

**MLA Board Meeting Minutes**  
**January 25, 2016, 3:00-4:00 p.m.**  
**Conference Call**

**In attendance:** Dawn Kingstad, Debbi Kramer, Samantha Hines, Lisa Mecklenberg Jackson, Stephen Haddad, Sheila Bonnard, Eileen Wright, Matt Beckstrom, Kirsten Bryson, Judy Hart, Diane Van Gorden, Carmen Clark, Susan Gregory, Niki Keuch, Mitch Grady, Lauren McMullen, Pam Henley, Lindy Roberts, and Jennie Stapp.

John Finn was present on the call as an “observer.”

President Dawn Kingstad called the online meeting to order at 3:00 p.m.

**Action item:** *Motion to approve minutes from Oct. 19, 2015 board meeting.*

*1st: Susan Gregory*

*2nd: Eileen Wright*

*Approved*

**Reports** provided ahead of time by officers, association representatives, division chairs, standing committee chairs, and the executive director.

**2016 Montana Library Association Conference update.** Debbi, Samantha, Dawn, and Mitch as the conference planning committee have been working hard on all things conference-related. The conference Website is set to go live tomorrow. There will be no printed schedules at conference this year—instead daily schedules will be available or people can print the schedule off the Website themselves. Debbi stated a conference technical director is needed as Jim Semmelroth, who usually provides this service, is not available this year.

**Budget update.** Debbi reported on the MLA budget. The budget is right in line with where it should be at this time of year. Debbi reported that MLA membership is low.

**Offline 2016 update.** The theme of Offline this year is “Connecting Through Virtual Communities” and it will be held Feb. 5-6 in Lewistown at the Yogo Inn. The featured keynote speaker will be Dr. Michael Stephens, an assistant professor in the School of Information at San Jose University who conducts an online postgraduate course entitled The Hyperlinked Library. There will be two tracks at Offline; one for smaller libraries and one for larger libraries. About 50 people are registered so far.

**Evaluations.** Sheila has the forms to evaluate MLA paid staff, including the executive director and the Webmaster. The executive committee (President, Vice-President, Secretary/Treasurer) need to do the evaluations in January of each year. The president will compile and present the

information to the board in the spring of the year. **This evaluation process needs to get in the association calendar and in the procedures handbook.**

**Conference dates for sister associations.**

ALA-June 23-28, 2016, Orlando, FL

PNLA-Aug. 3-5, 2016, Calgary, Alberta

MPLA-Oct. 20-22, 2016, Loveland, CO

**Potential candidates for MLA officer positions.** Sheila, as past president, is in charge of recruiting officer candidates for MLA. She has candidates for MLA president-elect and ALA representative. She is still looking for candidates for secretary/treasurer and director at large west. Please let Sheila know if you have any ideas.

**SLD membership fixed rate of \$40.** Niki brought a request to continue to offer a \$40 MLA registration for school librarians in conjunction with sign-up for the MEA-MFT Conference annually held in October of each year.

**Action item:** *Motion to continue to offer a \$40 MLA registration for school librarians in conjunction with sign-up for the MEA-MFT Conference.*

*1st: Diane Van Gorden*

*2nd: Sheila Bonnard*

*Approved*

**Collecting information on MT book challenges and management of records.** Judy Hart, Chair of the Intellectual Freedom Committee, was wondering about the collection of information and records related to book challenges, coming under the purview of the MLA Intellectual Freedom Committee. After some discussion, it was noted that Debbi, as the MLA Executive Director, is the person in charge of MLA records, including these and she would make sure that all records are filed with the historical society as required by MLA policy. Judy also noted that the Intellectual Freedom Committee has an active wiki and would like a stronger presence on the MLA website if the Website is re-done in the near future.

**Feedback on keynote speakers for 2017 conference.** Sam has already begun looking into keynote speakers for the 2017 MLA conference at Big Sky. Possibilities include Erica Tinsley out of Portland and Christine Wilfor on voter improvement. Jennie Stapp mentioned she thinks highly of Erica.

**Social media policy.** Lisa brought forth a draft social media policy for MLA that she and others had drafted. The PR & Marketing Committee had edited the draft. The policy was based on language from social media policies used by several public libraries in the state as well as other state library organizations.

## **Montana Library Association: Social Media Policy**

The Montana Library Association (MLA) social media policy identifies proper uses and restrictions for content posted to MLA social media sites.

### **Purpose and Audience**

MLA's use of social media is intended for communicating with MLA members, potential MLA members and the library community at large, especially within Montana. Information posted to MLA's social media sites will strive to create awareness about MLA's purpose, which is to promote library interest and development and to raise the standards of library services in the state of Montana. Library-related issues and events may also be featured.

### **Strategy**

*Oversight:* The marketing and public relations committee will oversee MLA's social media sites.

*Quantity:* MLA will maintain, at a minimum, one Facebook page, one Twitter account, one Flickr account, and one Instagram account.

*Who may post:* MLA Board members, committee chairs, and interest group chairs, as well as members of the marketing and public relations committee, are encouraged to post to MLA's social media sites. However, all MLA members can participate as appropriate and according to this policy. Posters must behave in a professional manner and conduct themselves as a representative of MLA in accordance with all MLA policies.

*Subject matter:* Topics for postings should be MLA-related or have a library connection. Re-tweets and shares are acceptable. Examples of appropriate content include:

- Notices of upcoming meetings and events
- Best practices for libraries
- Information about library services, trends, or technology
- Marketing materials for libraries
- Frequently asked questions
- Training and continuing education opportunities

### **Best Practices**

*Privacy:* Do not disclose personal information. Prior to posting, consider content carefully, as all posted content becomes part of the permanent public record.

*Respect copyright:* Attribute quotes and excerpts to the original author or source. When referencing an MLA post, please provide a link to the original post.

*Branding and design:* Social media pages and accounts should feature approved MLA branding, such as the logo, and provide a link to the MLA Webpage.

### **Improper Use**

Postings, comments and articles containing the following violations will be removed:

- Non-MLA or non-library related information including hyperlinks to material not directly related to the discussion
- Political campaign information
- Profanity or sexual content, personal attacks, racist content, or threatening language
- Commercial sites, vendor advertisements or personal business transactions
- Copyright violations
- Private, personal information published without consent

**Action item:** *Motion to approve the social media policy for MLA as presented by the PR & Marketing Committee.*

*1st: Sheila Bonnard*

*2nd: Matt Beckstrom*

*Approved*

**Communications Committee Update.** In October, Dawn appointed a special communications committee with Lauren McMullen as chair to look at the issue of potential better avenues of communication for MLA members, as well as for the board. Lauren's committee has been meeting regularly and exploring various options. Lauren asked the board how much money they might be willing to invest in this. Debbi stated that since we have reined in spending in other areas, we might have some money available for this. Lauren will present a recommendation to the MLA Board at their June meeting.

**Mentorship program.** In October, Dawn appointed a special mentorship committee with Pam Henley as chair to look at developing a mentoring program for new public library directors. Pam envisions matching up seasoned public library directors with new public library directors. Pam, Matt, and Mitch have met and have come up with some documents for this mentoring project including an application. They will be putting this information on the MLA website and start soliciting applications. They hope to have folks matched up by June. They are doing a session on the mentorship program at MLA in April and plan to have a panel at next year's conference that would examine the effectiveness of the mentorship program and determine if it should be continued.

Debbi is retiring from her day job as the library director at Three Forks on July 1, 2016. Then she will be able to spend more time on MLA stuff.

**Next MLA Board meeting & MLA Retreat.** The next board meeting will be in Missoula in the afternoon of April 6, prior to the start of the MLA Conference. The time will be 1:00-4:00. Sam has picked the dates for the MLA Board and Leadership Retreat which will be held June 9, 10, and 11 at the Canyon Ferry Learning Center near Helena.

Meeting adjourned at 4:10 p.m.

Respectfully submitted,  
Lisa Mecklenberg Jackson  
MLA Secretary