Monday, October 7, 2013

I. Welcome by Jasmine Rockwell, CSLP President
   • Rockwell called the meeting to order at 8:18 a.m.

II. Brandgarten, Inc. Julie Raye, Brand Strategy Director
   • Brandgarten was recommended to us through Demco and their rebranding effort as we have been discussing branding and marketing at length. Please see the handout.
   • Brandgarten has worked for corporate and nonprofit organizations to help demonstrate the value of a brand.
   • The company works to demonstrate the value of a brand. They assist with clarifying the expectation—because we can’t be all things to all people.
   • Do we know who we are, what do we do?
   • Some of the suggestions: Brand must be consistent, national.
   • Brand is not your logo, your symbol has to remind you
   • People don’t buy thing because they need them they buy them for the story (emotional vs rational)
   • What is it that we want people to feel; what is our brand promise?
   • Develop a core story. Presentation showed archetypes, to help connect the stories to the right people.
   • An organization must also build brand equity.
   • Discussion about how we operate as an organization. explained how they provide their work which includes pre and post workshops, 2 days, assessment of user groups, use the board.

III. Dean F. Eitel, Ph.D. Retired MPA Degree Chair & Assistant Director; DePaul University, School of Public Service
   • Dr. Eitel led the group in a discussion about Board Development and what makes a good board.
   • He is aware of the organization’s need to respond to growth and a change in a leadership structure has seemed like the best direction.
   • Dr. Eitel conducted an evaluation of the board and sent the results to Jasmine who shared them later. It was individual assessments of what we do well versus where we need to improve.
   • The group discussed the role and purpose of an Executive Director, and also a search committee for that position.
   • Dr. Eitel gave several handouts throughout the presentation.
   • The questions asked of the group include what role will the Board be playing? What opportunities will this change bring for us?
   • Any assessments of the Executive Director have to be staff/Board driven.
   • Discussed the needs assessment, implementation of this type of structure, how the E.D. would be evaluated and what kind of relationship will the E.D. have with the Board and other contracted employees.

IV. Debriefing of the Day
   • The group held a debriefing from the presentations of the day. Some of the discussion points included:
   • How far are we willing to go with branding including a new logo and name change?
   • There will be some resistance and formal questions. We would like to unveil the plan at Annual Meeting to be transparent but also leave some decisions open to group input.
• We want a lot in the Executive Director but we are going to have to prioritize. The scope of the job may change from year one to two and other Board member or employee roles may also change.
• When we are ready to hire, we will need to decide whether the Executive Director is a contract employee or permanent hire. What is best for the long run? We will need to do research.
• A contract employee can work anywhere which may be an asset to a job seeker.
• There was discussion about reimbursements versus the purchasing of equipment.
• It was recommended that the contract be specific about everything included in the salary and related costs (i.e. bonus structure) and expectations.
• The group decided that June 1\textsuperscript{st}, 2015 is the target date.

\textbf{Tuesday, October 8, 2013}

I. \textbf{Call to order – Jasmine Rockwell}
   - Rockwell called the meeting to order at 8:24 a.m.

II. \textbf{Secretary/Approval of Minutes – Denise Lyons}
   A. Approval of draft 2013 annual conference minutes
      - Board chairs requested that the Board Chair reports be used as official record for the Annual Meeting minutes.
      - Buntin moved to accept the minutes, Johnston seconded. Motion carried.
   B. Approval of August 7, 2013 board minutes
      - There were no additions or corrections. Rafferty moved to accept the minutes, Carlson seconded. Motion carried.
   C. Handbook Change Requests
      - As Secretary, Lyons wanted to make a couple adjustments to the handbook under the Secretary’s job responsibilities (Section 5.9).
      - First, use the word “summarizes” as a global change in lieu of the word “transcribes” as it is more accurate as we do not document word for word.
      - Second, lengthen the times to when draft minutes are presented. Board members agreed they liked receiving minutes closer to the meeting. The change will include providing minutes ten days prior to a regular meeting and the annual meeting minutes no later than three weeks prior to the face-to-face meeting.
      - Third, add the words “professional recording machine” to the list of items that the organization gives the Secretary to use as it is an expensive investment and should be noted alongside the laptop etc.
      - Buntin moves these changes be submitted to Patty to add to the Organizational Handbook, second by Special. Motion carries.

III. \textbf{Financial – Kathy Buntin}
   A. \textbf{Review of CSLP Financial Reports}
      - Buntin commented that the committee has been very good. The balance sheet shows that we currently have funds in the bank, including the funds from the last CD which was $15,000.
      - In the loan payable column, the Farm State Bank line has a zero balance.
      - Invested at 1.5% for a CD of $75,000 which allows us to have some additional cash if we need it without having to cash in a CD.
      - Buntin is not worried about the current status.
   B. \textbf{Profit and Loss}
      - Not a lot of partial states have paid yet.
      - The Upstart licensing fee was down a small amount.
• Look at expense line 6135 meeting space and add another line 6136 “Guest Speakers for the Executive Meeting.” This is where any fees would go for speakers we bring in such as Dr. Dean Eitel for this meeting.
• Buntin indicated a small coding error on line 6431 of 579.62. There was $400 in 6414 banners that need to reflect the accurate amount of $579.62.
• Line 6435 shows a large amount of postage as letters were sent to all members of partial states. Minnesota’s dues weren’t receivable and written off as bad debt.
• Some other costs: half of the freight of incentives, the auditor fee of $2,000, and $25,000 to Upstart for editing of the manuals. We’ve also paid half of the digital PSA promotional expense.
• This form is very helpful to all parties and should be easier for the Board to read as well.
• There was a question about partial shipping and how to explain to the libraries when full shipping costs are returned. The Vendor Chair may receive some of these questions. We need to remind people that we covered the cost of shipping in 2010 as a response to the economic downturn to assist our libraries. This was not intended on being a permanent benefit. With this year as paying half, we were assisting libraries to plan for shipping again while we as an organization has also completed long term planning and these funds are needed elsewhere as we have already dipped into our reserves for this benefit to the members.
• Jasmine will add to the President’s email and others suggested she may consider sending a separate email to state reps and others so they are aware. Also be sure to put on the website -- maybe in the section about how to order.

C. 2012-2013 Audit Report with Tim Schupick – conference call
• Schupick provided the auditor report. You can read through the report for further detail.
• He pointed out the North Carolina reimbursement as an item.
• We also had greater fees for the website (software upgrades) but the legal fees were down.
• There is no interest on the loan for this year.
• His internal control letter did not have many changes. There was an item where expenses would be also be signed off by a Board Member (Treasurer and/or President). However there will always be a note because the main Administrative person has access to everything. The Treasurer is now also seeing the credit card statements and approves the payments via electronic signature. These go to the accountant and then to the CSLP office, which is a better business control.
• Johnston moved to accept the auditor’s report, second by Yother. Motion carried.

IV. Update on National Conferences CSLP will attend for 2013-2014
• The ARSL conference received a lot of traffic. There were good pictures for Johnston to post on the Facebook page. Day indicated that they were part of a hallway of the conference center. The booth looked good once they made an adjustment with a PVC pipe to spread out the display.
• People liked the costume (see Facebook) and answered a lot of questions. About 450 attendees.
• The next one will be held in Tacoma, WA.
• Upstart will send a box as a raffle prize.
• CSLP is already registered for Illinois Library Association and the Public Library Association conference; memberships paid to ALA, PLA and ARSL.
• CSLP had a request to present at the Texas Library Association. The problem is that it is the exact same dates as the annual meeting however IReads will also be there as part of the panel and hosting a booth. Debate about whether this is just two program “advertisements” (CSLP vs IReads). Lyons suggested that there is a third option which is doing your own program. Could ask Dallas (TX) to highlight their program. That way there is a true panel.
• There was interest from the Board to invite someone from outside the Board to represent CSLP at TxLA. The Texas State Library will be there we were unsure about which conference Thea Blair will attend. Good to have someone with some history (such as Cathy Howser, Sue Sherif, Grace Green) but also someone newer to the organization.
• We did not budget for this and we’d need to send at least two people. It was also suggested that if a state sends more than one representative to the annual meeting then they might have someone additional who could go to TxLA. Lyons suggested someone from South Carolina as we have more than one attendee to the annual meeting.
• Yother moves we attend the Texas Library Association conference in 2014 as both a vendor and presenter. Second by Special. Motion Carried.

V. Adhoc Stats Committee report with Martha Shinners – conference call
• Shinners emailed a written update/report from the Ad Hoc committee.
• The committee met three times. The plan is to work on a document on the value of summer reading. This would entail hiring someone to do a literature review.
• Lyons put together an ALA panel which included David Singleton of Charlotte Mecklenburg Library and their summer reading program statistics. The committee wants to use this information to help build the case for the value of summer reading.
• IMLS is doing a “Measuring Success” initiative and Henley (AZ) is included in that program.
• Pannebaker (PA) is looking at what the University of Pittsburg is doing with the research of using minutes versus books.
• Shinners contacted a couple of professors who recommended that we work with a doctoral student to conduct a meta analysis.
• The committee will convene again (conference call) in November.
• The group inquired as to whether the Board members who have connections with library schools could put an inquiry out...how they would get the information they would need.
• Shinners will work with Lyons and provide a template that Board Members can use to contact local research universities to inquire about costs.
• This is a piece that the marketing committee can also use.
• The IMLS grants have deadlines of October 1 and December 1.

VI. Intranet Discussion -- Yother
• Yother indicated that we will have to provide space requirements in order to getting a better interest for cost and size. What will you all need as Board Members?
  o Need space for large documents with video and sound, such as PSA and film
  o Secure drive for our documents
  o Can develop an archive for past information (scan and store)
  o Past calls and recordings
  o Webinars or video would be helpful
  o Security and stability (free services can always go away)
• Yother said that more people who have access raise the price. Some have suggested different tools but SharePoint seemed to be the most common. Willis and Johnston have some experience with this.
• There was discussion about purchasing a server. It can live anywhere. Long term investment. Goes along with what we are doing. Yother will do research and provide server costs to Kathy (also look up into back up power supply.)

VII. Annual meeting evaluation
• Langley called it a “storming” meeting. There is some starting over each year. There is rarely a time that we get to the “norming” stage.
• What do we feel are our goals? What do we want the meeting to be and how can we provide better guidance to make this happen.
• Suggestions include:
  o Written guide with “rules” for how the meeting operates.
  o Spoken reminder when we all arrive at the meeting.
  o Send information in advance, such as after they register.
  o Work with the State Reps for better preparation.
How do we get people talking but also guide conversations to productive not repetitive.

- Provide FAQ (items that come up each year or what is done in committee)
- Use microphone better (pass vs. stand up?)
- Rules about debate and discussion. Robert’s Rules has suggestions such as the maximum time one can speak (10 minutes) and number of times (twice), good of the order, refrains from speaking about a prior action.
- What about engaging technology that can use handheld devices that people can vote or respond in real time (their phone, renting what they use for “America Talks”/town halls.)
- Encourage committee participation but committee work needs to be done. Have members sit front. Set aside time for others who join at the end.
- People do need to have the meetings a little spread out.

- Other suggestion was a discussion about perhaps using an Upstart graphic designer from in house like adult program instead of hiring an artist. Teen art a problem each year. People like the idea but this won’t happen for a couple years because of our contract.
- We need to use the word “Volunteer Driven” instead of “Grass Roots” so those who attend understand we are not paid staff.
- Suggestion to help “refocus” our vocal people who have a lot to say (sometimes negative) to redirect their energy toward a specific job or task.
- Suggestion to have a moderator or facilitator. Could be someone from host state. Should have some experience or training and we need to give them guidelines. We want to keep the discussion moving in a positive way.
- Question about on professional development for our group? Board doesn’t think this is the place.
- We’ll work up guidelines as a start in January for the group to review.

VIII. Executive session
- Requested to further discuss the Executive Director position without contracted employees in the room.

IX. Long Range Plan – Allison Santos – via conference call
- With the meetings we’ve had, we can add more detail to the long range plan about marketing and communications, and also the Executive Director position and the organizational structure. Please forward handouts to Santos to use in the revision of the LRP.
- Some things we have accomplished. Have brought up some info from what we learned from our presentations with Santos.
- What will be presented to the group in April? Include what we have done and deadlines for what we are working on. Johnston volunteered and Kat Redniss from VT helped to clean up the grammar, language etc of the document.
- Also an annual report was something requested and we should be prepared to do.
- We can also be assured that one of the marketing firms will be able to help us with some key parts of the LRP. This will be handed out for the annual meeting as well as something to be used for the Executive Director.
- Be sure that Santos also receives the powerpoints.
- Santos will reach out to Kat to include her on the committee.
- The “where we see ourselves in 5-10” years can come from the two presentations.
- Group updated Santos as much possible and Santos would contact her group to work on a final version.

X. Membership Committee Update – Patty Langley
- An individual from Afghanistan wanted to use our resources. We assured it was legitimate. We think that there are better ESL resources for his request. Question about copyright after it leaves the country.
- Developing a procedure for the members of the membership committee contacting the State Reps to check on the state of their state. Will also contact the various islands and territories.
- What about our interest in expansion to non US territories?
Proposal to add the requested committee changes proposed by Langley to the organizational handbook. Johnston moves and Willis seconded. Motion carried.

XI. Succession planning – Jasmine Rockwell
- Documentation for incoming chairs about a second or an assistant chair. We want to be sure that we clarify what the policy says about fulfilling a vacancy, especially if the position was a contested one. Yother asked Langley to review the bylaws and make sure everything is documented. What about what we do for those who don’t have a committee? Information is found in the bylaws—vacancies on the board can be appointed by the board; vacancy in an officer (except President) shall be filled by an election of the board. It should also not be assumed that the second candidate would just fill the vacancy if a position was contested.
- Question about those who do not have a second or assistant, should they have some kind of replacement in mind in case the officer can no longer fulfill their role.
- If the vacancy is in the President role, the VP/President Elect fills the remainder of the Presidency, and then will serve their year of Presidency.
- Langley will investigate and report back with any changes or suggestions.
- Encouraging letting those interested in the board positions to come to the board meetings.
- How much documentation is needed for board positions from person to person? A question for the lawyer about email documentation as well. What about deletion of email accounts or no access to prior work accounts?
- Outlook has the ability to export your email file to a PDF. Might want to consider doing this quarterly.
- Eventually if we have a system or server, that should take care of that issue because we’ll control the access.
- Langley says there is a document retention schedule.

XII. Replace current Copyright/Rules of Use Committee Chair discussion- Jasmine Rockwell
- Tomlianovich called in. Suggested Sandy Wilkerson as a replacement for the C-ROU chair. She listed assets of the candidate.
- The vacancy is an appointment of the Board. The nominating committee will be made aware of this situation.
- Rafferty moves to appoint Sandy Wilkerson as C-ROU chair to start December 1st, second by Yothe. Motion carries.
- Requests she joins us on the next call. Tomlianovich will send her copies of information.

Wednesday, October 9, 2013

I. Call to Order
- Meeting was called to order at 8:48 a.m. by Jasmine Rockwell.

II. PSA update – Charlotte Johnston
- Leslie (DC) from the PR committee is working with Dan Judson on the storyboards and the music. The PSA will be completely animated.
- The audio will be finished first.
- It was noted that this is not “just’ a space theme. Also there was discussion about the need to have diverse characters represented.
- National Geographic has asked for 10 and 15 second spots to use for extra space they may have so future contracts need to specify not just a 30 second finished product but also shorter ones.
- Also it was suggested that we could take a series of customizable PSAs and string them together to run on a loop which could be on display at our booth at conferences.
- Note that the updates to the website have not been completed.
- There was also discussion about a state’s participation in the video contest especially with the maker space movement (not difficult, good tie in).
III. Partnership updates – Karen Yother/Jasmine Rockwell

- There was a discussion about where we stand with our partnership efforts: who will decide and vet the type of partnership and its benefit to us.
- Yother has passed on a few and but has asked us about a few. (Ovationtv.com?)
- There were various comments on whether we should in fact pass the information on or not. The point was made that also that while it may have to do with our theme, it may not really be in our mission to do so. Others felt it may not be our mission but we often share tools with the libraries.
- Any requests or information can be sent to Yother.

A. National Geographic
- This partnership has been a long process but a good one! They will give us remnant ad space which will be great visibility for us. (This is why we need shorter PSA segments.)
- They will also represent us at conferences. Their materials will be available through Upstart.

B. National Parks Service
- While there was great anticipation and excitement for a partnership, especially for Fossil Day, the government shutdown will negatively affect that particular day of recognition. However there are still many posters, bookmarks and opportunities for branding. It will continue to tie in with future themes such as science next year.
- For those who do not have a national park nearby, they will still have access to resources.
- The National Park Foundation is separate and has the ability to give outside funding.
- Yother will follow up with them when they return to continue the partnership.

C. Bedtime Math
- Yother first received contact with the organization through an email that advertised free resources for evening story time programs. The information was good and Yother followed up about what a larger partnership might look like. Willis also recognized the resource and used them at her library.
- There was a discussion about their items as they were giving them for free. If partnering with us, we’d include them as a supplemental program which would include them in our catalog selling for low cost.
- A press release will go out to state reps.

D. NASA/LPI
- A newer opportunity from NASA and the Lunar planetary institute has come forward because of a program they have called “Mars Mission.”
- They offer a variety of activities and feedback about lunar activities has been positive. Since they are also closed because of the government shut down, Yother will follow up when they are back.

E. Other Potential Partners
- NPR – they had a segment called “Backseat Bookshelf” this summer.
- PBS partnered with Pottery Barn Kids. Perhaps connecting with PBS would be good.
- Reading is Fundamental (RIF)—they have also been working with Macy’s on book giveaways in Arkansas.
- COSLA—promote our programs and be detailed.
- USDA—offer summer programs on healthy eating.
- Patty suggested a Library of Congress program called “Books that Shaped Me.” It may just be Mid-Atlantic states.
- Special has information on the national summer learning group and there are federal funds to support summer learning programs. Also there is a National Summer Learning Conference in Orlando. Not many libraries were represented. (Metametrics was FYI.)
- There was also a program funded through (perhaps) the Woods Foundation about a campaign for grade level Department of Defense
- Association of Children’s Museums (also funded by IMLS).
- Wallace Foundation—out of school learning opportunities
- Also Andy Roddick has a Foundation.
IV. **Reingold Link Presentation**
- The Board was presented a proposal from Reingold Link. Michael Akin is the head of the company and introduced his team.
- RL is a strategic communications and community engagement firm.
- We explained that we are looking to move ourselves forward, more of a business/nonprofit model as opposed to Grass Roots.
- CSLP looking to assist with internal and external audiences, communication strategies and need to have opportunities for all to give input.
- RL will ask for participation in a strategic brain trust and develop a message matrix. They ask questions like what now and so what? Who are you, what do you do, what do you want people to remember?
- We are concerned that they know our product but don’t know that it is CSLP.
- The timeline: entire scope could be a year, will first focus on brain trust, logo, brand awareness then to include a more comprehensive plan including social media (using the data discussed)
- First meeting should be in person. The brain trust will be more like a strategic plan. The mind mixer will be more like a virtual town hall/community engagement.
- CSLP wants to highlight our contribution to the lengthy history of summer reading programs, the state’s commitment and participation. They will help capture stories, develop a structure, and work with us in the branding issue (Branding vs. branding and marketing).

V. **Board Debrief:**
- Overall feedback was positive, like some of the feeling of Brandgarten and good at what they do.
- Two days in person with Brandgarden versus the in person/virtual offerings of RL. The Board is open to working time and putting time aside.
- Some like the continuity to work with one firm and the larger scope of work. Marketing has been on the back burner for too long.
- If Brandgarten quoted $15,000, what can RL do for that same cost, and what cost after?
- Discussion about price and type and what you get for the money.
- It’s a big discussion and we’ll need to engage others as we evolve.
- Suggestion from the manual chairs: 1) Colored ribbons like ALA to get recognized--create ribbons for ALA and related conferences for CSLP.

**Thursday, October 10, 2013**

(Started at 8:52 a.m.)

- Working alongside and learning from Patti Sinclair. Early Lit has already started.
- Authors one per chapter, gather the information the editor reviews
- Some people are asking for a format of how to submit the information.
- How much inclusion do you want?
- Make sure people are hired doesn’t have a conflict of interest.
- General discussion about the manual and feedback about the process.

II. **Vendor Updates**
- Hope Larson has been selected as the Teen artist. Jarrett Krosoczka is the 2015 youth artist.
- The artwork was late this year so we want to assure that doesn’t happen for next year.
- This year the two catalogs looked very similar so next year there will be a discernible cover for the regular catalog and the partnership catalog.
- In the past, Idaho has created the web banners and we’ll ask them again.
- Sales were almost 3.7 million
- There was a question about signing a conflict of interest and sign a code of ethics. We need to do due diligence.
• Statement in appendix A
• We want people to participate in committees for their resume. How do we encourage real participation?
• We do have some questions about Demco’s practices. The meeting didn’t sit well because of the information we were asked to provide so we need to be careful about what we share (with the vendor, with Evanced.) Questioning of Evanced, Ireads contract took us by surprise, would have questioned it.
• They need to appear more responsive as we move forward and change.

III. Presidents update, Wrap Up, Conclusion

A. Wrap Up and Updates by Board Members
• Langley will follow up with the overseas/Afghan contact and request. She will revisit the Conflict of Interest/Code of Ethics (everyone including Board and Committee Members should have signed). She will update the Organizational handbook. She will also look into the transition of committee chairs.
• Special has regular committee work.
• Donovan has nothing specific, will be working on the manual.
• Carlson will be doing the usual manual follow up and also follow about committee responsibilities.
• Johnston will follow up with the PR survey results, will be presenting at COSLA
• Lyons will finish minutes and assist with Ad Hoc stats committee
• Yother will work on the establishment of a Personnel Committee. She will answer the question of the Brian Lies artwork (illustration and license) to be included in the contract for the future artist. She will follow up on intranet and server issues.
• Johnson will work on proprietary download area and send the fonts to E. Black. She’ll follow up with the Web banners. The committee continues to choose the art pieces. She will send reminders about ordering dates.
• Rafferty will continue committee work.
• Willis will continue committee work. Also follow up with her local library school.
• Buntin will amend the budget for conferences. She will identify a potential MS person as a moderator for the annual meeting. She’ll investigate budget issues around hiring of Executive Director costs, server and intranet costs etc.

B. President Wrap Up
• Rockwell is working on the ROI chart for COSLA. They will receive it when Johnston presents at their meeting in Savannah.
• FYI: the members of the Nominating Committee are: Ann Hoey, NH, Chair; Sarah Sogigian, MA; Katie Anderson, OR; Holly Henley, AZ.
• Our next meeting is November 4th.
• There will be a new ROU chair. She’ll follow up with Julie for Sandy to start December 1st.
• She will draft a message to state reps about shipping costs and make sure there is the same message on “shop now” for website.
• Follow up with TxLA conference (suggested representatives).
• Investigate clicky/handheld divide for real time voting
• Work with Yother, Melissa, and maybe Dr. Eitel on Personnel Committee
• Follow up with Reingold Link for quotes and send to the board
• Investigate and order colored ribbons.
• Follow up with Upstart and request from Evanced in order to have detailed information about the game. Discussion about artwork and “embedded” request. ReadIt is not using our artwork and it is free but what is the “app” that costs and how does this benefit our members. Rockwell will also find out what the “prepackaged” information Upstart is planning to send to schools (overall clarification.)

C. Future meetings/Annual Conference
• Annual Conference to be held at the IP Casino in Biloxi. It is not a non-smoking hotel however there are non-smoking floors, meeting areas and a nonsmoking gaming area. MLA had a conference there.
• Dates for future meetings. We usually do Noon central time. Agreement for January 7, March 4, and then in person. We’ll wait to plan June.
• Plan to work on the 7th and 10th of April so travel the 6th for annual meeting.

IV. **Discussion about our Board Survey from Dr. Eitel**
• Rockwell received copy; sent to Group.
• We have made some progress on areas we think are lacking.
• Numbers 3-5, we seem to be in agreement.
• How do we improve Board representation? Discuss establishing a committee (personnel committee, pull bio information)
• Remind members you don’t have to be the state rep to be on the Board.
• Need to focus on a call for members and emphasis on getting more state rep involvement on committee.
• How involved do we include the membership about Chairmanship of committees etc.
• Should we consider “at large” members on the Board.
• Need to get help with communications, PR and marketing.
• Review bylaws. Keep up to date.

Rafferty moves to adjourn. Johnston second. Motion carried. Meeting adjourned.