

2017 South Dakota Library Association Annual Report

President- Danielle De Jager-Loftus

I am honored to have served as SDLA president this year. As I write this report, the Executive Board along with the Local Arrangements Committee are working hard to get everything in shape for conference.

Improved participation and communication are two important components that affect the future of SDLA. To achieve these goals, several actions were accomplished this year by the Executive Board, the sections and the committees. Some of these were a result of the Strategic Plan enacted under last year's Board.

1. The Public Relations committee developed a marketing plan that will serve SDLA now and in years to come.
2. Social media, particularly the SDLA Facebook was successful this year in communicating SDLA's messages, and generating membership awareness and participation. The Board agreed that the Social Media Committee would be an important addition to the SDLA Bylaws.
3. Legislative Day was a success again this year as in past years. The Board was pleased with the level of service and attention received from our new lobbyist, Eric Erickson. I wrote a report (available on the SDLA website) about the use of a paid lobbyist for SDLA and examined other state library associations' practices concerning paid lobbyists. SDLA leadership understands that professional staff—in this case a lobbyist—and a dedicated advocacy presence in our Library Issues committee is crucial if the libraries' voice is to be heard in South Dakota. The hiring of a lobbyist is a procedure that the Board has taken to performing in order to meet the organization's advocacy goals. A yearly evaluation of the lobbyist's performance will be executed by the Board and at that time the renewal of the contract will be voted upon by the Board.
4. The SDLA listserv via USD was reenacted and refined so all members can post and participate.
5. In an effort to efficiently collect, preserve and communicate the association's history, the SDLA Archives Records Policy and Historian position were reviewed. A special committee was set up to define who is responsible for giving items to the USD Archives, set up a formalized depository schedule, and make a recommendation about possible removal of the Historian position (which has been vacant since 2001).

Executive Secretary/Treasurer Stephanie Brewer announced her wish to resign and the Board will be hiring a replacement.

Incoming president Mary Francis has many good ideas for the future of SDLA, and I look forward to serving with her and the rest of the Executive Board next year. Thanks to everyone for all your hard work!

Vice President/President Elect- Mary Francis

I attended National Library Legislative Day in Washington DC in May 2017. I represented South Dakota

and met with individuals from the offices of Mike Rounds, Kristi Noem, and John Thune. I attended SDLA Executive Board meetings in person and via phone. I assisted President Danielle Loftus with planning for the 2017 SDLA conference. The 2018 conference will be in Sioux Falls, and initial planning has started with members of the local arrangement committee. With EST Stephanie Brewer stepping down from her position, I put together a search committee to find a replacement. Members include Danielle Loftus and Brenda Hemmelman, and the committee's work continues. I completed a budget for 2018, see Finance/Membership Committee report.

Recording Secretary- Craig Johnson

The Executive Board met:

November 10th, 2016 (Conference Call)

February 16th, 2017 (Pierre)

April 20th, 2017 (Conference Call)

July 7th, 2017 (Pierre)

Will meet September 27th, 2017 (SDLA in Chamberlain)

E-Votes were held:

January 15th, 2017 Approve the 2017 legislative platform

May 15th, 2017 Approve the 2017 ballot

July 13, 2017 Approve the sale of license plate tags at \$20 and initial order of 200

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

Past President- Kathy Wibbels

This year, I reviewed procedures and the Executive Board made a few needed changes. I helped the Board move the strategic plan forward and some progress was made on objectives. One of the objectives, the addition of a Social Media Committee that I formed when I was president, was deemed successful by the Board. I wrote a description for the committee and the Board voted to recommend that the committee be added to SDLA's bylaws as a standing committee. The membership voted to accept the Board's recommendation and the Social Media Committee is now a part of our bylaws. I have enjoyed my time on the Executive Board and, even though I retired this year, I renewed my SDLA membership. It is a great organization and everyone is needed to move its mission forward. I wish the Board and the organization continued success.

ALA Councilor- Elizabeth Fox

2017 ALA Council Documents and actions are available at

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

Documents: <http://www.ala.org/aboutala/governance/council/council-documents>

2016 ALA Annual Report available at <http://www.ala.org/aboutala/annualreport>

The American Library Association Midwinter Meeting was held January 20-24, 2017 in Atlanta, GA. 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 22-27, 2017 in Chicago, IL. ALA Executive Director Keith Michael Fiels reported there were 23,485 attendees, the highest it has been since 2013. Historical attendance figures can be found at <http://www.ala.org/conferencesevents/past/pastannualconferences>.

ALA continues to focus on 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/>. The current political climate and the threat to library funding at the federal level make it even more imperative that libraries join together in one voice.

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

ALA's 2018 preliminary budget is \$51.5 million and includes a FY2018 Budgetary Ceiling of \$66,674,990 as approved by Council. Note that in 2017's Annual Report, the 2017 General Fund Budgetary Ceiling was reported rather than the overall Budgetary Ceiling.

Midwinter 2018 will be held February 9-13 in Denver, CO and the annual conference will be held June 21-26 in New Orleans, LA. I would encourage any other SDLA members who can to attend the Annual Conference in New Orleans.

MPLA Representative- Brenda Hemmelman

Mickey Coalwell of Kansas assumed the role of MPLA President in the fall of 2016. SDSU's Melissa Clark was slated to become MPLA President in fall of 2017. However, Melissa took a new job in Texas, which is not an MPLA state. Annie Epperson, former MPLA President, will take on the interim role and MPLA elections will proceed as usual.

The 11th MPLA Leadership Institute in beautiful Estes Park at the YMCA of the Rockies will be held April 29-May 4, 2018. Applications for mentors and fellows are now open <http://www.mpla.us/quick-links/leadership-institute.html>. Notifications for chosen fellow applicants will be sent by December 15, 2017. The MPLA executive board voted to increase the fees for the LI. MPLA members = \$600 (paid memberships for 2017 & 2018); Non-MPLA members = \$800.

Dan Chaney, longtime MPLA webmaster and supporter, passed away in December 2016. The board voted to rename one of its awards to honor Chaney. The unsung hero award was renamed the Dan Chaney Unsung Hero Award and biographies for the two named awards on the MPLA awards page were added.

MPLA hired South Dakota's Melanie Argo of Madison Public Library as the new newsletter editor.

MPLA is in the process of forming a Past President's Council, which will be an advisory group made up of past presidents of the organization. The membership will vote on this in October.

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

MPLA 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/>

Executive Secretary/Treasurer- Stephanie Brewer

This is my third year and final year as EST as you may know the job postings the Vice-President has been sending out. I will no longer have the time to devote to the EST position, but I still plan on being involved with the association. It has been a great experience and I am grateful for the all opportunities it has giving me to learn and to meet so many great librarians throughout the state! It has once again been a very busy year. Here are some of the highlights:

- Created online forms for scholarship/grant applications and evaluations and also a form to submit the names and information of librarians who have passed away to memorialize them at conference.
- Transferred the domain registration into our name so that we could have a professional domain based email to help ensure email messages regarding the organization are being received and not caught in spam filters. If you haven't already added info@sdlibraryassociation.org to your address book, please do so.
- Updated and have continued to maintain the SDLA listserv to allow for SDLA members to send out messages to the entire association.
- Worked with the public relations committee on a marketing plan to help recruit new members to the organization. The board also decided to offer ½ price dues to new members for the first year they join.
- 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. Thank you to Kelly for all the work she has done as the main webmaster and for continuing to add content. I continue to focus on the backend and functionality of the website. 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 1, 2017, the association had 385 current personal memberships, (of which 107 are complimentary legislator memberships), 46 institutional memberships and 11 subscriptions. As of September 15, 2016, SDLA had 374 personal members, 38 institutional and 12 subscriptions. These numbers are showing a rebound in numbers from the downward trend we had been experiencing in previous years.

Accounts:

As of 9/01/2017:

Wells Fargo Accounts: \$55,996.57

Ameriprise Financial Flexible CD: \$15,767.73

Ameriprise CD: \$20,109.98

SDLA Leon Raney Endowment Fund: \$88,803.41

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

Book Marks Editor/Webmaster- Kelly Henkel

This year I have collected information, designed, and distributed four issues of *Book Marks*. I also produced and distributed a small marketing poster to all SD libraries. Lastly, I created and printed the 2017 conference booklet. The design of all printed products was updated to complement our new logo.

This year I have continued to encourage submissions to *Book Marks* from SDLA's diverse membership. I consistently receive quality submissions from a handful of libraries; this year I plan on soliciting submissions from individuals. I was so blown away by the work of the people who were nominated for SDLA awards and I wondered, "Why aren't these people advertising themselves in *Book Marks*?!". I hope to get some of these impressive stories in the upcoming issues.

I have participated in the new Social Media Committee and will be the chair pending the membership vote. This year I posted consistently on Facebook but did not keep up with our Twitter account. I have heard that some people prefer Twitter so I want to make sure we don't drop the ball on that platform this year. I am able to easily provide SDLA information and share posts from activities around the state and I think it's a valuable tool for communicating with the membership beyond the quarterly newsletter.

In 2017 I continued to update the website's many pages and homepage. I am getting more familiar with the platform which I suspect will be very useful when SDLA gets a new EST. I also created the design and content for the current conference website. Stephanie and I discussed having a more visually appealing conference site this year and I think that we were successful.

Thank you to everyone who submitted content for SDLA's printed communication. SDLA sends each member of the SD legislator a printed copy of *Book Marks*; submissions are library advocacy. Thank you to Stephanie Brewer and Danielle Loftus for your constant assistance and editing skills.

Federal Relations Coordinator- Daria Bossman

No written report

Academic/Health Sciences/Special Libraries Section Chair- Mary Kraljic

Melissa Clark resigned as Section Chair in June when she left her current position at SDSU for a move to Texas. Section Vice-Chair Mary Kraljic stepped in as Chair in July.

Kraljic sent the first call for proposals for the 2017 SDLA Conference Poster Session on April 18th. Only one proposal had been submitted by the original deadline of August 1, so the deadline was extended. Nine poster proposals were submitted and accepted by August 25. Presenters were contacted to confirm or update the information about their posters. This information were compiled and sent to Kelly Henkel for inclusion in the conference program. The poster session will be judged by four individuals, one representative from each of the four SDLA Sections. 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 29th.

Support Staff Section Chair- Evan Washechek

This year has been spent reviewing critical analysis of past Branch Out sessions and trying to modernize the event, or reevaluate the goals. The Mikkelsen Library at the Augustana Campus has been a wonderful host for Branch Out for several previous sessions. However the proximity in date to the 2018 conference also in Sioux Falls provides a unique challenge, which coincides with many official members questioning the long term viability of the event as it stands. Therefore a suggestion was made by one of the executive committee members to look into alternatives such as pairing the conferences this time, encouraging additional attendance on a day that has been historically lower for the conference and perhaps encourage some libraries who wouldn't normally send support staff to even Branch Out to the conference as well. This method would have also saved money on costs by possibly sharing costs of already hired speakers. This might be a potential solution to the Branch Out question, but local and committee organizers have logged reasonable criticism to the plan encouraging me to reach out to other members of the organization for possible alternatives. Opinions from members of SDLA have been mixed, with an equal amount of people in favor of a western location, central location and having Branch Out as part of the conference. This leads me to the conclusion that most likely I will attempt a western location for the event.

At the conference in Chamberlain, I will bring this issue up with the board and we will have a chance hopefully to discuss not only the future of Branch Out 2018, but the future of the event in the long term as well.

School/Library Media Section Chair- Laura Allard

The SDLA School Section formed several subcommittees this past year including social media,

recruitment and professional development.

The Professional Development committee conducted a poll asking for feedback on professional development needs and preferences which was directed towards all people working in school library whether they were members of SDLA or not. Many respondents indicated that they would like to be a part of a mentoring program. The results were as follows:

<https://www.surveymonkey.com/results/SM-KP5396SZ/>

The Professional Development Committee collaborated with the State Library to offer another EdCamp in April. There was an East River and West River location both combined had about 30 attendees.

Overall the response was favorable. EdCamp has been a convenient and inexpensive way for librarians to network and share ideas.

The Social Media committee created a new Facebook page. To make it a better resource, it needs to be promoted and more content added on a regular basis.

Public Library/Trustees Section Chair- Maria Gruener

The South Dakota Library Association Public/Trustee Section continues to support the Prairie Pasque & Prairie Bud programs. The 2016-2017 Children's Book Award Committee consists of:

Katherine Eberline – Chair	Korey Erickson	Vickie Newman
Diane Althoff	Donna Johnson	Jasmine Rockwell
Kathleen Bergeson	Amanda Jensen	Dee Dee Whitman
Diane Broksieck	Julie Jorde	
Ashley Cortney	Janelle Kirchoff	

With 2,591 votes, *Gaston* by Kelly DiPucchio, is the winner of the 2017 Prairie Bud Award. *Dog vs. Cat* by Chris Gall is the winner of the 2017 Prairie Bud award with 3,030 votes, and *The Whispering Town* by Jennifer Elvgren is the winner of the 2017 Prairie Pasque Award with 3,096 votes.

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

Auditing - Laura Olson, Chair

The auditing committee met in Vermillion, SD on July 14th to examine the financial records of the South Dakota Library Association for the calendar year 2016. We used the month of April to sample and also closely examined the conference expenses as they are the largest of the year.

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 990EZ form processed by the Executive Secretary Treasurer (EST). Application for an extension to file was approved by the Internal Revenue Service. We commend the Executive Secretary Treasurer for a job well done.

Since our meeting the EST has indicated that the position will be opening soon. It is our recommendation that a full professional audit be completed on the 2017 books as is required by our bylaws. We also recommend an inquiry into EST compensation in order to attract the best candidates.

Bylaws & Procedures - Stephanie Brewer

The main change was the change to the bylaws spearheaded by Past President, Kathy Wibbels, to added the Social media Committee as a standing committee. We are happy to say that change was successfully passed by the membership in the general elections.

There was one slight change to the procedures this year. It was clarified in the Professional Grants and Scholarship conditions that “No applicant may receive more than one financial award per twelve months”. Financial award replaced the word “grant” to better convey the intent of the clause.

Children's Book Awards Committee- Katherine Eberline, Chair

The South Dakota Children’s Book Awards, sponsored by the South Dakota Library Association, invites 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 JK-1, the Prairie Bud is for students in grades 2&3 while the Prairie Pasque Award is geared for students in grades 4&5. All three of these awards encourage students to read and vote for their favorite book from a list of nominated titles. New this last year is our Prairie Bloom Award and the subsequent slight realignment of the other award grade levels. The Prairie Bud students voted on whether or not they thought the book they read should have won the award, the Prairie Pasque and Prairie Bloom 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.

The response to both the new voting procedures implemented last year and the addition of the new award this year seem to be very well received. For the Prairie Bud, 2,135 votes from JK-1 students were cast, for the Prairie Bloom 14,305 votes from second and third grade students were cast, and for the Prairie Pasque, 18,776 votes were cast. For a total of 35,216 votes cast from students grades JK-5, this is an increase of 11,807 votes from last year which is up almost 34%!

Students from grades K-5 voted for their favorite books during the 2016-2017 South Dakota Children’s Book Awards competition. Following are the results of the Prairie Bud/Prairie Pasque voting:

Prairie Bud winner: **Gaston** by Kelly Dipucchio (2,591 votes)

Prairie Bloom winner **Dog vs. Cat** by Chris Gall (3,030 votes)

Prairie Pasque winner: The Whispering Town by Jennifer Elvgren (3,096 votes)

Finance & Membership - Mary Francis, Chair

The 2018 budget was prepared with the help of Stephanie Brewer and Danielle Loftus. The budget includes expenses for Branch Out and MPLA Leadership; these are bi-annual expenses.

Also included is a professional audit, which takes place when a new EST is hired. I especially want to thank Stephanie for going through the budget and making suggestions and comments. There will be a special table for new members during the Thursday breakfast at SDLA Conference where they can talk with members of the Executive Board.

Intellectual Freedom – Sara Freng, Chair

Nothing to report

Library Issues - Amber Wilde, Chair

The Legislative Issues Committee helped to plan the SDLA Legislative Day on Thursday, February 16. Nearly 225 people, including 56 legislators, were served at the buffet lunch hosted by SDLA in the Capitol Rotunda. Kathleen Slocum of the State Library managed the local arrangements for the event, and SDLA's lobbyist, Eric Erickson, assisted with invitations to legislators and introductions at the event. The theme of the day was Libraries Transform, an initiative of the American Library Association that focuses on demonstrating how libraries impact their communities. Librarians were introduced in both the House and Senate with an announcement about SDLA Legislative Day. Both SDLA and the State Library set up informational tables in the Rotunda for the day as well.

In addition to legislative day, the Legislative Issues Committee set up a webinar with the help of our lobbyist to help prepare members for communicating with legislators. Several issues pertaining to libraries were dealt with during this year's legislative session, and the committee contacted legislators in support of a bill that made changes to the administration of the State Library, at the advice of the State Library Board, and a bill that increased funding for education. The committee also dispersed information to the membership about speaking up on behalf of LSTA and IMLS when cuts were threatened at the federal level.

Nominating - Jan Brue Enright, Chair

Committee members: Scott Ahola, Edith Nelson, LeAnn Kaufman

The committee needed to garner nominations for just one position this year: Vice President/President-Elect, with two other positions having unopposed candidates. After a call for nominations from the membership, the committee nominated the following:

VP/President-elect

Daniel Burniston, Vermillion Public Library

Maria Gruener, Watertown Regional Library *

Unopposed Candidates:

Public Library/Trustees Chair-elect: Barbara VanderVorst, Potter County Library*

School Media Library Chair-elect: Kimberly Daranta, Douglas High School Library*

(* indicates the winner of the election)

Thanks to the nominating committee and to those who said "yes" when asked to run.

Professional Development Grants - Brenda Hemmelman, Chair

As of 8.24.2017, the Professional Development Grants Committee received ten applications for grants and scholarships.

The committee awarded available funds as follows:

- \$400 Conference Grant to Lindsey Hansen of Centerville Community Library to attend SDLA Conference in Chamberlain.
- \$400 Conference Grant to Amanda Raiche of Yankton Community Library to attend SDLA Conference in Chamberlain.
- \$450 Professional Development Grant to Dana Schmidt from Yankton Community Library to attend the LibTech Conference in Minnesota in March of 2017.

One additional \$450 Professional Development Grant will be awarded in October.

Submitted by Brenda Hemmelman, chair

Committee members:

Ann Smith

Gary Linn

Public Relations - Lynn Klundt, Chair

Members included Lynn Klundt, Sarah Jones, Kelly Henkel, Susan Heggstad, and Stephanie Brewer.

The committee met earlier this year to discuss a strategic marketing plan for SDLA. The committee decided to focus on promoting library services to South Dakota communities as well as promoting SDLA membership and services to smaller public and school libraries. The committee marketed the power of libraries during the annual Legislative Day in Pierre by asking visiting librarians to hold up Love Your Library posters for a photo opportunity that would be later shared on SDLA's Facebook page. The Committee is also planning on handing out bookmarks promoting SDLA at the annual conference.

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 8 nominations for 3 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.