

LIS Alumni Board – meeting minutes

March 11, 2014

The LIS Alumni Board meeting was called to order at 6:33 p.m. in the Columbus School of Law Stone Room. In attendance were: Chris Corrigan (presiding); Ana Elisa de Campos Salles; Mark Brzozowski; Katherine Stinson; Elizabeth Mariani; Jean Lee; Bill Kules; Elizabeth Lieutenant; Barrie Howard; and Kathy Kelly.

Review of Previous Minutes

The minutes from the February 11, 2014 meeting were approved. Ana Elisa de Campos Salles moved to approve the edited minutes, Katherine Stinson seconded, and motion passed.

Webpage/Email Updates

Kathy Kelly noted that the approved January 2014 meeting minutes had been posted on the Alumni Board Documents page (<http://slis.cua.edu/alumni/Documents.cfm>); that some February updates had been posted on the LIS web site's Alumni News page (<http://cuaslis.org/wp/february-2014-alumni-news/>), and that she was still seeking March updates.

Update from Dr. Kules

Bill Kules reported on accreditation planning. We're going into the cycle this spring, which will culminate in June or July 2016, when ALA will make a decision. We have a two-year process ahead of us. We're getting everything organized during this spring. Faculty are working on the program presentation. It has 6 main chapters; each is written by a committee headed by two faculty. Ingrid and Bill are doing the mission goals and objectives chapter. The role of committees is to help with self-study in each area. For example, the committee that helps with curriculum chapter helps with outcomes assessment and other sources of evidence, and analyzes what we're doing with our curriculum. It's meant to be a reflection on where our strengths are and where we need improvement. Back in 2006, one of the things the committee on accreditation had flagged was the technology aspects of the program. Now we've incorporated a technology review into our accreditation process. Our most recent student exit surveys suggest we have made progress, but it's still one of the areas of our program that needs improvement.

Barrie Howard served on one of the committees during last accreditation review, and gave his insight from last time. Barrie called it a trial by fire. He explained his hand-out, a timeline of accreditation activities in 2006-2007. Barrie noted that from January 2006 ALA put us on conditional accreditation until 2009. Dean Hale had suggested we involve various stakeholder groups: alumni, adjunct faculty, full faculty, and students. We announced a Save the Date in January 22, 2006 for an April 18, 2006 Stakeholder meeting. We did a SWOT Analysis for the program. It produced a document which Barrie has given to Chris Corrigan. Barrie noted that at the time, he had also shared notes on accreditation activities on the slisalumni list. He noted that as follow up to a Program Mission Committee meeting on May 16, 2006, he met with the Provost with 4 recommendations for the process, including transparency and inclusiveness, along with the issues ALA laid out. The alumni believed that if ALA is complaining about ADA compliance, we would need the university to do something. Dean Hale met with the ALA Committee on Accreditation (COA) in January 2007. The Alumni met during March-May 2007. Barrie observed that the Faculty is very pro-active now on the accreditation process. He noted that it is

important to reach out to alumni and plan these meetings, do whatever exercises we want, such as SWOT analysis, or review of program presentation. Responsibility falls on faculty to write document. Bill is interested in setting up committee structures that will help LIS gather data, do an analysis, and write up the program presentation. The Board will talk about how to engage alumni. Barrie said the Alumni Association can play a vital role in education and outreach about the process. Bill will send Chris some materials, and will write a few paragraphs about the process. Barrie said the ALA COA reaches out to stakeholders, and may want to talk with some alumni. In March 2009, ALA COA did a site visit here, there were 6 on an External Review Panel. They had questions after program presentation. SLIS set up meetings, interviews, group meetings, and the COA met with students, faculty, alumni, the Provost, and finance people. Key things of interest were that they met with students and alumni. They also sent out a survey around the same time, then SLIS sent out to alumni; survey data went directly back to ALA COA. SLIS also reached to employers at the time. Elizabeth Lieutenant was at the recent ALA conference. She noted that the COA had an increased emphasis on diversity, that it's now not just encouraged, it's expected; that budget is important for enhancement, for reaching outside the campus, and having community partnerships. The only thing that concerns her is the curriculum will be assessed on student success in the program, but they removed future success; they thought it's too hard to collect statistics on that. Bill thought they're continuing to emphasize quantitative student outcomes, rather than just inputs. Another big thing he saw COA concentrating on is strategic planning. Standard 1 used to be Mission, Goals, Objectives; it's now Strategic Planning.

Bill also discussed recruiting and marketing publicity. We've known we need to revise all our various marketing materials. Dave Shumaker, Bill, and Margaret Pooley are starting to look at how to revise materials. The key questions he wants to ask us tonight: What are the things we need to emphasize when we publicize our program? What things differentiate us, make us special? He looked at web sites from other programs, collected some images to help brainstorm how to start this process. He asked us to look at materials on the walls, gave us sticky notes to post comments on them. A question to consider was, what will show what we are doing most effectively? What jumps out from the images as good ideas? Marketing materials should show where they can be when they get the degree. Ana Elisa said the program had links to DC, and marketing should emphasize the opportunity to have internships and practicum experiences, ability to take classes at the Library of Congress, and to get jobs in the DC area.

Katherine Stinson noted that a lot of photos focus on a campus but don't reflect library science. We need more images of people working in the field. Elizabeth Mariani noted that some places quote students. Board members noted that LIS could get quotes from alumni who are librarians in cool places, and get quotes from employers of LIS alumni. Bill Kules noted that we need to put out our value proposition more clearly to potential consumers. In the next few weeks LIS will be coming up with creative direction, then take ideas to Public Affairs, then work imagery into materials.

There was a recent Open house at the Martin Luther King Library with three schools: CUA LIS, University of Maryland, and Drexel. We came back with names of 12 or 15 people interested in the program. The in-house open house went well, drew about 20 people.

Old Business

Mentoring Committee Meeting Recap

The Mentoring Committee met February 18th. For the benefit of newcomers to the Board meeting, Chris Corrigan reviewed the purpose of mentoring events, and reviewed the January mentoring event. Next: We want to reach out to Health Information Technology (HIT) students, by having a mentoring

event featuring them. Chris emailed about the room to Margaret Pooley, and coordinated with Louise Gray, for Room 220. Mark said we had a good meeting, and need to follow through with candidates. Barrie Howard noted that the Federal government has selecting panels that choose candidates. Chris clarified we want hiring managers involved in these events, not just Human Resources people.

Web Presence (LinkedIn)

Chris Corrigan followed up with Robin Foltz, and got control of our LinkedIn administrative information.

Raymond Von Dran Award 2014

Chris Corrigan congratulated Barrie on being selected for the award, and noted to the Board that he had called Barrie Howard of his selection as the Von Dran Award recipient the day after the Board last met. He also notified nominators of those whose candidates did not make it, emphasized that the Board agreed they were strong candidates, and asked them to keep their candidates in mind when they see a call for nominations next year. Some nominators asked if they could have their essays back so they could do this. Chris got a blurb about the award published in the Library of Congress Gazette. Jean Lee offered to drop off the plaque at Washington Trophy so they could re-do some of the wording on the plaque.

Stone Lecture Preparation

We are less than a month away from the lecture. Chris has sent the announcement to local lists, and put it on Facebook. He urged Board members to re-post it elsewhere. Margaret Pooley may know how to get it on CUA Calendar. Right now we have 24 RSVPs. Elizabeth is working with Public Affairs and will remind them to be involved. The Photographer and videographer are confirmed. Chris will talk with Louise about it and emailed the director of Cardinal Catering. Chris went over the setup of the room with Margaret Pooley. Regarding the Tribute Resolution for Dean Poos, Chris called the City Council, sent them a digital file, didn't hear back, so we will just stick with the cake for him. The program will feature, in this order, Chris Corrigan, Dean Poos, Ana Elisa de Campos Salles, Barrie Howard, Chris again, Barbara Stripling, then Rob Schenider to say thank you at the end of the night. Chris updated the bio of the speaker, Barbara Stripling. Ana Elisa will put together Barrie's introduction from the nomination form information and his bio. Chris noted that Dean Poos suggested we put pledge envelopes on people's chairs. Ana Elisa can call the catering contact on Monday. Chris will email Bill, and find out status of the Stone Scholarship Fund. Chris will look into pledge cards. Chris will ask Bill about its status and how it's administered. Chris suggested we show up about 6 p.m.

ALA 2014

Ana Elisa will attend the conference. Ana Elisa doesn't mind directing a LIS networking event, but doesn't want to do it by herself. Chris and Ana Elisa will discuss it, and Rob offered to help research venues. We'll table further discussion until the next meeting.

Next Meeting

The Board agreed that the next meeting would be Tuesday, April 8, 2014, at the LIS Room 315 in the Columbus School of Law at 6:30 p.m.

Chris moved to adjourn, Ana Elisa seconded. Motion passed.
The meeting was adjourned at 8:18 p.m.