

Collaborative Summer Library Program
Board of Director's Meeting, September 10-13, 2012

Monday, September 10, 2012

New Board Orientation was held with new Board Members:

Elaine Black (website), Kathy Buntin (Treasurer/Finance), Charlotte Johnston (PR & Marketing), Patty Langley (Membership) and Elizabeth Rafferty (Teen)

Meeting was conducted by Allison Santos, President; Jasmine Rockwell (Vice President) and Karen Day. Denise Lyons present as secretary.

Tuesday, September 11, 2012

1. Introductions--Santos

- Santos, Tomlianovich, Drevo, Black, Buntin, Shinnars, Langley, Rafferty, Yother, Special, Johnston, Lyons, Carlson, Gould, Rockwell, Day

2. Minutes--Lyons

- Lyons said the Annual Conference Minutes were not yet complete but would be emailed to the group for review.
- The June 4 teleconference minutes have been emailed out. Motion by Johnston to accept the minutes, Black second. Motion carried.
- Black indicated PDF version was fine for posting. Lyons will send PDF to Black.

3. Financial—Buntin*

*See additions at the end of this section

A. Audit

- Received income from dues. We have not received check from Highsmith yet. CDs will come due and so we will ladder. All expenses are in line and expected.
- The Board changed the external conference support amount from \$5k to \$9k.

B. State Travel Allowance

- Make it practice—a set dollar figure. What about a percentage? Flat fee might not work for people. COSLA has an example about projected amount. Sometimes people's airfare is more expensive but how many does that effect? Could we deal with individual situations?
- Board members have their travel paid. A couple states will always have travel issues (Alaska, Hawaii). But we need to be sure that the state reps and the Board members are covered. The Board votes on a yearly basis. If it is going to cost more, we need to make the adjustments.
- What about the nonvoting members? We do not provide for nonvoting members.
- What about the amount, is there some middle ground with the drive and fly, from our usual station. Hardship clause? More than that?
- Buntin to work on wording to try and address certain exceptions we are aware of.

C. National Conferences

- This year we are attending ARSL, CLA and ILA
- What about rotating the conferences? What about the regional conferences? There are too many state conferences.
- If some of our competition is going to be there then we need to be there. Need to promote and be on hand to answer questions.

D. Rotating Conferences

- It was suggested we attend the Texas Library Association conference in 2013 and NAEYC. Shinnars said she was contacted by Jennifer Becker about an adult programming panel for TLA. They are supposed to send a contract with details. The conference is April 24-25. Board needs to review and see if nearby member states might help. Our budget should reflect the travel cost and booth costs.
- Create a list of memberships and places that we could go. When we confirm, will talk with Matt. Focus on literacy and we need to be prudent.
- A report needs to be sent after the conference to the Board.
- Our meetings also need to be strategic.

E. Procedure to amend the budget

- Matt McLain (UT) did majority of the revision for the policy change recommendations for the Budget. The change is that the committee can approve the changes to the budget instead of the board.
- Committee has standing approval to accept the audit. Note: **Put in the handbook.**
- Rafferty moved that we formalize the B&F committee for annual audit and put in the handbook. Special second.
- We realized that we were going to go over budget on an item. In this case it was in 2011, the legal fees. We should have amended the budget then but at least we can make mid-year changes so we look like we are prepared.
- Please see sheet for the language change
- Thoughts on the draft:
 - Approval of the/majority of the members of the B&F committee
 - Committee chair asks the treasurer (budget and finance committee). Any correspondence president or Karen day (CSLP Office) should be copied, need more money, legal assistance.
 - Language needs to be inserted. Committee and committee chairs in the handbook.
 - Focus on transparency

NOTE INSERTION HERE: Additions to the Agenda/Budget Section

F. Moving to be more standardized.

1. Establishing a concrete relationship with Melissa as general counsel
 - \$4800 a year, payable monthly, Schultz will provide counsel and relate to day to day operations of CSLP, review on agreements, RFP, preparation of policy, consultation and assistance of member related matters. As needed, we will secure others to assist including Hudson.
 - This does not include litigation or preparation of legal documents or restricting or major new initiative (named in a lawsuit). Track and reconsider for 2013.
 - Not reestablish but keeping it broad, make legal fees more predictable and more accessible
 - Drevo moves to accept the proposal from Shultz. Gould second. Motion carried.

2. Fidelity Bond
 - This is a bond put on an individual which is more than the D&O insurance.
 - Day got quotes. Buntin recommended \$150,000 because of the amount of the CDs. We have checks and balances. A protection in case something does happen. The quotes that Day got was only up to \$100,000, insuring the company (CSLP). These quotes are for up to 5 people. Will pursue \$150,000 for about \$500. Yother moved, Drevo second.
 - Point of discussion. What about tabling the motion to a doodle poll until we find a company that can do the \$150,000 coverage and we will know exactly how much.
 - This is a good direction for CSLP.

4. California and related issues: vote on shipping of manuals, dues, etc. – Allison Santos

A. California

- The letter from Melissa went unrecognized as did a second letter. They were notified that they were in breach of dues/contract because they did not follow protocol.
- It was determined that for the dues amount (\$4600) litigation was too expensive.
- Yother, Day & Santos, made the decision to go to the California Library Association conference. Yother, Day, Santos and Rockwell will go in November.
- A letter was sent to CLA from us and another went to the California CSLP members who will be pulled from our lists. They were told CSLP would be at CLA and asked them to stay with us.
- The concern is that the membership is run by CLA which receives a grant from the State Library. The State Librarian has not played a role. (California's State Librarian just left and they have an interim until a replacement is appointed by the Governor.) We were not sure if the State Library has a

position. Natalie Cole and CLA have initiated all correspondence. Should we consider sending a letter to the State Librarian/Library to explain the situation and make them aware?

- The Summer Reading grant to CLA has gotten smaller and smaller. There is no official record but letter indicates that they were looking for a revenue sharing option.
- What did the contract say when they joined? There was no official contract as Day looked it up. There is a letter that includes the amount of dues, and a commitment from the state to provide a representative for 2 years.
- The important point for CSLP is to adopt something stronger as a contract that will not preclude states from joining if they have procurement issues but can also stand up in a court of law. Langley will work with Melissa and also review language from Day's file.
- All California librarians need to be removed from the committees. Day has a list. This is proprietary information so all manual people need to be removed first. New members can be added after November.
- A letter needs to go to members about removing people from the web/list and the committees.
- We also need to work on having better lists.
- We should develop a fact sheet for the CLA conference. Also maybe create something for a Youth Services newsletter.
- We should be doing the same review of lists each year for Illinois.
- Note that CLA is getting the Iread2012 program not the new one. We believe people do not know what they are going to be getting and do not know they have an option.
- We need to continue to have clear and effective information to the California librarians. Seems they are getting little or mixed information.

B. Dues

- The original system is priced at \$65 plus \$2 per library. The model for Illinois which could be applied to CA is \$20 per library annually for dues; manuals will be \$10 plus shipping and they can purchase from our site.
- It was recommended that we review the bylaws and see what it says about dues.
- For voting, they are voting members.
- The California Sales add up to \$350,000 (\$35,000 to us). As point of reference, Texas only spent \$1000 this year but not all participated. IL provided 62 orders for \$38,000 in sales. California is a big contributor to our revenue.

C. Voting on Shipping of Manuals and Dues

- Yother made the motion for the "2013-14 program, manuals would be \$10 plus \$2.50 shipping fee for California". Gould second. Motion carried.
- Gould motioned: "Dues have been waived for California for 2013. There will be a combination of the \$20 fee plus the \$10 manual fee with no shipping fee for an individual library. For 2014, California and Illinois will have a \$30 flat fee." Shinners second. Motion carried.

5. Public Relations and Marketing; 2013 Children's PSA and Teen Video Challenge—Johnston*

*Moved from September 12 agenda

A. PSA Committee

- Johnston will survey the committee to be sure that everyone participates and set up a committee meeting for November.
- The PSA committee includes Rafferty, Karen Balsen, Enid Costley and Johnston.
- Two options were sent to the bigger committee; 9-3 recommended the top vendor.
- Did DMF provide a quote? No, they first said they could do it for \$40,000 then \$35,000 and then said they could do for less. Neither provided complete breakdown.
- Committee members have seen his work and you can go to the link in the proposal. Both are in front of the Board.
- Comments included that DMF is current with the latest technology, including Ipad. Mouris we are not sure, the DMF has a duplicator.
- Drevo moved that for 2013 the Board accept the committee's recommendation of DMF. Rockwell second. Motion carried.

- They need to get the artwork and manual headings to get started which Johnston will forward. We did not get feedback early in the process. It was not spelled out or clear whether or not to use the artwork. He did include products but this year we need to be specific. Going forward did want to make sure that we have input on concept so please share thoughts with Johnston.
- One question for the Board? Did we select a genre style of music or a song? Group agreed to narration with instrumental music not actual song.
- Thoughts include incorporate types of digging, including outside. Put a library stamp on it. Storyboards go to the committee and will use what we have from the chapter as to start.
- Johnston will proceed to contact him by email.

B. PSA and the cost and used the states

- There will be a survey to the membership: Do you use the PSA, screen or website, who orders it, what format etc. If from the website, who uses it and who has downloaded. Will keep Board posted on progress.
- Shinners asked if we need to order the beta or if it is downloadable, accessible digitally and does it affect quality? We need to be sure to ask the TV stations.
- Right now we pay for shipping for the duplication. Downloadables will save that amount.

C. Teen Video Challenge

- TVC is being coordinated by Balsen and Costley. Information went to Dan (webmaster) on Wednesday. He is working on the issues with Balsen so they can be put on the website.
- Information will go to state reps during Teen Read Week. The press release will go to others.
- There was a question about placement on the website. The Carousel takes a lot of room on the site. The 2011 placed the information on the LHS. Where for this year? Highsmith asked for that position for 2012. Should the contest information be moved to the right hand side or should it be back moved back to the left?
- Some of the suggestions include making it available in two places. It should be a small box so it won't be difficult (for the webmaster.) There will be TVC tips for judging (suggested rubric). State reps need more information about how to make a successful program. Perhaps suggestions from other states. Shinners has a rubric.

D. PR & Marketing Committee

- There was discussion about the direction of the committee. Should it be press releases and marketing of CSLP or the individual themes and programs/
- What is the committees focus?
- Right now committee pretty much does two things; TVC and PSA. Group agreed we need to revamp the direction of the committee.
- Not just the function – Refer to p. 30 in Organizational Handbook.
- Most agreed that the change focus as it is written – market the organization and we need to market the program.
- Notes for future discussion:
 - We also need to consider the best approach for marketing: perhaps professional editor, would we consider finding some assistance, professional marketing firm.
 - In the past we could not agree who our audience /could not agree (children vs. librarians). Is the PR&M committee supposed to do both?
 - What about a national winner and what we do with \$15,000 on the TVC after it's over. Difficult to pick a winner; is it fair all the time you put in? Some have some challenges.
 - Issue of closed captioning of a national winner.
 - Use as a marketing tool? If we went to the teen video ask how it is used in your state?
 - Do we want to invest the time in the teen video? This is going to be the third year. More the second year than the first year. More states are participating. More resources to be streamlined.
 - Also what kind of money do we want to support it? Will Highsmith continue to support it? What about taking CSLP out of the equation?
 - What about one winner and a scholarship?

- o Would it be a people's choice instead of us voting? Maybe that would assist the state reps.
- o What if it was part of the TVC subcommittee for 2014. Create an ad hoc committee to study it and review and present options.
- o **Gould will lead the Ad Hoc committee.

6. Board composition policy/Membership Report/Choosing Incoming Committee Chairs/Adding new committee members – Patty Langley/Karen Drevo

A. Board Composition

- Geography for committees, what about the Board?
- Diversity of the membership regard to the job, geography etc.
- Also what about state consultants or front line staff on the Board
- We will strive to assure that all kinds of librarians/staff and libraries are represented in Board composition.
- Ultimately it is the nominating committee responsibility. What is the process of the Nom Com? They try and be fair, look for representation from all groups. Also want flexibility.

B. Committees (Chairs/Members)

- If you have people in the state who can volunteer, on and off, then suggest them to a committee. The Chair gets the information and follows up. We don't want to see someone turned away.
- What are the start dates of committees? There needs to be some consistency.
- What about at the discretion of the chair? Typically terms begin June 1st. What about latecomers for a committee?
- Last annual meeting there was distrust of the Board and the Process. We need to build trust with transparency.
- If the person is serving a committee and leaving their job, can they appoint or suggest a replacement for a position?
- If you are going to put together a policy about removing a member, what about removing a committee chair?
 - o Page 18 in the Handbook, Steps to remove a Committee Member. Some of the members of the vendor committee were insufferable. If the behavior doesn't change, then steps need to be taken. Add the line about proper conduct and respect. Langley can craft the language.
 - o Knows the job allows them some time, active member of the committee, start see what the committee entails
 - o Cannot appoint the replacement, Committee Chair makes the appt.
- What about adding people in the middle of the year? Rockwell suggested in the handbook. Add a sentence: Committee members may be added or deleted to the list throughout the program year at the discretion of the chair.

7. National Geographic Partnership and PLA Digital App Task Force – Allison Santos

A. Committee service

- We need two people for the committees. Santos recommended herself and Johnston to represent the CSLP and the PR/Marketing part of the topics.

B. PLA Digital App TF

- PLA has put forward a digital app task force. We are unclear if this is a location app or data collection app. Other programs have been tapping into those areas (IMLS, Colorado, PLA). We will follow up. How are they going to entice libraries?
- Go to the table about this application and make sure we are represented. This way we can protect CSLP.
- Also what is this going to do—asking people doing the work? How is this different? Doesn't make a lot of sense but we'll have to keep monitoring it.

C. National Geographic Proposal

- We are interested. This could provide NG images for any promo materials. Books at any level for prizes or end of the year, magazines and books to the members. They would be a solid partner. It would include other NG divisions and editorial content (?). Common core.
 - Prizes at every program level of subscriptions. We should brainstorm for nonfiction support.
 - What about our relationship with Highsmith? Maybe third party vendor. NG is a quality vendor, fair exchange? Highsmith can't offer what they offer. We will contact Matt to make sure that we aren't affecting our contract with Highsmith.
 - We need to be sure that we will benefit. If they sell materials to us or for us—have a licensing fee on everything including books. If it is inexpensive, we could add at the other end. Do we charge them for sales?
 - What about the Third party agreement—2013? Add NG as a link of one of our third party vendors.
 - Do we have a contract? Not yet. We get lots of requests from people who want to partner with us. As we continue to grow we should see more. We need to see about some standardization. We should review if it enhances our program.
 - Does NG include editorial, adult or children's magazine, if we move forward? We just need to ask.
 - Move forward with investigation
 - Santos will reach out and see if we can have a conference call include Rockwell, Day, Yother and Santos; discuss and then bring it back to the board
 - What about including her in the November conference call? Then we can have the conversation with Matt?
 - What about a timeline. Can we do this for next year?
 - What about strategic partnerships?
 - What about the groups that have contacted us there is a difference between sales and when people just want to give out information/resources? We need to investigate.
8. Rule of Use Committee report – Karen Drevo
- What about the trademark CSLP branding, what should we put it on? We need to decide.
 - In 2013-12, the contract says we get the licensing fee for the next 5-10 years on what we have created. If the schools are going to buy on the limited list, it should show where it came from.
 - Drevo has been reviewing our ROU to do list. She has checked off all but one item.
 - Membership statement for the website, same wording that Day read. It was approved. But there was still something supposed to come from Sherif.
 - You need to be a registered user to access the online catalog and website. When you register for the first time, you will need to agree to the ROU agreement that pops up; the agreement should only appear the first time of registration.
 - Special moves that we accept Drevo's recommendation to put the website Rules of Use acceptance in place. Yother second. Discussion?
 - Don't make it a barrier. Just a reminder. It is easier than on a membership agreement. It was on the advice of our attorneys. Dan can add for the first login time. Remove the line about the "if you need an account." Registered users should see it one time.
 - Special amends the motion to include the information above that indicates the language as stated be placed after login on the embedded site. Strike the second paragraph. Yother second. Motion carries.

Just a reminder to Board Members. If you serve on a committee, you are on as a committee member, not a Board member, and as such need to participate in the committee work.

Day ordered everyone a CSLP shirt so please take one before you leave.

Adjourn for the day.

Wednesday, September 12, 2012

1. Standardization of Annual Meeting/Other – Jasmine Rockwell, Ad Hoc Committee

A. Annual Meeting

- See the statement from the board. That could go at the top of the agenda.
- There will be ground rules for the dialogue—see the handouts from Rockwell.
- Preparation – come prepared for the working conference. Much of the work is done in committees before the conference; committee members are expected to contribute to the committee work.
- Special-Rafferty will team to do some online training. Move to tomorrow to the long range plan.
- SLOGANS: There will be a call for ideas. Manual committee will narrow down. Will bring forward with Early Literacy/children. 10-20 will be what we see at the annual meeting. We need to remind them about connecting EL/Youth.
- Special asked if we can create a list where we are getting member feedback, reason to sign up on the website but also for those state reps who haven't been getting the kind of feedback or support. Might be able to get more feedback that way. It was also stated that some Library Directors limit the feedback because the information might get greater emphasis so we need to be aware of that. Go through your state's channels. Do in a way that fits.
- But we need to focus on our state reps and what this means for you. You need to get us information. You are responsible and need to be sure that you do your report.
- Rockwell—draft an email to the state reps, based on the survey and meeting (why factor). Timeline looks good. State reps don't turn over all that often.
- One question is: Do you use the website and what frequency?
- Artwork will be available, look at the style, the slogans are and what has been suggested, no more artists suggested at conference.
- We talked about having the local public library to pull the books of the people we are suggesting so attending people can see their work. There needs to be prework for the artwork discussion. This includes manual chairs.
- Everyone should have a say, feedback or if we want to do the 3 vote, best for the whole? How are we going to vote? Vote by the states not just everyone in the room. General meeting by state vote.
- Board reports need go on the website and newcomer packets need to be sent in advance.
- The Tuesday will be "Day 0". YS consultants will still be given courtesy time but better earlier than later. Some Board Members are also YS reps so we will want to accommodate that.
- We need to clarify a working meeting, not conference. Emphasize.
- Preregister option if you say that you are going to go, leave space for networking?
- Do we want to have sign in at meetings to show that people are present and participating? Maybe have people in leadership roles available.
- What about an organizational handbook section that sets the expectation for state reps? This would allow state reps to make decisions on who they should bring to the conference.
- If you are new and don't know, you may want to see both but also have to make an immediate decision
- Day One:
 - Choose slogans. Generate excitement.
 - Use the meetings to focus.
 - Early lit and children together for day 1—narrow down general theme suggestions.
 - We need to shorten or focus the business meeting.
- Day Two
 - Need something big and exciting for Day 2.
 - Make sure we do some work in advance because people can have input at different levels.
- Board Transparency
 - Are we introducing people/board nominees (first day) so people can get to meet them
 - But the voting isn't until the end on the board meetings
 - Have a short business meeting on the last day so that they have time to ask questions and learn what they need to do.
- Other ideas
 - 3x5 cards respond to those issues the next day

- Expand time to have a break
- Individual meetings, and if you don't go to a manual discussion then you go to the networking room
- Have room to move around
- Time with lawyers? Helpful and good feedback
- CE? Feedback
- Chairs need to ask if they have read the manual.
- What about copyright as a piece, way to connect to our mission.
- Table talks—what about small pieces 4 tables and 4 topics for an hour
- What about opening up the questions, like copyright to be able to answer
- Plan on a half hour with the lawyers and solicit the lawyers in advance. Give the issues in advance
- Discuss our theme?
- Day Three:
 - Special business, last year it was the one slogan.
 - Artist selection
 - Vendor time, you will get your bag during lunch—now a “goody bag” not just free for all items.
 - More Highsmith dialogue and face to face with vendor.
 - Voting on board, thank you to outgoing board
 - Board meeting at the end of the day, no big decisions
 - Board as a dinner meeting, separate from the membership. New board members need to come

B. One Slogan review - Jasmine Rockwell

- Wanted a way to be able to have a slogan on a poster or 4 pieces of artwork from Highsmith.
- Promotional materials 2013 consolidated poster and summer reading poster.
- We want this to say from the Board to the membership “We heard what you said. This is what we are doing.” We will continue to work on it as well.
- We need to also highlight this kind of recent news on website. Will send an email to membership.
- Perfect on the website, highlight latest news
- Email.

2. Vendor --Yother

- A. Vendor
 - We have standing one hour monthly telephone calls with the Vendor. Focus has been on customer service and product availability.
 - We need to stress shipping—dates need to meet the SRP program year even if March 1st.
 - This year we have the One Poster option and also customization. However the minimum orders for customization are very high. Doesn't address what we need.
 - Please note the CSLP logo/brand is in the contract. We are also stressing the lack of response to our requests. Are our needs being met? They claim that production costs but other vendors can do customization and amounts
 - What about a one time set up fee?
 - This year (2013) the art is very well received. Overall we are pleased.
 - The aftermarket is created for us and by us. It's in our contract
 - Adult women's tee not forgotten
 - Wherever our slogan is, what could we add to designate our brand.
 - Catalog defines the new shipping terms, and it's on other pages.
 - School partnership form on the website behind the username and password will need to get and print for your schools. We'll have the School/Partner form by end of October.
 - We need to reword where schools will go to order items. Can PR committee discuss?
 - Our sales were \$3,633,330. Just over 27,000 books
 - This year we will get the 10% for the books. We will discuss other vendors.

B. Illustrators:

- We're having a problem with our suggested illustrators. Group gave suggestions.
- Some include: Laurie Keller, Pablo Bernasconi, Rob Scotton, Larry Jones

- What about a Female illustrator? How much is name recognition important?
- We need to be clear but also give them freedom. Redoing the art sets a bad precedent.
- Moving around the slogan and the art decisions? What about the writing information down, Fill out, thoughtful way of moving forward. Give the musician and a style/perimeter (same for PR)
- Turn over the items to the committees, charges for the committees, contract do their work

C. Survey

- Yother/Rockwell/Day have been working on a Vendor incentives and materials survey .
- It should help us gauge what people have and have not purchased. Help us to make estimates for future purchases. It will ask about books.
- Will ask about quality (t-shirts) and availability.
- Will discuss the order of sending full/half orders.
- There were some errors: People not receiving orders placed early. Libraries receiving the invoice for the whole state.
- Books always a concern.

D. Meeting with Matt Mulder, Highsmith

- Questions about customization: quantities seem extremely high. Where did that come from? MM says it is what they are able to do in house vs. sent out. Isn't feasible on the in house press. For example, 2500 certificates on a sheet 3x4 ft wide—20—125 sheets at 50 sheets a minute. A couple minutes to run the copy, to run less printing plates. We asked about having a logo on file to run a smaller qty. Each plate is \$40 per mm. Plus the overrun that needs to be tossed out.
- Up front costs are expensive, no matter one item or a million. It is the preparing for the job.
- Drevo asked about what we asked for at conference we didn't get. When did that change. What about a third party vendor?
- Are the catalogs printed in house? No.
- CSLP logo is supposed to be on the products. Can we incorporate into the posters for this year? What can still be printed and what is possible?
- Offer other shirts especially women's cut for adult program like this year. MM says it was missed and he will note for next year.
- Matt said that there were some tshirt orders he had given releases for as Highsmith's shirts were out of stock. We need to be aware how Highsmith is keeping up with inventory (on the agenda for the monthly vendor calls.)
- Shipping: minimum order is \$3 with max of \$25 b/c they will pay \$25 not \$50. What is the order for people first come first served? Even if they are back order, ship orders complete whenever possible, hold the order (what is that deadline). But if they order the end of the month or April 1, in a queue that is May 2
- Internal issues with SC and MS/received the invoice for the whole order including the bill. He apologized.
- Do you have dates for when the book lists will be ready? Catalogs Friday. Promotional packages will be sent the last week of Sept.
- ARSL is late September.
- November 1st will be ready for the books.
- The PDF should be ready by October 2 for the schools/partners.

E. Teaching Books – Karen Yother

- Trying it for another year.
- Are people using it? How do we get the information out?
- What about a tutorial?

F. Our Discussion/Feedback (our discussion after MM call)

- Don't think the Tshirt issue was accurate. We still feel like it wasn't.
- We heard issues with customer service and the direct line. Rockwell wondered if the service is still good after changes. The issue has come up several times. Many have Demco service issues.

- They think that the IP is theirs. The art. Confuses people in the field. What is the company/what is the word. Be consistent
- Discussion about quality items not made well.
- What is the stock and what we think is in stock and out of stock.
- Just in time business philosophy—may not work for us. Langley wanted to suggest they update us with inventory. If there isn't stock then it shouldn't be online.
- When someone calls to place an order, phone person isn't the detailing the information about the fact that may be coming. The phone people need to keep track. How many times do you say in stock?
- Survey is coming to the people that placed orders, to state reps, will get feedback.

G. RFP

- Time to look at potential vendors. RFP out the first part of the November. Meet by Board or Committee.
- We are a big program, 4 programs that we work on. Is it time to break up and have different vendors. Suggest that multiple vendors vs. headaches. Are we meeting the needs from our members?
- 2015-16, what our needs, are they being met. Are there changes being implemented?
- Some suggestions include Red shoe publishing, Upstart/Highsmith, Rhode Island novelty, Janway. How many people who can actually do all the parts and serve all the needs?
- Why are they not using a digital printing press?
- What about investing in the software and the technology of the new printing press to better meet the needs, maybe make the suggestion.
- They need to understand our growing pains. They need to be sure that they add staff or identify a third party to work with.
- We will continue to have monthly meetings. Many different ways to incorporate multiple vendors. Is the artist going to want to work with a big company ? Things are moving now in the next 6 months
- Too big of a project to keep it on a timeline. We need to set the timeline.
- If we split up, we might run into problems (like NC has special ordering needs.)
- What about a third party contracted vendor, like working with it in, for Highsmith? Highsmith working it in to better meet the need and so either they can meet the need or outsource
- RFP PAGE BY PAGE
 - Page 2-#8 lowest cost 5% to keep costs down
 - Page 3—online
 - 4/5/6—rearranging
 - Ask about 4 copyright to the manual, copyright to the art with a year long license to the art. Make clear.
 - Early literacy 165 total pages
 - First bullet. Total pages hasn't changed but some page #s have moved around
 - Attachments are identical except the pages.
 - Pages—all double sided printed.
 - Most of the activity pages are double sided because we figure you can get them from the DVD.
 - Teen Manual—what about combining chapters and making them shorter and more succinct
 - The pages will change some (# of pages)
 - Review the timeline, for the manuals etc.
 - Children's manual—no later than...
 - **PR will need to make the change, review the dates—for what ?
 - Review anything around quantity issues.
 - Early literacy looks fine
 - The quantities are based on sales. We are taking on faith projecting appropriately
 - All tshirts should offer same kinds and sizes.
 - ROU is what we use. Note Page 19 change to Mississippi.
 - Have any timeline to look Monday or Tuesday to Melissa
 - Motion to approve the RFP to be sent on with the amendments by Buntin. Black second. Motion carries.

- If you want to review the RFPs let Yother know. No word docs on website (PDF only.) Goal is November first. What about US companies?
- 3. Teen Manual Report-Teen Manual report – Elizabeth Rafferty
 - None
- 4. Adult Manual report – Martha Shinnars
 - None
- 5. Early Literacy-- Michelle Willis (skype)
 - None
- 6. Children’s Manual report - Pam Carlson
 - List of new members of the committee was completed and sent out.
 - Clarification of the “mad scientist” to show that it is not derogatory
 - Review the lists. All CA people need to be removed by November 1st.
- 7. Website Committee report – Elaine Black
 - A. Upgrade
 - RSS feed does not work, it will not doing anything different. We are going to ask to remove it because it doesn't work.
 - Did you notice anything different? Maybe/maybe not.
 - Doesn't hold the login very long. Black said one time it was either really short or really long. She will check.
 - What about permission to adjust the website? What about needing access to something. Special said the forums.
 - What do you want the website to do, function, group—we can do? We need to find out if the Forum is useful. The wiki is not being used. If we don't updated it then no one will be driven there to use it.
 - Website is a clearing house. Don't know that the website is the place for conversation and discussion
 - Good place to put information about CSLP summer reading. Information should go through something/someone and post
 - We will agree to stop the wiki and forum. The long range planning discussion will include Facebook etc.
 - Carousel is the breaking news. Bigger font, remove the rotating picture (carousel now). A slider, current images for another page for news. Suggest that “About CSLP” a little box off to the side and permanent.
 - Change the phrase on the brochure—about the Organization should be first.
 - Web items submitted by Weds. noon are up on Monday. If there is something big but last minute, that we can make the change/request.
 - Once they are posted, do a quick look
 - Video Challenge—new stuff is there
 - Please do not go into website and make changes. Just email Elaine in email with stuff, let's fix maybe a small typo or misspelled word but do not go in make big fixes. We don't want to mess up. The web updates will be in a timely fashion. Keep Elaine updated with changes you need, if you see a problem, let her know.
 - You can see the Google analytics. Our social media is buried in the nav bar.
 - Summary:
 - Tellafriend—appropriate channels.
 - Login time—adjusted.
 - Wiki and forum to be removed.
 - Remove the carousel and piece and graphs, also gone about CSLP from the page but the “about” will part of the navigation.
 - Front home page, dedicated to the latest news
 - Post date and take down date to EB
 - FB/TW embedded on the side.
 - Move the word grassroots to our history
 - Anything else will be emailed. FW email so make sure it is all there.

8. Diversity Committee report – Lori Special

A. Diversity Resources

- Cannot translate the slogans into Spanish Exactly. Will be difficult with science slogan to translate to other languages.
- We should revisit the adults with special needs. We can't be everything to everyone. So when we talk about our plan we need to talk about diversity but we are focusing more on a few populations and do it well.
- Bring your ideas! Lay a framework and be purpose driven!

Adjourned for day.