Board of Directors Meeting
April 26 2011, Teleconference
10:30 a.m. – 2:00 p.m. EST

MINUTES

Attending by Skype or conf. call:
Suzie Allard
Julia Blixrud – left at 1:10
Tony Cargnelutti – left at 12:10
Bruce Cochrane – left at 12:10
Ed Fox
John Hagen
Iryna Kuchma
Joan Lippincott – 12:30 – 1:50
Austin McLean
Gail McMillan
Elsabe Olivier – joined at 11:00
Ana Pavani – joined at 11:45 – 2:00
Max Read
Sharon Reeves
Eric Van de Velde
Scott Eldredge – joined at 11:10 – 2:00

Not attending:
Vinod Chachra
Nan Seamans
Peter Schirrmacher
Shalini Urs

No response from:
Birte Christensen-Dalsgaard
William Clark

NOTE: All reports and documents can be downloaded from here:
http://scholar.lib.vt.edu/theses/NDLTD/BoD201104/

1. Welcome

2. Approval of Agenda
   MOTION: to approve the agenda: Suzie Allard
   Seconded: Sharon Reeves
   Carried
3. **Approval of Minutes of Board Meeting December 2010**

   Approved with one correction.

   **MOTION:** to approve the minutes: Suzie Allard
   Seconded: Sharon Reeves
   Carried

4. **Australia Report – Tony Cargnelutti**

   Tony will invite someone from the Australian National Library to join NDLTD Board. They’ve had a recent change in library head, and will discuss this at their next meeting. See email for details.

   Since early this year the ADT has been fully integrated into the National Library via Trove. He's talking to a couple of regional universities regarding possible bid for a future ETD conference but has nothing to report on that at the moment.


5. **Business Arising from December 2010 Meeting**

   **ETD-DB / ETD-MS Updating** – Gail McMillan, Ed Fox

   Good progress made on re-write – a lot being done on admin. side to make it more secure. SysAdmins will like it. Functions same as before. Gail has flow charts and screen shots.

   Ed: there’s intent to extend ETD-MS e.g. add in references from ETD metadata. s. Relation tag in Dublin Core for relationship, references – needs exploration, thinking, planning.

   Discussion re. how to get authors to put metadata in right format? Consensus: students won’t want to do metadata - just want it to be done. Human intervention needed to ensure consistent, correct metadata.

   Ed: we should be proactive, extend ETD-MS so when we get this data we’ll be ready for it. This applies especially to those using XML not PDF; in some cases they have records that include references.

   Set up task force? Such a task force might attract two kinds of people: those interested in metadata standards and specifications, and people who are interested in connecting with other groups in the world of ETDs.

   **Microsoft Academic Search** – Ed Fox

   This will be delayed until the Union Catalogue is up again.

6. **New Business**

   **Request for Annual Report:** Max will collect addresses and fill out forms.
Union Catalogue hosting and survey: OCLC has been hosting Union Catalogue – collecting metadata, making it available, enabling others to get data from it. They can’t do that any longer, so Hussein Suleman is taking over hosting on temporary basis. There have been no updates to Catalogue since late last year.

Sharon Reeves noted that harvesting is difficult process to sustain because universities are always upgrading their software and forgetting to tell Library and Archives Canada (LAC), so then the harvests don’t work. Very time consuming – Tony seconded!

Discussion about who’s harvesting and who is cleaning up duplicates – Gail and Ed will follow up.

What do we do about the Union Catalogue in the future? Panel has been approved to discuss this at the conference in Cape Town. The plan is to survey members/users before the conference and collect additional data at the conference. No one is leading at present: Suzie Allard volunteered.

**ACTION: Suzie**

We should also consider how better to welcome new members and educate them to ensure quality, correct submissions. The toughest job is getting people to comply with standards.

Sharon: LAC has high standards for metadata, and when they harvest, the metadata works; it leads to LAC copy or university copy. This means their collection has only ETDs with correct metadata. Some universities aren’t keen to participate because they have to meet the requirements (although the requirements are not onerous).

Needed for Union Catalogue:

- Put standards on site
- Software to check standards
- Policies about standards

Sharon will send her standards document out to the Board; we can use or adapt this. Need to decide what info we want to collect in the survey? Suzie agreed to work on this.

**ACTION: Suzie**

7. Budget

See report on website.

Scott Eldredge asked whether we need additional budget for administrative assistance or for website, membership etc. No.

We haven’t heard from ETD 2010 in Texas whether the conference broke even or whether they made money. Scott will follow up.

**ACTION: Scott**

8. Committee Reports

Conference – Sharon Reeves

See report on website.
Sharon Reeves and Elsabé Olivier: ETD 2011 report is included in Sharon’s report. The second page of report is from Elsabé – any questions?

People were asked for suggestions for possible keynote speakers, as their first choices have declined. Please send suggestions to Elsabe and Husseim.

**ACTION: All**

Registration will be available soon; $400 early bird price (or $395). Discussion about registration cost; this amount is in line with registration for ETD 2008 and ETD 2009.

**Rest of Conference Committee Report:**

Sharon gave a brief summary of her report.

Recommendations: Ed asked Sharon to encourage the group behind the Panjab proposal to attend ETD 2011 or ETD 2012 to strengthen a future bid. John Hagen suggested that they might want to partner with Shalini Urs, but Sharon has already been in touch with her and she does not seem to want to be involved.

Recommendations for conference bids from report:

Recommendation 1: ETD 2013 University of Hong Kong

Recommendation 2: ETD 2014 University of Leicester, request that they consider lowering registration fee by getting sponsorship.

Recommendations 1 & 2: approved.

**2012 Peru**

Organizing committee is very active; they are trying to get funding to attend ETD 2011 and expect to be there. John has been in touch about what they should provide at ETD 2011 so they’re prepared.

Recommended they start contacting keynote speakers as soon as possible, considering the problems South Africa is having finding them. Sharon will convey this recommendation to the ETD 2012 Committee.

**ACTION: Sharon**

**Membership** (Quality Seal, Social Network, Support) – Eric Van de Velde

See report on website.

Eric needs suggestions for specific goals that we can market through Google AdWords. Every ad must be approved by Google, correspond to specific goal, and have own landing page on our website with info specific to ad.

Eric would like to work with someone who can edit the NDLTD website.

Need to set up a generic email domain to use for AdWords (not use Eric’s)

Suzie will work with Eric on this; John will put on site.

**ACTION: Suzie, Eric John**
Agreed that campaign should be multilingual. Eric will include Ana in notes for campaign. Some goals will be overarching, but some will address cultural differences in different languages.

Eric: probably two months before Google AdWords campaign starts – once it’s running it should be “painless”. There is a link in Eric’s report where Board members can access and try out tools.

Ed: Need high-level discussion: who should we reach, what are our goals, what is strategy?

Goals:
- Recruit more members
- ETD Guide
- Listserve
- Union Catalogue
- Using ETD-MS
- Start people networking – build intellectual capital, social network online – good for careers.
- Conferences

ACTION: Iryna was asked to suggest some goals related to Open Access.

**ACTION: Iryna**

Eric: described process. Person does Google search – sponsored links show up on top or on right. Prime locations = more expensive. Ads/links are chosen based on keywords. We get free $300 whatever a day to bid (on cost per click) for keywords. Also ad display on G-mail accounts. We pay for each click we get on our ad. Google harvests the website you want people to go to and generates list of keywords from that. Also generates many statistics so you can measure the effectiveness of your campaign.

Mechanics are easy – can learn in a week. Goal setting, making good short ads, making web page to support each ad – these are more time consuming and very important.

Each committee should think of goals relating to its mandate.

Bruce and Max will think about suggestions on how to drive graduate education people to the NDLTD site.

**ACTION: Bruce, Max**

Eric: if you have too many goals, they compete with each other and you don’t have as much to bid with. Each ad gets assigned a budget. We should have 5 – 7 goals and ads/pages, and rotate them; consider seasonal promotion.

Membership concern: we are not being updated when institution staff change. Eric will contact current listed staff for each institution and encourage more staff to register so there’s a backup contact in the event the main contact leaves.

**ACTION: Eric**

**Awards** – John Hagen

**See report on website.**

We have enough nominations for this year; review process is under way, hope to have it completed by mid-May. Awards promotion in February really helped.
JoVe sponsorship fell through, but we may re-visit. John said we would need to find an external sponsor to subsidize this, which might be difficult.

Communications – Julia Blixrud (had left meeting) Joan: not much happening
- Newsletter
- Changing Facebook Group to a Facebook Page

9. Working Group Reports

Revising the ETD Guide – John Hagen, Max Read, Christine Jewell
See report on website.
Initial recommendations complete – John is putting them on website. He gave a synopsis of the report. Editing page in Wiki code is a nightmare – all formatting must be put in manually which is an “obnoxious chore”.

Mentorship – Christine Jewell
No report.
About ten requests for mentorship were matched up using the list of potential mentors collected last year. There is some documentation on website as well.
Sharon followed up with Christine:

As promised during our board meeting, I contacted Christine to find out if she had been at all active with respect to the mentorship initiative. Here is her reply:

"I'm still pretty active with Awards, and I might still have a contribution to make to the guide. But the mentoring network has not seen any activity for a while. I had put a number of people in touch. I don't know how it went. Would the Board like to see this effort renewed? Perhaps I should send out another call for volunteers".

Do we want her to pursue this?

Tracking Publishers' Policies – Gail McMillan for Nan Seamans
See report on website.
Gail gave a synopsis of report. From 7,000 titles, 700 have been selected, and we’re in the process of finding individuals to contact at those publishers (humanities and social sciences journals). The survey will be out in two weeks. Will present update on project at ETD 2011. Going after highest-impact journals.

Discussion:
Iryna was at an event in South East Asia; there was a meeting there about OA and IRs in Laos, Thailand. For them ETDs would be largest content in the repositories. They have long embargos and are afraid to go open access. Cultural reason for OA reluctance – no culture of sharing, afraid
will ruin their publishing careers. Publisher’s attitudes survey will be useful for them, as they are concerned about international publishers, not just regional publishers.

Decided to request ETD 2013 (Hong Kong) have major speaker on advantages of Open Access.

Gail: hard part isn’t doing the survey – it’s knowing who to survey, and getting contact people. Next hurdle is convincing people that survey is valid. Usually faculty are advising students to restrict access – it’s not coming from the publishers.

Suggest students check with potential publishers; change culture in grad schools so that students must demonstrate that they actually need an embargo.

Tenure and promotion – do we know of any universities that have changed their practices and now include providing open access material to scholars as counting towards publications for T and P. We should prod faculty to reconsider their T & P criteria and encourage OA, sharing etc. in the name of facilitating research.

Sharon: In Canada some universities have mandated OA so that faculty are expected to put stuff in IR – preprints and post-prints. U of Ottawa has an OA policy as of last fall; Concordia has one as well, and some federal granting agencies are mandating OA.

**OA Success Stories**

Ed: There is a website based in Copenhagen “knowledge exchange” which is looking for OA success stories. Should we have such a thing on the NDLTD website?

**Mission and Goals Online Statement** – Bruce Cochrane, Ed Fox

Implication in goal 1: that people worldwide know about us. Have talked before about marketing and communications but hard to move forward – should focus on this. Perhaps Communications committee could come up with basic ways to promote NDLTD? Recognized need to balance time, but committee should brainstorm some international activities we could implement.

**ACTION:** Communications Committee

How to reach students?

Suzie: could hold a contest for students to make a You Tube video rapping about ETDs so that students’ voices are heard.

John has done videos about OA, and Hussein is planning to hire someone to video sessions at ETD 2011. Could use these visuals to develop You Tube video. Elsabe will discuss with Hussein about finding students who will talk about OA ETDs.

**ACTION:** Elsabe

Good way to reach students; how to reach faculty?

Gail: promotion and tenure docs are submitted electronically at Virginia Tech. Could we do a study to see how many include links to their online work?

Sharon: remembered Steven Harnad saying that telling student about citation increase was most persuasive argument for OA. It’s a concrete benefit to students.
10. Global Reports

**Australasia** – Tony Cargnelutti – (done as item 4)

**Canada** – Sharon Reeves

See report on website.

Sharon presented highlights of her report:

Library and Archives Canada (LAC) still experiences problems with harvesting. Their IT person is working closely with individual universities to get their metadata corrected – this is ongoing. Developed metadata self-validation tool so universities can check their own metadata to find out if they meet LAC requirements before they contact LAC re. harvesting. Every time they change things e.g. update software, they can run it again to make sure they still meet requirements.

LAC has made a new deal with ProQuest and will now get theses immediately instead of four years later.

Theses Canada now part of Digital Resources Division – has inherited experienced programmer who’s helping business areas, identifying easy/hard tasks.

LAC is harvesting from 21 Canadian universities – listed in report.

Trusted Digital Repository – ETDs not being ingested yet, but are stored, backed up, not considered to be at risk. New version of TDR in fall, ETDs on list to be ingested.

**Discussion:**

How can we be more attractive to consortial members? Ed suggested that if Sharon is willing, we could package/generalize information and procedures used in Canada, e.g. how to run regional archive, how to ensure good quality metadata, what tools to use for checking metadata etc.

The document on how to set up ETD program is already on the NDLTD website with Canada-specific references removed. Sharon will send the LAC list of harvest requirements.

**ACTION:** Sharon

Sharon has just done a complete update of Theses Canada site, updated or removed out of date content, and is waiting on her IT people to get it uploaded. Section describes what LAC is doing, how to set up submission program, requirements for metadata etc. Available in French and English.

We will put a link in the ETD Guide that goes to Sharon’s Guide

**ACTION:** Max

Membership will try to integrate and promote Sharon’s Guide in their campaigns.

Eric: harvesting issue should be part of the Quality Seal work that we’re trying to start – making collection harvestable will be one of the requirements. Ties into membership, good practices etc.

Membership should also indicate what people need to do to move up levels towards the Quality Seal. Get everyone listed at “plastic” level, and work up to Gold Seal.

**ACTION:** Eric will invite Peter to join Working Group on Quality Seal.

**India** – Shalini Urs

No report.
South America – Ana Pavani

Work on ETD 2012 is well under way. Ana has been in touch with the committee and things are going well. She is trying to convince Brazil to join NDLTD as a consortium; they have requested funds to do this.

United Kingdom and DART Europe – Susan Copeland

See report on website: no comments or questions.

U.S. – John Hagen

See report on website.

John gave a synopsis of the report, including an update on status of USETDA conference.

Joe Moxley is putting on a conference in 2012 with national council of teachers; John will chair and put together a panel for IP issues, open access.

Discussion: NDLTD’s role/opportunities in regional conferences:

- Use them to increase awareness of NDLTD and of benefits of membership. NDLTD should have an active presence at regional conferences.
- Help with materials.
- Develop world map showing all regional conferences?
- Monitor regional websites – they should have NDLTD link/tab on page, prominently.
- Year before national conference, the country hosting in should not hold regional conferences, to encourage locals to attend main conference.

Sharon: Canada conference last year was very successful, but will not be held every year – Canada is a big country with a small number of people and of participating universities. People who attended were ones who would not normally go to the annual conference.

Decided: We need one-page handout on NDLTD to provide to conferences.

John has a template – will send it to Board members for updating. Suzie will also provide suggestions.

ACTION: Suzie and John

Upcoming conferences:

Florida May 18 – 20.


Regional conference in Peru in fall.

Ana – we should send the English version to Libio and Liliana (ETD 2012 Peru) and ask them to translate to Spanish.

Wrap Up

Suzie: EtherPad is an online collaborative note taking program which uses a different highlighter colour for each person. Suzie will send out info about this.
ACTION: Suzie

9. Adjournment