

**CSLP Annual Meeting Minutes**  
**April 10-12, Hershey, PA**

**Monday, April 9, 2012**

CSLP Board of Directors meeting. Board Meeting minutes can be found separately.

**Tuesday, April 10, 2012**

New Attendees/New State Representatives Orientation

- Originally, the orientation was to be presented by Tomlianovich who created the presentation. As she was unable to attend, Chair of the MOSC committee, Greene conducted an orientation for first time attendees and new state reps. Board members were also present.
- New attendees will be partnered with a mentor who will be on hand to guide them through the meeting and answer any questions. Karen Day is also available to answer questions.
- There were a variety of presentations by Board members. The organizational handbook was reviewed. Members were encouraged to join a committee. There is a PowerPoint that was presented, which can be requested if there are any specific questions.

Business Meeting

- I. General Introductions – Rhonda Gould (WI), CSLP President
    - The meeting was called to order at 9:31 a.m. by Gould.
  - II. Additions to agenda
    - Gould called for any additions to the agenda. Seeing none, Howser moved to approve the agenda. Yother second. Motion carried.
  - III. Outgoing Board members honored/Other General Information
    - Thank you to the local arrangements committee for their support in organizing the annual meeting in Hershey.
    - Please remember to use the microphone when making any comments and start by stating your name and state. The meeting is recorded. Logistics were reviewed (restrooms, wireless).
    - 2012 is the 25<sup>th</sup> anniversary of the collaborative. Each member receives a set of silver beads and cheese eraser.
    - For the first time this year, all 50 states are members of the CSLP. First time attendees have a ribbon with their nametag.
    - Gould introduced the current and outgoing Board members.
    - Travel and expense vouchers are available.
  - IV. Minutes of 2011 Annual Meeting – Denise Lyons (SC), CSLP Secretary
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- Lyons presented the minutes of the 2011 taken by Santos. Howser made a request to go back and clarify any initials in the minutes (and Board minutes) to include the full name and state of the speaker. Lyons will amend them.
- Christin, MT noted a change on page 3 to add a zero to the speaker fee (\$1000.)
- Pherson moved to accept the minutes as amended. Rawlins second. Motion carried.

V. President's report – Rhonda Gould (WI), CSLP President

- Please see the President's Report for details. Highlights include having all 50 states as members of the CSLP, invitations for partnerships including ALA, Lexile reading, Online summer reading registration tools and recognition for Adrienne Butler for assisting at the ARSL conference in Frisco, TX.
- Sherif pointed out that CSLP will be represented at the National head Start Conference in Tennessee. Special reminded the group that the ARSL conference is in Raleigh if we want to host a table.
- All outgoing Board members were honored and recognized.

VI. 2012-2013 Board Slate and Election–Julie Tomlianovich (KS), Nomination Committee Chair

- Howser represented Tomlianovich. The committee was comprised of Past Presidents. The new slate includes: Rockwell (SD) to President Elect/VP; Buntin (MS) to Treasurer and Chair of Budget & Finance committee; Johnston (SC) to PR and marketing, Langley (DE) Membership Committee; Rafferty (MD) to Teen Manual Committee and Black (GA) Website Committee. The committee chairs serve one year terms with up to four years.
- Snyder moved to accept the slate, second by Daun-Bedford. Motion carried.

VII. Treasurer's Report and 2012 Budget presentation and approval – Susan Pannebaker (PA)

- Please see the report for details. Overall we have a budget of about \$550,000. The major income is licensing and the major expense is shipping.
- With our work on protection of copyright and intellectual property, we were aware that our legal fees would be higher than budgeted.
- This is the last summer that we are subsidizing all shipping costs. In 2013, CSLP will assume 50% and the remaining 50% will be covered by the library placing the order. In 2014, those who order will assume all shipping costs.
- Dues and manual cost will remain the same.

VIII. CSLP Office of Administrative Service report – Karen Day (IA)

- DayTime Associates is the name of the corporation that is the administrative office of CSLP run by Karen and Larry Day.
- There are two states not represented at this meeting: Florida and Hawaii.
- Next year we will be going to Atlanta and the year after we are planning for Jackson, MS. If your home state is interested in hosting, please contact Karen Day.

IX. CSLP Committee Meetings

- Each of the committees held separate meetings. Those meetings were recorded but not transcribed. Information was presented from their report so see reports for details.

- Budget & Finance- Susan Pannebaker (PA)
- Website – Laura Lee Wilson (OH)
- Membership – Grace Greene (VT)
- Copyright/Rule of Use – Karen Drevo (NE)
- Diversity – Lori Special (NC)
- Marketing & PR – Karen Balsen (NY)
- Each group had a separate recorder to help facilitate the discussion.

X. Manual committee Meetings

- Each of the committees held separate meetings. Those meetings were recorded but not transcribed. Information was presented from their report so see reports for details.
  - Children’s Manual – Pam Carlson (CA)
  - Teen Manual – Jasmine Rockwell (SD)
  - Adult Manual – Martha Shinnors (WA)
  - Early Literacy – Michelle Willis (NJ)

XI. Manual Meetings (Together)

- Narrowed down slogans for 2014 Science: Adult to 5 (Books, Bytes & Beyond; Electrify Your World; Experiments in Reading; Explore, Invent, Discover; Literary Elements)
- Top 10 children’s (Discover Everything at Your Library; Experiment at Your Library; Explore & Discover; Explore, Invent, Discover; Explore, Discover, Read; Fizz Boom Read; Mad for Books/Mad for Science; Spark Your Imagination-Read!; Start a Reaction; Under a Microscope)
- Top 10 teen (Electrified; Experimental; Get Connected; Go Atomic; In Your Element; Invent Yourself; Explore the Possibilities; Mad for Science/Mad Science; Spark a Reaction; Weird Science)
- Suggestions for manuals: “programs in a box;” “crafts in a box” which can be self-directed.

XII. Vendor– Karen Yother (ID)

- Needs workers not lurkers. If you want to assist, you have to be prepared to contribute.
- Most of the work is done during the summer.

## Wednesday, April 11, 2012

- I. Children's Manual: 2012 and 2013 manual updates, children's slogan selection for 2014, manual chapter ideas to support the 2014 manual--Pam Carlson (CA), Chair of Children's Manual Committee
- The meeting was called to order at 8:17 am by Gould.
  - Carlson reviewed all the options from the previous discussions. Some of the highlights of the discussion include:
    - Focus on process words or action words
    - Keep the slogans short
    - There was a concern that we might be adding or subtracting but not according to the committee. Put the original ones back in and then vote. Each state will vote 3.
    - Consider what will also complement Early Literacy
    - Focus on more dynamic but stay flexible. We can wordsmith later.
    - Something to translate would be better—keep in mind that it needs to be translated.
  - A vote was taken on the preferred youth slogan for 2014. The tally includes:
    - 115 for "**Fizz, Boom, Read!**"—the winner
    - 24 for Spark your Imagination
    - 2 for Spark a Brain Reaction
    - 1 for Explore, Invent, Discover
    - 1 for Spark a Reaction
  - Programming ideas, comments and chapter headings ideas include:
    - Magic or the magic of science as a heading
    - Chemical reactions like Mentos and Diet Coke, Alka Seltzer rockets, Pop rocks
    - Look for film canisters
    - Include all kinds of science; Nature, astronomy/space, wonder of science [surprise], going green, biology, climate
    - STEM to include jobs and careers
    - Chapter with bubbles, rainbows, light science
    - Microscope, magnification
    - Optical illusion
    - Vend graph generator
    - Pseudo-science—magic
    - Social science, what I want to be when I grow up, community engagement
    - Science in everyday life cooking, toothpaste--Keep it fun
    - Robots, computers, Legos, building, putting things together
    - Grossology/science
    - Environment/Language of conservation also Audubon
    - Science of human body, sight
    - Forensic science/County Coroner
    - Lab experiments/Questioning including scientific method for preschoolers (best guess)
    - Will it float, it's catching (ringworm, lice)
    - Pete and big world (PBS) can take on the road
    - VT center for the book NSF early math and science --what's the big idea; Brain boosters—model after Mother Goose asks why
    - Worm farms, terrariums
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- Minerals rocks sharks teach teeth caves
- Science and art—mix paint, science behind science restoration
- Basher science (?)
- Don't forget to use other manuals because they have lots of ideas for science as well
- Can also consider science fiction like for teens and nonfiction
- Poetry into the zoo (La, AK, Chicago) grant to connect poetry and conservation

**II.** Teen Manual: 2012 and 2013 manual updates, teen slogan selection for 2014, manual chapter ideas to support the 2014 manual – Jasmine Rockwell (SD) Chair of Teen Manual Committee

- Next year we will write up the new procedure for voting to make sure that everyone understands the process.
- For the slogan: **"Spark a Reaction"**
- Ideas:
  - Experimental great title, human chemistry and love stories
  - Teen games
  - Virus spreading
  - Soda bottles, balloon, going green/Combine with recycling, regulations; Activism; Revolution/politics
  - Happens to you after you do meth using science, using literature/Work across counties and agencies, (sex, drugs) reliable information (recommend Ellen Hopkins "Crank")
  - Science based going viral
  - Educate the staff
  - Grass roots, issues, reaction, flash mob
  - Domino dash—reaction
  - Dystopian/ Mockingjay / Reaction to disaster
  - Early electronica—Bryan Eno
  - STEM
  - It's epidemic—zombie, code, viral
  - Survival program/Zombie 5k obstacles
  - 101 places not to see
  - Body decomp; CSI forensic
  - Art should be more road
  - Cryogenics
  - Not floating headless bodies like the trend in YA, heads or faces—no?
  - Focus on something with a visual punch
  - Let's focus on matching the artwork/kind of artwork with the slogan
  - Let's not over instruct the artist
  - Ad campaign vs illustration as a general concept

**III.** Adult Manual: 2012 and 2013 manual updates, adult slogan selection for 2014, manual chapter ideas to support the 2014 manual – Martha Shinnors (WA), Chair of Adult Manual Committee

- The winning slogan is **"Literary Elements"** with 81 votes
- Ideas:
  - STEM grant for rural libraries for adults—Pushing the Limits—grant info see Johnston
  - Use "Pi"

- Literary Science Fiction
- Sherlock Holmes—It's Elementary (new show also); What did Sherlock do?
- Periodical (on a table) table using different authors
- Galaxy/Dr. Who
- Chemistry which includes romance
- Body Worlds (traveling exhibit)
- Skeletons
- Science gone wrong
- Makers, Makerspaces

**IV.** Early Literacy Manual – 2012 manual updates, Early Literacy slogan for 2013, ideas to support the 2013 manual - Michelle Willis (NJ), Chair of Early Literacy Ad Hoc committee

- Early Literacy is officially a committee.
- **The slogan used by youth also needs to apply to early literacy.**
- The general timeline is that the list is May/June for the committee and then work on the manual starts in July (chapter headings). The manual will be standalone manual in 2013-14.
- Some of the highlights of the discussion include:
  - Find books that are not out of print
  - The manual should respond to the 0-5 age group/kindergarten
  - Good ideas include those for play time, guided activities
  - Sensory book, activities
  - Items that could be adapted for those with special needs
  - Guided plan and guides for parents
  - Checklists and milestones
  - Early childhood songs (build an archive), focus on music, rhythm

**V.** General Concept for 2015 – Pam Carlson (CA)

- A long list of general concept ideas was generated by the membership. Some of these included Space, Robots, Fun and Games, Carnival/Clowns, Legends, Jungle, Wild West and the list below. The group voted and narrowed down the extensive list to a group of 6 themes. However, it was agreed that the 50 States would leave out some of the membership so the vote really was on the final five.
  - 50 Nifty States
  - Environment/Green/Ecology
  - Health and Fitness (including Exercise and Sports)
  - Heroes/Superheroes & Villains
  - History (including Steampunk/Back In Time)
  - Fairy Tales
- Each state received three votes to use for the above 5 options.
- The final recorded vote: Heroes 69; History 59; 7 Fairy Tales; 7 Health and Fitness; and 5 Environment. **"Heroes"** was the winning theme.

**VI.** One Slogan discussion – Rhonda Gould (WI), Jasmine Rockwell (SD), and Kathy Buntin (MS)

- Rockwell presented the information, indicating that was a report of the survey findings. No decisions have been made. She asked that attendees refrain from side conversation until the end of the presentation then there will be time for discussion and questions.
- She also indicated that Buntin is chairing the subcommittee investigating the financial implications of the one slogan.
- Some of the findings:
  - 22% response rate; 18 member states or systems had 10 or fewer; 8 zero response
  - Most checked job was children's, but not exclusively, many do various jobs
  - Most libraries are stand alone; represented various sizes of populations
  - Liked that a one slogan could streamline PR and marketing, have consistency with adults and youth program (but it would have different artwork)
  - One phrase with specific tag for each group
  - What about all 4 programs on one poster?
  - Rockwell read comments for and against
  - There was concern that the information presented may not have been in the most respectful way to those who responded honestly.
  - There was also information presented that more choices were being made available, more options not necessarily choosing
  - There seemed to be some concerns about the procedure and what we are going to do about the process. We need to affect how it affects CSLP, vendor and libraries
  - Make sure we are getting organizational input, Patron survey
  - Emphasized that it is not a board decision
  - If there are things you want to happen then stand up
  - It is not an overnight process. It took 3 years for teen, 3 for adult, 3 for EL
  - 3 slogans through the 2014 program. We won't do anything until 2015 but we are going to be able to move quicker for a few of the suggestions while other things will take time.
  - Librarians can be fussy and can use it as a way to complain—let's focus on having options and being creative; Look at options that we can move forward
  - We will explore ways to address the concerns. Some suggestions include more PR resources, one poster with all the art and all the slogans, adaptable poster (such as being able to alter the date).
  - Keep in mind audiences (librarians and patrons)--Some are more invested than others. Patron survey was requested but it seems that interest can. Those who responded to respond the patrons really won't care
- Sherif moved to investigate possibilities from suggestions from the survey but cancel the patron survey. Rafferty second. Motion carried.

**VII. Membership: updates Grace Greene (VT), Membership Committee Chair**

- New members had an orientation in the morning
- Mentors and mentees matched up
- The MOSC committee will continue to plan the orientation.
- Most new inquiries come from non-voting members, mostly American territories
- Most recent is always on the website is under "About CSLP."
- Patty Langley will be the next chair.

**VIII.** Diversity: 2011 Summary, Mission of committee, Goals and Objectives of committee, Inclusion, diversity, and special populations, Activities and plans for 2013 – Lori Special (NC), Chair of Diversity Committee

- The web page is under construction. Information can be found in the report to see what we have done.
- One of the areas of focus has been to have more options. For example, the bilingual storytime techniques work with people who do not speak English.
- These can be used to help train some of the librarians to work with a population that are non-native English speakers, 15 minutes techniques working with people who do not speak English. Teach and apply/emphasize other languages.
- Special will send out an email with an intro and a link that can be cut and pasted into communication to use for promotional purposes.

## April 12, 2012

- I. Website: 2011 summary and feedback for the Web Site Committee, Review. Web site design, update on current contract, new additions and developments to the Web site – Laura Lee Wilson (OH), Web Site Committee Chair
- See the website report for details. This year the committee worked a great deal on the privacy policy and terms of use at the bottom of the page per federal legislation [COPPA].
  - CSLP also became an ecommerce site—it takes you to Highsmith.
  - Committee was asked if we can email the users on the site. Wilson said you can search by user name and state. There was discussion about whether we should regularly email the users or not. Seemed that most did not want to be receiving more email.
  - There will be a Teaching books link
  - The wiki is new—Colleen from DC is going to create the “how to” pages
  - Elaine from Ohio is going to monitor the wiki but Elaine Black from GA will be the new web chair. Information, programming and static will be on the wiki, questions are in the forum, pdfs etc. Use the wiki for programming, place for librarians for booklists, décor etc
  - Pixel point is our webmaster. Most of our requests are made within 24 hours but we plan for one day a week to send updates. We can access the site on various devices—ipad, smart phones.
  - New web chair will be take it to the next level—a more dynamic site. The committee will meet by conference call and schedule it through a Doodle poll.
- II. Marketing and Public Relations: 2011 summary and feedback for the Marketing and Public Relations Committee, 2012 Children’s/Teen PSA, 2012 Audio PSA, and any update on the 2013 Marketing program – Karen Balsen (NY), Marketing and Public Relations
- You can see the example from NY for the page Summer Reading at New York Libraries. This has one page with information for summer reading, including the Teen Video Challenge.
  - There are resources on the website for states to participate. Instructions are on the public side. Balsen asked states who did it last year to add to the tip area. FYI—new music sharing site by the musician Moby (<http://www.mobygratis.com>).
  - The forms will be ready to launch before Teen Read Week. They will be sent by email.
  - teen video challenge and forms and information, will send by email
  - The winning library will receive \$100 from CSLP and \$50 to Highsmith. Teens will be getting \$250 as a group.
  - Charlotte Johnston is the new chair and will focus on the bigger project but Karen and another state rep will coordinate the TVC. Clarify that people need to be connected to a library. Discussion about the connection to the library—does it have to be signed or is it enough for them just to know. You can customize the forms as long as you are within the rules, you can do whatever. Add signature for the official connection to the library
  - People could design a flier so that the states could customize
  - You could also use it to teach copyright infringement, downloading etc.
  - Don’t forget to send to the school librarians
  - Other thing that will be up on the site will be the PSA. Next week the PSAs should arrive.
  - Downloadable from the site, set up the way that the TV station could also use it, will be up on the site.
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- Will survey and ask if they prefer a downloadable option

### III. Rules of Use/Copyright Update Karen Drevo (NE), ROU Copyright Chair

- Skype meeting with CSLP Corporate attorneys - Melissa Scholtz/Lydie Hudson. Please see the presentation for specific details.
- CSLP used to be small and more grass roots with less structure. However now our intellectual property has quite a lot of value and we need to be diligent about protecting it. They work with non profits and think are impressed with what we have and what we have done.
- We have added the FAQ to the website.
- The reason it started is because someone used CSLP art and created a false affiliation. CSLP can use its intellectual property to generate revenue for your organization to further your mission. You can also decide that you can give it away if it is for a charitable part of the mission. What can and can't happen for your IP.
- IP Primer slide has some basic information.
- Copyright is the right to copy and make copies. Mark to protect the organization, for CSLP the logo.
- FAQ can be an ongoing project. Trademarks will last for 10 years.

### IV. Vendor - products, services and contract; 2013 incentives; Discussion with Upstart Representatives: Matt Mulder, Heidi Green, Introduced and assisted by Karen Yother (ID), Chair of Vendor Committee

*Topics covered: Current year's sales, Changes to individual products, Changes to manuals, Artist Selection, 2012 artwork, 2012 incentives, 2013 theme, 2013 illustrators, Teaching Books, Other business*

- Matt Mulder and Heidi Green from Highsmith attended the meeting and reviewed the sales and the products going page by page.
- They receive a copy of the recording so that they can listen to the comments from individuals.
- There seemed to be a general consensus that we would prefer any items that can be recycled or made from recyclable material. Some states do have new purchase restrictions on one use bags. The more durable the items, especially the bags, the better.
- There was also a question about an out of stock item being substituted for another item if it is more expensive at a discounted rate. There was also a request that if an item is out of stock, could there be a waiting list in case there is enough interest generated to reorder?
- Some other requests included smaller cups for younger readers, smaller package size for some items such as reading certificates, some kind of wrap or tape that could be used for décor, placemats for early literacy, and more do it yourself/craft items.
- Highsmith let the group know that some items may be sold as packages instead of individually.
- The group also emphasized the need for available products because many people order early and are told items are sold out. Highsmith needs to be prepared for demand and be able to accommodate the requests. Tshirts should be available in all sizes including smaller sizes.
- For any specific issues, please contact Matt directly.

- For early literacy group, there was interest in window clings, bumper stickers or clings for baby on board, bubbles.
  - Also more board books and in Spanish also.
  - Nick Glass Teaching Books
    - Would be helpful to have it earlier in the program year
    - Would be good to have something in the manual as well
    - Some discussion about having a connection to the Common Core Standards. Might be helpful
  - Books
    - For book selections recommendations include high and low books, board books, books in English and Spanish, series if they start with #1 and young adult titles.
    - There was also interest in a selection of item that could be customized with a logo or something specific to the library. It would cost more but could also be available in smaller qualities.
- V. Finish Committee work, Other Old or New Business, Future Meetings, Farewell from outgoing chairs, Welcome to incoming officers and chairs, Closing Remarks – Rhonda Gould, President
- Committee work will continue but nothing that needs to be decided right now.
  - Future locations:
    - 2013 Atlanta GA will be April 16-19, 2013 at the Emory Center
    - 2014 Mississippi
    - 2015 Massachusetts/Rhode island
    - Recognition was given to the outgoing Board members as well as incoming Board members.
    - The meeting adjourned at 2:44 pm.

Board of Directors meeting

Meeting minutes are found separately.