



April 16, 2021, ABOS Board Minutes
Recorded by Karen Bradley, ABOS Secretary

The meeting was called to order at 2:02p.m. CST.

In attendance: David Kelsey, Lori Berezovsky, Brooke Bahnsen, Cathy Zimmerman, Robin Rousu, Zach Roberts, Michelle Fernandez, Crystal Harris, Rosa Granado, Jenn Koetz, Karen Bradley

Absent: None

Secretary Minutes

Meeting minutes from March were distributed and adjusted by the Board. Lori Berezovsky motioned to accept, Cathy Zimmerman seconded, and the motion was approved. March minutes will be uploaded to the website.

Treasurer Report

Brooke Bahnsen briefed the board on the current state of finances. Funds from membership dues continue to increase based on renewals and new members. Current expenses remain normal, except for the carryover of the \$13,5000 from last year's budget. Our net income for the year to date is below \$14,629 however, most of our annual income is from conference.

President's Report

Jenn Koetz was welcomed to the Board of Directors. She will serve as the Chair for Continuing Education. Additionally, Jenn will serve on the Technology and Conference Planning Committees. David reminded everyone to take the week of the virtual conference off in order to treat it as though we would an in-person conference since we will all be assisting with the smooth running of things. National Library Outreach Day went beautifully with a great parade and dedicated social media efforts. National Outreach Day was featured in Intersections twice this month with ODLOS and School Library Journal.

Committee Reports

Advocacy

The Advocacy Committee is busy contacting state and regional library associations, systems, and consortia from the directory to make sure email addresses are correct. They are not getting too many email bounce-backs. The committee is also planning to collect testimonials from committee members who attended last year's conference so that the email blasts will be more conversational than information dump.

Additionally, the committee is looking at updating the ALA Handbook for Mobile Library Services into more of a living document that can be updated frequently.

Awards

Awards nominations are currently open and being accepted through July 16, 2001. There is one Bernard Vavrek submission so far; we expect more to come as the conference gets closer.

BOIR

Zach Roberts reported that the BOIR committee is currently cleaning up glitches from the fall launch and plan to have a large publicity push in the next few weeks to encourage libraries to enter their vehicle information.

Conference

David announced the virtual conference through the ABOS listserv and social media. The St. Louis hotel has been rebooked for 2025 and the contract is signed and archived in the Google drive. Program proposals for the 2021 virtual conference are open from April 1-May 14 with invitations to present sent out by early June. Karen Bradley, Susan Parkins and Jenn Kaetz will meet at the end of May to make selections. Presentations that are not accepted will be suggested as poster sessions for the conference on the Whova app. Each session will have three presentation options and one vendor presentation.

David Kelsey proposed using the Artifact Center and Competition feature in Whova in order to have virtual poster sessions. The additional cost is \$900; \$600 for the poster sessions and \$300 for the competition feature. Rosa Granado will be organizing the poster sessions and will be meeting with Whova to discuss our ideas and accessibility. Rosa made the motion to approve additional funding, the motion was seconded by Robin, and none opposed.

The tentative schedule for the conference will be Monday through Friday from 10:00am CST to 3:30pm CST, except for Conference 101 which will be earlier in the day. A 30-minute break has been scheduled between each session. There will be one moderator per session, with an additional moderator on call in case of issues. This year there will be training sessions for the moderators and duties will include starting the session, check-in with presenter, make sure things run smoothly, and recording the session. David will be reaching out to board members Monday to discuss responsibilities and goals.

Cathy Zimmerman is working with vendors again this year and has sent out the conference letter and brochure. She is giving them until mid-May to think about what level of support they would like to offer. She will follow up with them via telephone and ask for a verbal commitment during the first week of June. Amigos will then invoice the vendors. There is an October 1st deadline for specific vendors that are experiencing financial difficulties but are longstanding supporters of the conference. Cathy is going to provide additional information and assistance to the vendors this year to help them have a more successful experience this year. We may also ask vendors to sponsor an evening event. We will get them started for the evening, but they will plan and run it on their own.

Continuing Education

Received three proposals in March for webinar topics. Two were applicable and accepted. The final proposal required clarification and the individual has been contacted for extra detail on their target audience and the overall takeaway for seminar attendees.

The first webinar is scheduled for May and the Letter of Agreement was sent out and returned promptly. The second webinar will be scheduled for July or August. The committee has been brainstorming topics for future webinars. Rosa offered to modify training from a collaboration with High Plains Library District and the Colorado State Library regarding outreach training for a potential webinar. Webinar attendees will receive 1 hour of continuing education credit. Brooke will add the webinar room for Zoom the day of the webinar so that the large capacity is available for attendees.

Long Range Planning

Cathy and Shonna have discussed options for 2026. Previously we had been approached by Niagara Falls and Shonna suggested looking at other options for the Northeast United States. She will be looking at anything north of New York. We have not been in the area for quite some time and we are looking to expand our attendance in that area. Our growth pattern indicates needing 180 rooms in the future as opposed to our current 150. As hotels are recovering from Covid-19, there are many options available to us.

Marketing/Social Media

The marketing committee will be meeting April 21. The April issue of Out and About has been released and was created on Canva. Currently there are 2,761 followers on Facebook, over 950 on Twitter, and 429 on Instagram. There were 318 bookmobile entries this year, tripled from last year, and the virtual bookmobile parade reached 65,000 people with only minor technical issues. Both Twitter and Instagram accounts were temporarily suspended due to an abundance of account posts and following. Currently there are 75 entries for Little Free Library Week. Items are being purchased through ALA Graphics Store and we are beginning to see a little income from those sales.

David, Lori, and Michelle proposed purchasing “Later,” a social media scheduling tool to help streamline the social media posts and timeline. As an organization, we are looking to expand our footprint and “Later” will keep the social media accounts separate from each other so that committee members are not overwhelmed. There are several levels of service, including one that allows three individuals access to the software. The paid upgrade will allow us to schedule all of the posts consistently so that they do not trigger a suspicious post alert. Michelle made a motion to approve Later.com, Zach seconded, and the motion passed.

Lori reminded everyone to send images and verbiage for anything we would like to see on social media and the marketing team will get it posted.

Membership

Membership stands at 428 as of April 13, which is an increase of 35% compared to last year and overall 155% from 2020. The majority of memberships are individual. There are 75 institutional memberships, 32 students, and 5 retired individuals. The “All Aboard!” campaign is going well. There have been 17 referrals with a large push from David and a membership committee member in California. Membership Mondays continue with a recent interview with former ABOS President Ann Plazek. Membership committee celebrated 400 members by giving out discount codes, five free memberships, and a raffle during the bookmobile parade.

Crystal went over the membership lapse survey. Some highlights: most knew their membership lapsed and were unsure if they would renew and most get their membership paid for by their institution. Responses for making membership more worthwhile: more communication, continuing education, including outreach in general, and EDI.

Technology

Robin and Brooke informed the Technology Committee that we will be preparing for a virtual conference. During their recent meeting, they identified focus areas for improvement and each committee member will take on a focus area for the conference.

New Business:

ALA Emerging Leader

Emerging Leaders with ALA was placed on hold during 2020 due to the pandemic. As ABOS continues to move forward as an organization, we will need to continue the moment. One

way to do this is to sponsor an ALA Emerging Leader for 2022. The paperwork is due May 7th and the cost is \$1,000 total, \$500 each for ALA Midwinter and Annual. Applications are due in August and we will have the opportunity to select our Emerging Leader, specifically someone interested in outreach. Robin moved to fund the ALA Emerging Leader sponsorship. Jenn seconded and none opposed. The motion carried.

Partnerships

Cathy just finished a Conversations with Cathy session with Amber Hayes where they discussed the change in branding of National Bookmobile Day to National Library Outreach Day. The next session is scheduled for Membership Week and she is looking at scheduling one for StoryWalk Week and other upcoming events.

ABOS in the News

ABOS was featured twice in the Intersections blog of Office for Diversity and Outreach Services, School Library Journal last Tuesday, and I Love Libraries regarding National Library Outreach Day.

Meeting times -- 3rd Friday every month 2pm CST

Important ABOS Dates in 2021

Little Free Library Week – May 3-7, 2021

“All Aboard!” Membership Week - June 14-18, 2021

Book Bike Week – August 2-6, 2021

ABOS Conference – October 11-15, 2021

StoryWalk Week® - November 15-19, 2021

Upcoming Conferences

ALA Annual - June 24-29; 5 presentations accepted for ABOS

Adjournment - 3:32 pm CST

Next Board Meeting May 21, 2021 Noon (P), 1:00 (M), 2:00 (C), 3:00 (E)