

8-23-2014

Meeting Minutes, 23 August 2014

University of Mississippi. Library. Friends

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Recommended Citation

University of Mississippi. Library. Friends and Ford, Jennifer, "Meeting Minutes, 23 August 2014" (2014).
Friends of the Library. 6.
<https://egrove.olemiss.edu/libfriends/6>

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Friends of the Library Meeting, 23 August 2014

- Call to order and introductions:
 - Present: Julia Rholes, Laura Harper, Stephen Monroe, Sarah Frances Hardy, Margaret Seicshnaydre, Ralph Vance, Tonya Flesher, Joe Ward, Ivo Kamps, Corey Vinson, Gerald Walton, Doug Sullivan-Gonzalez, Marcia Cole, Donald Cole, Ann Abadie, Angela Barlow Brown, Jennifer Ford, Carole Lynn Meadows, Sheila Skemp.
 - Dr. Monroe called the meeting to order. He started by outlining our two current goals: to increase membership and to plan the 75th anniversary of Friends in 2015.
- Approval of the minutes:
 - Dr. Monroe moved for the approval of the minutes for the March 29th meeting. Dr. Skemp approved and Dr. Kamps seconded. There was general approval. Dr. Abadie and Dr. Walton asked about changing some of the wording in the last minutes and it was decided to bring that up at a later time during the meeting. Ms. Harper noted that Ms. Seicshnaydre's name was misspelled in the minutes.
- Discussion of acquisition schedule and process:
 - Dr. Monroe began the discussion by reporting that the library now has additional needs exceeding what University accounts can provide. The endowment account will grow as we increase membership. He would like to streamline the process of acquisition. It is not practical for everyone on the board to make all decisions together. Dean Rholes and Dr. Monroe have worked together on a plan to change the process. Now the new treasurer (Dr. Ward) of Friends will work with Dean Rholes and report back to the board on purchases at the spring meeting. Everyone agreed to this proposal.
 - Dr. Walton added that he thought the board should consider explaining the changes to the long-time members of Friends to give them a better understanding. He stated that the treasurer needed to show how Friends is spending its money. In the end of the year letter to members the only thing historically mentioned has been the number of books and microfilm purchased. Since the need for funds for new services (like digital products) has increased it might be good to outline these new purchases to long-time members. We would spend 100% of earnings on acquisitions while still giving flexibility to the library. Dr. Monroe agreed that he would outline in his end of the year letter explaining that we are still spending 100% but occasionally in new forms.
 - Dr. Ward noted that the History Department has allocated funds for the library. Perhaps Friends could continue to provide book money, while funds for digital products could come from department allocations. He agreed that the Dean would need to be involved in such a change.
 - Dean Rholes described the new hopes for collection development. History and other departments have contributed significant funds towards acquisition this year but they have limited resources. Friends might want to help with all materials acquisitions, book, microfilm, and digital. We will keep buying books forever but could base more of our purchases in new forms, although continuing to adhere to the interest of members.

- Ms. Harper asked if the funding for acquisitions came directly from memorial gifts. Ms. Barlow Brown indicated that this was partly the case. Funding also comes from the endowment account. Ms. Harper suggested developing a place for donors to check on the memorial gift form indicating their preferences for types of purchases, especially after the information is sent out about the importance of buying new resources.
 - Dr. Abadie thought this was a good idea but mentioned that the Friends has purchased microfilm in the past, and she thought digital materials would be along the same lines.
 - Dr. Walton noted that some money from memorials has gone for support in the past, and he hoped that in the future all memorial money would go towards support/acquisitions even for research related equipment.
 - Dean Rholes indicated that all of the money from Friends has gone for materials and not really equipment, but it might be a possibility if the board agrees to it.
 - Dr. Monroe reflected on the tradition of Friends of only buying scholarly materials, but we could start buying some electronic. He saw this as a new flexibility without breaking tradition. If there is resistance we could regroup.
 - Dr. Walton and Dr. Abadie brought up an issue from the March minutes. They indicated that the use of the word “technology” in the second paragraph of section II could be misleading. It could be interpreted as recommending the purchase of computers with Friends money. We need to be clear that the Friends is solely supporting the purchase of materials.
 - Dr. Monroe asked if Dr. Ward could provide a list to members of yearly purchases. Dr. Ward agreed.
 - Dr. Abadie asked to remove the words “technology” and “renovations” from section II of the March meeting minutes.
 - Dr. Kamps asked if we could think about approaching Friends when the library has a need to purchase research related equipment. Dean Rholes would need to approve this, but it could be a way to fund some equipment purchases.
 - Dr. Abadie noted that if you purchase digital materials then the related equipment would go along with it. She did not think we needed to make a special case to members.
 - Dr. Walton thought that another way to approach this was to encourage members to make specific donations to the library for equipment instead of going through Friends.
 - Dr. Monroe agreed to this process and thought we should see how it goes.
- Report on accounts from Angela Barlow Brown, UM Foundation:
 - Ms. Barlow Brown reported that the account that is in the Foundation for membership dues (which turns into an endowment account) is currently \$874,932. The roll-off for it is \$32,849 which is divided out into four quarters at \$8200. Each quarter is what we have available for spending.
 - Ms. Barlow Brown also reported on the status of the memorial account. As of August 22nd it is \$10,483.24 and has restricted availability for use right now.

- Dr. Walton asked if the Alumni Association contributions were included in the endowment account. Ms. Barlow Brown indicated that they were.
- Dean Rholes explained that each December the Alumni Association has a luncheon for faculty and staff who have served the University for 25 years. The Association then makes a contribution which goes straight to the Friends endowment.
- Discussion of membership drive and 75th anniversary:
 - Dr. Monroe described the new link for the Friends on the Foundation's website. This was done with the help of Ms. Barlow Brown. He noted that traditionally it had been difficult to find the link to join Friends.
 - Dr. Kamps mentioned that he got to the Foundation's Friends site but could not find a link on the library's page. Dean Rholes reported that this has not been done yet, but the library is working on it.
 - Dr. Monroe noted that the current Foundation link is a good resource, especially for social media. Ms. Harper asked about its location and Dr. Monroe indicated it could be found at umfoundation.com but that he would also send out the link to the board.
 - Mr. Vinson asked about the logo and Dr. Monroe reported that the race was a close one. He showed the top two choices. Dr. Flesher and Dr. Abadie both indicated their preference for #1 but noted that the 75th anniversary text would eventually need to be changed. Dr. Abadie thought it could be changed to indicate the founding date of 1940.
 - Dr. Monroe asked for everyone to vote on the 75th anniversary logo. Dr. Walton approved the motion, Dr. Ward seconded, and everyone agreed.
 - Dr. Monroe reported that former Liberal Arts Dean Hopkins and current Dean Forgette gave permission for a blurb about Friends to be included in the Liberal Arts newsletter, "A View from Ventress." Elaine Abadie, who is in charge of the newsletter (which goes out to 27,000 people every year), included this blurb and the publication will be released very soon.
 - Dr. Skemp asked if other colleges had a similar type of publication. We could reach out to these as well, as all are interested in the library.
 - Dr. Monroe asked if Dr. Sullivan Gonzalez could put a similar blurb about Friends in the Honors College newsletter. Dr. Sullivan Gonzalez agreed. Dean Rholes also agreed to put a notice about it in the library newsletter, *Keywords*.
 - It was asked if the Foundation or the *Alumni Review* could also put a notice about Friends in their publications.
 - Dr. Monroe reported that we currently send out renewal notices four times a year. There is a spreadsheet organized with 440 names and everyone listed (whether they were current on their dues or not) got a letter from Dr. Monroe.
 - Dr. Walton asked if Dr. Monroe put the current dues structure into these letters and Dr. Monroe said he did. These letters were released based on the season when someone joined.

- Dr. Walton asked if a letter also went out to lifetime members and Dr. Monroe felt that these members should not be expected to pay dues. He plans to reach out to them in other ways.
- Dr. Abadie suggested contacting lifetime members about the anniversary.
- Ms. Barlow Brown reported that she has visited lifetime members and we could definitely include them in general correspondence. She plans on further cultivating the relationships.
- Dr. Ward asked if there was some kind of planned anniversary event where the lifetime members could be honored.
- Dr. Monroe brought up the need for two short-term committees: events and membership. He asked for ideas about events.
- Dean Rholes noted that Dr. Kellum had an idea for a faculty coffee in the fall. This could happen during the week due to busy faculty schedules, but a weekend would also work. The mainstay of the Friends is the faculty and the Dean wants to reach out especially to this group. A coffee would be a small starting event. Dean Rholes indicated that this could happen in the Faulkner Room of Special Collections on a day it is not booked for instruction. It could also be somewhere else, but the Faulkner Room is a central location. Dr. Monroe agreed that a faculty breakfast was a good idea.
- Dr. Abadie talked with Dr. Kellum as well and they had an idea for an evening event for the community. They will both think of locations and report back to the board.
- Dr. Vance asked about the rules for alcohol on campus. Dr. Monroe said it is complicated but if we go off campus it is easier. Ms. Barlow Brown noted that we could provide alcohol in the library if the event is catered. Dean Rholes reported that we have served alcohol for selected events in Special Collections but it was with a caterer. She did note that some of the events in the library are open to the general public and we would not be able to serve alcohol then due to possible student participation. But if we limited our events to adults we could then consider exploring this.
- Dr. Ward suggested partnering with Thacker Mountain Radio for a community event, to be held at Off-Square Books. Dr. Abadie noted that the event could probably not be held there due to its size, but that places like the Ford Center or Nutt Auditorium would be a good possibility, especially due to their parking arrangements.
- Ms. Hardy proposed bringing in a well-known author for such an event. Dr. Abadie recalled that in the past Friends had cocktail parties and a dinner with occasional speakers, although getting an author for the event would bring additional notice. If we did have these events in the library we would need to bus members in due to the parking situation.
- Ms. Meadows advised trying to target all markets for the 75th anniversary celebrations. We could start with smaller events now and work up to those for the anniversary year.
- Dr. Abadie recommended not limiting Friends events to just the Oxford area. We could work with the Alumni Association to find additional venues.

- Ms. Meadows asked if a representative from Friends could attend some of the Alumni Association club meetings.
- Dr. Monroe asked if a smaller group could be formed to plan events. Dr. Vance, Ms. Meadows, Ms. Hardy, and Ms. Cole all agreed to serve.
- Dr. Monroe asked for suggestions for new ways to increase membership. He would like to institute specific marketing strategies.
- Dr. Ward asked if it was possible for faculty and staff to set up direct deposit donations for Friends, and Dr. Monroe indicated that he had spoken with Clay Jones about this. Now that we have a logo we can add this option to the direct deposit form.
- Dr. Ward thought encouraging donations to be spread over time was a good idea and recommended sending a card out to faculty and staff about this possibility.
- Dr. Monroe agreed to this idea. He will send out cards and let department chairs know of this new option.
- Dr. Abadie also thought this was a great idea and suggested making the requests small, perhaps \$1. She recommended doing a big publicity campaign sent out across campus, not just to the chairs. Dr. Skemp proposed modeling our campaign on United Way's campus efforts.
- Dr. Ward wondered if this new emphasis to encourage faculty and staff participation could be further promoted by finding friends to match contributions. On the card we could state that if you make a contribution by a certain date a friend will match it.
- Dr. Monroe took the opportunity to encourage all board members to remember to renew their membership.
- Dr. Vance asked if a lifetime membership had to be given all at once or if it could be spread out over time. Ms. Barlow Brown reported that it can be done in installments. Ms. Harper asked if such an arrangement had to be done during a specific time frame, and Ms. Barlow Brown reported that it currently could be done over the course of several years. Ms. Meadows thought that we may want to keep payments limited to within a calendar year. Ms. Barlow Brown asked if we know of such requests to have the interested parties contact her directly.
- Dr. Ward suggested trying to aim for 75 new lifetime members in honor of the anniversary. Dean Rholes noted that we would also like to aim for a million dollar endowment. Dr. Ward proposed giving out a specially designed gift like a t-shirt for those who participate. Ms. Barlow Brown reported that we have 62 lifetime members now.
- Dr. Monroe asked for volunteers for a membership committee. Dr. Skemp, Dean Rholes, Dr. Monroe, and Mr. Vinson agreed to serve.
- Dr. Abadie proposed not limiting our marketing to simply online avenues. Ms. Meadows thought a brochure would be nice, and Dr. Monroe thought the membership committee could work on this project. Dr. Walton remembered that the Friends used have a brochure to hand out at annual meetings and also had a small display of books purchased by the group.

- Report by Dean Rholes:
 - Dean Rholes reported on several new digital humanities collections which were made possible with the help of different parties. The first is ARTStor, a digital humanities database, containing 1.6 million images in art, humanities, and sciences. This resource was purchased with the collaboration of the J.D. Williams, Art, College of Liberal Arts, History, Classics, and English. Ms. Harper also gave a generous contribution towards this purchase. Dr. Monroe stated that these types of products help recruit new faculty members. Dean Rholes reported that there was a one-time fee of \$28,000 and there is an annual fee. They will be continuing to add images to the product.
 - Dean Rholes then described the addition of two Readex databases: the American Civil War Collection and the American Slavery Collection. She noted that these could not have been purchased simply by the library. It was a collaboration between the J.D. Williams, History, the Center for Civil War Research, and African-American Studies.
 - Dean Rholes noted the recent gift of Dr. Spell from North Carolina who had visited the Faulkner exhibit in Special Collections. He picked up an issue of *Keywords* and saw the list describing the library's wish to purchase exercise bikes for students. He purchased these bikes and they are now available on the third floor of the library. Dr. Spell wants to be a member of Friends now that he is moving to Oxford.
 - The library is working with other units on campus, especially the Ford Center, to apply for the Shakespeare First Folio exhibit sponsored by the American Library Association and the Folger Shakespeare Library.
 - Dr. Monroe described how much he has enjoyed working with Dean Rholes since 2003. She has done many progressive things since her arrival. Soft furniture, a coffee shop, support for new acquisitions, increased support of faculty, to name a few changes. The result of all of these changes has been an increase in student numbers in the J.D. Williams.

- New Business:
 - Dr. Vance reported that on October 30th and 31st the "Spirit of Yoknapatawpha" is scheduled where community members will be playing Faulkner characters to raise money for Cedar Oaks. Dr. Vance is in charge of publicity. This will take place at the Powerhouse. He asked for suggestions of people to contact about participation. Dr. Kamps suggested Drs. Kartiganer and Watson as possibilities.