

FACRL Conference Call
June 5, 2007
DRAFT Minutes

Present: Michelle Apps, Nancy Cook, Nancy Cunningham, Elizabeth Killingsworth, Jonathan Miller, Carol Ann Moon, Beatrice Nichols, Nora Quinlan, Betsy Simpson

Absent: Sheri Brown, Mary Faulkner, Linda Sobey

The topic of the conference call was to discuss plans for the fall program, *Reinventing Outreach: the New Frontier*, to be held Friday, **October 26** at Edison College in Ft. Myers.

Speakers

Karen Schneider will not be able to serve as the keynote speaker. The keynote speaker should be someone who can provide a big-picture, visionary look at outreach in libraries today, hopefully drawing together the different elements to be presented later in the day (e.g., social networking, marketing, customizing, partnering). Potential sources for a speaker might be a Florida library director or library school professor. Board members will investigate possibilities and share ideas.

Brian Mathews is confirmed as the second speaker. The title and description of his talk have been submitted.

Elizabeth and colleagues are confirmed to speak about UCF library's partnership with Course Development and Web Services.

The board expressed interest in asking Barbara Lewis to speak about USF library's outreach to athletes. Nancy Cunningham will follow-up.

Student Scholarships

Nora and Jonathan will develop the guidelines and form for the student scholarships for sharing with the board by mid-July. FSU and USF library schools will be notified in mid-August with a submission deadline of September 15 and notification by October 1. Three students will be selected to receive \$150 each to attend the fall program and participate in a panel discussion.

The board decided to postpone the implementation of a student internship.

Cost

Mary estimated total cost for 70 attendees at \$1,600 for room rentals, light breakfast, lunch and snack. The board decided to use the same fee structure as last year's fall program (see below) for three primary

reasons: 1) to accommodate student scholarships 2) to prevent large fluctuations as the program migrates around the state from year to year and 3) to avoid the possible perception that lower cost equals lower quality.

- ACRL or FLA member - \$60.00
 - Not an ACRL or FLA member - \$65.00
 - Student - \$30.00
 - Retiree - \$30.00
 - On-site registration - add \$10.00
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Publicity

Nancy Cook and Elizabeth volunteered to work on publicity. Avenues for advertising the event were discussed, including:

- info at <http://facrl.fcla.edu/>
 - e-mail announcement to the FLA Academic Libraries Member Group list
 - e-mail announcement to FACRL list
 - e-mail announcement to Florida library directors (list developed by Nora, which Betsy plans to update)
 - ad in Florida Libraries
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FLA Co-sponsorship

Betsy has been in touch with Tomaro Taylor, our liaison to the FLA Executive Board, to explain about our dual role and ask if FLA would be willing to co-sponsor (in name only as the Academic Libraries Member Group) the FACRL fall program. Tomaro will take the proposal to the FLA Executive Board as soon as Betsy sends more details.

Registration packet

Betsy will contact Mary to discuss on-site preparations - registration packet, nametags, etc. Carol Ann volunteered to assist.

E-mail discussions

Beatrice asked that board members cc her on their non-list communications so that as board secretary she can keep abreast of developments.