



**Meeting Minutes**  
**May 20, 2020**  
**10:00 AM**

The May 20, 2020 meeting of the Alabama Virtual Library Council was called to order at 10:10 AM by Council Chair, Renee Marty.

Minutes were prepared by Cristin Dillard, Council Secretary.

Minutes approved as official: Approved September 16, 2020.

**Members in Attendance**

Phill Johnson, ACHE  
Ron Leonard, ACHE  
Cristin Dillard, ALSDE  
Susan Zana, ALSDE  
Renee Marty, ACCS  
Brad Fricks, ACCS

A. P. Hoffman, ACCS  
Nancy Pack, APLS  
Holly Flores, APLS  
Amy Henderson, APLS  
Bill Paine, ASA

1. **Welcome / Introductions:** Council Chair, Renee Marty, introduced A. P. Hoffman, a new AVL Council member representing the Alabama Community College System (ACCS).
2. **Approval of Minutes:** Susan Zana made the motion to approve the January 15, 2020 minutes be approved. Ron Leonard seconded the motion. Council Chair, Renee Marty, called for a vote and the motion was carried (none opposed). The January 15, 2020 minutes are approved as submitted.
3. **Financial Report:** Ron Leonard respectfully submitted the financial report. He emailed to all Council members the budget report as of May 18, 2020 from Jennifer, Holman, Alabama Public Library Service (APLS). The 1100 - Grants and Benefits, Community Promotion Grants line item, has a balance of \$20,000.00 and the 0900 - Supplies, Materials, and Operating Expenses line item has a balance of \$361,499.46 as of May 18, 2020.
  - a. **Discussion:** Renee asked if it has been approved for FY2020 monies to be rolled over to the FY2021 budget. Nancy Pack reported that Legislators had written the ability to carry over FY2020 monies to FY2021 was included in the Education Trust Fund (EFT) Budget for FY2021. Ron is asking vendors to keep prices level/flat.
4. Unfinished Business
  - a. **FY2021 Budget - Exploration of Publicity and Social Media Management:** Renee asked if there has been any movement on this issue. Amy Henderson said there is not any new information as she did not want to make a move without the Council's consent. She does not think when we discuss the marketing plan later on, it may be something we may not need to pay an intern to manage but can be taken care of with the Marketing RFP. Susan asked if this had to be a paid internship for someone, but would there be any library programs that could be included in the duties of other interns. Renee asked if possibly using the University of Alabama for interns from SLIS. Ron said the hope was to meet with Sybil Bullock and other University of Alabama to discuss and explore this option. Ron asked Nancy if SLIS interns could be paid a stipend, but not hourly pay.



- b. **Publicity and Social Media Campaign:** This conversation was discussed in the previous agenda item. The discussion was to use UA SLIS interns and the project analysis students to help provide analysis for AVL and its services.
- c. **AVL Accounts Policies and Procedures for Distance Learning Students and Educators:** This was discussed in a new business item.
- d. **PebbleGo Multi-Year Contract:** Ron reported we had previously discussed the possibility of using the opportunity to add another PebbleGo database to keep pricing flat for multiple years.

5. **New Business**

- a. placeholder
- b. Renee met with Senator Arthur Orr in February. She reported he was on board for a 5% increase for FY2021 AVL funds and had planned to speak with Representative Bill Poole; the discussion was to not expect an increase every year, but spoke favorably about future increases. He expressed a need for the AVL, but then the COVID-19 pandemic occurred and FY2021 was level funded. No discussion.
- c. Samantha Lombardo, Zip Recruiter, asked Bill if AVL wanted to place a link to Zip Recruiter on AVL website. She has been persistent with contacting Bill with the same request. Bill informed her the Council did not meet in March and would follow up after the May meeting. Bill requested the Council make a definitive answer regarding the request from Zip Recruiter. Bill was concerned it would set a precedent of linking to vendors. Discussion: Nancy cited the Council Bylaws which states the AVL links to “educational databases.”
  - i. **Motion:** Nancy moves the Council informs Zip Recruiter we decline to place a link on the website directing users to the Zip Recruiter website. Ron seconded Nancy’s motion. Renee, Council Chair, called for a vote; none opposed. Motion carries.
- d. This discussion resulted as a discussion between Renee and Bill concerning IPEDS. A lot of institutions have IPEDS reports and have contacted Bill asking about the number of eBooks available on AVL. Bill reached out to vendors asking for the number of eBook titles and subscriptions. Ron expressed his thanks because NAAL members ask for this information. Bille said this had to be a vendor contact and is happy to keep up this data for the IPEDS requests. Renee also thanked Bill for gathering the data. No discussion.
- e. Alabama Library Association (ALLA) Conference was cancelled due to COVID-19. Alabama Educational Technology Conference (AETC) is also cancelled due to COVID-19. Alabama Supercomputer Authority will not be able to fulfill these duties due to the cancellation. These events were not postponed or will be rescheduled. Bill is hopeful next year conferences will be able to happen in person.
- f. Training: It was discussed at the January 15, 2020 meeting that AVL training be shifted to a virtual format/option. The purpose is to get AVL promoted and in use. The use of in person trainers without compensation is not best practices. The question was proposed asking if AVL could purchase a virtual meeting platform to host the virtual trainings. Susan Zana stated that Bill has done a great job linking vendor trainings and materials. Renee says she is looking into Loom to record videos and post for the AVL website. Bill says, yes, it is possible. There are some videos already posted on the AVL website under featured videos link. The issue with these videos is they are not up to date. Susan suggested using screencasting to record videos for the AVL website. The secondary question was if AVL could consider a screencasting platform with premium features to help provide a mechanism to create the training videos.



- i. **Motion:** Susan made a motion to remove outdated videos from the AVL website. Cristin seconded the motion. All in favor; motion carried. Bill will remove all outdated videos from the AVL website.  
**Discussion:** Amy has created new videos and wants to share with Council to ask for feedback. She uses Screencast-o-matic, which is free to use, to create the videos; she urges everyone to use captions in creating videos for accessibility. Cristin suggested the Council develop a set of criteria for screencasts/training videos to be posted on the AVL website to ensure accessibility and usability. Nancy suggested this discussion be sent to committee to be further explored. Susan Zana, Training Committee chair, will take on this discussion, explore a platform, compensation for trainers, and report at the next Council meeting.
- g. **Obtaining AVL Cards:** Jody Skippers contacted Bill concerning her inability to obtain an AVL access card from her local public library. She lives near the stateline and has issues using the current geo-authentication measures using IP address. The main concern is the lack of willingness by the public libraries to issue AVL access cards; there seems to be a misunderstanding on how to obtain cards and issue cards. This is not the first the Council has heard about patrons having difficulty obtaining access cards. Nancy said the APLS has a turnover rate of 40% among library directors, but Nancy has the issuing of AVL cards on the agenda when a new director on-boards. Bill says the new geo-authentication method is implementing physical location using longitude and latitude of device to authenticate if someone is physically located in Alabama rather than relying on the location of the IP origination. Bill is hopeful the new geo-authentication methods will alleviate the issue with issuing of access cards.
- h. **Temporary Access of Databases/Materials on AVL:** Ron stated he is disappointed the temporary databases are not getting as much use as we anticipated. He asked Bill for comments. Bill said the way vendors opened up access has created an issue of obtaining monthly usage statistics; the numbers were fluctuating and so he is not exactly sure of usage statistics. He stated vendors will send actual usage numbers once trials have ended. Ron emphasized the importance of adding the comment form for the temporary resources.
- i. **ISKME and OER Training:** Ron has nothing to report at this time. He mentioned to Phill if IMLS grant is awarded to explore using grant funds for OER Commons training and have additional resources loaded. Renee discussed Wallace State's initiatives with the events committee and the OER committee chair to focus on a big push for OER. Megan Simmons, ISKME, was scheduled to address OER at convocation, but that has been postponed. The purpose was to roll out a training schedule and provide workshops to present virtually as a part of the OER focus. The goal is to help produce promotional tools for OER in Alabama. Ron suggested enhancing the start collections would help to harvest more resources for a larger variety. Renee said their goal at Wallace was to help remove fear from instructors thinking the requirement was to publish a textbook to use OER, but instead a push to embrace OER and find options on OER Commons to use. Many professors and instructors don't have time to produce a textbook.
- j. **Payment of Consultation Services to Sybil Bullock:** Nancy will investigate if the payment was made to Sybil Bullock. The Board of Adjustments has not been able to meet due to COVID-19. Once the Board of Adjustments is able to meet, it will be on the agenda and Ms. Bullock should be paid.
- k. Revised agenda struck this item from the agenda.
- l. **Roll over of FY2020 Funds:** Nancy had answered and clarified this point in earlier discussions.
- m. **Price Sharing with Outside States or Libraries:** Renee brought up the discussion of price sharing with other states and agencies. This topic has been addressed several times by the Council, but an official



decision was not previously made on how to handle all requests but instead on a case-by-case basis. Cristin thought this had been addressed at the January meeting and was settled. Bill said the requester wanted to know specific sales representative names and direct phone numbers, and he did not feel comfortable providing that information. The referenced request was made by an Alabama library. Renee made the comment it was difficult keeping up with communications in the wake of the COVID-19 pandemic and response to close schools. The council agreed pricing sharing information is a matter of public record and anyone can find that information. Inquiries about pricing and sales representative information will not be shared.

- n. **OER Commons HUB Issues:** Bill has noticed a significant drop from March 2020 to April 2020 with OER Commons usage statistics. Bill reached out to ISKME/OER Commons for clarification. He was told once a HUB member leaves the usage statistics leave with the member. This would account for the downturn in usage statistics. Bill doesn't remember this statistics information being disclosed or mentioned in the planning and implementation meetings with ISKME/OER Commons. Brad asked why someone would leave the HUB? Bill said he was unsure why someone would leave the HUB and is concerned about this action affecting the activity report.
- o. **Learning Blade:** The purpose of this discussion was to explore the possibility of placing an access link to Learning Blade on the AVL website. Nancy was contacted by Nick Moore, Governor's Education Policy person, to add Learning Blade to APLS website. Students do not yet have a mechanism for accounts to merge which can be problematic for the certification process. Renee says it is a wonderful product for workforce development. Ron suggested having a note on the AVL website for users to log in with one account and not create additional accounts. Renee has concerns that if we put on AVL the public would not understand to use one account. Bill agrees with Renee and will look at how it could be placed on the AVL website. The suggestion would be to create an instructional resource tile for an access point to a page with login instructions and how to obtain an account. Bill did not find a streamlined process for access and creating accounts; it was very confusing. Renee and Bill both were unsure of the length of the subscription. Ron has been asked by his supervisor to place a link to Learning Blade on AVL and ask for clarification on how to link; he also believes access will be the issue. Renee says the Council should wait and see what happens with APLS. Nancy will report on APLS's efforts to place Learning Blade on their website. The discussion was tabled. (Will need a motion to bring this item of business at a future Council meeting.)
- p. Amy Henderson, Publicity Committee Chair, emphasized that social media should be a focus of the AVL Council. If we had a social media presence prior to COVID-19 pandemic that had been consistently used it would have been a beneficial mechanism for promotion of resources. Facebook and Twitter accounts are updated, but it is not engaging content. There is no AVL presence on Instagram or YouTube available. Amy suggested using Google Business to control messages and communication with the public. Communication and engagement with AVL is a big factor for promotion and social media. Currently, who has access and manages social media to monitor incoming messages? Renee asked about Google Business and if as an organization can Amy create a Google Business account. Amy explained it searches and control of what users see in Google searches. Renee asked if there was a cost involved; Amy explained there is no cost. Bill had no issue with creating a Google Business account; this would be a Council decision. Bill has asked for help with social media, but has a concern about the communication factor with asking for questions on social media platforms because a ticketing system is in place to track help and work involved. How would the social media communication translate into the ticket tracking



system? Renee asked about hiring a vendor for social media; Amy said she does not mind managing the social media accounts. Phill brought up the point this conversation was tabled in March 2019. Amy stressed that AVL is an online entity and we are missing out on a huge chunk of people if we fail to engage with users online. Phill says Amy's marketing plan that was submitted is great and we need to move on it. Nancy thinks the Council needs to pay someone to manage AVL's social media presence due to the need for consistency and coordination. She suggested a job description be written and next steps as to who hires the person. Cristin suggested this be sent to the Publicity Committee to explore and bring before the Council. Discussion was tabled.

6. **Committee Reports:** The following reports were submitted to the Council:

- a. **Budget:** The budget report was provided by Ron Leonard, Treasurer, during the Financial Report. See [Attachment B](#) to minutes for the budget sheet as of April 30, 2020. Holly Flores, Budget Committee chair, had no other information to add to the committee report.
  - i. **Discussion:** Renee says funds need to be spent, but Nancy pointed out funds can be rolled over to FY2021 budget.
- b. **Database Review:** The database review report was provided by Brad Fricks, committee chair. See [Attachment A](#) for the full report provided.
  - i. **Motion:** Brad made a motion to bring Visible Body and Big Universe before the Council as recommended resources and consideration in future purchasing. (No second is needed as it is coming from committee.) Renee accepted Brad's motion. Rene called for a vote on the motion to purchase Visible Body and Big Universe. The Council has decided not to pursue the purchasing of Visible Body and Big Universe at this time, but would like further exploration through a joint committee to consider AVL's strategic plan and long-range goals.
  - ii. **Discussion:** Nancy cautioned the Council to consider over the next two years to expect a decline in funding due to COVID-19 and to look at the big picture of AVL. Brad said he understood the committee was to select databases to bring as recommendations and not with the intention these selected databases had to be purchased.
- c. **Selection & Licensing:** Ron had nothing to add for this report. A. P. Hoffman will replace Amy Smith's place on this committee.
- d. **By-Laws:** Nancy Pack, By-laws Committee chair, said there was nothing to report. She provided the consideration that bylaws would need to be amended if a paid position was added by the Council.
- e. **Legislative:** Sine Die Report has been submitted. Phill thanks everyone for advocacy, but the legislative season was cut short and changed drastically due to COVID-19.
- f. **OER Commons:** Phill Johnson, OER Commons Committee co-chair, had nothing to report.
- g. **Publicity:** Amy Henderson, Publicity Committee chair, had nothing more to add to the report except a reminder that she would be sending screencast videos for sharing on social media and requesting feedback on the videos.
- h. **Training:** Susan Zana, Training Committee chair, had nothing to add to the committee report.
- i. **Nominating:** Susan Zana, Nominating Committee chair, said she will work with Renee to bring a slate of nominations for Chairman-elect and treasurer in July.
- j. **Strategic Plan:** Brad Fricks, Strategic Plan Committee co-chair, had nothing to report or add. He is planning on working with Holly Flores to provide more information at the next meeting. The goal is to work with Publicity, Budget, and Database Review committees to formulate a plan for the remaining FY2020 funds to be spent.



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7. **Announcements**

- a. Renee believes our July meeting will also be held virtually out of abundance of caution.
- b. Renee will send out a date and time for a special called meeting in June for a report from the joint committee.

8. **Adjournment**

- a. **Motion:** Susan Zana made a motion to adjourn the Council meeting. Cristin Dillard seconded the motion. Motion carried. Meeting was adjourned at 12:08 PM.



***Attachments:***

**Attachment A**

**Database Review Committee Report for May 20, 2020**

The Database Review Committee has worked throughout the spring to determine the resources that should be recommended to the AVL Council for purchase with the remaining funds in FY1920. The Committee reviewed many products through webinars and trials, and the Committee utilized its members as well as outside members representing K-12 librarians, higher education librarians, and public librarians to review the various products.

The Committee met virtually on May 6, 2020, and May 18, 2020 to finalize its recommendation to the AVL Council. The Committee's first choice for a new resource was PrepStep High School. However, after thorough research, the Committee determined that the resources provided by PrepStep High School are duplicated in the APLS's Learning Express Library. Another resource that was high on the Committee's list of priorities was PebbleGo Next, a resource for 3rd-5th graders. However, the Committee decided not to recommend that particular resource for this fiscal year. Infobase is rolling out its new version of Infobits at the end of May. The new version of Infobits could satisfy the need (and then some) that PebbleGo Next would fill.

Therefore, the Database Review Committee recommends that the AVL Council purchase Visible Body, a virtual anatomy and physiology lab, and Big Universe, a subscription service for eBooks for K-12 students. I submit that recommendation in the form of a motion.

Submitted by Brad Fricks

May 20, 2020



**Attachment B**

**FY2020 Alabama Virtual Library Budget Committee Report for May 20, 2020**

<b>FY2020 Alabama Virtual Library Budget</b>	
As of April 30, 2020	
<b>Alabama Public Library Service</b>	
<b>173-0131 Virtual Library Project</b>	
<b>Total Allocation: \$3,397,627</b>	
<b>0700 - Utilities and Communication</b>	<b>500.00</b>
Postage	
<b>Available Balance Sub-Total</b>	<b>500.00</b>
<b>0800 - Professional Fees and Services</b>	<b>162,801.00</b>
Alabama Supercomputer Authority	162,801.00
<b>Available Balance Sub-Total</b>	<b>-</b>
<b>0900 - Supplies, Materials, and Operating Expenses</b>	<b>3,214,326.00</b>
Gale-Cengage Learning - E-Book Online Resources	728,797.37
Capstone - PebbleGo	158,100.00
EBSCO - Packaged Subscription	1,432,038.50
Encyclopedia Britannica	232,637.67
Proquest - Ethnic Newswatch	83,436.00
Oxford Univ Press - English Dictionary & Reference Subscriptions	64,118.00
McGraw Hill - Access Science	63,724.00
Pronunciator	87,500.00
OER Commons	1,625.00
Sybil H Bullock	900.00
<b>Available Balance Sub-Total</b>	<b>361,449.46</b>
<b>1100 - Grants and Benefits</b>	<b>20,000.00</b>
AVL Community Promotion Grants	
<b>Available Balance Sub-Total</b>	<b>20,000.00</b>
<b>TOTAL AVAILABLE BALANCE</b>	<b>381,949.46</b>