

OCULA Council Meeting
September 19th, 2013
OLA Office
10 a.m. to 3:30 p.m.

Present:

President: Kristin Hoffman
Vice President: Sophia Apostol
Past President: Jenn Peters
OCULA SC Planner: Jane Schmidt
OCULA SC Planner: Jaclyn Chambers-Page
Councillor-at-Large: Sarah Forbes
Councillor-at-Large: Courtney Lundrigan
Councillor-at-Large: Mindy Thuna
Councillor-at-Large: Peter Duerr
Councillor-at-Large: Sharon Munro
Publications: Editor-in-Chief: Martha Attridge-Bufton
Deputy Editor: Carey Toane
OCULA Librarian in Residence: Lydia Tsai

OLA staff:

OLA Executive Director: Shelagh Patterson
OLA Manager, Operations: Helios He
OLA Marketing and Communication Coordinator: Annesha Hutchinson

Minutes by: Sharon Munro

The following are items of business discussed at the OCULA Council meeting on September 19th, 2013.

Welcome :

Kristin welcomed everyone to the OCULA Council meeting. Council members introduced themselves. Kristin explained the declaration of conflict of interest and asked if this applied to anyone present. No one was affected by this item.

Approval of the agenda:

Approved by: Peter Duerr
Seconded: Mindy Thuna

Approval of the minutes for June 5th, 2013:

Approved by: Courtney Lundrigan
Seconded: Peter Duerr

Review of June 5th 2013 teleconference :

There was some discussion about the online meeting for OCULA Council which took place on June 5th 2013. Various problems with the technology were noted and some other options were considered. A decision will be made at the November OCULA Council meeting as to whether or not to continue with an online meeting in June.

Business Arising and update on action items:

Cory Laverty, Head, Education Library at Queen's University and recent OCULA Councillor-at-Large was awarded the *OCUFA Academic Librarianship Award* for 2012-2013. Congratulations from OCULA Council will be sent to Corinne.

Harriet Sonne de Torrens, President of CAPAL is interested in talking with OCULA about possible collaborations between the two associations. It was suggested that OCULA representatives be identified for discussions with CAPAL and Sophia volunteered.

Updates about *Access Copyright* will be appearing in the *InsideOCULA* newsletter.

2013 OCULA budget :

The OCULA budget is on track. Courtney will be getting the figures for the *OCULA Spring Conference* from OLA. OCULA will be looking at the budget for the upcoming year at the OCULA Council meeting in November.

Strategic Plan update:

Shelagh talked about the *OLA Strategic Plan* for 2014-2018. Overall aim is to make the Plan more cohesive with the divisional councils and to have one strategic plan for OLA. *Dysart & Jones Associates* was chosen to work on the Strategic Plan with OLA. A sub-committee was established to provide advice about the process and Sophia is OCULA's representative on this committee. So far, a teleconference, town halls and a survey have been organized to get feedback from OLA members. A set of seven personas was developed to represent OLA members and the potential member community. A persona is the creation of a person with a certain set of attributes, characteristics and preferences and is an effective tool for an organization to refer to when planning programs, services or strategies. Shelagh said that draft tactics are currently being worked on and the OLA Board will approve the Strategic Plan in November. The new *Strategic Plan* is an extension of the existing one. The four strategic priorities from the last *Strategic Plan* remain the same – i.e., growing career paths and potential; collaborating to extend libraries' strategic voice; transforming ideas into solutions; and strengthening our organization.

The new *Strategic Plan* will be launched to the membership at the *OLA Super Conference*. There is a link to the current *OLA Strategic Plan* in the *OCULA Manual*. Discussion followed on ways to promote the *Strategic Plan*.

Awards, nominations and elections:

A *Nomination Committee* has been struck consisting of Janice Mutz (Lakehead) and Cynthia Williamson (Mohawk College). Mindy, M. J. D'Elia (Guelph) and Robin Bergart (Guelph) are on the *Awards Committee*. The *Lifetime Achievement Committee* consists of Sharon and Carey.

Fall Event:

Sophia reported that the *Fall Event* will take place on October 25th in the Ottawa Public Library, Rideau Branch. OCUA Council members were encouraged to promote this event.

Super Conference planning:

OCULA's Spotlight Speaker is R. David Lankey, author of *The Atlas of New Librarianship*. Kristin thanked Jane for setting this up. Martha will work with Liz Kerr to set up an interview with R. David Lankey for *InsideOCULA*.

It was noted that OCUA will need to recruit another Super Conference Planner as Jane's term is nearly over. Kristin thanked Jane and Jaclyn for all of their work for the *OLA Super Conference*.

OCULA Student Award Lightning Strikes:

Sophia noted that much work was being done to promote this event. Some additional promotional ideas were discussed. It was agreed that OCUA would continue with the practice of giving every participant an OLA membership. The winner will be asked to contribute an article for *InsideOCULA*.

Spring Conference:

Kristin noted that at least one and preferably two people will be needed to organize this conference. A theme also needs to be developed for the conference. The call for posters will go out in January and the *Spring Conference* will take place on the last Friday in April.

Spring Dinner:

Courtney is working on terms of reference for the *Spring Dinner*. Meg Ecclestone (York University) has volunteered to be the facilitator with the host institution for the *Spring Dinner*. Courtney and Meg will be following up with potential hosts.

New Librarian Resident update:

Lydia thanked everyone on OCUA Council for the opportunity to be the New Librarian Resident. Highlights of her term have included being on a committee to work on learning objects in which she developed original content for a video and a quiz; and designing an online reference portal using *LibAnswers*. She is currently developing a fashion library with the *School of Fashion and Merchandising* at Seneca. Kristin thanked Lydia for all of her invaluable contributions over the past year. Lydia has agreed to write another article for *InsideOCULA* about her most recent project.

New Librarian Resident Funding Task Force:

The Task Force recommends setting up a fund through OLA that people and groups could use to make donations for the New Librarian Resident's position. Various potential fundraising ideas were considered. OCULA Councillors were also encouraged to think of ways to promote the New Librarian Resident's position.

OCULA Ambassadors:

It was agreed that the OCULA Ambassadors should be acknowledged for their contributions at the OCULA AGM.

Marketing plan for 2013:

Mindy and Peter have come up with four questions related to market research about OCULA events and it was recommended that the OCULA Ambassadors be involved in this project. The questions are:-

- (a) Demographics – e.g., are you in a college or university library; are you a library technician, librarian, other?
- (b) Number of years spent in a college or university library
- (c) What topics are you interested in?
- (d) Speakers/events that are of interest

Some options for SWAG items for OCULA events were discussed.

Mentoring

The *OLA Mentoring Committee* will have a formal program at the *OLA Super Conference*. There will be a *Career Centre* where resumé critiquing and mock interviews will take place and there will be a session on the art of mentoring.

Publications:

The revised terms of reference need to be approved for the OCULA editor and deputy editor. When finished, the terms of reference will be added to the *OCULA Manual*.

It was agreed that the names of the issues for *InsideOCULA* would be changed to Spring, Fall and Winter. OCULA is updating to a content management system. Martha is heavily involved with this project and discussion followed about the workload and responsibilities of the OCULA webmaster.

The Fall issue of *InsideOCULA* is now out and Martha thanked Brian Pudden, Annesha Hutchinson and the OLA Office for their invaluable help.

Information Briefs:

Sarah noted that more information briefs are needed. Ideas were discussed for recruiting more authors and for promoting the information briefs. Sarah will be reviewing the terms of reference for the information briefs.

OCULA Council meeting adjourned at 3:30 p.m..