

# ***NECBA Co-Chair Guide***

# ***New Co-Chair Guide***

Here are some things you'll want to do when considering and accepting the position of NECBA co-chair.

- Read the NECBA mission statement.
- Read the NEIBA bylaws, particularly pertaining to NECBA.
- Read the NECBA history.
- Review the list of NECBA co-chair responsibilities.

What should you know about accepting the NECBA co-chair position? It involves...

- A two-year term that starts after the NEIBA Fall Conference
- Being friendly and excited to talk to other children's booksellers;
- Being organized, including updating paperwork and answering emails;
- Being comfortable speaking in front of a large group of people;
- Being thoughtful and inclusive about the future of the industry.

# ***Co-Chair Responsibilities***

- Organize and host 3 - 4 meetings per year, including the annual meeting at Fall Conference
  - Suggest dates and locations to the NEIBA office
  - Select topics / themes / presenters.
    - If these plans include presenters outside the NECBA community, please run them by the NEIBA office before you commit.
  - Write description (at least 5 weeks before meeting)
  - Write agenda
  - Encourage attendance
- Run meetings
  - Welcome & greet attendees, especially first timers
  - Take notes
  - Send notes after meeting
- Coordinate two NECBA education sessions at Fall Conference
  - Select presenters and moderator
  - Write descriptions
  - Determine room set up and IT requirements
  - Prepare agendas
  - Prepare handouts/Powerpoint
- Chair children's author selection committee for Fall Conference + New England Book Awards
  - Select three additional members of the committee (five members total)
  - Arrange conference call with the NEIBA office
  - Familiarize yourselves with the author list
  - Narrow NECBA list to 5 candidates based on number of nominations and committee recommendations + vote
  - Determine authors who will be invited to speak at breakfasts (four) and to the Author Reception
  - Decide who will introduce each speaker. Give guidelines/support to presenters
  - Assist with author setup before breakfast (flap books for autographing, etc.)
  - Author hospitality at breakfasts
- NEIBA – All About the Books
  - Offer comments and recommendations for children's authors invited to All About the Books with final decisions made by NEIBA Board
- Work closely with Windows & Mirrors Committee
  - Ideally one co-chair sits on the committee
- Presenting NECBA digitally, including:
  - Encourage dialogue on Listserv / Slack
  - Facilitate NECBA conversations on the NEIBA booksellers Facebook group
  - Contribute content to NEIBA newsletters
  - Contribute content to NECBA page on website
  - Contribute content to NECBA Facebook / Instagram / Twitter
- Occasionally talk to industry press
- Attend Fall Conference
- Act as co-chairs, including:
  - Attend NEIBA programs/events
  - Attend AC meetings (four per year)
    - Consider having NECBA co-chair meetings on the day before the AC meetings
    - Plan on a breakfast meeting with the NEIBA Executive Director before the meeting begins
    - Plan to give a NECBA update at each AC meeting
  - Attend all NECBA programming and thinking of yourself as a host at these gatherings.
  - Greet NECBA folks (new + returning) at events and thank them for attending.

- Promote NECBA with other industry folks with whom you might have contact.
  - Assist with NEIBA programming as needed
- Strive to work as a team with your co-chair and your NECBA members, including engaging in conversations, answering questions, and clarifying to members that you are available and open to further conversations on the issues that matter to them.

# ***Mission Statement***

The New England Children's Bookselling Advisory Council (NECBA) seeks to help build sustainable and profitable bookstores by expanding and diversifying children's books and educating a thoughtful, inclusive bookselling community.

## ***NEIBA Bylaws***

The bylaws that govern the New England Independent Booksellers Association also apply to NECBA, as NECBA is an advisory council to NEIBA. However, only one specific bylaw talks about NECBA:

### **ARTICLE FIVE: Advisory Councils, Committees and Task Forces**

Section 2. The President shall appoint a chairperson or Chairpersons of the New England Children's Booksellers Advisory Council, which will be open to any member of NEIBA actively involved in children's bookselling. The Children's Booksellers Advisory Council will convene at least three times a year, including a meeting during the Annual Trade Show.

## ***NECBA Update Checklist***

It's easy to get distracted with all the work we have to do. Here is the last time paperwork was updated...

ITEM:	UPDATED ON:	BY:
NECBA Mission Statement	10/2018	Nicole Brinkley
NECBA Bylaws	n/a	n/a
NECBA Co-Chair Guide	2/2019	Nicole Brinkley
NECBA website	11/2019	Nicole Brinkley, Clarissa Hadge, Ali Schmelzle

# ***Schedule***

NECBA meeting days are bolded. NECBA co-chairs must also attend advisory council meetings.

- January: Winter Institute + **NECBA All About The Books**
- Early February: Board Meeting + Advisory Council Meeting
- March: NAIBA + NEIBA Children's Buyers Retreat in Rhinebeck (every other year)
- Early April: NEIBA's All About the Books + ABA Spring Forum
- Late April: Independent Bookstore Day
- **May: NECBA Meeting**
- Mid-May: Board Meeting + Advisory Council Meeting
- Late May: BookExpo America
- June: NEIBA's All About the Books
- June: ABA Kid's Institute
- July: Board Meeting
- **August: NECBA Meeting**
- August: Advisory Council Meeting
- **Late September / Early October: NEIBA Fall Conference**
- Mid-October: Board Meeting + Advisory Council Meeting

## ***Planning A Meeting***

What should you keep in mind while planning a meeting?

- Meetings should be planned 4 - 6 months in advance of the actual meeting to allow time to finalize plans and promote to the membership.
  - For instance, May meetings should be confirmed in January.
  - Are you planning a NEIBA Fall Conference event? It's become tradition to make the Windows & Mirrors panel one of the education sessions. Make sure to liaison with the Windows & Mirrors co-chairs to arrange this.
- Meetings should ideally be held at a place that tie into children's lit or bookish education in some way.
- Most meetings will involve an educational component + a for-fun component.
- Lunch is served at most NECBA meetings. NEIBA collects payment from attendees in advance and arranges the lunch.
- All NECBA meetings are open to the entire NEIBA community, which includes all booksellers, member publishers, and reps. Invitations and signups are handled by the NEIBA office.

The NEIBA office will arrange the event logistics (space, food, contacting the venue, host bookstore, etc.). The co-chairs set the agenda and host the meeting, and assist in setting up the space beforehand and tear down afterwards.

In the event that you generate any NECBA-related outward-facing communication with reps and publishers, always cc your co-chair and the NEIBA office.

# ***Meeting Ideas***

With new booksellers joining the fold every day, education topics you might think are overdone may be brand new to someone. It's okay to recycle ideas!

## **PREVIOUS MEETING TOPICS:**

- *August 2019:* NECBA's future + frontline bookselling roundtable
- *May 2019:* Overcoming handselling biases / handselling inclusively
- *August 2018:* Working with schools + school events

# ***Social Media Guidelines***

## ***General guidelines:***

- The NEIBA account focuses on general New England bookselling. The NECBA account focuses specifically on children's books and children's bookselling.
- Not sure what to post? Try:
  - A general photo of a bookstore (tied back to children's books)
  - A photo of a display
  - A photo of a bookseller with a stack of recent children's favorites
  - A photo of a bookseller in their community
  - A photo of a staff pick + the staff pick description
  - A book set in New England or by a New England author
- Bookstore locations should be listed. Bookstore accounts should be tagged where possible, as should accounts belonging to booksellers, reps, and publishers where applicable.
- Photos should be clean, easy-to-view, and reflect NECBA principles.
- Please remember to include tags at the end of each photo's caption.

## **Instagram**

***Description on account:*** Your favorite children's booksellers in New England. 📖 Dedicated to thoughtful, inclusive bookselling. Learn more about our Windows & Mirrors projects: [account link]

## ***General guidelines:***

- Instagram is aimed at bookstore consumers, authors, sales reps, &etc.: highlighting booksellers and getting customers into our various stores.
- Unless promoting a meeting or event, all posts should be photos, not graphics.
- Photos should focus on booksellers, bookstores, and New England kids books.
- Remember to include photo descriptions for visually impaired booksellers.
  - This can be found under "Advanced Settings" when writing a caption.

## ***Post schedule:***

- Goal: Post photos 1 - 3 times a week. (M - W - F.)
- Photos can be posted daily during conferences, but no more than once a day.
- Instagram Stories can be used to discuss highlight events as they happen.
- Want to get ahead on things? You can download the apps Planoly or Preview to schedule posts!



## Twitter

*Description on account:* Your favorite children's booksellers in New England. 📖 Dedicated to thoughtful, inclusive bookselling. Learn more about our Windows & Mirrors projects: [account link]

### *General guidelines:*

- Twitter is aimed both at NECBA booksellers and at bookstore consumers, authors, sales reps, &etc.: promoting meetings and NECBA events, highlighting booksellers and getting customers into our various stores.
- Unless promoting a meeting or event, all posts should be photos, not graphics.
- No tags should be used on Twitter unless part of a specific campaign.
- Remember to include photo descriptions for visually impaired booksellers.
  - This can be found under “Advanced Settings” when writing a caption.

### *Post schedule:*

- Goal: Post 1x day or as frequently as needed.
- NECBA panels and educational events can be live-Tweeted.
- Want to get ahead on things? You can schedule posts using Tweetdeck.

## Facebook

### *General guidelines:*

- The NEIBA Facebook group (NEIBA Bookseller Member Forum) is used for bookseller discussion and reminders.
  - Any NEIBA bookseller can join the group if they send Ali ([ali@neba.org](mailto:ali@neba.org)) a request.
- The NECBA Facebook page is aimed at bookstore consumers, authors, sales reps, &etc.: highlighting booksellers and getting customers into our various stores.
- No tags should be used on Facebook unless part of a specific campaign.

### *Post schedule:*

- Goal: Post 1 - 3 times a week. (M - W - F.)
- Photos &etc. can be posted daily during conferences.
- Want to get ahead on things? You can schedule posts within Facebook.

## ***If Unable To Fulfill Duties***

If you need to step down from NECBA co-chair due to illness, mental health, leaving the New England region, or other reason, you should...

- Discuss the decision to step down with your co-chair.
- Discuss the decision to step down with the Executive Director and the Board President of NEIBA.
- Figure out a timeline for when you will formally step down as co-chair.
- Help your current co-chair and the NEIBA team find a replacement co-chair.