



**Fall 2015 Membership Meeting**

**Meeting Minutes**

**May 5-6, 2015**

**Atlanta, GA 30309**

**Participants**

Auburn University: Bonnie MacEwan  
Clemson University: Peggy Tyler  
College of William & Mary: Carrie Cooper  
Duke University: Deborah Jakubs  
East Carolina University: Jan Lewis  
Emory University: Yolanda Cooper  
Florida International University: Anne Prestamo  
Florida State University: Julia Zimmerman  
George Mason University: John Zenelis  
Georgia Institute of Technology: Catherine Murray-Rust  
Georgia State University: Tammy Sugarman  
Johns Hopkins University: Ken Flower  
Louisiana State University: Stanley Wilder  
Mississippi State University: Stephen Cunetto  
North Carolina State University: David Goldsmith  
Tulane University: Lance Query  
University of Alabama: Lou Pitschmann  
University of Alabama at Birmingham: John Meador  
University of Central Florida: Barry Baker

University of Florida: Judy Russell  
University of Georgia: Toby Graham  
University of Kentucky: Terry Birdwhistell  
University of Louisville: Bob Fox  
University of Memphis: Sylverna Ford  
University of Miami: Chuck Eckman  
University of Mississippi: Julia Rholes  
University of North Carolina at Chapel Hill: Rich Szary  
University of North Carolina at Greensboro: Beth Bernhardt  
University of South Carolina: Tom McNally  
University of South Florida: Bill Garrison  
University of Tennessee: Steve Smith  
University of Virginia: Ellen Ramsey  
Vanderbilt University: Jody Combs  
Virginia Commonwealth University: John Ulmschneider  
Wake Forest University: Lynn Sutton

**Staff & Guests**

President Mark Becker, Georgia State University  
ASERL: John Burger, Cheryle Cole-Bennett

**NOT PRESENT:** Library of Virginia, University of North Carolina at Charlotte, Virginia Tech

Tuesday, May 5, 2015

**1) Welcome and Introductions**

ASERL President Tom McNally called the meeting to order at 1:04pm. He congratulated Jan Lewis for her recent appointment as Dean of Libraries at East Carolina University after a long tenure serving as Acting Dean. Attendees introduced themselves, followed by tributes to departing ASERL members Lynn Sutton and Lou Pitchmann.

**2) ASERL 2015 Annual Meeting**

- Annual Financial Report – in packet. Bob Fox, Secretary/Treasurer. Approved as presented.
- Board Elections. Nominees are.

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- o Carrie Cooper, College of William and Mary, President-Elect
- o Yolanda Cooper, Emory University, Member-at-Large
- o Bill Garrison, University of South Florida, Member-at-Large

John Ulmschneider made a motion to accept the slate of officers as presented. Judy Russell seconded. Approved unanimously.

- Draft Changes to ASERL Membership Criteria – John Burger provided an update from Board discussions on the proposed changes (see PowerPoint on ASERL website). He shared a list of talking points for table discussions –
  - o Pros/cons of proposed qualitative factors?
  - o Change ½ Mean to ½ Median for threshold?
  - o 2-year moratorium on new members?
  - o Possible consequences (good or bad)?

After small group discussions and reporting-out, Lynn Sutton made a motion to approve the use of the median calculation rate, as well accepting the new membership criteria with a two year moratorium on new members. John Ulmschneider seconded.

Deborah Jakubs asked for further clarification about the two year moratorium on new members. John Burger explained that the moratorium would allow us time to determine any unforeseen consequences of the changes before we take on new members. Deborah noted the ARL Board recently changed their membership process whereby new members will be approved by the Board, and they are also not accepting new members during the transition.

Lance Query commented that he did not see a compelling reason to change the method for calculating the threshold. He believes item 4.3 (qualitative factors) is a compelling, substantive change that allows an institution that enhances the national conversation about research libraries to be an ASERL member, rather than focusing only on their budget. He further expressed concern that the “good faith effort” funding statement in the draft criteria is not measurable and weakens the criteria. He made a motion to strike the “good faith” language from the criteria. Bill Garrison seconded.

Sylverna Ford expressed the need to retain language about adequate funding but requested that the wording be more explicit. She made a motion to authorize the Board to alter the language in criteria #4 to reflect that funding be commensurate with other research libraries. Bonnie MacEwan seconded. The majority voted in favor.

After further discussion, Judy Russell called for a vote to approve Lynn Sutton’s motion with the edited language in item #4. Unanimously approved.

**3) Presentation / Discussion: “A President’s Perspective”** President Mark Becker, Georgia State University. Introduction by Tammy Sugarman.

President Becker was unable to speak about copyright issues, as their legal issues with the publishers remains active. Instead, he chose to speak about innovation that facilitates student recruitment, retention, and graduation rates.

President Becker referenced the Ithaka study (linked on the ASERL website) focusing on GSU’s recent experimentation to improve graduation rates at scale. Becker believes in gathering and using data in

management decisions. To address longstanding issues, they have been successful in postulating a theory of why they have the problem, then test small-scale experimental solutions with 50-100 students, and evaluate the results. Refine and repeat; implement with large scale populations when ready.

This approach has been used to address the problem of students who accumulate course credits but not graduate, as a result of advising problems. GSU has developed predictive analytics that allows them to predict by the end of a student's first year whether s/he will graduate in their chosen field. They can also monitor a student's academic activity and can send a warning if the student is going off-track. GSU has captured data for every course for every grade for a decade and are confident they can predict how successful any student in any major will be.

Further, GSU has found many students quit college due to financial reasons than educational/achievement issues. GSU can use their analytics to track the rate of student spending Pell grants and scholarships to identify those at risk of dropping out due to finances, and have developed a strategic use of financial aid to provide additional financial support for these students. This allows GSU to help students to responsibly spend their financial awards to attain graduation.

GSU has developed "learning communities" to assist students in adjusting to college life. Every GSU student must participate in at least one learning community. By connecting each student with others with common interests, GSU has significantly decreased drop-out rates.

President Becker believes higher education will become more like Amazon, using data about individual likes and needs to build custom-tailored educational programming and predict success / alerts to potential obstacles to success.

President Becker noted that many parts of any university seek to demonstrate causality – *how does x contribute to student outcomes?* This includes libraries. He noted that as a president, he is not necessarily interested in the cause, but rather the results. He understands that intangible contributions can have significant impacts on student success. But as an educator, he is also interested in correlations and determining the central elements and capabilities that are needed for data analysis.

#### **4) Discussion Tables: Open-ended Conversations with Colleagues about Emerging Topics in ASERL Libraries.**

- a) Strategies for deaccessioning paper collections
- b) Strategic Planning in a state of change
- c) Library Friends groups versus social media: How to reach out to the next generation of givers?
- d) Student Affairs units as tenants in the library: Partners or Competitors?
- e) Shared ILS – Current Status, Possible Next Steps

5:00pm – Recess for the Day

5:30pm - 6:30pm – Members' Reception. Peachtree Club – 999 Peachtree Street, 28<sup>th</sup> Floor

Wednesday, May 6, 2015

Tom McNally reconvened the meeting at 8:30am.

**5) Presentation / Discussion: What is the ‘New Normal’ for Library Security? How can ASERL Libraries Learn from Each Other?** Bonnie MacEwan (Auburn), Julia Zimmerman (Florida State Univ)  
[Powerpoints on ASERL website]

Julia Zimmerman opened the presentation by recounting a security instance at FSU from 2008 where a woman was sexually assaulted in the library, which led them to address security issues that made them somewhat prepared for the shooting that took place in November 2014. Following the 2008 incident they initiated a swipe card system for all library users, and library staff check the police department trespass list before issuing passes to non-affiliated users. Julia noted the library has developed a very positive relationship with the FSU police.

FSU library users are required to both swipe in and to swipe out of the building. They have 4 full time positions assigned to security and they have a trained security presence when the library is open. Active shooter training had been implemented and noted that staff were appreciative of the training when the instance actually occurred. Prior to the shooting, student workers manned the entry points; they have changed these to staff roles following the shooting.

Zimmerman noted that confusion and communication become major issues in such difficult situations such as this. Staff and first responders on the scene don't know if there are other shooters, whether it is an isolated situation, or something more. Emergency responders disseminate very little information, since oftentimes much is uncertain. Staff are often busy locking down the building and unable to get information to/from the police.

Bonnie MacEwan followed up with the results of the ASERL-ARL library security survey that was distributed in January 2015. Results showed a wide variety of policies and procedures in place. Auburn is planning a new addition to the library and expects to include some ideas from the survey in their design.

**6) Panel Presentation / Discussion: Inter-relationships between ASERL Libraries and University Presses – What Works, What Challenges?** Toby Graham (U-Georgia), Deborah Jakubs (Duke), Steve Smith (U-Tennessee), John Zenelis (George Mason) [Powerpoints on ASERL Website]

Each speaker discussed different business models and inter-relationships with their university presses. UGA hosts the press in the library and is actively engaged in their daily operations. Duke has a longstanding relationship with their press, serving as outside advisors. GMU's Press was transferred to the library and forms an integral component of the multi-faceted Mason Publishing program launched by Mason Libraries.

**7) Late Breaking News, Project Announcements, etc.**

- Committee chairs – Volunteers are needed to serve as co-chairs for Schol-comm and Coll-Dev.
- Schol-Comm Unconference - May 21, 2015, in Orlando
- Journal Retention & Gov-Doc Retention – building subject collections for Scholars Trust and always looking for additional Center of Excellence collections.
- “Deeply Rooted” digital collection – Metadata specs are complete; processes for harvesting are being tested. Will seek content from ASERL libs in next few months.
- Kudzu Courier contract – RFP complete; ASERL expects to renew contract with Lanter Delivery Systems with barcode tracking and higher payouts for lost/damaged items.
- Shared ILS exploration – Continue to work with Marshall Breeding. Eight libraries are part of the group, with two systems under consideration (OCLC and Exlibris)

- Coming soon: Email listserv contact list updates
- Coming soon: Request for Diversity Info
- ASERL Fall Membership Meeting, November 19-20, 2015. New Orleans, LA

**8) Meeting Wrap-Up / Questions & Answers / Adjourn**

Tom thanked the ASERL membership for the opportunity to serve as their President this past year, and adjourned the meeting at 11:38am.