



EBALA Board Retreat Minutes
Saturday, April 25, 2015
4:30 p.m.

Attendance: Joy Buchanan, Pamela Dutra, Ann Eikenberry, Andrea Everage, Elizabeth Kohlman, Brian Nervis, Tina Riehl and Karin Wiborn.

Absent: Stacey Bales, Brenda Barry, Margot Canapa, Rachel Estes and Nancy Neves

The meeting was called to order at 4:34 p.m.

A. President's Award Guidelines

1. Ms. Buchanan provided the Board members with a copy of the President's Award Guidelines and the Chapter's Performance Standards.
2. EBALA was awarded the President's Award of Excellence for 2014. Ms. Buchanan would like to see the Chapter increase performance in the areas which are Highly Recommended, such as establishing a Buddy Program. Ms. Buchanan recommended each Board Member review the criteria and focus in on their areas of concern, based on their position. In addition, the Board walked through Page 1 of the Award Guidelines during the Board Retreat (Responsibilities to Chapter Members), and committed to work through one page of the Guidelines at each Board meeting.

B. Reporting Requirements

1. Board positions required to report information to ALA should do so by sending their report (e.g., Minutes, Education), to chapters@alanet.org.

C. ALA Resources

1. Ms. Buchanan highlighted ALA's resources:
 - a. Region 6 Leadership (Director and leadership management) (Suzanne Lawler is the Representative for the EBALA Chapter.
 - b. ALA's website

D. Goals for 2015/2016

1. For 2015/2016 EBALA will focus on membership and on increasing meeting attendance. Two approaches discussed were to get new and current members engaged and active in the Chapter. Ideas included assigning Board members to meet a member at a Chapter meeting, or

taking a new member (mentee) to lunch or coffee, etc. Mentees will be assigned based on proximity to a Board member's office. The theme is **Get to Know Us** – the Chapter, the Board, your fellow administrators. Also, the Chapter can increase its presence and connectedness by building a Facebook and LinkedIn page.

E. Board Position Descriptions

1. Ms. Buchanan redistributed position descriptions to each board member.

F. Satisfaction Survey

1. Ms. Eikenberry drafted a Member Satisfaction Survey. The Board was asked to review the Survey and to provide comment to Ms. Eikenberry by May 4, 2015.

G. Committee Survey

1. The Board discussed sending the Committee Survey (committees of interest) to all members on an annual basis, four to six months after the Membership Survey. Surveys will be pushed out from the EBALA website. The Member Satisfaction Survey will go out at the end of May; the Committee Survey will go out in the fall. We discussed a \$25.00 Visa gift card as an incentive to members who complete the Satisfaction Survey.

H. Business Partners

1. Ms. Eikenberry has been in contact with a few business partners, who believe they are not getting the value of their sponsorship. One business partner pointed to the category offering for their sponsorship level, indicating a disconnect in sponsorship to benefit.
2. Ms. Eikenberry prepared a Business Partner Satisfaction Survey, however we decided to table it for now. We want to be sure we are able to meet the needs of the Business Partners before we unintentionally make representations through the survey. To be proactive, Ms. Eikenberry will contact the Business Partners to introduce herself, and to find out about their involvement with the Chapter. Ms. Eikenberry will ensure business partners are aware they can submit newsletter articles and provide them with publishing deadlines. Thereafter, Ms. Canapa will reach out to business partners to solicit articles.
3. Discussion was had concerning limiting the number of business partners in attendance at any one event.

I. Programs

1. Ms. Eikenberry discussed the 2015/2016 programs calendar and the venue for the Chapter's 25th Anniversary. The Anniversary will be a cocktails/appetizer event. Drink coupons will be issued. Additional drinks may be purchased. An invitation will be issued to Suzanne Lawler and Linda Quindt, and may issue to the Golden Gate and Silicon Valley Chapters' presidents.
2. An Anniversary Celebration Committee was formed: Ann Eikenberry, Tina Riehl, Elizabeth Kohlman, Joy Buchanan and Pamela Dutra.

A banner will be added to the website announcing the Chapter's 25th Anniversary.

There being no further business, the meeting was adjourned at 6:36 p.m.

Respectfully submitted,

A handwritten signature in blue ink that reads "Andreas Inerose". The signature is written in a cursive style with a large, stylized initial 'A'.