL Zoom rooms
  - Option to pay for additional individual memberships at a fixed rate
- Reduced-Price Access to ARSL Job Board
- Listing on the ARSL Supporters page as a Nonprofit Member, including the organization's logo
- Reduced-cost exhibitor registration at the annual conference
- Access to the ARSL listserv for the organization's complimentary individual member

### **Organizational Memberships – Businesses/For-Profit Organizations**

- 1 complimentary individual membership, transferable among staff at any time
  - Includes all Individual Membership benefits listed above, excluding use of ARSL Zoom rooms
  - Option to pay for additional individual memberships at a fixed rate
- Listing on the ARSL Supporters page as a Business Member, including the organization's logo
- Bragging rights for supporting rural and small libraries nationwide!
- Reduced-cost exhibitor registration at the annual conference