



**AVL Council Meeting Minutes  
September 21<sup>st</sup>, 2022**

Roll Call

ACHE (Alabama Commission on Higher Education)  
Phill Johnson (Secretary and Chair-Elect)  
Ron Leonard (Treasurer)  
Kimmentha Herndon

ALSDE (Alabama State Department of Education)  
Cristin Dillard

ACCS (Alabama Community College System)  
A.P. Hoffman  
Chantae Calhoun

APLS (Alabama Public Library System)  
Amy Henderson (Council Chair)  
Nancy Pack  
Ronnie Smith

ASA (Alabama Supercomputer Authority)  
William Paine  
Cody Easley  
Cary Hill

1. Welcome
2. Review and approval of minutes from July 20<sup>th</sup>, 2022 meeting. Minutes were approved after a motion by Chantae and a second by A.P.
3. Financial Report
  - Ron noted that we paid Springer \$117,026 and paid another \$77.57 for unrelated shipping costs.
  - We have roughly \$922.39 left to carry over.

- Amy provided information about several recent promotional requests so those will eat up some of the leftover funds.
- Ron said we should probably set aside a little more money for shipping.
- Amy asked Bill to remove the selection box for posters because we are out.
- Nancy asked that the posters be printed on sturdier paper.
- Amy said she has lots of other promotional items remaining.

#### 4. Unfinished Business

- Facebook “gray” accounts:
  - Amy would like to wrap this up.
  - Bill did not post a photo to AVL social media because the EC was still discussing how to handle social media accounts.
  - Bill brought Cody with him to discuss, as they have some suggestions for policy and procedure. Cody indicated there should be clear guidelines for everyone to follow.
  - Cristin asked if there was anything in the MOU regarding this and Cody said there is not.
  - Phill provided background information about discussions in previous years, including how we agreed that at least two EC members should be involved in the approval process.
  - Nancy provided information about the previous person who had Bill’s duties and how she just took care of things like this.
  - Cody pointed out how much social media has changed and ASA now recommends firm guidelines to protect the EC.
  - Cristin moved we table this discussion about social media management and presence. Nancy seconded and the motion passed.
  - Cristin then moved that we bring up the tabled discussion from long ago about hiring an executive director or paying an intern and we determine what duties they manage. Nancy seconded and the motion passed.
  - Cristin noted we have discussed this for roughly four years and how we previously discussed hiring an intern to handle our social media. She pointed out how easy it would be to hire a retired state employee on a monthly basis. Really need an executive director to handle things like this.
  - Chantae pointed out that we need consistency and continuity in the position.
  - Amy said we should hire someone with knowledge of education. Prep work needs to be done and sometimes it will mean working with a marketing person.
  - Nancy pointed out how this would take a lot of the burden off of Bill.
  - Both Nancy and Ron think they might be able to provide an office for this hire.
  - Amy asked how to do this from a personnel standpoint. Nancy said we could do it as a contract employee type of position. Nancy said the Chair should manage the person and the EC would evaluate that person for continued employment.
  - Nancy said this would come from the AVL budget and the person’s hours would be submitted to Jennifer for payment.

- Cristin noted we would need to post an RFP. Nancy said the next meeting is October 6<sup>th</sup> so November would be the earliest date to get this before them for contract review. The person hired could start work after the Governor signs off on it.
- The director would send out the agenda, take minutes, provide meeting info, etc.
- Ron said someone with a business and marketing background would be ideal.
- Nancy moved that we create the position of Executive Director and appoint a committee to draft an RFP and move forth with recruiting an executive director. Cristin seconded and the motion passed.
- Amy appointed a committee consisting of one person from each agency and someone from ASA:
  1. Kim (ACHE)
  2. Cristin (ALSDE)
  3. Chantae (ACCS)
  4. Amy (APLS)
  5. Cary (ASA)
- Nancy indicated that she will review the RFP and present it once completed.
- Cristin agreed to chair the committee and she said she would like to work parallel to this to develop the social media policy and guidelines via the publicity committee.
- In terms of the social media policy, the EC would like guidance from ASA because they created the website. This would include things like the style guide.
- Bill said Noelle is their graphic designer and she put together a social media graphics package.
- Cristin asked if that includes hex codes, fonts, etc., and Bill said it does.
- We will have a recommendation from the EC at the next meeting to have publicity committee work on social media policy and style guide.
- Cristin mentioned we will need to have a called special meeting once Nancy receives and approves the RFP. Agreed that we will do so at the next AVL meeting. Phill will need to call this meeting because Amy’s term expires next week.
- Amy would like to be on the publicity committee to help with this once she rolls off as Chair.

## 5. New Business

- Debra Morrow
  - Amy provided information about Debra’s desire to be an intern. This conversation may have changed due to the decision to hire a director.
  - Amy is unsure whether we are even ready to talk to her right now.
  - Cristin asked what the goal is, Amy noted the idea was to glean that information from Debra today.
  - Ron pointed out we can still utilize her skills for other things.

- MOU with ASA
  - Amy would like to clarify the status of the MOU.
  - Nancy noted that she did not feel comfortable signing it without EC input.
  - Cristin asked if we should specifically state the two conferences ASA attends each year. EC was okay with making sure ASA attends ALLA, but maybe having the second conference be at the request of the EC.
  - Cody noted the newest MOU does not specifically spell out the number of conferences to attend or even specific conferences.
  - Cristin moved that the council have APLS sign the MOU as currently written. Ron seconded and the motion passed.
  
- Bill will begin adding the Springer ebook collection to the AVL.
  - Also conducting a trial of Scientific American according to Ron. He is currently working with APLS to put together a press release.
  
- Cody provided information about the Jefferson County Library trying to directly link to AVL resources but they are not having any luck doing so.
  - While ASA can provide the links, they cannot guarantee they will work for everyone.
  - Amy noted that we did not approve providing everyone with the direct link, but that the library can post a direct link at their discretion. If they are finding that link themselves and putting it on their website, AVL has no part in that.
  - Ron noted they should be reaching out to the vendor rather than ASA.
  - Cody asked if that meant ASA should not be providing technical support to those entities.
  - Amy asked what happens if an entity requests access through the AVL. If we provide the link to them do we provide support?
  - Bill said anyone going through AVL and experiencing issues should contact him.
  
- Cody noted that this meeting was not posted on the state site 10-days prior to the meeting date.
  - Asked if meetings will continue to be held at APLS? Nancy agreed that we are welcome to meet there so ASA will update the meeting location on the website.
  - Bill said that he has a form for the public to sign up if they want to attend a meeting.
  - Because she is currently the only person representing ALSDE, Cristin asked whether we can have a proxy attend a meeting. Nancy noted it is not in the bylaws.

## 6. Committee Reports

- Budget (Ron)
  - Nothing further to report.
  
- Database Review (Ron)

- Nothing further to report.
  - Selection & Licensing (A.P./Ron)
    - Nothing further to report.
  - Bylaws (Nancy)
    - Nancy sent out the bylaws and requests people to get help with committee work if they need it.
    - Nancy said it is Phill's pleasure to do what he wants with the committees. For instance, she pointed out that Ron is required to have an APLS appointee on the budget committee. She also noted that Phill will likely need to appoint someone to be on the Legislative and OER committees because he is not going to have time to chair both.
    - Nancy asked if the collection development policy developed by John-Bauer Graham had ever been passed.
  - Legislative and Advocacy (Phill)
    - Thirty-five new members to educate about the AVL.
    - This is a late start year so legislators are not around until March.
    - Cary needs to always be on this committee according to Nancy.
  - OER Commons (Phill)
    - None of the materials on OER Commons will be affected by the upcoming Pressbooks migration.
    - Working with ISKME to remove materials that do not belong in the Open Alabama section.
    - Committee also asked ISKME to provide administrators with greater access so we can more readily make changes.
    - ISKME still has not fixed the access issues (blue text on gray background).
  - Publicity (Cristin)
    - Cristin said we need to order new promotional items.
  - Training (Cristin)
    - No movement on training. We have discussed stipends for training and things like that but nothing has really happened.
    - Amy asked to be included on the committee.
    - A.P. suggested a dedicated trainer.
7. Announcements/Reminders
- Bill provided information about the recent phishing attacks on AVL vendors.
    - He said to remain diligent because bad actors exploit social media.

- Amy asked about the incoming secretary, which should be the chair-elect.
    - The chair-elect will have to come from ACCS. Nancy noted this is a strict rotation.
    - Chantae agreed to act as a placeholder until she sees if the chancellor appoints the person she is recommending from ACCS.
8. Adjournment
- Motion to adjourn by Cristin and seconded by Ron. Motion approved.