

**MUSIC LIBRARY ASSOCIATION**  
**Minutes of the Meeting of the Board of Directors**  
**Online Meeting, April 11, 2014**

Friday, April 11, 2014 2:04-3:08 pm EDT

Present: Stephanie Bonjack, Paul Cary, Michael Colby (presiding), Mike Duffy, Paula Hickner, Damian Iseminger, Rick McRae, Tracey Rudnick, Michael Rogan (audio only), John Shepard, Lisa Shiota (recording)

The meeting was called to order by President Michael Colby at 2:04 pm.

**1. Adoption of agenda**

Rick McRae suggested that items #2 and #3 be switched in order. **It was moved by John Shepard, and seconded by Rick McRae, to approve the agenda as amended.** The motion passed unanimously, and the minutes reflect the change.

**2. Social media**

Stephanie Bonjack submitted the report of the social media task force. The summary of the recommendations: the usage of the various social media platforms (Facebook, Twitter, etc.) needs to be prioritized and people who can consistently provide regular updates to these platforms need to be assigned. Updates should include those that are event-specific and trending topics. The Web Committee should be in charge of coordinating these efforts instead of its members being charged to implement them. The Publicity & Outreach Officer should be in charge of social media.

Michael Colby expressed concerns about implementation of these recommendations, as the current Publicity & Outreach Officer will soon be stepping down, and a search committee for this position has just been assembled. He asked if it would be advisable if the Web Committee should start work on this now, and Stephanie seemed to think that wouldn't be a problem. However, Web Manager Verletta Kern has not yet been apprised of the task force report, and has been busy with the MLA site migration.

It was generally agreed that social media platforms for the association should be provided with regularly updated content, and active promotion of posts (sharing, "liking"/"favoriting", etc.) should be vigorously encouraged.

**It was moved by Damian Iseminger, with a friendly amendment by Michael Colby, that the Board charge the incoming Publicity and Outreach Officer to work on implementing the recommendations of the Social Media Task Force.** The motion passed unanimously.

Michael Colby thanked Stephanie and the members of the task force for their work on this report.

### **3. Publicity and Outreach Officer job description**

Rick McRae provided the draft of the Publicity and Outreach Officer job description. Discussion ensued on the language of the draft to allow the Officer to create a vision on promoting the association without being limited to specific methods on how to do this, as well as outlining the relationship of this position to other officers and committees. Michael Colby suggested taking the draft back to the Planning Committee for further revision, and the Board will vote on the revised draft via email. The Administrative Handbook then needs to be revised to reflect the current language of the job description.

### **4. Online-only access to *Notes***

Paul Cary introduced this topic from a proposal from the chair of the Publications Committee, Bonna Boettcher. Members have requested the option of having online access to *Notes* without getting a print copy, as a possible green option or a cost-saving option. Most members have online access through their institutions, and current MLA members have access through our arrangement with Project MUSE.

Having an online-only option to the journal, in fact, does not save the members any money, as the dues would still be the same. It also does not save on the printing costs because the bulk discount is then lost. It was suggested that MLA could donate unwanted print copies as promotional copies, or to library schools or other people, but storage space and cost are issues. Project MUSE does not currently provide access to *Notes* cover-to-cover and does not include ads. Because the ads are only viewable in the print edition, advertisers may see the online-only option as a cause for concern. Moving towards online only may be in the future, but most of the online platforms for academic journals are not ideal to use at this time.

Michael Colby suggested that this idea be discussed by the Publications Committee before further discussion and action be taken.

### **5. Installment Payments for MLA Membership**

The Membership Committee submitted a proposal to the Planning Committee to allow members to pay their membership fee in installments. They recommended trying this first with sustaining membership only. One major disadvantage of this method is that much follow-up is needed for installment payments; membership privileges are accorded with the first payment, and there would be no incentive for that member to make further installment payments. In addition, credit card numbers are not kept by the Business Office.

It was suggested that in the case of sustaining membership, two payments could be made: one payment for regular membership, and the balance towards sustaining membership. However, two large payments may not seem as attractive to members as payments in monthly increments.

The payment mechanism is currently designed to either accept payment in full, or to refund the first payment on the books, add the payments together and create a new transaction; or, similar to the case of adding a IAML subscription, treat the second payment as a “store product” add-on.

For the Business Office reporting purposes, they would like to keep the membership types separate, as different types have different access privileges to the MLA website.

Donations have a similar problem, as the Your Membership system does not allow donations to more than one fund at one time. Paul Cary suggested that donations could also be handled as store products through the MLA website.

The Planning Committee would like to propose allowing for installment payments for sustaining membership as a BAR (Board Action Required) for the Spring Meeting.

## **6. Adjournment**

**It was moved by Damian Iseminger and seconded by Tracey Rudnick to adjourn the meeting.** The motion passed unanimously. The meeting adjourned at 3:08 pm.

**APPENDIX I: New Policies Adopted by the Board**

**None**