

President – Kathy Wibbels

The South Dakota Library Association made great strides this past year. We completed our Strategic Plan and began implementing it. Our new logo that was recently passed by the membership was a part of that plan.

Based upon the strategic plan surveys and the goals set forth by the Executive Board, I created a Social Media Committee that has been working with Twitter and Facebook, trying to reach more of our members. There's still much to be done with social media and how our organization delivers news and continuing education to its members. I believe this is an opportunity to grow and enhance SDLA in the future.

Another goal of the strategic plan is to get sections and committees more involved in the organization. I think we've taken a small step in that direction and believe each section will become more active in the coming years. Committees will also take on new duties in the future. The more SDLA members who become actively involved, the more ownership they will feel and the stronger the organization will become.

Legislative Day in Pierre was held in January. There were great displays set up in the Rotunda to help Legislators understand all that libraries do. Our lobbyist Jim Hood, who had held a webinar with us on talking to Legislators, greeted people and answered questions that day. Our luncheon was well attended and, after visiting the Chambers, we reconvened in the Rotunda where the State Library held its accreditation ceremony.

Shortly after Legislative Day, Jim Hood announced his retirement. That meant a search for a new lobbyist. In July, the Executive Board voted to hire Eric Erickson from the Cutler Law Firm in Sioux Falls. I am very happy that Eric agreed to join us at the Conference and present a breakout session. He is very enthusiastic and believes in SDLA's mission. He has been a lobbyist for several years and knows his way around the Capitol. That's a great benefit for us.

SDLA sent three of its members to the Mountain Plains Library Institute in May. They were Maria Gruener, Mary Grace Johnson and Ana Olivier.

Branch Out was held at Augustana University on August 11. Attendance was low again this year. This may prompt the Executive Board to look at this event's future viability.

Executive Secretary/Treasurer Stephanie Brewer continues to work on the web site, making it more user friendly. There's still work to be done, but it continues to improve each month. Our new look is much more professional. Kelly Henkel, *Bookmarks* editor, will eventually be taking over more web site duties as the Executive Board voted to expand her job description. It seems there is more than enough work for two people!

Our procedures were updated this year as well, so we now have on paper the proper "map" for what we do. Procedures, however, are ever changing and need to be revisited annually. The Executive Board assigned this to the past president.

In order to accomplish all of these projects and deal with the various challenges that have arisen this year, the Executive Board met four times, twice via telephone and two times in person as well as a face-to-face strategic planning session. I want to thank the Board, committee and section chairs, and members for all of their help and input. It has been a great year, and I am excited to continue working with the Executive Board next year under Danielle's leadership.

Vice President/President Elect – Danielle Loftus

A strategic planning consultant from Sage was employed to realign and update our strategic plan. The SDLA Executive Board initially met with the consultant to begin planning work. President Kathy Wibbels and I additionally worked with the consultant in person and via email. In 2017 several of the plan's initiatives will be implemented by SDLA committees. I attended SDLA Executive Board meetings in person and via phone. I assisted Kathy with initial planning for the 2016 SDLA conference. The 2017 conference will be in Chamberlain, and arrangements with the venue have taken place. See the following Finance/Membership Committee report for information about budget planning, and membership.

Past President – Amber Wilde

This year as past president has involved a lot of paperwork and revisions, trying to get things updated and ready to pass on to the next board. My big project was to go through the bylaws and procedures and work with the various committees to try to make sure they are current and accurate. We made quite a few adjustments and revisions, and I know that it is still not perfect. The process was a good reminder that this should be a living document, one that is constantly updated to reflect the goals and actions of the organization. It should be something that can be referred to by any member to get an accurate portrayal of how the South Dakota Library Association operates. With this in mind, our revisions included adding this task to the past president's duties each year so that an annual review is built into our procedures. In addition to this task, I worked with the rest of the executive board on a new strategic plan with new ideas for rejuvenating the organization. I attended all board meetings throughout the year and assisted at Legislative Day as well as with other projects. I have enjoyed my five years on the executive board and look forward to watching their continued progress.

Executive Secretary/Treasurer - Stephanie Brewer

This is my second year now as EST and I am becoming more comfortable in the position. It once again has been a very busy year! Every year is busy with our basic meetings and events but this year had a few extra things going on. Here are some of the highlights from my year:

- Researched and found a new conference calling platform with The Conference Call Group to help facilitate our meetings.
- Also researched and purchased liability insurance for the association.
- Assisted in gathering data for the strategic planning process. Also attended meetings and gave feedback in the creation process.
- Cleaned up the membership database purging old records and updating bounced emails. The board has decided to disband the SDLA listserv as we have found our membership database is a much more accurate way to reach our members.
- Assisted in the procedure update process.
- Managed registrations for Branch Out.
- Assisted with the new Social media committee. Thank you to Kelly who has taken the lead on posting to the Facebook page.
- Continued to update the website to make it more user-friendly. I have added more online forms including ones for award nominations. I will also be adding Professional Grant/Scholarship forms soon. Currently I am in the process updating the website to

correspond with our new logo. I am really looking forward to having Kelly take over more of the content aspects of the website to free up more time to work on the functionality of features. Please let Kelly or I know if there is anything that is not functioning properly on the website or if there is a feature you would like to see. We love feedback!

- Conference. It may be only a 3 day event, but it is an 11 month process putting it together. It is completely worth it though!

As of September 15, 2016, the association had 374 current personal memberships, (of which 109 are complimentary legislator memberships), 38 institutional memberships and 12 subscriptions. As of September 15, 2015, SDLA had 403 personal members, 45 institutional and 14 subscriptions. These numbers are continuing the downward trend in membership that we have seen the past few years.

Accounts:

As of 9/01/2016:

Wells Fargo Accounts: \$74,913.81

Ameriprise Financial Money Market: \$15,763.03

Ameriprise CD: \$19,890.08

SDLA Leon Raney Endowment Fund: \$72,837.12

Thank you to everyone for another great year, especially the executive board for all of their hard work and dedication.

ALA Councilor – Elizabeth Fox

2016 ALA Council Documents and actions are available at

Actions: http://www.ala.org/aboutala/governance/council/council_actions

Documents: <http://www.ala.org/aboutala/council-documents-midwinter-and-annual-conference-2016>

2015 ALA Annual Report available at <http://www.ala.org/aboutala/annualreport>

The American Library Association Midwinter Meeting was held January 8-12, 2016 in Boston, MA. The Midwinter Meeting primarily focuses on business meetings of the organization, discussion groups, author forums, and exhibitors.

The American Library Association Annual Conference was held June 23-28, 2016 in Orlando, FL. ALA Executive Director Keith Michael Fiels reported there were 16,597 attendees, down considerably from previous years. Historical attendance figures can be found at <http://www.ala.org/conferencesevents/past/pastannualconferences>.

The focus of ALA's marketing efforts this year has been to get libraries around the country to join it in the Libraries Transform campaign. This is a multi-year campaign designed to give some general talking points to all libraries so we can join our voices together and get some common themes to be recognized. The Libraries Transform campaign can be found at <http://www.ilovelibraries.org/librariestransform/>.

ALA's strategic plan with its directions, goals and strategies can be found at <http://connect.ala.org/node/241969>.

ALA's 2017 budget is \$51.9 million and includes a FY2017 Budgetary Ceiling of \$26,403,215 as approved by Council.

Midwinter 2017 will be held January 20-24, 2017 in Atlanta, GA and the annual conference will be held June 22-27 in Chicago, IL.

MPLA State Representative – Brenda Hemmelman

Eric Stroshane of the ND State Library assumed the role of MPLA President in the fall of 2015. Mickey Coalwell of Kansas will become MPLA President at the 2016 conference, which will be held October 20-22 in Loveland, CO. SDSU's Melissa Clark will be MPLA's President Elect!

Mark your calendars! The 2017 MPLA conference will be held jointly with the Nevada Library Association in South Lake Tahoe. Tentative dates are October 15-17, 2017.

The 10th MPLA Leadership Institute in beautiful Estes Park at the YMCA of the Rockies was held May 15-20, 2016. Attendees from SD were Mary Johnson, Maria Gruener, and Ana Olivier. The LI committee is looking at ways to save money for the next Institute in 2018, including looking at other venues.

MPLA uses Zoom videoconferencing software to conduct executive board meetings, as well as committee meetings.

MPLA has started a strategic planning process in 2016 with several focus groups.

MPLA is looking for a new newsletter editor.

Don't forget that MPLA has money to give away! Grant applications are accepted various times throughout the year and information can be found at <http://www.mpla.us/about/professional-development-grants.html>

If you are an MPLA member and would like to serve on a committee, or run for an MPLA office, please contact our VP/Pres. Elect vicepresident@mpla.us

MPLA Jobline can be found <http://www.mpla.us/quick-links/jobline.html>

MPLA is on Facebook, Twitter, and LinkedIn. Find us, like us.

Remember that new MPLA memberships are always ½ price.

Visit the MPLA table and sign up for free memberships! <http://mpla.us/>

Recording Secretary – Nita Gill

The Executive Board met:

November 18th, 2015 (Conference Call)

January 20nd, 2016 (Pierre)

April 20th, 2016 (Conference Call)

July 8th, 2016 (Pierre)

Will meet September 28th, 2016 (SDLA in Watertown)

All meetings had a conference call option.

I recorded minutes for each meeting. Upon approval of the Executive Board, the minutes were updated on the SDLA website.

E-Votes were held:

- October 14th, 2015 Correct Kelly Henkel's Book Marks editor contract
- January 15th, 2016 Approve the 2016 Legislative Day platform
- February 2nd, 2016 Offer 1 free SDLA membership at each School LibraryEd Camp event
- February 3rd, 2016 Approve the Strategic Plan
- February 24th, 2016 Accept the Spearfish Holiday Inn and Convention Center's Conference offer
- March 9th, 2016 Offer a 25% discount on conference registration to presenters of conference sessions
- April 18th, 2016 Approve 2016 ballot
- April 18th, 2016 SDLA sign the ALA's letter of support for the nomination of Carla Hayden as Librarian of Congress
- May 25th, 2016 Upgrade to 2016 desktop version of Quickbooks
- June 14th, 2016 SDLA not support the ALA Resolution Concerning the Role of Chapters as it currently is written
- July 25th, 2016 Present the new logo to the membership
- September 8th, 2016 Approve the 2016 election results

The SDLA Board also met in Chamberlain October 16th, 2015 for strategic planning.

Book Marks Annual– Kelly Henkel

This is my first full year as editor of *Book Marks* and I have continued to print a quarterly edition of the SDLA newsletter and produce the annual conference program. In addition, this year I produced a brochure to advertise the conference and sent it out SD librarians using a list provided by the state library.

Last year I chose to continue with Melissa Webber's color scheme for the newsletter but after conference I plan on changing the look of the newsletter to better complement our new logo.

I have continued to encourage submissions from librarians, library staff and library stakeholders so that the newsletter content reflects the diversity of libraries represented by SDLA. I have also solicited submissions this year when I saw an opportunity that I thought would be out of the box and interesting to the readership, such as a library-themed poem or a short article from an out of state librarian about presenting at a national conference.

The executive board voted to change the contract of the *Book Marks* editor to reflect the change in responsibilities for maintaining the website. Rather than compensation on a quarterly schedule to coincide with the production of the newsletter, the editor will be paid monthly. This new contract will be in place by October, 2016.

I have participated in the new Social Media Committee. We focused on being more intentional with posting regularly to Facebook and Twitter. Stephanie Brewer and I have taken the lead with posting to Facebook. I hope that SDLA's social media accounts can be used to provide

information as well as used to interact with the pages of South Dakota libraries to create an online exchange of ideas and foster a sort of dialogue of what is happening in SD libraries.

In 2016 I added more content to the website and updated outdated content but I plan work to be more proficient with the website platform and creative with what is added to the website next year. I am taking a class in digital media this semester—this will help me with the creative visual aspects of the online and printed media I produce for SDLA.

I enjoyed my first full year as *Book Marks* editor! Thank you to everyone on the board for your assistance by sending me reports for the newsletter and all the proofing/correcting that Kathy and Stephanie helped me with this year.

Federal Relations Coordinator – Daria Bossman – No Report

Public/Trustee Section – Maria Gruener

The South Dakota Library Association Public/Trustee Section continues to support the Prairie Pasque & Prairie Bud programs. The 2015-2016 Children’s Book Award Committee consisted of:

Katherine Eberline – Chair
Diane Althoff
Kathleen Bergeson
Diane Broksieck
Ashley Cortney
Marilyn Henderson
Donna Johnson
Julie Jorde
Janelle Kirchoff
Vickie Neuman
Barbara Schuler
Marta Stirling
Dee Dee Whitman

With 1624 votes, *Outfoxed* by Mike Twohy, was the winner of the 2016 Prairie Bud Award. *Duke* by Kirby Larson was the winner of the 2016 Prairie Pasque Award with 1215 votes.

The Children’s Book Award Committee will be adding a third award, the Prairie Bloom, for the 2017-2018 awards. The Prairie Bud will be voted on by grades K-1, the Prairie Bloom will be selected by grades 2-3, and the Prairie Pasque will be chosen by grades 4-6.

Anyone interested in being on the committee should contact the public/trustee section chair.

School Library Media Section – Laura Allard

The past year as SDLA School Section chair has been exciting and full of challenges and opportunities. I was able to participate in the half day strategic planning session with the rest of the SDLA executive board last October. We generated several exciting and ambitious goals to move our profession forward. The four goals set by the larger association; professional

development, advocacy, marketing and communication, continue to be important with our school section as well. The School Section recognizes continued challenges within our section including recruitment of new members as well as the difficulty for members to attend annual conference due to the time of year it is held, as well as funding challenges for school librarians.

Throughout the year, we have continued to work on the Administrative Rule change for the School Library Media Endorsement that continues to be tweaked by the Commission of Teaching and Learning. The Commission has added a Praxis endorsement option to the existing school library endorsement rule with the purpose of giving districts an additional avenue for recruiting certified school librarians.

The School Section set up a Facebook page to increase communication with our section. This has been a great avenue for reaching our members. We will continue to develop this pathway of communication.

Last spring, SDLA School Section and the South Dakota State Library collaboratively hosted the first ever School Librarian EdCamp. Edcamp was held simultaneously in Sioux Falls and Rapid City on Saturday, April 2. Approximately 60 participants took part with both sites receiving excellent feedback. EdCamp was a great way for school librarians from across the state to meet, network and learn from each other. This fall, we have partnered with South Dakota EdCamp which will be offering a school library track as part of EdCamp at both East River and West River locations in October.

Last summer I attended the annual School Library Summit which was held on the final day of the South Dakota State Library's School Library Boot Camp. There was excellent discussion throughout the morning and attendees decided on two goals for the upcoming year:

Goal #1: Create platforms for mentoring library personnel

Goal #2: SDSL collaborate with SDLA by creating a hub for school library information

These are ambitious and exciting goals that the School Section will be excited to implement throughout the coming year. It is my goal to focus on recruitment of new members as well as forming sub-committees within the section to help achieve these goals.

Academic/Health/Special Libraries Section – Melissa Clark

Lindsay Marlow resigned as Section Chair mid-year when she left her current position at USD for a new one at Oregon State University. Section Vice-Chair Melissa Clark took over as Chair in July.

A call for proposals for the 2016 SDLA Conference Poster Session first went out on June 27th. Eleven proposals were received, and the presenters were contacted to confirm and/or correct the information about their poster. This information was compiled and sent to Kelly Henkel on August 17th for inclusion in the conference program. The poster session will be judged by four individuals, one representing each of the four SDLA Sections, and the presenter(s) whose poster receives the highest average score will win a \$50 Amazon gift card. The winner will be announced during the conference breakfast on Friday, September 30th.

Support Staff Section – Tonya Olson

Much of my past year was spent focused on Branch Out. We began with a survey in November 2015 to gauge interest in the event as participation has been relatively low for the past few years. The survey was successful with 48 participants: 11 deans or directors, 15 librarians, 19 library support staff, and 1 trustee. The types of libraries included 24 public library respondents, 15 academic library respondents, 3 school library respondents, and 6 special/other library respondents. When asked where they would like to see Branch Out located, the answers were split, with Sioux Falls receiving around 50% of responses. Time of year was evenly split between mid-May and early August. Many indicated that they would or would maybe send staff to Branch Out, with one person responding “no”. Customer service, technology, and programming were topics that were requested.

With these things in mind, we moved forward with Branch Out. We held Branch Out 2016 at Augustana University on August 11, 2016. The price was \$45 for SDLA members and \$50 for non-SDLA members. We had around 40 participants. Dee Dee Raap was our keynote speaker with South Dakota librarians graciously donating their time toward breakout sessions and the Mikkelsen Library hosting us. I thought the day itself was quite successful. We began the morning in the Augie commons and moved over to the library after lunch. The sessions went very well, seemed well attended all around, and there were no technology disasters. We sent out an evaluation survey afterwards with 14 responses. 100% of respondents thought Branch Out was a useful professional development opportunity and worth the price, with all but one saying they would attend Branch Out again.

With all this being said, I think it is time to look critically at Branch Out and decide what we would like it to be moving forward. We haven’t made money on the event for at least the last two occurrences and this year we lost money. For the amount of work, time, and money that goes into this, we had 40 attendees (that number includes our librarian speakers). In the past we consistently saw numbers in the 70’s, but the last 3 Branch Outs, I believe, have been around 30. I sent out fliers and emails encouraging people to attend and yet we had almost no one from the larger public libraries. It was well attended by smaller public libraries and academic libraries, as well as the State Library. One way that I think we could make this event better would be to get rid of the “keynote” speaker. That’s definitely where we lost money this year, even with the discounted rate and it was by far the hardest thing to set up. It’s hard to find something library specific as well. Based on the evaluation responses, I do think Branch Out still has value to SDLA, but I do think we need to rethink what Branch Out is.

A larger discussion we could have, and in many ways are having, is ways to draw Support Staff into SDLA. We currently have 25 members in the Support Staff section with several of those people holding roles outside of support staff. What value do we bring to support staff and how can we communicate that to those outside of SDLA?

Please see attached Branch Out evaluation

Bylaws & Procedures Committee – Stephanie Brewer & Nita Gill

This year Amber spearheaded the project of updating the procedures as discussed in the President’s and Past President’s reports. The updated bylaws and procedures are available on the website at www.SDLibraryAssociation.org under the “About SDLA” tab.

Auditing Committee – Laura Olson, Karen Rickert

The auditing committee met in Pierre, SD on May 12th to examine the financial records of the South Dakota Library Association for the calendar year 2015. We looked at cash and investment account statements and the documentation for the accompanying activity. Traditional deposits and expenditures were organized and easy to follow. Internal records matched statements from the financial institutions with which the organization does business.

We also reviewed the almost completed 990EZ form processed by the Executive Secretary Treasurer and it appears to be accurately reported. Application for an extension to file was approved by the Internal Revenue Service.

We commend the Executive Secretary Treasurer for a job well done.

Professional Development Grants Committee - Vicki Carlson

The Professional Development Grants Committee received seven applications for grants and scholarships between January-September 2016.

The committee awarded available funds as follows:

- \$400 Conference Grant to Susan Lippert from Yankton Community Library to attend SDLA Conference in Watertown.
- \$500 Scholarship Grant to Montana Barnett from Karl E. Mundt Library at Dakota State University to pursue Master of Library Information Science at San Jose State University, San Jose, California.
- \$450 Professional Development Grant to Linda Dobrovolny from Yankton Community Library to attend Association for Rural and Small Libraries Conference in Fargo, North Dakota in October 2016.
- \$450 Professional Development Grant to Susan Heggstad from Vermillion Public Library to attend Association for Rural and Small Libraries Conference in Fargo, North Dakota in October 2016.
- \$400 Conference Grant to Teri Ewalt of Webster Public Library to attend SDLA Conference in Watertown.

Committee members:

Vicki Carlson, chair
Ann Smith
Gary Linn

Intellectual Freedom Committee – Sara Freng – No Report

Finance/Membership Committee – Danielle Loftus

The 2017 budget was prepared with the gracious and talented help of EST, Stephanie Brewer. Stephanie recommended updating the annual budget spreadsheet that has been used by the SDLA Executive Board for several years. She worked with a professional accountant to realign and update several areas for reporting purposes. The board approved the

changes. Concerning membership, the 2017 SDLA committees were realigned and filled. Stephanie Bents, Issues Committee chair submitted a proposal to redistrict the SDLA legislative areas to match the South Dakota Legislature's districts. This proposal will be voted on at the next board meeting.

Public Relations Committee – Lynn Klundt

Members included Lynn Klundt, Marguerite Cullum, Kelly Henkel, Vickie Mix, and Stephanie Brewer.

The committee accepts nominations for SDLA awards and selects the winners. Stephanie Brewer handles the plaques, flowers, and stipends for the awards night. Kelly Henkel helps prepare and distributes press releases regarding awards presented at the annual conference, as well as general convention activities.

We met via conference call to discuss and vote for the winners of this year's awards. We had a total of 9 nominations for 6 of the 7 awards the South Dakota Library Association offers. Please consider nominating an individual who works hard to make a difference in a South Dakota Library for future awards.

Library Issues Committee – Stephanie Bents

Legislative Day was held January 20, 2016, in the South Dakota State Capitol Rotunda with 226 attendees. Libraries Transform was the theme of the event. Libraries from around the state provided displays that showcased innovative programs and services. The SDLA Executive Committee adopted a platform in support of Blue Ribbon Panel's recommendations regarding education in South Dakota. Feedback from librarians regarding the event was overall positive.

Please mark your calendars for February 16, 2016 for the next Legislative Day in the Capitol Rotunda.

Thanks to everyone who attended and who invited their legislators. Special thanks to the Issues Committee members listed below:

Scott Ahola
Raven Christman
Laura Hess
Melissa Hutmacher
Mary Johnson
Doris Ann Mertz
Kyle Schaefer
Freya Simpson
Sam Slocum

Nominating Committee – Jan Brue Enright

Committee members:

Scott Ahola
Edith Nelson
LeAnn Kaufman

The committee needed to garner nominations for two positions this year: Vice President/President-Elect, and Recording Secretary. Evan Washechek ran unopposed for Support Staff Section Chair.

After a call for nominations from the membership, the committee nominated the following people:

VP/President-elect:

Mary Francis, Assistant Professor/Reference Librarian, Dakota State University*
Nita Gill, Adult Services Librarian, Brookings Public Library

Recording Secretary:

Craig Johnson, Media Librarian, Augustana University*
Stephen Johnson, Business & Distance Education Librarian, University of South Dakota

Voting closed on September 1, and congratulations to the winners are indicated above with an “*”. Thank you to everyone who agreed to run. Our organization is as strong as its members and our willingness to serve!

Children’s Book Award Committee – Katherine Eberline

The South Dakota Children’s Book Awards, sponsored by the South Dakota Library Association, invite students in the elementary grades to read and vote for their favorite book of the year. The Prairie Bud Award is for students in grades K-2, while the Prairie Pasque Award is geared for students in grades 3-5. Both of for these awards encourage students to read and vote for their favorite book from a list of nominated titles. New this past year is that students could vote after each book read. The Prairie Bud students voted on whether or not they thought the book they read should have won the award, the Prairie Pasque students voted on how much they liked a book on a three star scale. With the change in the voting, there was an increase in student participation.

For the Prairie Bud, 11,793 votes from K-2 students were cast; this is an increase of 1,588 votes. In grades 3-5, the Prairie Pasque, 11,616 votes were cast; this was an increase of 5,098.

Students from grades K-5 voted for their favorite books during the 2015-2016 South Dakota Children’s Book Awards competition. Following are the results of the Prairie Bud/Prairie Pasque voting:

Prairie Bud winner: **Outfoxed** by Mike Twohy
Prairie Pasque winner: **Duke** by Kirby Larson

New this year will be the introduction of the Prairie Bloom Award. The Prairie Bloom was created in response to concerns over the years about the third grade readers and what list best suits their needs. The creation of the Bloom also changes the grade categories for the other awards. The Prairie Bud will now be open to students from JK-1st grade (for elementary schools offering a Junior Kindergarten option), the Prairie Bloom will be open to students in 2nd and 3rd grades, and the Prairie Pasque will be open to students in 4th and 5th grade. 6th graders will be able to vote for the Prairie Pasque award, if they are enrolled at a K-6 school, to lessen the monetary burden on those schools that might not be able to buy an additional set of YARP books, just to serve one grade in the school. With the creation of the new award, each list will contain 10 books.