VALE Executive Committee
Strategic Issues Meeting Minutes
Thursday, December 6, 2018 | 12:30pm - 3:00pm
Rutgers University, Alexander Library

Present: L. Beninghove (Stevens), E. Chapel (NJEdge), S. Chudnick (Brookdale CC),
J. Cohn (Rutgers), H. Craven (CCM), M. Dempsey (RVCC), A. Hoang (NJIT), M. Lena (VALE),
S. Muir (Rowan), M. Nizolek (NJSL), M. Ochoa (Middlesex CC), K. Schalk-Greene (LibraryLinkNJ),
T. Pavlovsky (TCNJ), J. Toth (Stockton), K. Wagner (Monmouth)
Absent: M. Chute (NJSL), P. Tumulty (NJLA)

1. **Call To Order / Welcome / Minutes of the October 25, 2018 Meeting (Wagner)**
   ● Wagner convened the meeting.
   ● Minutes from the October 25, 2018 meeting were approved as corrected.

2. **Opening Comments by Planning & Assessment Committee (Beninghove / Ochoa)**
   ● PAC will be hosting a breakout session titled *VALE Strategic Planning Focus Group* at the conference.
   ● Wagner has had conversations with the leadership of our affiliate members about strategic items, with Ochoa on the call taking notes. Some of their comments/suggestions include: incorporating college readiness/information literacy as strategic item, act as a think tank, and pursue OER initiatives.
   The notes from these calls will be coded and presented to the EC at the next meeting.
   ● Lena has been visiting member libraries to meet with Directors and staff.
   ● A major theme of PAC's findings is that the membership feels a lack of communication with VALE leadership; specific topics include: committee structure, initiatives, and the VALE/NJEdge partnership.
   ● Increased communication and its specific methods of delivery will be included in the strategic plan.

3. **Open Educational Resources (Chudnick / Dempsey / Lena)**
   ● As part of VALE's contract with OTN, 4 OER ambassadors from NJ will be sent to OTN Summer Institute. A draft of the ambassador program application and timeline was reviewed, and a final version will be sent to EC for approval.
   Lena will create online submission form for applicants. OER Task force will review ambassador applications and make recommendations to EC.
   ● Wagner will announce OER/OTN initiatives at VALE Conference.
   ● NJEdge marketing team will work with OTN Task Force to generate a press release about the VALE-OTN partnership. This will be sent through NJEdge distribution channels in order to reach the broader higher education community. This information will also be posted on VALE website.
   ● A motion for VALE to reimburse OER Ambassador travel expenses is approved. This reimbursement policy will be made explicit on Ambassador program materials.

4. **2020 VALE Conference (Wagner / Chapel)**
   ● A survey about the prospect of a 2020 VALE/EdgeCon synchronous conference was sent to the membership and received 70 responses. The results show there is interest, but also much hesitation.
   ● A discussion of the benefits (ability to grow scale, ability to have sponsors which would subsidize bigger name keynote, opportunity to communicate our value to other campus constituencies) and disadvantages (balancing need to be both inclusive of non-librarians and still be librarian-centric, concerns about VALE losing its identity, ambiguity of VALE/NJLA-CUS/ACRL-NJ relationship) ensued.
   ● In order to address the membership's concerns, the EC will do outreach to communicate advantages to average attendee and emphasize the benefits of the VALE-NJEdge partnership; and will explore the possibility as a pilot program for 2021.

5. **New revenue sources & markets / funding model (Chapel)**
   ● Since database sales revenue is on the decline, it behooves VALE to examine new revenue sources and markets. Possible options: diversify offerings, partner with others to increase economies of scale, and offset the cost of conference by welcoming exhibitors. Possible new products include those for OER, ADA compliance, makerspaces, digital literacy, information literacy, college readiness, marketing the academic library; as well as eduroam.
   ● Implementing the above would benefit both members and vendors. Members benefit by getting favorable pricing from one vendor with DCA license and eliminating the RFP process. With enough revenue, VALE could drive down or possibly eliminate member service fee. Vendors benefit by needing less sales staff.
   ● To begin, VALE can research GovSpend to find what products academic libraries are already using, and work with vendors on favorable consortial pricing.

6. **Revised Executive Committee meeting locations:**
   ● March 7th and April 4th meetings will be held in the McDonnell Room at Alexander Library.

7. **Adjournment**
   ● **Next meeting:** Friday, February 1, 2019; Mercer County Community College

Minutes prepared by M. Lena