

AVL Executive Council Meeting Minutes
July 19th, 10:30 am -12:30pm

In attendance

Chantae Calhoun
Cristin Dillard
Susanne Estes
Jessica Everingham
Amy Henderson
Kimmetha Herndon
Cary Hill
A.P. Hoffman
Phill Johnson
Bill Paine

Minutes

- A.P. moved to approve the May 17th, 2023 minutes and Cristin seconded. Minutes approved.

Financial Report

- Ron is in Washington attending FAFSA training so Phill gave the budget report. Have a balance of roughly \$240,000, but with deductions we have \$218,105.69 (without the Director's salary). We only received a 1.26% budget increase from the legislature.

Unfinished Business

Purchasing:

- Phill noted the files Ron sent on Monday. It was recommended that we spend \$88,000 with Gale, and \$129,000 with EBSCO, for a total of roughly \$178,000. Time is too short to hire a Director, so we can add that \$39,960 salary to our ebook purchases. That gives us a total of \$218,000.
- Phill noted how many people at the AETC asked for more PebbleGo, and that we obtained a quote from David Burrow and it was \$80,000.
- Cristin pointed out that PebbleGo has kept their costs flat, and how they can provide materials for older students as well. She acknowledged it is an annual subscription, but it is a quality resource that librarians and educators want.
- Susanne noted that when she broke down the numbers in May, PebbleGo was far above everything else in terms of use.
- Phill pointed out that our ebook stats are abysmal and we know that PebbleGo will get use. Susanne said even if we can get another module for one year, it would benefit our users.
- Bill reiterated how many users came by the AETC booth and asked for more modules.
- Cristin reminded the Council that social studies and biography are the most requested modules, and that for the most part they lack controversial content.
- Kim asked if we have the funding to purchase modules and Phill said we could allocate the \$218,000 toward PebbleGo. Kim suggested we purchase modules and show the stats for the

next year and gather comments to get increased funding. Phill agreed and pointed out how the librarians and educators will go to bat for PebbleGo.

- Kim talked about the benefits of adding modules when it comes to legislative support.
- Phill said we could spend \$80,000 on PebbleGo and still have \$138,000 to spend on eBooks.
- Amy said we could also increase the spend for promotional materials. Bill agreed and pointed out the number of AETC attendees asking for swag. Amy said we should have a mousepad at every public library computer in the state, and A.P. agreed that there is a statewide benefit to our swag.
- Amy discussed the large number of items being requested by libraries throughout the state. Some libraries request thousands of items so we will need to purchase significant amounts.
- Phill pointed out that we could purchase two PebbleGo modules and still have \$60,000 for one-time purchases. He suggested we ask David Burrow if the AVL can drop modules in case of financial exigency. Kim agreed and said getting two modules would help fill significant educational needs in our state.
- Phill said we would need to hold another meeting after we obtain the information related to a possible PebbleGo purchase. The entire Council agreed that we would need to hold another meeting to beat the state deadline for purchasing this fiscal year.

AVL Director:

- Phill briefed the Council about a discussion between Bill, Susan Zana, and Hailey Ridgeway at AETC. Susan and Hailey were able to provide more information about how best to hire an Executive Director.
- Phill also noted that Cristin researched this even further and she explained how we could develop a MOA with a university. Most universities charge 8-10% and we can title it as consultation services. AVL will then develop a professional services contract with the person hired, and the university will pay the person for the number of hours worked. The Council already has the job description completed so now it is ready to post once we figure out what university we will partner with. This will be a year-to-year professional contract.
- Phill noted that we will have to push this back due to the impending end of the fiscal year.
- Cristin said it is a professional service posting so we can post it on the AVL website, on social media, on list-servs, etc., which makes it easy and quick to post.
- It was agreed that we need to post the position on the AVL announcement page as a first step, and then begin pushing out the notice because the application is already created.
- A.P. asked if anything in the job description ties the position to a specific institution, and Phill said no, that the position reports to the Council.
- A.P. noted that because this is a professional services contract there is no need for an institution's HR to be involved, which prevents complications.
- A.P. moved to post the position announcement and Cristin seconded the motion. The motion was approved.

Promotional Materials:

- Phill reminded the Council that we had previously approved \$20,000 to purchase promotional materials. He thanked Amy for putting together a great list of suggested materials to purchase.
- Phill said we could add \$2,000 to the amount if we have no more conference or shipping expenses.

- Kim moved to add the \$2,000 to the marketing budget and A.P. seconded. The motion was approved.
- Jessica said Jennifer Holman has the approved list of vendors and can put it out for a quick bid.
- A discussion was held to determine the best items to purchase, and a list was developed.
- It was decided we would finalize the discussion via email and then make the purchases.

Intern:

- Phill let the Council know that Debra Morrow had emailed last week and she is unable to complete an internship with the AVL at this time.

New Business

AETC 2023:

- Bill and Phill provided information about their time manning the AVL booth at AETC.
- People love AVL and they definitely want more PebbleGo.
- Multiple people asked for an AVL app, more computer science items, and recorded training sessions.
- Bill explained how geo-authentication works to a lot of people throughout the conference.
- Phill noted the long list of people asking for promotional materials.
- Susanne suggested the AVL present at next year's conference, and the Council agreed that we should do so.

SACSCOC List:

- Bill and Phill provided information about a recent request from John Miller from Snead State Community College.
- John is working on SACSCOC reaccreditation and wanted the AVL to provide a simple PDF list of the items we provide.
- The Council agreed we should have Bill develop that list and post it under our FAQs.

Committee Reports

Budget (Ron Leonard, committee chair)

- Phill noted there was nothing further to report.

Database Review (Ron Leonard, committee chair)

- Committee members met to discuss possible one-time purchases. Specifically, they looked at eBooks that were 2021 or newer and preferably DRM-free.
- They focused on math, reading, career, financial literacy, etc.
- Salem Press materials were too high. Gale had also increased their costs significantly, though they dropped them by 30% when we asked them for updated pricing.

Selection & Licensing (A.P. Hoffman & Ron Leonard, committee co-chairs)

- A.P. said there was nothing new to report at this time as they are in a holding pattern.

Bylaws (Nancy Pack, committee chair)

- Nothing to report.

Legislative and Advocacy (Nancy Pack, committee chair)

- Nothing to report.

OER Commons (Kim Herndon, committee chair)

- ISKME has finally granted Kim administrative access to the AVL OER Commons Hub.
- Phill noted that AUM is ready to add three more OER textbooks to the AVL OER Commons.

Publicity (Cristin Dillard, committee chair)

- Nothing to report.

Training (Cristin Dillard, committee chair)

- Nothing to report.

Announcements/Reminders

- Jessica asked everyone to promote the APLS LibGuide that contains a lot of good info about the AVL.

Adjournment

- Kim made a motion to adjourn and A.P. seconded. Motion approved and meeting adjourned.