



Business and Planning Meeting

May 19, 2017

Piscataway Public Library, Kennedy Branch

Attendance: Michael Marchetti, ManufactureNJ; James Keebler, Piscataway Library; Allen McGinley, Piscataway Library; Doug Baldwin, Piscataway Library; Kate Jagers, Piscataway Library; Mo Donohue, Piscataway Library
Guests, via conference call: Andrea Levandowski, NJ State Library

Minutes: April 7, 2017

Doug made a motion to approve the minutes from April 7, 2017 as submitted, and James seconded. All in favor. Mo abstained.

Committee Reports

Site Support

- 2017 Contests:
 - Doug reported winners of the Maker Story Contest were notified and an email announcement went out. Thanks to Soldering Sunday for sponsoring this contest. On June 15, winners have been invited to Piscataway Library to receive their awards and take pictures. A press release will be written to go with the photo.
 - There were about 60 submissions total for the 3D Design Challenge (from only 7 last year)! Five entries in each category were sent to a representative from NASA, who will choose the final winner. We are waiting on an announcement of winners, and will promote the contest and acknowledge both winners and sponsorship with a press release.
- NJLA Conference interactions:
 - Lots of good interactions and positive feedback from librarians. However, for those libraries that do not participate, it seems that many librarians:
 - don't recognize the value (particularly in relation to the output of cost/time/resources)
 - don't know how easy it can be to participate
 - see "making" as a fad and aren't interested in being involved
 - Discussion of ways to "swing" libraries that are unsure about participation
 - NJMD Board responsibility includes stressing the benefits of partnerships (particularly with schools), community engagement (including officials), skill/workforce development, education, higher level thinking/critical skills

- Marketing and site communication should continue to clarify value of NJMD participation, promote options for participation at a variety of levels, share individual stories, ensure that we are part of the larger picture of education, etc.
- NJMD Board can look into better communication/relationships with Library Boards of Trustees
- Additional NJLA Conference feedback noted under Old Business
- Discussion of supporting continued growth of NJMD (increase of number of sites as well as increase of numbers AT sites), particularly with libraries and schools, including college and universities, where we see great opportunity
- Mike suggested compiling listing of public libraries *not* participating in NJMD to target introductory emails, incentive opportunities, etc.
- The budget proposal from the Site Support Committee included a request to provide grant opportunities to sites; we discussed that evaluation on these grants must include element of partnerships
- Doug and James will take some first steps to focus on seeking partnerships and participation from vo-tech schools
- Andrea will look into connections with the Department of Labor; she mentioned a possible connection with those organizing Construction Career Day as well (<http://cicdnj.org>)

Fundraising/Budget

- Investors Bank statement was submitted, showing an ending balance of \$7,338.41. The statement includes the first written check (\$209.63) for the NJMD-branded tablecloth.
- The Site Support and Marketing Committees submitted budget proposals; the Budget Committee will have to meet to approve/submit to the Board in June
- NJMD is now a [registered NJ Charity](#)
- The Fundraising Committee will work on creating targeted plans for 2018
- Doug will connect with 2017 sponsors to plan for 2018 sponsorship opportunities

Marketing and Promotion

- Materials were created and shared at the NJLA Conference
- Submitted a budget proposal, which included postcards that would specifically target sponsors
- James proposed that the Board help with marketing goals; we'll work together to create a prioritized list of tasks
- There was a suggestion to reach out to LibraryLinkNJ for possible marketing support, which was tabled after some discussion
- Mike suggested using a college intern with a specific skill-set for press release writing and distributing; indicated that there might be possible funding at the state level. Mike will look into this.

Partnership and Engagement

- No report from the Committee

- Doug suggested that we look into securing a free table at the World Maker Faire (<http://makerfaire.com/new-york>) in Queens, NY, scheduled for September 23 & 24, 2017. This could be a great networking opportunity, particularly for sponsors.
- James suggested we could look at our 2018 budget and determine if NJMD could be a sponsor for other events for mutual benefit
- A suggestion was made that perhaps we could look at the option of sponsorship opportunities, where we could sponsor an individual's participation in something (for NJMD promotional value as well as creating potential partnerships)
- Looking into submitting program for NJ Association of School Librarians (NJASL) Conference: deadline **June 1** (www.njasl.org/FallConf)
- We will also look into NJLA/State Library Youth Services Forum and NJLA Adult Services Forum, and other events to partner with or contribute to.

Board Development

- Mo previously shared the [working document for Board Development](#) (Mike suggested adding [Lauren Meehan](#), Director of the Newark Arts Education Roundtable)
- A motion was made by the Committee to invite Krista Welz onto the NJMD Board; James seconded and all approved. Mo will reach out to Krista once we have a date for our July meeting in order to extend an invite.
- Mo will work on creating a written structure and process for Board Development
- The Committee will also look into professional development/continuing education opportunities for Board members (including topics of strategic planning, fundraising, etc.)

Old Business

Mission Statement

Added to "About" portion of <http://njmakersday.org>.

Strategic Planning

Small group working on creating a plan to prepare for 2018.

NJLA Conference

- Thank you to Mike, Dave, Doug, and Ralph for manning the NJMD table at the NJLA Conference in April
- Raffle winners were Enola Romano from Montclair Public Library (Tues) and Christine Hill from Willingboro Public Library (Wed). Both have received their prizes of the Amazon Echo Dot.
- The NJMD tablecloth has been returned to Allen to keep with other outreach/promotional materials; Mo will take a look at the robot to repair/patch up

New Business

2017-2018 Budget

Budget Committee hopes to meet and prepare report prior to June meeting.

Major Action Items

Board Development:

1. Present written [committee structure](#) with Board-approved updates (James, Kate)
2. Use [Board Development Google doc](#) to continue to build 2017-2018 Board
3. Build list of opportunities for continuing education

Fundraising:

1. Seek committee members and develop role of committees
2. Plan Fundraising and Budget Committee meetings (James)
3. Review and approve/present budget for 2017-2018 (Budget Committee)
4. Work with Marketing to create plan/promotion for fundraising and sponsorship opportunities for 2018

Marketing & Promotion:

1. Press release for post-NJMD (work in progress - Allen, Kate)
2. Press release with images for Contest winners announcement (with Site Support)
3. Compile project ideas for website as resources for sites
4. Develop full marketing plan, including specifying target audiences
5. Create plan for recognizing statewide sponsorship
6. Create CafePress store (Kate)
7. Develop materials that can be provided to registered sites to seek local sponsorship (Fundraising Committee and Partnerships & Engagement Committee)
8. Create plan for NJMD-branded materials; include sponsorship recognition on these materials
9. Plan for fall 2017 webinars
10. Add slideshow of pictures to website (James, Allen)
11. **July 1:** Update website

Site Support:

1. Post 2017 Project Summary to website, possibly create infographic, and share with all sponsors (Doug)
2. Plan Site Support Committee meeting (Doug)
3. Proposal for professional development event fees (James, Kate)
4. Develop plan for capturing information about attendees, like a sample survey (Committee)
5. Work with Marketing Committee to create best practices for sites hosting events

Partnership & Engagement

1. Create plan for adding, working with, and improving relationships with 2018 partners and sponsors (Dave & Ralph)

2. Create calendar for other events that we can contribute to, host a program at, etc.
3. Seek committee members and develop role of committee

Next Meeting

Friday, June 23, 2017, 10:00am, Piscataway Library, Kennedy Branch

Doodle Poll has gone out to Board to determine July meeting date in advance. Doug will propose a 2017-2018 Board Meeting calendar at the June meeting.

Dates for NJMD 2018: Friday, March 9 and Saturday, March 10, 2018