University Libraries  
LAC Minutes  
February 23, 2016

Present: John Evans, Sylverna Ford, Jill Green, Shanika Jones, Steve Knowlton, Elizabeth McDonald, Anna Neal, Chris Ratliff (for Gerald Chaudron), Bess Robinson, Perveen Rustomfram, Archie Shelton, James Singleton, Lee Slack, Delaine Wilson (for Shelia Gaines)

Absent: Gerald Chaudron, Shelia Gaines

1. Social Media Policy  
S. Ford
The University of Memphis has adopted a Social Media Policy. The intent is to establish the distinction between a university sponsored account and a personal account. The university does not wish to take responsibility for personal accounts. The policy is an effort to establish the expectations and requirements for how university sponsored accounts will function. The Social Media Policy is attached to the minutes.

2. Expectations for Staff of the University Libraries  
S. Ford
The document is an effort to provide consistent information for staff in the library on expectations and practices for working in the Libraries. The intent is to codify some of what is understood, but not documented. It also includes some standard University policies and practices just to have key concepts in one easily accessible document. This is a first draft and is attached to the minutes. Comments and questions are welcomed and encouraged.

3. Innovative Directors Symposium Update  
S. Ford
Dean Ford attended the Innovative Directors Symposium in San Diego, California, on February 17 through 19.

- Innovative has a new President, James Tallman. His background is in publishing and other businesses. This will be his first time working with a library focused company.

- Innovative is in the process of reorganizing the company and updating much of the software. They now support Millennium, Sierra, Polaris, and VTLS. The company is committed to supporting all four systems as long as there are libraries using them. Many libraries have recently adopted Xlibris ALMA and it is generally thought that this is because the company does a better job at marketing. Innovative is going to upgrade their marketing efforts.

- Innovative is looking at the pricing of their products and plans to offer additional options.
• Since Innovative is now an international company, they are considering having the next symposium in Dublin, Ireland.
• A big focus of Innovative is to make it easier for the library software to communicate with other software in use in libraries.
• The company is also making a concentrated effort to establish partnerships with other library focused companies.

4. SRI Implementation Timeline        S. Ford
The University will not be implementing the SRI budgeting model on July 1, 2016. The 2015 – 2016 fiscal year was supposed to be a parallel budgeting year to see how the SRI model would work for the university. However, the 2016 – 2017 fiscal year will be another parallel year and the SRI budgeting model will be implemented for the 2017 – 2018 fiscal year. This will allow time for the model to be revised and also for some of the outstanding questions to be answered.

5. Drones on Campus        S. Ford
Police Services and the university’s legal counsel are working on developing a policy for drones on the University of Memphis campus. Until this policy is established, drones are not welcome on campus.

6. Additional Agenda Items        Steve Knowlton
Departmental Liaisons
In an effort to reduce stress on library faculty members, it was proposed at the last faculty meeting that the faculty liaison’s program be curtailed, specifically the responsibility for selecting materials. Faculty would continue to act as liaisons between departments but would no longer select materials for their assigned departments. The general consensus was that liaisons should focus their time on the activities that establish relationships between the library and the academic departments. Collection Development will rely heavily on profiles developed using the Collection Development Policies for each department. Liaisons will continue to take responsibility for keeping the Collection Development policy up to date. While curtailing this for now is okay, we need a plan for gearing it up again as we fill vacancies.

7. Announcements

James Singleton
Signs have been installed on the 3rd and 4th floors of the library designating these areas as “Quiet Floors.” The idea for these signs came from the University Libraries Student Advisory Board. They will be pleased to see them.
Archie Shelton
- We just finished the press release for the Beale Street Collection which was donated to the library a couple of months ago.
- We have had another person say yes to including the library in an estate plan last week.

Perveen Rustomfram
We will be participating in a study with GPO. GPO wants to improve technical services for government publications. Someone will be coming to observe our process.

Steve Knowlton
- Current periodicals shelves have been updated by Helen Rodgers and Brandi Gates. All of the discontinued titles have been removed.
- Rachel Scott has loaded short records into Sierra representing the titles of our microfilm collections.
- Andrew Grisham, an intern in our department last fall, will be attending IUG to make a presentation on the project he worked on with us. He will be here on Wednesday, March 2, 11 am – 12 noon, to do this presentation during the Writing Group meeting in the conference room.

John Evans
We are continuing to tweak the loan periods and policies for technology in the Circulation Department.

S. Ford
I know that this is a difficult time for everyone. I appreciate everything that everyone is doing to try to continue to provide quality library services for our faculty, staff, and students. But please, accept the fact that each one of us is only one person. You can only do what one person can do. That is all I ask of anyone. I do not want anyone making themselves sick or stressed out because they can’t do everything they are accustomed to doing. That will come back when we are fully staffed again. For right now, do what you can do and look out for your own health and wellbeing during this stressful time. Again, thank you to all of you for doing what you are doing to try to keep all the pieces in place and keep things going. I know it is hard.

Meeting Adjourned: 9:28 am
Minutes Finalized: February 24, 2016
# UoM Social Media Policy

**Issued:**

**Responsible Official:**

**Responsible Office:** Vice President for External Relations

## POLICY STATEMENT

The University of Memphis’s communication strategy includes integration of the UoM’s social media efforts as an integral piece of the University’s overall communication strategy. By all University departments working in concert, social media avenues allow for discussion of University initiatives, engagement of alumni and donors, recruitment of students and creation of dialogue surrounding our community and educational efforts.

## PURPOSE

This policy is intended to establish guidelines for the establishment and usage of University Sponsored Sites which are operated by regular and student employees of the UoM on behalf of the UoM and in furtherance of its mission. These policies do not apply to the use of personal social media accounts by employees or students.

## DEFINITIONS

**Social media** — A general term used to reference sites and activity on sites like Facebook, Twitter, YouTube, Instagram, LinkedIn, Wordpress, Snapchat or any other virtual hub where users interact.

**University Sponsored Site** — Official University-sponsored blogs and social media sites operated by UoM departments, colleges, schools or other UoM units, which are approved by the appropriate administrative authority, and coordinated by the UoM Department of Marketing and Communications.

**Non-University Sponsored Site** — Any site that purports to represent the UoM (e.g., in its account name or use of UoM trademarks) not operating under the control and oversight of a UoM department, college, school or other UoM unit and not coordinated by the UoM Department of Marketing and Communications.

## PROCEDURES

### Establishing a University Sponsored Site

Departments or schools wishing to establish a University Sponsored Site should contact socialmediateam@memphis.edu in the UoM Department of Marketing and Communications to begin the registration and recognition process.

Upon completion of the registration and recognition process, sites approved by the Office of University Communications will be added to the UoM Social Media Directory posted online [http://www.memphis.edu/web-directory/list.php](http://www.memphis.edu/web-directory/list.php). The user may create the new account subject to the terms of this policy and any requirements imposed as a condition of approval. The University will periodically review approved sites and reserves the right to revoke or limit approval at any time in its sole discretion.
Only sites that have completed the registration process and have been listed in the Social Media Directory will be considered University Sponsored Sites. All other sites will be considered Non-University Sponsored Sites and the UoM reserves the right to take appropriate and necessary action in regard to Non-University Sponsored sites.

**Operation of University Sponsored Sites**

**Administrators**

A minimum of two full time (non-student) University employees should be listed as administrators of the account. If the service does not allow more than one administrator, a copy of the login and password information should be provided to someone else in the department/unit/division and updated if it is changed.

Should an employee administrator of an account leave the University, be reassigned to a position not having responsibility over the account, have his or her responsibility for the account revoked, or for any reason no longer wish or be authorized to be an account administrator, another employee must be designated as an account administrator, and the password or other access code for the account must be changed immediately.

**Monitoring Content**

Employees identified as administrators of accounts are responsible for managing and monitoring content, including without limitation, ensuring that postings are consistent with other UoM published materials on the same topic. They are responsible for removal of any content that violates applicable federal, state or municipal laws, rules or regulations; University policies, procedures, rules or regulations; or the terms of use for the site on which the account is maintained.

**Account Deadwood**

Should an account lie dormant or inactive for an extended time, the account administrator(s) will be notified by the University Social Media Coordinator concerning its status. Should an account continue in its dormancy, the account administrator(s) may be asked to deactivate the account in order to manage the University brand in a positive manner.

**Account Voice**

Posts that appear on University sponsored sites should always be in the voice of the department or organization. This maintains the privacy of the account administrator and preserves the consistency of professionalism for the department/unit/division. When speaking as an Individual, account administrators should use their personal social media account. The exception to this guideline is when an individual reaches "celebrity" status and speaks for the University such as the Athletic Director, the Basketball Coach, the Football Coach, or the President. Account administrators and the University reserves the right to review all comments and posted materials and remove such materials for just reason and/or policy violation.
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<th>Compliance</th>
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<td>Administrators are responsible for ensuring that University Sponsored Sites follow all applicable state, federal, and university laws, site terms of service, faculty and staff handbooks, regulations, and policies, such as FERPA, HIPAA, and NCAA Regulations.</td>
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<th>Content Guidelines</th>
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<td>General Standards</td>
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<td>Employees are expected to adhere to the same standards of conduct online as they would in the workplace. Laws and policies respecting workplace conduct, contracting and conflict of interest, as well as applicable policies and guidelines for interacting with students, parents, alumni, donors, media and all other University constituents apply online and in the social media context just as they do in personal interactions. Employees are fully responsible for what they post to social media sites. Therefore, University Sponsored Sites should not engage in any discussions or post any information regarding student records. Confidential medical information protected by HIPAA and personal details about an individual's medical condition should not be posted or discussed. Do not post images of individuals without their consent. Respect copyright law and get permission from the copyright holder before using another's original work of authorship. The University does not endorse or use any social media network internet communication service as a secure means of communication for online business transactions.</td>
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<th>Athletic Related Posts</th>
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<td>Information posted directly by the Office of Athletics may be redistributed on official University social media platforms. As employees, it is best to avoid commentary on athletic related topics other than game outcomes and general comments concerning attending or watching upcoming game and athletic activities. Per NCAA guidelines, employees and University accounts are prohibited from commenting or sharing any information on social media platforms regarding recruiting or the recruitment of specific student-athletes. Inappropriate postings and comments on athletic events and activities, student-athletes, coaches or the possible recruitment of student-athletes and coaches can have serious implications both for the employee(s) involved and for the University. Be mindful of NCAA sanctions and good sportsmanship conduct. For details or questions, contact the Athletic Department at (901) 678-5395.</td>
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<th>Emergency Communications</th>
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<td>If a campus emergency is unfolding, do not post speculative information about the situation. For proper crisis communications response, please refer all traffic to the University’s official communication sources and notify <a href="mailto:socialmediateam@memphis.edu">socialmediateam@memphis.edu</a>. If you discover erroneous information about an unfolding crisis, please contact <a href="mailto:socialmediateam@memphis.edu">socialmediateam@memphis.edu</a> immediately.</td>
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Each college/division will have one appointed contact person. This representative will be contacted in case of an emergency in order to share accurate information with the rest of the college/division social media administrators. Only then may emergency information be shared via social media.

**Personal Opinions**

Representation of your personal opinions as being endorsed by the University or any of its organizations is strictly prohibited. UoM's name or marks may not be used to endorse any opinion, product, private business, cause, or political candidate.

**Removal of Content**

While UoM is committed to the protection of academic freedom and freedom of speech, and it does not regularly review content posted to social media sites, it shall have the right to do so, and, with respect to any site maintained in the name of the University, reserves the right to require the alteration or removal of content that it deems to be contrary to (a) any applicable federal, state or municipal law, rule or regulation, (b) any applicable University policy, procedure, rule or regulation, and/or (c) the best interests of the University.

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### RESOURCES

**Related Policies:**

- University of Memphis Acceptable Use of Information Technology Resources Policy
  [http://www.memphis.edu/umpolicies/UM1535.htm](http://www.memphis.edu/umpolicies/UM1535.htm)
- University of Memphis Data Access Policy
  [http://www.memphis.edu/umpolicies/UM1337.htm](http://www.memphis.edu/umpolicies/UM1337.htm)
- University of Memphis Code of Student Rights and Responsibilities
  [http://www.memphis.edu/studentconduct/pdfs/csrr.pdf](http://www.memphis.edu/studentconduct/pdfs/csrr.pdf)
- Faculty Handbook

**Links:**

- University of Memphis Brand Standards
- Best Practices
- Marketing and Communication Social Media site

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**Commented [LD1]: To be developed**
Expectations for Staff Members in the University Libraries

The following expectations are provided to clarify the roles and responsibilities of Library Staff and the relationship between the staff member and the University Libraries. These expectations apply to all staff members within the University Libraries regardless of how their particular position is classified.

1. In the University Libraries, the term staff applies to all employees who are neither members of the Library Faculty nor members of the libraries' student workforce.

2. There are two broad categories of staff: hourly employees and administrative professionals. Both categories of employee can be either full-time or part-time. Full-time positions are fully benefits eligible.

3. Hourly employees are so categorized because they are compensated for their work at an hourly rate. Full-time hourly workers are expected to work 37.5 hours in each work week. They receive a pay check on a bi-weekly schedule.

4. Hourly workers are not to work more than 37.5 hours per week unless the extra work hours (overtime) have been approved, in advance. An hourly worker who is approved to work overtime is entitled to compensation either in dollars or in time, in accordance with University policy and FLSA requirements.

5. Administrative professionals have a work schedule that reflects a 37.5 hour work week; however, if their work dictates, they might work more than 37.5 hours in a given week. No extra compensation is due if an administrative professional works overtime.

6. New staff are in a probationary status for the first six months of employment. During the probationary period the supervisor is expected to seriously evaluate the employee's job performance paying careful attention to factors such as: quality of work, quantity of work, attendance record, customer service skills, ability to perform the tasks of the job, and cooperation, among others.

7. Full-time staff are entitled to a one hour lunch period and two 15 minute breaks during each day. One break is intended to be scheduled before the lunch period and one after the lunch period. Breaks cannot be combined with each other or the lunch period. Breaks are not cumulative. Nor do they carry forward if they are not taken. If a break is not taken during the day, it cannot be taken at the end of the day and used to leave work early.

8. Within the University Libraries, the immediate supervisor of a staff position might be a faculty member or another staff member.

9. For each position within the University Libraries, there is an individual position description. The position description outlines the major duties of the position as well as the basic skills and knowledge required to be successful in the position. It is expected that position descriptions are reviewed and if necessary updated each year, during the annual performance review period.

10. A staff member is expected to participate in meetings with his/her immediate supervisor to discuss progress on his/her work, seek clarification on assignments, address problems with work
or job performance, and/or to discuss other matters related to the work of the department. As appropriate, these might be individual meetings, departmental meetings, or group meetings related to specific projects, tasks, or issues.

11. A staff member is expected to complete his/her assigned duties including those specified in his/her position description and those assigned by his/her immediate supervisor or the Dean of University Libraries in a timely manner with minimal supervision.

12. Depending on the nature of his/her work, a staff member may be expected to submit reports, including appropriate statistical data, to his/her supervisor on a predetermined schedule (usually monthly) in a timely manner and as requested.

13. A Library Department Head is responsible for setting priorities for the department, determining work assignments, establishing deadlines, compiling and submitting reports related to the work of the department, among other things and both faculty and staff within the department are expected to comply with the reasonable and legal directives of the Department Head as they relate to these matters.

14. Each staff member is expected to provide input into the annual evaluation of his/her job performance. Staff members are encouraged to maintain a file that documents their job performance for the evaluation period. They are especially encouraged to document any recognitions received or special projects taken on.

15. When a staff member must be away from work, it is his/her responsibility to apply for the appropriate type of leave in a timely manner. He/she is expected to promptly enter the appropriate information on his/her time sheet. If the staff members' absence will have a detrimental effect on the work of the department, the leave request might be denied.

16. A staff member may request professional leave in order to participate in activities such as professional meetings, conferences, and/or workshops. These requests require the approval of the immediate supervisor and the department head and must subsequently reach the Dean's desk for her approval no less than 5 working days before the planned event. If the request includes funding as well as leave time, then the lead time is longer.

17. A staff member who wishes to use annual leave to be away from his/her primary work site must submit a request for approval, in advance of the desired leave time, to the immediate supervisor and Department Head. These requests are expected to be submitted at least 3 days before the desired leave time is to begin.

18. A staff member who wishes to use professional leave to be away from his/her primary work site must submit a request for approval, at least 3-5 days in advance of the desired leave time, to the immediate supervisor and the Department Head. If funding is also requested and any prepayment of fees is desired, then the request must be submitted at least 15 working days before any stated submission/registration deadline in order to allow appropriate time for necessary committee review, approvals, and processing.

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19. A staff member who is unable to report to work because of illness or other unexpected occurrence is expected to notify his/her supervisor immediately so that necessary adjustments to workflows and schedules can be made in a timely manner.

It is University Libraries’ policy that when returning to work from an unplanned sick leave absence of 5 or more consecutive days a library faculty or staff member may be asked by the immediate supervisor to present a Doctor’s statement which not only confirms the illness but also certifies that he/she is approved to return to work.

20. Staff members who are asked to teach classes in academic departments outside of the University Libraries are expected to teach those classes and handle their course related work outside of their normal library work schedule. If a conflict exists between the staff member’s work schedule and the time the course must be offered, then the staff member must request a schedule adjustment in consultation with the immediate supervisor and the department head. If he/she and his/her immediate supervisor and department head cannot agree on a schedule modification that will accommodate the time needed for teaching the class and still includes 37.5 hours of work dedicated to the work of the library as described above, then he/she will not be able to teach the course.

21. If a library staff member is considering applying for a grant that will require the commitment of resources of the University Libraries, he/she is expected to discuss the proposed project not only with his/her immediate supervisor and department head but also with the Dean of University Libraries before submitting such an application. University Libraries’ resources include time and effort of Libraries’ employees, University Libraries’ space, computer resources owned by the University Libraries, and funds controlled by the University Libraries.

22. Library staff members are encouraged to participate in workshops, conferences, and other professional activities that will enhance their knowledge of the field and/or develop their skill set. Those wishing to participate in professional activities are expected to follow established University Libraries and University policies and procedures.

23. Funding and leave to support participation in professional activities are intended to benefit both the staff member and the University Libraries. A request that does not meet this criteria is subject to non-approval.

24. If an individual who has received approval of funding to participate in a professional activity, resigns from the University Libraries before the event occurs and/or in a timeframe that is such that his/her participation in the event will have no benefit for the University Libraries, the funding approval is subject to cancellation.

25. Libraries’ staff should always be mindful that the Library is a service organization. It exists to meet the information needs of the faculty, staff, and students of the University and the broader community. The goal of everyone working in the University Libraries should be to make every library encounter a good one.