



ULA General Board Meeting

Friday, February 23, 2018

Attendees present

Dan Compton, Rebekah Cummings, Patrick Hoecherl, Joe Frazier, Barbara Hopkins, Jessica Breiman, Leslie Schow, Wanda Huffaker, Erin Morris, Daniel Mauchley

Attendees via Zoom

Jami Carter, Emily Bullough, Mike Goates, Shane Wallace, Emily Darowski, Linda Liebhardt, Natalie Gregory, Javaid Lal, Kurt Meyer, Lis Pankl, Pamela Martin, Ruby Cheesman, Shawn Bliss, Kari May, Charlene Crozier

Opening

Call to Order

Dan Compton, President, calls the meeting to order at 12:02pm.

Previous Minutes

ULA Board Meeting minutes of 9/15/17 were not be approved on 12/1/17 due to lack of a quorum.

Joe Frazier moves to approve September minutes. Daniel Mauchley seconds the motion. The motion carries unanimously.

Daniel Mauchley makes a correction to the December minutes showing that Emily Darowski also served on the working group to address conference dues increases in other states (item 4. J.). The minutes will be corrected. He moves to approve December minutes with the noted correction. Joe Frazier seconds the motion. The motion carries unanimously.

Consent Agenda

Consent Agenda in December could not be approved due to lack of a quorum.

Daniel Mauchley moves to approve both consent agendas. Jami Carter seconds the motion. The motion carries unanimously. ALA Chapter Councilor Report

Financial Report

1. Javaid Lal presents the financial report.
 - a. Fund balance is \$51,451.33. This balance is still low due to advance payments for conferences. Javaid expects it will rise steadily as registrations are collected, which is on track with last year. The fund balance dropped because advance payments were made for 2018 and 2019 conferences. This is something to keep in mind for future conferences, which Javaid and Pia have talked about.
 - b. Dan Compton shares news that Brandon Bowen has secured \$3,500 in grants to pay for speakers at conference.
 - c. *For the full report, visit <http://bit.ly/2GYisDa>.*

ALA Chapter Councilor Report

2. Pamela Martin presents her ALA liaison report.
 - a. President Jim Neal is investigating the structure of ALA and a possible reorganization.
 - b. The White House has again suggested elimination IMLS. ALA encourages librarians and patrons to advocate for libraries. For tools, visit <http://www.ala.org/advocacy/fund-libraries>.
 - c. Ballots sent to membership will include a slight dues increase and two candidates for ALA President. More information about the candidates is available here: <http://www.ala.org/aboutala/governance/alaelection>.

Agenda

Old Business

1. 2019 Conference Rates - Discussion & Potential Vote (Emily Darowski)
 - a. A working committee appointed by Dan Compton at the December meeting delivered their report on conference rates at comparable state library

organizations. Overall, ULA's annual conference is extremely competitive regarding sessions, speakers, professional development, and food. Some states offer more parties, socials, or authors, but our preconferences far outstrip any other state. ULA's cost is 20% lower than other organizations, and average salaries for librarians in Utah is \$700 higher than the compared states.

- b. *For complete details, see report on pages 7 - 11.*
 - c. The working committee recommends the following changes:
 - i. Raise Single Day Registration for all registrant types (Member, Non-member, and Student) by \$20.
 - ii. Raise Full Conference Early Bird registration for Members and Non-members by \$30 and for Students by \$20.
 - iii. Raise Full Conference Regular registration for Members by \$20, for Non-members by \$5, and for Students by \$30.
 - iv. Lower the Preconference Only price for students by \$15.
 - d. Pam Martin thanks the working group for an excellent report and expresses full support for the proposed changes.
 - e. Jessica Breiman suggests with an increasing cost for attendance, the scholarship program could be given a boost. Rebekah Cummings agrees and suggests budgeting for increased scholarships in the coming year.
 - f. Patrick Hoecherl proposes budgeting for partial scholarships in the first year of rate increases to offset the difference. All agree.
 - g. Dan Compton asks for any concerns before moving forward; none are heard.
 - h. Joe Everett moves to approve this as a General Board and distribute the information to members along with election information for a vote, as well as an announcement at annual conference. Rebekah Cummings seconds the motion. With unanimous yes votes, the motion passes.
 - i. Dan Compton will send this information out along with election information.
2. Calendar Year vs. 12 Month Membership - Discussion & Potential Vote (Dan Compton)
- a. The bylaws state, "The membership year shall be from January 1 to December 31."
 - b. Dan Compton explains that since we now offer a joint student membership with ALA, some people have recently paid for membership which will be active for 12 months with ALA but only until December 31st with ULA. This is confusing for those members and not a good value for money for ULA members.
 - c. There is general concern regarding record keeping, but Wild Apricot will send automated emails when membership is due so it will actually be easier to track membership for 12 months than for a calendar year.

- d. Wanda Huffaker expresses concern this could negatively impact organizations which would pay for all their employees at once. Joe Frazier says those organizations still have the freedom to pay all at once whatever time they prefer. Daniel Mauchley suggests it could be a problem for an organization adding a new hire partially through their billing year. Barbara Hopkins will investigate Wild Apricot's mechanics for prorating memberships and report at the next General Board meeting.
 - e. Rebekah Cummings suggests this will add value to membership in the organization and there is general agreement.
 - f. Daniel Mauchley makes a motion to amend the bylaws, changing the calendar membership to a 12 month membership. Rebekah Cummings seconds the motion. With unanimous affirmative votes, the motion carries.
 - g. Because this is a change to the ULA organizational bylaws, it will be included in the general election.
3. Vote to dissolve START and TAFRT Roundtables (Dan Compton)
 - a. Multiple roundtables were identified as having little to no activity and no leadership and were considered for dissolution. GODORT and LPSSRT have found leadership and will not be dissolved, but there was no interest from START and TAFRT.
 - b. Dan Compton suggests LAMRT can work with trustees to take over communication which should have been going through TAFRT.
 - c. Jami Carter makes a motion to dissolve START and TAFRT. Shawn Bliss seconds the motion. Votes are unanimous. The motion carries.

New Business

4. Election Timeline (Jami Carter)
 - a. Jami Carter encourages people to nominate members for offices or to self-nominate if willing to serve.
 - b. The bylaws provide lists of the responsibilities of each office.
5. ULA 101 (Rebekah Cummings)
 - a. Originally set for Friday, April 27th, 10:00am-1:30pm at the Viridian Center. A conflict changes this date to April 20th.
 - b. This training opportunity is for outgoing and incoming people in any office to meet, share information, and learn about their office. It's a great way to learn which meetings to go to, when to vote, what organizational goals are, etc.
6. Benefits of being a member of ULA (Dan Compton)
 - a. Dan Compton proposes putting together a brochure explaining the benefits of ULA membership, ideas on how to get involved, etc. Wanda Huffaker, Joe Everett, Daniel Mauchley, and Dan Compton will work together on this project.

- b. Rebekah asks if the organization has ever surveyed membership to ask why they are members. Barbara Hopkins volunteers to help with a survey.

Reports / Activity / Discussion Items

- 3. Conference Committee Report (Emily Darowski)
 - a. Visit sched.com to see sessions, which are starting to be built.
 - b. The Conference Committee is still looking for gift baskets and prizes for the silent auction. Donations are welcome from individuals, local businesses, and any library.
 - c. This year's networking social will have tables for each roundtable so attendees can network and learn more about each group.
 - d. Emily Darowski asks for anyone planning after-hours activities to let her know so she can highlight it in conference materials.
 - e. Daniel Mauchley asks if roundtables could use any extra exhibitor/vendor space in the exhibit hall. Dan Compton suggests the ULA and Career Services booth could be a chance for roundtables to share what they do.
 - f. Any roundtable wishing to reserve a table for their members should get in touch with Emily Darowski.
- 4. Intellectual Freedom Committee Report (Wanda Huffaker)
 - a. A situation late last year involving the firing of an art teacher in Hyrum, UT was widely reported locally and nationally as centering around library materials with classical nude paintings. ULA wrote a letter to the district expressing surprise that the materials were destroyed, as was reported. The superintendent responded that the situation was more complex than news outlets reported; the district also clarified that the materials were not library materials.
- 5. YSRT Workshops (Sherrie Mortensen)
 - a. Dan Compton reports in Sherrie Mortensen's absence. The Fall YSRT workshops went well and were positive experiences for all involved.
- 6. Utah State Library Report (Kari May)
 - a. The General Board welcomes Kari May via Zoom. Kari reports the State Library is focusing on legislative issues such as IMLS. They are also working to install internet filtering hardware where libraries are not compliant with the new filtering bill passed by the Utah State Legislature last year.

Closing

Adjournment

Daniel Mauchley makes a motion to adjourn. Joe Frazier seconds the motion. Votes are unanimous and the meeting adjourns at 1:27pm.

Conference Rates Increase Update

ULA General Board Meeting, February 23, 2018

The Utah Library Association (ULA) continues to foster professional relationships across the state by providing opportunities to network and collaborate through roundtable and committee events and our annual conference. These events are largely funded from membership fees and revenue from the annual conference. With varying costs of programming, venues, and conference amenities (e.g., wifi) from year to year, it is becoming increasingly difficult to maintain a budget that draws primarily from conference revenue and not the limited reserves. To facilitate the ongoing financial stability of the ULA, the general board began discussing rate increases at the October and December 2017 meetings. It was generally agreed that one jump now was more favorable than a gradual increase, and increasing one rate was more favorable than increasing both conference rates and membership rates. The president and general board asked a subgroup to research nearby state library conference rates and report back with findings and a proposed conference rate increase. The following provides information about this research and closes with a proposed conference rate increase that would go into effect January 1, 2019.

2014-2018 Review of Space Rental Costs and Overall Profit

Year	Venue	Space Rental	Profit
2018	Utah Valley CC	\$12,000.00	Unknown
2017	South Towne	\$18,077.57	\$9,099.07
2016	Davis Conf. Ctr.	\$18,700.00	\$12,511.60
2015	Dixie Center	\$11,095.00	\$22,438.12
2014	South Towne	\$15,053.70	\$15,465.53

This table above illustrates that aspects of the conference budget, such as space rental, can vary from year to year, as does our overall profit. Our event manager, Pia Jones, indicated it is difficult to gather information about how much other state library associations pay for their conference. She did say that a third of our conference budget typically goes to food whereas larger conferences may spend up to half of their budget on food and beverages. There are other ways of comparing our conference to others, which are reviewed in the following sections.

Comparison of Conference Registration Rates

	Conference Registration Type	Current ULA Rates	Average Across other Associations	Percentage ULA is higher/lower than the average
MEMBER	Preconference Only	\$55	\$33	40.9% Higher
	One Day (Th./Fri.)	\$100	\$127	27% Lower
	Full Conf. Early Bird	\$170	\$209	23.2% Lower
	Full Conf. Regular	\$200	\$233	16.5% Lower
NON-MEMBER	Preconference Only	\$55	\$33	40.9% Higher
	One Day (Th./Fri.)	\$170	\$171	0.6% Lower
	Full Conf. Early Bird	\$250	\$281	12.5% Lower
	Full Conf. Regular	\$295	\$297	0.7% Lower
STUDENT	Preconference Only	\$55	\$33	40.9% Higher
	One Day (Th./Fri.)	\$75	\$98	30.2% Lower
	Full Conf. Early Bird	\$100	\$130	29.8% Lower
	Full Conf. Regular	\$100	\$139	39.3% Lower

Not counting the preconference only rates, ULA registration rates are on average approximately 21% lower than other associations. Put in monetary value, ULA registration rates are on average \$25 lower than other library association rates.

Comparison of Conference Value

It is important to consider how the ULA conference compares in value to these other conferences. If the ULA conference is generally equal in value to these other conferences, it

lends additional merit to our rate increases (beyond financial stability and improved programming funding). ULA offers a comparable number of session time slots, but some states (e.g., Arizona and Kansas) offer more programs per time slot. However, these states employ more librarians and may rent more space to accommodate greater attendance. We have fewer exhibitors (25-30 compared to 40-50), but this is most likely a space issue as well. ULA and other conferences typically offer lunch each full day of the conference in addition to snacks and beverages. Other conferences tend to offer more author programs and activities (e.g., hike, yoga). ULA roundtables sometimes sponsor tours and other activities. ULA offers more pre-conferences than other library associations. ULA also organizes sessions by category better than other conferences.

Comparison of Library Income & Cost of Living

Compared to eight nearby states (Colorado, Arizona, Nevada, Kansas, New Mexico, Idaho, Wyoming, and Montana), Utah librarians make approximately \$1,700 more per year. On average, these other states employ approximately 1,100 librarians, whereas Utah employs approximately 770 librarians. The 2017 composite cost of living index for Utah (96.7) is slightly lower than the average composite cost of living index for these comparator states (97.5).

Proposed Rate Increases

Overall, the ULA conference is on par with other state library conferences in terms of time, session offerings (when taking into account the size of our association), and food offerings. Additionally, Utah librarian incomes and cost of living are comparable to other states. Thus, it appears reasonable to increase conference rates to also be comparable.

Rate Type	Current Member Rate	Proposed Member Rate	Current Non-Member Rate	Proposed Non-Member Rate	Current Student Rate	Proposed Student Rate
Preconference Only	\$55/session	\$55/session	\$55/session	\$55/session	\$55/session	\$40/session
One Day (Th./Fri.)	\$100	\$120	\$170	\$190	\$75	\$95

Full Conf. Early Bird	\$170	\$200	\$250	\$280	\$100	\$120
Full Conf. Regular	\$200	\$220	\$295	\$300	\$100	\$130

In these proposed rates, the preconference per session rate remains the same, as it was already higher than the average of preconference rates in the comparison. One day rates were increased by \$20 for members, non-members, and students. Full conference early bird rates were increased by \$30 for members and non-members. Regular rates for members and non-members were increased by another \$20 from this new early bird rate. This is less of a “late fee” increase from the current rates, which increase by \$30 from early bird to regular rates for members and by \$45 from early bird to regular rates for non-members. However, a \$20 “late fee” charge from early bird to regular rates more closely matches the average of other conferences. Full conference rates for students were increased by \$20 for the early bird rates and another \$10 for the regular rates. A smaller increase seemed more reasonable for students who are typically living on a smaller budget. The proposed rates also give students a new discount on the preconference only price, dropping it from \$55 to \$40 for students.

Projected Revenue Increases

Using the average registration counts from the last two years, the following table illustrates how these proposed rates would translate into almost \$12,000 in additional revenue. The majority of registrations come in at the member early bird rate, so this is where the largest bump in revenue would occur.

	Conference Registration Type	Average Registration Last 2 Years	Average Revenue Last 2 years	Revenue Increase with Proposed Rates
MEMBER	Preconference Only	3	\$165	\$0
	One Day (Th./Fri.)	61	\$6,100	\$1,220
	Full Conf. Early Bird	293	\$49,810	\$8,790
	Full Conf. Regular	28	\$5,600	\$560
NON-MEMBER	Preconference Only	3	\$165	\$0
	One Day (Th./Fri.)	7	\$1,190	\$140
	Full Conf. Early Bird	8	\$2,000	\$240

	Full Conf. Regular	2	\$590	\$10
STUDENT	Preconference Only	2	\$110	-\$30*
	One Day (Th./Fri.)	11	\$825	\$220
	Full Conf. Early Bird	9	\$900	\$180
	Full Conf. Regular	9	\$900	\$270
SUM		436	\$68,355	\$11600

*In the data used to get average registration counts, pre-conference only registrants were not distinguished by member/non-member/student so the average of 8 preconference only registrants were evenly split between these registrant types. Thus, this \$30 loss with the student discount may not be an accurate projection.

The ULA Conference Registration Rate increases proposed in this report were approved by the General Board on Friday, February 23, 2018. These rates will take effect on January 1, 2019.