

**Collaborative Summer Library Program
Board of Directors**

Special Called Meeting
Monday, August 4, 2008
2:00 p.m. CDT—Conference Call

Present

Carol Baughman (KY), Adrienne Butler (OK), Enid Costley (VA), Karen Drevo (NE),
Cathy Howser (AR), Ruth Metcalf (OH), Rhonda Puntney (WI), Sally Snyder (NE),
Allison Santos (MD), Julie Tomlianovich (KS), Jan Wall (ID), Laura Lee Wilson (OH),
Nikole Wolfe (KY)

Karen Day and Barb Shultz—Administrative Services Agency

Matt Mulder—Highsmith

Absent

Grace Greene (VT)

Attributed speech is not necessarily quotation.

Underscores indicate agenda items.

Snyder called the meeting to order at 2:05 p.m. CDT

Adult Summer Reading Program Proposal

Attachments #1A and 1B

Snyder: Recognized Metcalf to review the project proposal for the 2009 adult summer reading program

Wall: Travel expenses for the new committee chair should be included in the 2010 proposal.

Snyder: We will discuss the 2010 proposal at our meeting in Chicago later this month.

Costley: Will there be clip art that we can put on the web site for the adult program?

Mulder: Yes. The \$1,500 would cover manual development and art.

Metcalf: We will discuss the 2010 program at the August meeting. If the Board approves the proposal, we would have to start working on it immediately.

Discussion of adult incentives and slogan for “Master the Art of Reading”, the proposed 2009 adult summer reading program

Costley: Will any materials be available in languages other than English?

Mulder: Yes, within the parameters of production numbers, we would be willing to consider including one or two items to see if that is of interest.

Costley: **Motion** to approve the Adult Summer Reading Discussion Group’s proposal to adopt Highsmith’s “Master the Art of Reading” for the 2009 adult summer reading program (CSLP’s first adult summer reading program)

Howser: Second Passed by voice vote

RFQs for Children’s and Teen Public Service Announcements

Costley: New RFQ calls for using the Highsmith art for PSAs that could be posted on social networking sites. Could we have the same agreement we’ve had in the past? Asked Mulder if he approved that.

Discussion of approving distribution to social networking sites

Mulder: We’ll do whatever we need to do to make it happen. We’ll work out the contract language later.

Snyder: Called for discussion of RFQ for children’s PSA

Costley: **Motion** to approve the RFQ for the children’s PSA

Discussion

Howser: Is the new timeline workable?

General agreement

Snyder: Attorney Scholz looked over both the children’s and teen RFQ documents and had no suggestions for changes.

Shultz: Confirmed this. These documents are nearly identical to last year’s with the exception of updates for the new themes. Scholz also looked over the contracts. There will be time to consider adding a renewal clause to each contract at the August meeting.

Howser: In order to check references, we need more information than just a telephone number. Having more initial information about references would keep us from making blind calls. For example: What city are we calling? What kind of business is it?

Tomlianovich: We need complete contact information and a web site, if available.

Schultz: Will add this to the RFQs

Snyder: Costley’s motion has died for lack of a second.

Wilson: **Motion** to approve the Marketing and Public Relations Committee's proposed RFQ for the children's PSA as amended Howser: Second Passed by voice vote

Snyder: Called for discussion of the teen RFQ

Schultz: The documents are similar except for the evaluations. Costley's Marketing and Public Relations Committee will evaluate the children's RFQ. The teen evaluation process will be overseen by Jasmine Rockwell (SD).

Drevo: **Motion** to approve the Marketing and Public Relations Committee's proposed RFQ for the teen PSA as amended Puntney: Second Passed by voice vote

Snyder: In August we will discuss adding a renewal clause to each contract.

Meeting ended at 2:28 p.m. CDT

Attachment #1A

CSLP Request Form Project I

July 22, 2008

New Program

Enhanced Program

Submitted by: Ruth A. Metcalf

Committee: Adult Summer Reading Discussion Group

Contact Information:

Ruth A. Metcalf
Library Consultant
State Library of Ohio
274 E. First Avenue
Columbus, Ohio 43201
614-644-6910
rmetcalf@columbus.rr.com

Description of Project:

The Adult Summer Reading Program Discussion Group proposes that for the 2009 program year, we offer a separate adult summer reading program for our membership. This discussion group has discussed this possibility and we feel that there are several options for the 2009 program.

Highsmith staff Matt Mulder, Virginia Harrison, Editor, and Heidi Green, Graphics staff met with us during a July 16th conference call. They noted that they could offer the following for the 2009 program year:

- Free downloadable PDF manual based on the “Master the Art of Reading” theme for this program, maximum size 30 one sided pages. This manual would be available on the CSLP State Representative section as a secure link to the Highsmith site to CSLP members as a free downloadable item. Highsmith would use their editor and graphics staff to design this for 2009.
- Product availability on the Highsmith site for 2009 theme – “Master the Art of Reading” - <https://www.highsmith.com/webapp/wcs/stores/servlet/Production/Search.jsp?storeId=1001&Nu=CategoryId&N=791+2422&langId=-1&catalogId=10010&Ne=1749>
- Additional items will be secured by Highsmith for 2009 which would be available in the print catalog.

How will the project support the CSLP purpose?

This project supports the CSLP purpose as stated in the bylaws in Article 2, items 1 – 4:

Purpose

The purpose of CSLP shall be to procure materials for a flexible summer library program:

- 1) *to develop children’s interests in reading for pleasure,*
- 2) *to encourage and motivate children to improve their reading skills,*
- 3) *to encourage use of all library resources,*
- 4) *to increase awareness of libraries*

This project broadens the CSLP scope and will allow us to reach many more patrons as a result.

Who will benefit from this project?

CSLP will benefit from this project by:

- Expansion of the base program to a wider audience
- Showing response to a need in local communities

States and local libraries who participate in the program will benefit by:

- Higher participation in summer reading program
- Offering outreach to an older population – parents, seniors, single adults
- Showing a response to this need in their communities

Anticipated Results

Since this would be the first year of this program, we cannot anticipate total results. However, our hope is that the program will be well received and eventually become part of the overall CSLP offering. Potential results are:

- Increase in parental enrollment along with their children
- More visibility for the role libraries play in creating and supporting readers of all ages
- Higher participation in CSLP program offerings

Who will manage this project?

Upon approval by the CSLP Board, the Adult Summer Reading Program would be managed by Ruth A. Metcalf as chair, with assistance from Adult Summer Reading Program Committee.

How will the project be managed?

After approval by the CSLP Board, regular meetings of the Adult Summer Reading Program Committee will be held via conference call with minutes taken. Plans for the 2009 program will be discussed and goals set for this program.

Is this a one-time project/program or will it be ongoing?

The 2009 Adult Summer Reading Program is the initial start of this committee's work. Request Form II outlines the ongoing project.

What are the estimated costs?

There will be no costs for the 2009 program. Highsmith has offered to create the material as a free downloadable item for libraries. The company will secure incentive product for purchase.

Will the cost be an annual ongoing expense?

Annual ongoing expenses for future Adult Summer Reading Programs are outlined in Request Form II.

Expected timeline for expenditures?

For 2009 we would move forward with Highsmith's assistance. Future timelines for expenses for 2010 are proposed in Request Form II.

IMPORTANT NOTE: In discussions with Matt Mulder and his staff, we determined that if we are to move forward with the 2009 program, we must have approval from the CSLP board by August 1, 2008. The reason for this deadline is that Highsmith has reserved two pages for the 2009 catalog for Adult Summer Reading Program items.

Board approval by this date will ensure that the 2009 base program would be on track and available next summer for CSLP members. We apologize for this tight turnaround, but if we are to move forward for next year, we must seek the CSLP Board's approval by this time.

CSLP Board of Directors

- Approved
- Rejected

Date

CSLP Budget and Finance Committee

- Approved
- Rejected

Date

Program begins

Attachment #1B

CSLP Request Form

Project II

July 22, 2008

New Program

Enhanced Program

Submitted by: Ruth A. Metcalf

Committee: Adult Summer Reading Discussion Group

Contact Information:

Ruth A. Metcalf
Library Consultant
State Library of Ohio
274 E. First Avenue
Columbus, Ohio 43201
614-644-6910
rmetcalf@columbus.rr.com

Description of Project:

The Adult Summer Reading Program Discussion Group proposes that for the 2010 program year, we offer a separate adult summer reading program for our membership. This would require the formation of an Adult Summer Reading Program Committee. We propose the following for the 2010 program:

- Creation of a manual for this program, maximum size 40 pages front and back. This manual would be produced by the Adult Summer Reading Program Committee, with editorial assistance from Highsmith staff.
- Electronic solicitation of CSLP members for a separate Adult SRP slogan for 2010.
- Product availability on the Highsmith site for 2010 theme

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Anticipated Results

This program would be the second year of this program, so we cannot anticipate total results. However, our hope is that the program will be well received and eventually become part of the overall CSLP offering. Potential results are:

- Increase in parental enrollment along with their children
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Who will manage this project?

Upon approval by the CSLP Board, the Adult Summer Reading Program would be managed by Ruth A. Metcalf as chair, with assistance from Adult Summer Reading Committee.

How will the project be managed?

After approval by the CSLP Board, regular meetings of the Adult SRP Committee will be held via conference call with minutes taken. Goals and objectives will be set for this committee and submitted to the CSLP board. Plans for the 2010 program will be discussed and implemented.

Is this a one-time project/program or will it be ongoing?

It is hoped that upon approval by the CSLP Board, the Adult Summer Reading Program would be an ongoing project.

What are the estimated costs?

Anticipated costs for the 2010 program would be:

- Costs for Developing and Editing the manual - \$1,500
- Costs for translation the manual - \$300
- Estimated committee conference calls - \$200
- Printing and distribution costs of the manual will increase, however the costs are recovered from the sale of the manual to members

Will the cost be an annual ongoing expense?

Yes, it is hoped that the Adult SRP will become part of the overall CSLP offering.

Expected timeline for expenditures?

The expenditures outlined below are only an estimate and draft, since this would be the first full year of the program. After the first year, we will have a better idea of costs.

July – September, 2008:

Costs would be sent through the Administrative Services Agency office.

Adult SRP Committee meets via conference call to determine specifications for 2010 manual.

By no later than August 29th the committee determines the Adult Summer Reading Program slogan via electronic solicitation from the CSLP Membership.

With assistance from the Highsmith Editor, we determine broad themes for the chapters.

Via electronic solicitation we gather ideas from CSLP membership for inclusion in chapters.

The committee also explores options for Spanish translation of slogan and manual at an estimate of no more than \$300.

September – December, 2008:

Committee begins the process of finalizing the manual with assistance from
Highsmith Editor.

January – March, 2009:

Product offerings for 2010 are discussed and finalized with Highsmith
and
prepared for presentation at annual meeting.

April – July, 2009:

2010 manual is finalized and prepared for distribution. The printing and distribution costs will be included in the total manual printing and distribution process. The additional pages (approximately 5 oz. per manual) will increase the shipping slightly to member states, however all shipping costs are paid by the member states.

July, 2009:

Cycle begins again for 2011.

NOTE: Upon approval by the CSLP Board, the adult reading committee will begin our planning for 2010 as soon as possible and begin working with the vendor committee to be included in the next Vendor RFP.

CSLP Board of Directors	CSLP Budget and Finance Committee
<input type="checkbox"/> Approved <input type="checkbox"/> Rejected	<input type="checkbox"/> Approved <input type="checkbox"/> Rejected
Date	Date
Program begins	