



NJLA Executive Board Meeting
June 15, 2021, 10:00 a.m.
Monroe Township Library

Minutes

Attendance: Karen Cerra, Danielle Cesena, Pham Condello, Juliet Machie, Adriana Mamay, Laverne Mann, Samantha McCoy, Eileen Palmer, Will Porter, Jen Schureman Brenner, Selwa Shamy, Jessica Trujillo, Leah Wagner, John Wallace, Kerry Weinstein

Guests: Quinn Christie, Jen Nelson, Mary Stubbs, Tanya Finney Estrada

Absent: Corey Fleming, Kate Jagers, Allan Kleiman

1. Call to Order – Jen Schureman, President

The president calls the meeting to order at 10:11 a.m.

2. Adoption of Agenda – Jen Schureman, President

Eileen Palmer makes the motion, Pham Condello seconds and the motion passes.

3. Minutes of the May 18, 2021 Executive Board Meeting – Selwa Shamy, Secretary

Will Porter moves to accept the minutes, they are accepted by a majority vote.

4. Financial Report – Samantha McCoy, Treasurer

- a. We had a great month.
- b. Bills: \$23,720.13
- c. Deposits: \$60,114.87
- d. Balance: as of 5/30/21: \$287,130.96
- e. Samantha commented on the quick response to the new membership sponsorship program given that the email went out 5/25/21 and raised \$575 in six days.

5. Reports:

a. Jen Schureman, President

- i. Thanks to everyone for all your support during the pandemic. It was an honor to serve.
- ii. Thanks to the Conference Committee for an amazing conference.
- iii. Pham added that Quinn Christie, the committee intern, was great.

b. Juliet Machie, Executive Director - [Full report](#)

- i. Budget advocacy is complete for FY22.
 1. Over 25 virtual legislative visits. Thanks to the leaders of the FY21 Public Policy Committee Linda Hoffman and Sarah Lester, the library directors who participated, Peggy Cadigan, and Beth Beavers who coordinated visits.
- ii. The Chair of the Assembly Budget Committee included an amendment to state aid that will help libraries, let us hope it is not removed.

- iii. Thanks to the Conference Committee for a job well done, especially the co-chairs Pham Condello, Tanya Finney Estrada, Kate Angelo, Morgan Taylor, Cynthia Becker and Radwa Ali.
 - 1. The vendors were busy.
- iv. Access Navigator Program - NJSL \$250,000 was awarded to implement this program to mitigate identified gaps in the life skills of library customers. A cohort of skilled trainers will rotate around NJ libraries to provide individualized assistance and group training. Thanks to the Economic Recovery Task Force, a subset of the Public Policy committee. The proposal to approve the grant agreement is on today's agenda.
- v. Last week Juliet attended an EDI workshop, sponsored by the International City/County Managers, to determine whether the curriculum and model can be adopted for a proposed NJLA institute on EDI.
- vi. Leadership Orientation will take place on June 23. Section and Committee leaders will be trained separately -- this will give our leaders a common blueprint for the upcoming year.
- vii. Partnerships - Thanks to NJSL, NJASL, LibraryLinkNJ, Rutgers and VALE for their support of the NJLA virtual conference. Jen Nelson, Beth Thomas, Keith McCoy, Prof. Marie Radford and Kurt Wagner all presented at the June 3 Business Meeting. We welcome Ralph Bingham, incoming executive director of LibraryLinkNJ
- viii. Thanks to Jen Schureman Brenner for her leadership, patience, tenacity, vision, drive, and willingness to move NJLA to be more inclusive. Your leadership was outstanding and very much appreciated.

c. Eileen Palmer, ALA Councilor

- i. The only new resolution is to make the conference carbon neutral.
- ii. [Forward Together Resolution](#) for redesigning ALA. Report was shared with NJLA, the chairs changed things that committee members thought would be included in the report. Happy to take feedback.
 - 1. Resolutions related to core values and round tables are not controversial.
 - 2. Standing committees and the proposed new assembly will be controversial, ALA may not get through them all. There is not a consensus around this document yet.
 - 3. Chapters are concerned they will no longer have a voice on the governance level. Chapters continuation in council is not included in the proposal. There are 51 Chapters. The proposal that one or two councillors representing all the chapters does not resonate with Eileen and she believes this is not a cohesive plan to make ALA more engaged.
 - 4. Document for Betty Turock was shared. She has been very engaged in the process from the sidelines as past president. Betty shared her thoughts with Eileen.
 - 5. Laverne asked if this passes, what happens next. The resolutions will go to an implementation group, it will change the constitution

and bylaws so it will have to go to the membership for a vote before anything can officially change.

6. Jen Schureman Brenner asked what NJLA can do if we are concerned about seeing these things move forward. We can speak at the chapter leaders meeting or contribute to the listserv. Can reach out to NJLA members. An email to the other counselors from NJ expressing concerns could help.
 - a. Jen S. B. suggested Juliet Machie reach out to library association leadership in PA and DE for their thoughts to potentially have a combined voice about the issue.
7. May not vote in June, will most likely schedule a meeting in the fall. There is time to build alliances.

d. NJ State Librarian - Jen Nelson

- i. Closed the construction grant, 106 applications \$117 million asked for. Not a fast process but it is moving along.
- ii. Opened grants \$1.8 million, small and large. Bottom threshold is \$5000 due to the paperwork involved. Average CARES grant was \$6000.
- iii. A Technical Information session will take place on June 23 and will be recorded.
- iv. NJSL Literacy Project - Access Navigators is one, the other is Plainfield Public Library with literacy model, creating hub libraries that would have the same tools, curriculum, equipment as Plainfield, who has had a lot of success working with the Dept. of Labor and other organizations to fund work.
 1. June 30 will have an information session about this.
 2. NJSL will pick up the cost of equipment and additional staffing. It is a reasonable commitment for a library.
 3. Jen Schureman Brenner asked that a literacy destination be located in the southern counties, Camden, Cumberland, Burlington, Salem counties, etc.
- v. Doing strategic planning.
- vi. Still not open to the public, waiting for a green light from the governor's office.

e. Board Subcommittee Reports

i. Organizational Subcommittee Report Summary - Kerry Weinstein - [Full Report](#)

1. Difficulties committees and sections experienced: recruiting members for leadership positions, Zoom burnout and virtual fatigue, low participation of members, libraries in various stages of being open or closed.
2. College & University section was featured twice in the newsletter
3. 84 meetings have happened since January '21.
4. \$2444 in sales from the store.
5. \$2800 was raised from the t-shirt campaign.

6. ACRL letter about high cost of virtual conference.
7. Public Relations did Snapshot Day.
8. Juliet Machie was appointed to the NJ Community Broadband Access Study Commission.
9. Turning Tinted Pages virtual conference was a success.
10. Annual VALE conference.
11. A question asking advice for outgoing leaders was included in the questionnaire.
 - a. Request for financial support.
 - b. Memberclicks app.
 - c. NJLA store awareness.
 - d. FAQ page is being developed.
12. Kerry Weinstein wants to acknowledge the people who have been active in sections and committees. Jen Schureman Brenner suggested writing a letter and giving them a t-shirt. Juliet asked if certificates are given to chairs, they are currently not.
13. There was discussion about sending a survey to all members, that the committee sign up process is flawed.
14. 94 names of people who regularly contributed in a significant way, and there is overlap. Draft a letter to each person and cc: Jen so she has a roster of people who can step into leadership roles.

6. Old Business

a. Conference Report -- Pham and Tanya

- i. 743 total registrants including exhibitors, attendees (almost 500), and speakers. 75% of registrants attended keynotes.
- ii. The conference went very well. Almost 200 people responded to the survey and 95% of comments were positive.
 1. Pros: Liked Radwa Ali's tech support, loved poster sessions more virtually than in-person, there's more opportunity to interact -- suggestion to make that aspect stay virtual. Steve Hubres was in charge of posters and did a great job. Gamification process was fun, some people loved the photo booth and being able to go in or out of sessions easily. Loved not having to travel to Atlantic City.
 2. Cons: not in person; closed captioning wasn't great, an ASL interpreter would have been too expensive; hated the cost, some people thought it should have been free. Chat feature was confusing. The speakers did not like that they had to use their Zoom account information in the beginning. It was an evolving process and it turned out that NJLA Zoom accounts were used instead of personal ones.
- iii. Members need to know what their dues and conference fees go toward.

b. Debrief

c. Reorganization Task Force - Final Report - Leah Wagner

- i. This time last year a survey was distributed, completed in the fall, thanks to Jessica Trujillo for putting it together.
- ii. Did a search and hired a new Executive Director.
- iii. Shut down the office and opened new one.
- iv. Subcommittee for reorganization of committees (Cindy Czesak and Jessica Trujillo)
- v. FAQs will be placed under the About Us tab of the website.
- vi. Will start alias email addresses because it gives more credibility. ex) njaelections. Will be done for NJLA president and vice president.
- vii. Sections - a lot of concern about communication and transfer of information. Trying to find a way to have everyone put everything online.
- viii. Encouraged Kate Jagers to keep the task force going and get to problems before they get too big.

7. New Business

a. FY22 Budget - Action Item - Samantha McCoy & Juliet Machie

- i. Thanks to Juliet Machie and James Keebler for their knowledge of how finances work in NJLA.
- ii. Closing the office freed up money for other projects.
- iii. Store had lower income from last year.
- iv. NJLA membership was underestimated significantly, we are in the right spot.
- v. Budgets help for guidance, we won't have a year like last year moving forward.
- vi. All in! Moving Forward - in the next couple of years, NJLA will be in an excellent position financially.
- vii. Juliet - programmatic items
 - 1. Valley CD is not included as part of the programmatic line items.
 - 2. Sources of income, FY21, year to date is not completely representative of where we ended up, for example, with membership. Have exceeded \$110,000 for FY22. Final numbers for the audit will change for the better, hopefully.
 - 3. Included \$205,600, carryover from this year. We will have \$275,000 in the bank with two weeks left in the FY.
 - 4. Total Payroll Expenses - projecting \$175,600 for Executive Director, Assistant Executive Director, and a bookkeeper.
 - 5. Total office expenses \$36,7000.
 - 6. Business expenses \$33,100.
 - 7. Professional Services \$26,000.
 - 8. Technology - web support person added for 10 hours per week, bringing expenses to \$30,000.
 - 9. Store expenses are \$5000.
 - 10. Miscellaneous addition is Board Discretionary Fund (buy lunch, workshop, training, including the Executive Director) \$1000.
 - a. Professional Development discretionary fund (this is new)

\$2000.

11. \$65,000 left in budget if projections come to fruition. Expenses will inevitably change, however.
12. Restricted Funds - Scholarships. Although not part of the discretionary budget, they are included for transparency.
13. Summer Reading - \$32,000 from a grant.
14. Jen Schureman Brenner requested a separate line item for ALA Counselor expenses, in the past the amount was \$500, she suggested it be increased to \$750. Samantha suggested increasing this amount gradually over a few years.
15. Eileen Palmer is concerned about the amount of carryover, that it is too low. Juliet pointed out a pandemic budget is different from a standard year.
16. Samantha McCoy said the problem is only relying on conference for income. We do need to be mindful and think of innovative ways to raise revenue and run the organization to make it stronger.
17. Fund Development - Jessica Trujillo brought this up. Membership wants us to do more and we are in a position to just keep the lights on. We need more full time infrastructure in NJLA to move us forward.
18. Adriana Mamay suggested reaching out to other state library organizations to see how they raise revenue.
19. Juliet Machie said in order to have a sound FY23 budget, revenue needs to be generated in the next six months. Will be as conservative in spending as possible.
20. Motion by Laverne Mann to accept the budget, Jessica Trujillo seconds and the motion passes.

b. Approval of the Access Navigators Grant Award

- i. Received \$250,000 from NJSL for a literacy project to establish a cohort of skilled trainers who will rotate around NJ libraries. Hire five navigators at 20 hours per week, each navigator will be responsible for three libraries for a total of 15 libraries. A coordinator for the program will be hired and will oversee the work of the navigators.
- ii. Next month, establish an access services task force that will be independent of the public policy committee. Transition from policy to programs. The funds will pay for a full time coordinator (\$35/hr. 35 hrs. Per week for one year) and five part-time navigators (\$25/hr at 20 hrs/week, and computers).
- iii. Grant administration - value of Juliet Machie's time \$45,000 in kind contribution. Built in 10% project cost, a little over \$22,000. \$295,445 total cost, including in kind costs.
- iv. Jen Schureman Brenner asked how the 15 libraries will be selected. Juliet met with the Economic Recovery task force. Will take direction from the Executive Board in distribution of 15 libraries.
- v. Motion by Will Porter to accept the Access Navigators Grant, Leah

Wagner seconds and the motion passes.

c. Memorial Resolution for Penny Brome

- i. Endorsing this ALA resolution. Penny was a past NJLA president who died earlier this year. Eileen Palmer makes the motion, Leah Wagner seconds and the motion passes.

8. Partnering organizations

- a. NJASL - Mary Moyer Stubbs - [Full Report](#)
- b. NJLTA
- c. Rutgers

9. Calendar

- a. Leadership Orientation - June 23, 2021, virtual
- b. Executive Board Meeting - July 20, 2021
 - i. **FY22 Planning & Regular Meeting** - Kate Jaggars wants to select dates and times that will allow school librarians and part-time library staff to participate. A mix of 10 a.m. and 3 p.m. meetings with quarterly in-person meetings.

10. Good of the Order

- a. Leah Wagner presented Jen Schureman Brenner with flowers.
- b. Jen Schureman Brenner bought the board lunch.
- c. Will Porter, delighted to see everyone in person, will miss working with everyone on the board.

11. Adjourn - Jen ends the meeting at 12:17 p.m.

- a. Leah Wagner makes the motion, Pham Condello seconds and the motion passes.

Respectfully submitted by Selwa Shamy