

**Collaborative Summer Library Program
Board of Directors**

Holiday Inn Select O'Hare
Rosemont, Illinois
Wednesday, August 29, 2007
8:00 a.m. CDST—Face-to-Face Meeting

Carol Baughman (KY), Mary Cameron (IA), Nancee Dahms-Stinson (MO), Karen Drevo (NE), Randi Eskridge (AR), Cathy Howser (AR), Rhonda Puntney (WI), Sally Snyder (NE), Julie Tomlianovich (KS), Jan Wall (ID)

Barb Shultz and Karen Day—Administrative Services Agency

Attributed speech is not necessarily quotation.
Underscores indicate agenda items.

Cameron presiding. Call to order 8:36 a.m.

Cameron: Called for reports from last night's small work groups:

Wall: Presented proposals for three new budget procedures:

1. New/Enhanced Project Request Policy

Members may make requests for new and/or enhanced projects and services but must work with an appropriate committee in developing a proposal by October 1. Committee chairs must submit an application form for new and/or enhanced projects to the Board of Directors by December 1.

The completed application form will contain a description of the project, an expected timeline, who would benefit, estimated costs, and anticipated results. The application form will be available on the CSLP website in the members only section.

If a project is approved by the Board of Directors, the committee chair will submit the budget request to the Budget and Finance chair by February 1.

(On 9/12-07 Dahms-Stinson e-mailed suggested revisions of this policy to Board members. Baughman requested clarification from the Board via e-mail on 11-4-07)

2. Budget Request Policy

The Administrative Services Agency, Committee Chairs and Officers who are requesting expenditures from the CSLP budget will annually submit to the Budget and Finance committee a written request itemizing costs and expenditures by February 1. This request will be the basis of the relevant line item. Any expenditure during the program year that will exceed the itemized request by over \$100 must have the prior approval of the Budget and Finance Committee and the Board of Directors.

3. New Program/Enhanced Program Request Form

Description of project:

How will the project support the CSLP purpose? Who would benefit from this project?

Anticipated Results:

How will the project be managed? Who will manage this project?

What is the estimated cost? Is this a one-time project or program or will it be ongoing?

Expected timeline for expenditures:

Discussion

Wall: By “enhanced” we mean an increased level of effort—funding for something additional in an area we’re already addressing.

Wall: What if a member or committee is asking for an increase in a previously existing line item and doesn't submit the enhancement form because she believes the request constitutes a logical, perhaps automatic, increase but in reality the request might be for a very large increase (of perhaps 50% or more)? The request will go to the next Board

meeting for consideration and discussion.

Eskridge: We're not specifying a dollar amount. Are we purposely leaving the numbers vague? Should we put a percentage increase guideline into the policy?

Discussion of why no amount is specified in the policy

Discussion of the value of using the form

Baughman: Perhaps there could be training in Little Rock about new policies and the New Program/Enhanced Program Request Form to be routed through committees.

Dahms-Stinson: Suggested posting a CSLP time line on the web site that would include budget deadlines, meeting dates, etc. etc.

Dahms-Stinson: **Motion** to adopt three budget policies Tomlianovich: Second
Passed by voice vote

Dahms-Stinson: Presented two items related to the RFP process:

1. Professional Services: Contracts, Requests for Quotation, Bids

For any products or services that require professional services outside of the scope of the CSLP Officers, Committees or ASA, the Board or appointed committee in charge will prepare and release a request for quotation, if one or more of the following criteria apply:

- a. the work for product or service cannot be bid on a per piece basis.
- b. the estimated cost of the product or services will be equal or greater than \$10,000.
- c. the requested service or product requires professional artistic or creative abilities, the provider of which is qualified by education, experience and/or technical ability.

Drevo: **Motion** to accept policy as presented Howser: Second
Passed by voice vote

2. General RFQ Process

Request updated information or feedback from other committees, general membership, Board

Revision and update of the RFP

Send the updated RFP to the appropriate committee or Board for comment.

Complete update and revision of RFP

Send RFP to CSLP attorney for review

Upon final revisions by CSLP attorney, send RFP to CSLP Executive Board for approval

Upon approval by the CSLP Executive Board, send RFP to at least six (preferably more) prospective vendors.

Review and update the associated Contract and send it to the CSLP attorney for review.

Field questions from vendors submitting bid proposals.

Review, compare, and evaluate vendor bids

Prepare vendor recommendation for the CSLP Executive Board.

Present vendor recommendation to CSLP Executive Board for its review and approval.

Contact vendor whose bid was accepted; and write thank you letters to vendors who submitted proposals.

Submit the associated Contract to the CSLP Executive Board for their approval.

Check any last minute Contract details with the CSLP attorney before submitting the Contract for signature by the CSLP president and the chosen exclusive vendor.

Final, signed copies of contract are forwarded to ASA, President, and vendor?

Discussion and revisions capturing Drevo's experience with Vendor Committee's past RFPs

Drevo: **Motion** to accept procedure as revised Snyder: Second
Passed by voice vote

Dahms-Stinson: Teen PSA 2008

Dahms-Stinson: presented draft of proposed RFQ for 2008 teen PSA

Discussion and revisions

RFQ will go to attorney prior to Board approval. Board will approve final draft by e-mail.

(Attachment #1 is the revised document as received from the attorney.)

Cameron: Langley is currently revising the evaluation of the PSAs. The Board will review Langley's evaluation.

Tomlianovich: volunteered to work with Langley to start the process for both the children's and teen PSAs for 2009 in early 2008.

Drevo: What if Highsmith decides CSLP is too much trouble to deal with?

Discussion

Dahms-Stinson: Highsmith has accommodated CSLP requests for products and services that are not in the contract. We should take the pressure off by not requesting additions to the contract.

Shultz and Wall: Highsmith is making money, stop worrying about losing their services. If we're worried about losing Mulder, we could ask Highsmith to devote him exclusively to CSLP.

Drevo: Has encouraged members to put product requests in writing.

Eskridge: Last year as a new attendee to the annual meeting, she felt that brainstorming was encouraged in the morning session with Mulder.

Wall: At annual meeting, pass out suggestion cards for Board review prior to passing along to Highsmith.

Discussion of ways to get product ideas from membership

Eskridge: Disappointed in this year's teen products. Next year will take time during Teen Committee meeting to get product ideas and samples to present to Mulder.

Drevo: Presented proposed Revisions to the Rules of Use—Attachment #2

Drevo: Will add a statement regarding use of CSLP products on social networking and video sharing sites, electronic lists, etc.

Discussion and revisions

Long, detailed discussion of allowing use of CSLP graphics on customized reading records and certificates. This topic will be discussed at the November Board meeting.

Dahms-Stinson: **Motion** to approve revisions to Rules of Use as discussed and revised and to revisit #7 on records and certificates at the next Board meeting.

Snyder: Second Passed by voice vote

CSLP Relationships with Vendors

Cameron: Asked for a volunteer to write a statement to be placed on the web site.

Drevo: **Motion** "CSLP does not partner with any businesses, agencies, organizations, or individuals for the purposes of endorsement or promotion." This will be posted on the CSLP web site opening page and on the contact page. Tomlianovich: Second Passed by voice vote

LSTA Update

Howser: Discussed LSTA recognition on CSLP products. Howser asked the Arkansas program officer to give IMLS' position. IMLS response is Attachment #3.

Program Evaluation

Last night, Cameron, Drevo, Eskridge, Tomlianovich, and Snyder worked on a Survey Monkey instrument combining evaluations for all committees. They e-mailed it to Metcalf and Langley for their additions. The survey will be sent to state reps by September 15. This is an improvement over the multiple surveys of previous years.

International Members

Day: Discussion of potential new members

Cameron: Has had a request for membership from Australia and numerous requests from Canada.

Wall: Washington, DC has expressed interest in joining. FSCS collects their numbers but not those of other US territories. This makes DC eligible, and Day will negotiate with their librarian who has inquired.

Dahms-Stinson: CSLP bylaws allow membership by libraries as defined by FSCS, so this eliminates Australia and Canada.

Discussion of selling materials to military bases

Dahms-Stinson: There has been a request to include a policy statement on working with military units in the organizational manual. It is in the final paragraph of the following membership statement:

CSLP Membership Statement:

Dues for membership will be issued June 1st the year prior to the program year. Dues are due at that time and delinquent if not paid by November 30th. Voting at the spring annual meeting will be for members paid through the current program year. Non-member guests intending to join the Collaborative the following program year will be given voice, but not vote.

New members are required to send a letter of intent to the Administrative Service Agency committing to join for two program years.

Any member wishing to leave the Collaborative must give one full program year's written notice before leaving. This notice must be presented to the general assembly at the spring annual meeting. (ex: April 2007 – notice to leave would be for the program year 2009).

States must maintain their membership and pay their dues in CSLP, but may skip a year of programming to use their own special theme, such as their state bicentennial.

Partial state memberships through a regional library system or library system must have one main state representative. If other systems or libraries within that state wish to join CSLP, there is still just one state representative.

United States military bases, both within and outside U.S. borders, have the right to use CSLP programs and products, but have no voting rights. No dues will be charged to or for U.S. military bases, but they will have permission to purchase and use CSLP materials, following the same Rules of Use that apply to member libraries.

Tomlianovich: **Motion** to accept the statement Drevo: Second
Passed on voice vote

Decision Making

Cameron: Called the Board's attention to an item from the minutes of a Board meeting on 4-17-05:

"Board Decisions v. Membership Decisions v. Committee Decisions / Nancee Dahms-Stinson

Nancee Dahms-Stinson (MO) felt that there was no clear and definitive answer that would cover every circumstance for where a decision ought to be made. She said that although there have been questions about what the Board does, some decisions are more appropriate to a smaller governing body and others are more appropriate to the general membership or a specific committee. Factors to be considered are whether the question would have a global impact, which would suggest membership decisions, or whether it would have an internal impact, which would suggest Board decisions. When talking about RFPs and bids, these are basically going to be looked at by the Board, with input from committee chairs. If there are minute areas of financial management to interpret, this should be done by the Board of directors, but the general budget should be approved by a vote of the membership. The overriding factor is to be responsive to the needs of the membership in all decision-making, and seeking input from the general membership on issues of particular concern to them.

Some of this can be clarified in the Organizational Handbook, once it has been written. This will be a more fluid document than the Bylaws and will allow for greater flexibility, fewer mandates, and greater ease in making changes."

Dahms-Stinson: The only things that need to be decided by full membership are large items such as annual budget, bylaws, major changes to CSLP program development, election of officers, etc.

Howser and Dahms-Stinson: Members agreed to greater individual participation when they approved bylaws changes in May. Surveys have been provided for member input, though they are not yet returned by adequate numbers of members.

Howser: This decision-making conversation first took place two years ago just as the new bylaws were going into effect. In practice for the last two years, we've been feeling

our way in deciding how much power the Board has, and we've seen that the Board must have a lot of power.

Media Kits

Cameron: Called the Board's attention to an item from the minutes of a Board meeting on 6-13-05:

"Needs Kits: Cathy Howser (AR) asked about the feasibility of sharing the manual CD with media groups, and Karen Drevo (NE) said she would check on that. Barbara Huntington (WI) said that it can be shared on the state level, so she sees no reason it could not be done nationally as well. Karen Drevo (NE) felt it would be prudent to ask about this.

Stephanie Stokes (CA) was given the general approval of the Board to pursue the idea of media press kits, and she will return to the Board for further approval if there are any costs involved that would need to be approved from the budget."

Howser: Recalled discussion of possible Paws, Claws, Scales and Tales theme endorsement by Cat Fancy and Dog Fancy magazines. Media kits (press kits) were never developed.

CSLP Staffing

Howser: We have renewed the contract with North Central Library Services Agency for two years. North Central's Board accepted our proposal for a two year contract at \$50,000 per year. It is a renewal of the contract that was already in place. There is a clause for an optional 5% increase at the end of the first year. There is a withdrawal clause that either party must give one year's notice to withdraw from the contract. At this point, we are committed to May 31, 2009.

Howser: At the annual meeting, Howser conducted a written survey evaluating ASA based on the points of the RFP to which NCLSA responded.

Wall: Why does the evaluation have to parallel the RFP?

Howser: Because the contract said ASA would be evaluated on specific criteria. To change the evaluation form would require amending the contract.

Howser: Received evaluations from all Board members. All but one were very positive.

Howser: The committee felt that certain committee chairs have a burden of responsibility so huge as to make it nearly impossible to replace that chair, for example, the Vendor Committee. We are hoping to pass some of these responsibilities to the ASA. We are particularly looking at passing some contracting responsibility to an administrator.

Drevo: Agrees that it would be good to provide more administrative support for committee chairs

Howser: There has been discussion of several types of new positions: contract specialist, event planner, executive director, etc. etc. The committee agrees it wants all these functions handled by one office. If NCLSA continues to be this office, then we would have to look at amending their contract. We've more than tripled our membership in recent years and are living into what we've created. We must continue looking at these issues and talking seriously with ASA and the committee chairs to see what could be handled by an administrative employee. The committee is looking at options, but we are not prepared to make a recommendation at this point.

Howser: Gave Shultz an opportunity to respond informally

Shultz: Described the configuration of the ASA staff in support of CSLP, the NCLSA Board's concerns about CSLP's larger size and needs, and ASA's potential inability to handle CSLP's needs in the future.

Discussion on the future of professional administration of CSLP.

Howser: **Motion** to adjourn at 2:47 Eskridge: Second
Passed by voice vote

Attachment #1

**Request for Quotation
Collaborative Summer Library Program
2008 Teen Summer Reading Program Public Service Announcement**

I. Background

The Collaborative Summer Library Program (CSLP) is a grassroots consortium of forty-five state library agencies and associations working together to provide high-quality summer reading program materials for children and teens at the lowest cost possible for their public, private and school libraries. The consortium contracts with a commercial vendor to produce a library program planning manual, develop professional art, and produce low-cost incentives, all of which are available exclusively to CSLP members. In 2007, approximately 7718 public libraries across the nation were members of CSLP and had access to the 2007 summer library program materials.

Representatives from each of the 45 member states meet every April to choose future themes, develop ideas for the manual, suggest potential artists, determine incentives, and conduct other business.

CSLP requires a Public Service Announcement (PSA) to be used solely for the non-profit purposes that directly relate to CSLP. The teen summer library program PSA will be used by public libraries and library agencies in member states to promote the summer library program activities in their communities. CSLP intends to use the PSA nationally on both network television stations and on local cable networks, and to be shown for other promotional events such as school visits, library board meetings, county fairs, and other events or venues.

II. Scope of Work

CSLP seeks a Vendor to design and produce a 30-second, professional quality Public Service Announcement (PSA) to promote the CSLP 2008 teen summer library program. The PSA will target teens, ages 12 through 18, to encourage them to participate in their local 2008 summer library program, *Metamorphosis @ Your Library*.

The Vendor will be required to provide to CSLP:

- Two master Beta cam tapes of the PSA; one master will contain the PSA in English. The second master will contain the PSA with Spanish voice over and/or subtitles. The PSA masters will include a 5-second “bed” at the end of each master to allow for a graphic supertag to allow customization of the credits for individual member states, regional, and local libraries.
- The written script, cued to the second on the tape; and a tape with a Spanish translation of all text segments on the tape, using voice over techniques or subtitles, and written Spanish script cued to the second.

The Vendor will work closely with CSLP regarding the development of the initial script, storyboards, voice casting, and music throughout the rough and final cuts of the PSA. The Vendor and CSLP will mutually approve the final script of the PSA. CSLP will provide the Vendor with a Spanish translation of the approved script for use in developing the Spanish master tape.

The Vendor will perform all development, production and post-production services in connection with the PSA, including managing all production elements such as the music for the PSA and assigning a producer, director, and animator, if the PSA is animated, to the project consistent with the timeline listed in Part V.

Preference will be given to Vendors submitting quotations for projects that incorporate the 2008 teen art created by Jan Dursema. This RFQ includes attachments of the Dursema art. The awarded vendor will receive the art in high-resolution electronic format.

If necessary, the Vendor shall be responsible for obtaining any necessary waivers from the appropriate guilds.

III. Bid Submissions

Bids must be submitted in electronic format no later than 5:00 PM, CDT, October 1, 2007 to Barbara Shultz, CSLP Administrative Services Agency director, bShultz@nclsa.lib.ia.us.

Vendor proposals must include:

- The total cost for the finished products, including script and video files.
- A brief description of the proposed 30 second PSA, including the proposed media (i.e., live action, animation, claymation, anime, iconographic, or other) and storyline.
- List of three references for which the Vendor has performed similar services or produced similar products (Attachment A).
- A timeline indicating completion dates for project components.

The Teen Manual Committee, Subcommittee on 2008 Teen PSA reserves the right to reject any and all bids.

IV. Project Management

Jasmine Rockwell, Chair of the Subcommittee on 2008 Teen PSA, a division of the Teen Manual Committee, will coordinate the release, review and evaluation of the RFQ and work with the chosen Vendor to complete the project, provide guidance and feedback, and ensure deadlines are met.

Potential vendors should send any questions regarding the PSA and a response to this Request for Quotation to:

Jasmine Rockwell
South Dakota State Library
Children's & Youth Services Coordinator
Mercedes MacKay Building
800 Governors Drive
Pierre, SD 57501
Phone: (605) 773-5066
Fax: (605) 773-6962
Jasmine.Rockwell@state.sd.us

V. Projected Timeline

- September 14, 2007 Requests for Quotation for the production and development of the 2008 teen summer library program issued.
- October 1, 2007 Deadline for return of all Quotations from Vendors.
- October 5, 2007 Review of Proposals by the Teen Manual Committee, Subcommittee on 2008 Teen PSA.
- October 8, 2007 Recommendations brought to the CSLP Board for review and approval.
- October 9, 2007 Vendor notified of bid award.
- October 10, 2007 Contract with Vendor mailed.
- October 20, 2007 Deadline to return signed contract.
- October 2007 First payment mailed to vendor within five days of receipt of signed contract.
Highsmith delivers Duursema art in high-resolution format to Vendor.
- November 21, 2007 Vendor develops script in collaboration with the Teen Manual Committee, Subcommittee on 2008 Teen PSA.
- November 2007 Teen Manual Committee, Subcommittee on 2008 Teen PSA approves final script.
- January 15, 2008 Completed, final version of 2008 Teen PSA is forwarded to Subcommittee on 2008 Teen PSA and Highsmith.
- January 2008 Final payment forwarded to Vendor within 2 weeks of receipt of PSA master files by Highsmith.

**Request for Quotation
2008 Teen Summer Library Program Public Service Announcement
Vendor Information**

Vendor name _____

Street Address _____

City _____ State _____ Zip Code _____

Telephone Number _____ Fax Number _____

List vendor contact person _____

E-mail address _____

List of 3 references with which you have or have had contracts of a similar nature

1. _____ Phone _____

2. _____ Phone _____

3. _____ Phone _____

Signature of Vendor representative _____

Printed Name and Title _____

Date _____

**Request for Quotation
2008 Teen Summer Library Program Public Service Announcement
Pricing Page**

Quotation for full cost of 2008 CSLP Teen PSA production, according to bid specifications	

The CSLP Rules of Use

CSLP art/graphics in the program manuals and on the CDs that accompany the program manuals are created to support the efforts of libraries and regional and state library agencies in member states to promote reading by youth during their summer library programs. Professional illustrators design poster artwork for CSLP under a contract with CSLP's exclusive vendor. The vendor uses elements of the poster art on its support products and the vendor also supplies additional theme-related art and graphics. There are copyright restrictions regarding the use of all CSLP art/graphics and the CSLP program manuals/CDs.

The CSLP Rules of Use are very specific in terms of the allowable use of CSLP art. CSLP members who post CSLP artwork on their websites are required to make all attempts to code the artwork to discourage non-members from downloading or copying it.

CSLP has created directions for coding the artwork to deter unauthorized use. In addition, CSLP requests that you embed the following statement on any artwork posted to websites: "Images are copyrighted. Contact CSLP for more information."

State CSLP representatives are asked to make member libraries in their state aware of the copyright, acceptable use, and restrictions regarding CSLP art/graphics and the CSLP Program Manuals.

Questions involving special CSLP copyright permission, acceptable use, and restrictions regarding the CSLP art/graphics and Program Manuals should be directed to the Chair of the CSLP Vendor Committee. The Vendor Committee Chair works closely with the Vendor Committee, the Children's and Teen Manual Committee Chairs, the CSLP Board of Directors, and the CSLP Vendor on these issues.

The following information applies to any format of the CSLP art/graphics and the CSLP Program Manuals. Unless noted, no copyright statement is needed on CSLP program manuals pages or CSLP art/graphics used in any of the ways listed in the **CAN DO** section.

WHAT CSLP MEMBERS MAY DO

1. Use the CSLP art/graphics and CSLP Program Manuals exclusively for youth activities related to the summer library program each year and for related follow-up activities. Examples of what libraries can create with the CSLP art/graphics or CSLP Program Manuals pages include: bibliographies, program schedules, fliers or posters, bookmarks, take-home activities, etc. Examples of follow-up use beyond the end of the summer library program are:

- a. to send follow-up information to the schools in fall if the schools are collaborating with the library
 - b. to send thank you letters to sponsors or partners
 - c. to write final reports on the summer's activities or program highlights for sponsors or funding bodies
2. Use the CSLP art/graphics and the CSLP Program Manuals to promote training sessions or in conjunction with training intended to help librarians prepare for the summer library program, scheduled at any time within the program year.
3. Use the CSLP art/graphics and the CSLP Program Manuals for any purpose the library chooses throughout the program year and for internal library use for as long as the member library wants to use the CSLP art/graphics and the CSLP Program Manuals after the program ends. Exceptions are:
 - a. reprinting them for publication under the library's name or implied ownership
 - b. giving them to a third party vendor to have them printed on any product
 - c. distributing them to libraries, other organizations, or individuals that are not state members as defined by the CSLP bylaws
4. Use items (posters, mobiles, bookmarks, reading records, pencils, etc.) purchased from the exclusive CSLP vendor in any way the library chooses for as long as the library chooses to use them.
5. Use the wording from the theme for any purpose of the library's choosing. There are no restrictions on use of the words themselves. The CSLP wording design of the theme falls under the same acceptable use guidelines as any other CSLP art/graphics.
6. Make copies of any CSLP program manual page(s) and distribute them to children as activity or coloring sheets, booklets, art activities, and contests, etc. to promote the summer library program.
7. Distribute copies of CSLP program manuals pages during school visits, visits to community centers, during parades or any other outreach effort library staff or volunteers do to promote, advertise or support their summer library program during the program year. Use the CSLP program manuals for any internal library purpose after the program year.
8. Use CSLP art/graphics on web pages belonging to member public libraries and regional or state library agencies, to promote the summer library program and activities related to it (artwork for the program year is to be removed from websites by October 1). The CSLP art/graphics should not be given to or used on web pages belonging to businesses or non-profit partners such as schools. **Note:** Public library and library agency web pages that use CSLP art/graphics should include this copyright statement on each page where the CSLP art/graphics appears: *Images are copyrighted. Contact the CSLP for more information.*

9. Customize the CSLP art/graphics or any pages from the CSLP Program Manuals with the public library, public library system, or state library agency name or logo.
10. Use any CSLP art/graphics on promotional items for the summer library program in the community such as grocery bags, placemats at senior citizen centers, community picnics, etc.
11. Use any CSLP art/graphics in local, regional or state library agency publications, such as newsletters, that promote the summer library program, or in community publications that list summer activities for youth, such as: tourist brochures, local park and recreation schedules, or articles in newspapers about a library's summer program or activities.
12. Use CSLP art/graphics on specific state-wide promotions intended to promote and support local summer library programs, done in cooperation with other state agencies, coordinated by the state library agency or association, such as incentives offered by state departments of Education, Natural Resources, Tourism, Historical Societies etc.
13. Adapt CSLP art/graphics or the CSLP Program Manuals into other formats by any state's Library for the Blind and Physically Handicapped for use by children with special needs.
14. Translate any page from the CSLP Program Manuals into any language needed to serve a community that does not use English as their first language.
15. Allow non-profit partners such as schools, day care centers, Head Start, community centers etc. to use CSLP art/graphics and the CSLP program manuals as part of a collaborative summer library program effort, with these exceptions:
 - a. Libraries should not make the CDs accompanying the CSLP program manuals available on-line to partners
 - b. Partners may not use the CSLP art/graphics on their web pages
 - c. Partners must clearly understand and agree not to use CSLP art/graphics after the end of the summer library program for any purpose other than for CSLP purposes.
16. Use up any left-over supplies created by the library that have CSLP art/graphics on them after the program ends.
17. Request the Vendor Committee Chair to ask the CSLP vendor to customize items, or to provide an item not offered on the order form with CSLP art/graphics. Requests of this type should be made through the state representative to the Vendor Committee Chair. If the CSLP vendor declines to do the custom work or provide the requested item, the Vendor Committee Chair will work with the library to find an appropriate alternative.

18. Begin printing materials for use during the summer library program as needed, as long as distribution to the public does not begin before May of a given program year.

19. Ask a third party vendor, other than CSLP's exclusive vendor, to use the wording of the theme with non-CSLP art/graphics on any product not provided by CSLP's exclusive vendor. The third party vendor is required to create its own art/graphics which must look substantially different from CSLP's copyrighted art/graphics.

WHAT CSLP MEMBERS SHALL NOT DO

1. Put the full contents, or significant portions, of the CDs that accompany the CSLP program manuals on-line.

2. Reproduce portions of the CDs that accompany the CSLP program manuals for distribution or reprint portions of CSLP program manuals pages in any other publication, without permission from CSLP.

3. Make copies of the CDs that accompany the CSLP program manuals to give to another non-profit agency, business or partner. Specific CSLP art/graphics may be shared with non-profit partners for use on printed items. These items should indicate a connection with the public summer library program. The CSLP art/graphics shall not be used on partners' web pages.

4. Allow business partners to use CSLP art/graphics, without advance permission from CSLP. The following guidelines will be used:

- a. The business partner cannot give out materials to the public from the CSLP program manuals or anything utilizing CSLP art/graphics
- b. Business partners may display CSLP posters indicating they are a sponsor of the summer library program
- c. Libraries may give children CSLP materials to take to a business partner which the partner can post or display at their business. Because libraries protect the confidentiality of library records and protect private information about children, the business partner must do likewise.
- d. Any CSLP materials used by a business partner must include the copyright statement, the theme of the summer library program, and indicate the activity is part of a collaboration with the local library or a regional group of libraries
- e. If the business partner is going to put their logo on anything that comes from the CSLP Program Manuals:
 - the business logo should be kept small
 - a copyright statement must appear on the page, but can be in small print
 - the affiliation with the library, system or state involved must be noted

- a sample of the final item must be sent to the Vendor Committee Chair before approval is given

5. Order for, share, or lend current CSLP art/graphics or the CSLP Program Manuals to any library in a non-member state or system. Requests for sample materials should be directed to CSLP's Administrative Services Agency at 1-866-657-8556.
6. Send any image or design on the CSLP CDs to a third party vendor, other than the exclusive CSLP vendor, and request that it be put on any item sold by that third party vendor.
7. Ask a third party vendor to create an item for your summer library program that can be purchased from CSLP's exclusive vendor.
8. Resell items purchased through the CSLP Vendor for a profit.
9. Libraries in CSLP member states who opt not to use the current CSLP theme(s) for their summer library program(s) cannot use the CSLP art/graphics or manual(s) for the current theme(s) in any manner until the program year has ended (September 1). When the program year has ended, members can use the CSLP art/graphics and manuals for internal library use only for as long as they wish.
10. Share with/allow performing artists to use CSLP art/graphics to promote their services.

WHAT CSLP MEMBERS NEED PERMISSION TO DO

The following types of activities require advance permission from CSLP. To request CSLP permission regarding copyright use, or to check on acceptable use issues, contact the Vendor Committee Chair.

1. Put a commercial sponsor's logo on any product that includes any image from the CSLP Program Manuals.
2. Allow business sponsors, community organizations, or individuals to reproduce CSLP art/graphics in their business newsletters, or extend use of the CSLP art/graphics to any other location than the one originally approved.
3. Use CSLP art/graphics on specific state-wide promotions (such as state road maps) coordinated by the state library agency or association, in cooperation with a state or national business partner. If permission is granted for such a project, the materials produced by the state or national partner must include specific mention of the interagency cooperation by the state or national partner with the state library association and/or state library agency that initiated the project.

4. Use the CSLP art/graphics or CSLP Program Manuals in a way that does not fall under one of the previous use statements.

5. Request exceptions to these rules.

(updated August 2007)

Attachment # 3

Response To Cathy Howser - Arkansas

Summer Reading Program Materials and the 42-State Consortium

June 13, 2007

To: Catherine Howser, Library Program Advisor, Arkansas State Library - Little Rock, AR

From: Robin Cabot, Senior Program Officer, IMLS State Programs - Washington, DC

Subject: Acknowledging IMLS involvement with Summer Reading Program Materials
by members of the Forty-Two State Consortium

The Institute of Museum and Library Services (IMLS) requires public acknowledgement of the activities it supports. Typically, the acknowledgement is printed on the materials; when services are rendered, acknowledgements can be announced through various means.

On behalf of your colleagues in the Consortium, you expressed concern about how to acknowledge IMLS on or in association with materials that may be ordered in bulk from a printer, since:

- some of the Consortium members use IMLS funds while others do not, and
- a wide variety of products are purchased in association with SRP, and there are questions about how much acknowledgement there should be as well as where it should be placed on each item.

IMLS RESPONSE:

- If the state library or any of its subgrantees uses IMLS funds to *produce* any materials for the SRP, then those materials must acknowledge the IMLS contribution.
- If the state library or any of its subgrantees uses IMLS funds to *purchase* materials that simply support the SRP, those materials would not need to acknowledge IMLS unless those materials were also *produced* with IMLS funds. In this latter instance, the burden for acknowledging IMLS would be on the producer, not on the purchaser.

To assist entities in this process, IMLS has provided a “Communications Kit” on its website.

<http://www.ims.gov/recipients/communication.shtm>

In addition to other useful information, the Kit includes an assortment of downloadable IMLS logos.

<http://www.ims.gov/recipients/logos.shtm>

I hope that this information helps you, but please contact me or any of the IMLS staff in the Office of Public and Legislative Affairs if you need more.