

CSLP Annual Conference, Scottsdale, AZ

Thursday, April 07, 2011

General Session

Treasurer's Report- SP (Reminder to pick up your travel reimbursement forms.) Our income is higher than what we have budgeted. Please refer to your report in your packet.

Shipping of manuals has been paid, shipping of incentives was also paid. This increased our profit lines from Highsmith. We will end up slightly over budget due to shipping fees and conference expenses. \$800,000.00 has been allocated to cover future expenses, a rainy day fund. This has now increased to \$1.2 million. We will need to spend down this money, but is wise to have additional funds in reserve in case the economy doesn't turn around as we hope it will.

2012 Budget- SP explained line by line the projected expenses of the new budget. We allocated \$1,00.00 for our conference speaker fee and spent \$500.00 SP asks for a motion to approve the 2012 budget. Sally Snyder motions, Yother seconds, vote/motion carries.

CSLP will have representation at national conferences and our delegates may be asked to assist us if a conference is located in your state. This is referred to in line #22 in the budget.

Children's Manual- AB- Selection- Slogans are:

Dig into a (Good) Book

Dig into a (Good) Story

Dig Deep- Read

Dig Up a Great Read

Dig Into Reading

Journey to the Center of a Book

Uncover a Story

Unearth a Story

Please think of the artwork and activities that would work with these particular slogans. Please be mindful of the slogan and potential illustrator choice.

Voting begins by state.

Dig Deep Read- 40, Dig Into Reading- 41, Uneath A Story-30 (amount of votes)

Voting continues by state. Dig Deep- Read 1, Dig Into Reading 77 , Uneath A story 69

Winner is: Dig Into Reading

Program ideas: Patti Sinclair- Patti will work Uneath A story into the manual. Construction theme for boys, parallel worlds, underground readers: underserved populations, what's under the dirt: small animals, gardening and planting, sand and beaches, dig in: community involvement, farming, archaeology, dinosaurs, mining, under your house, under a city, subways, sewers, earthquakes, insects, what's under your skin, burial rituals, digging up facts, prairie dogs, underground railroad, plumbers and pipes, dig for clues like a scavenger hunt, composting, master gardening program, monsters under the bed, dungeons, ask local government to bring a digger or construction equipment to the library, time capsules,

Display ideas and props; Patti asks the membership to think about decorating ideas and if anyone has one please send them to her. Empty boxes from a grocery can be used to create tunnels. Create a small pyramid or make a sarcophagus . Gemology and displays of rocks and minerals

One Slogan for the Four Programs discussion- Jennifer Lawson (CA) Lindsey (TN)- Suggestion that we move to one slogan. JL feels it is more difficult to promote the program with 3 different slogans. She feels it would be more cohesive for families. Staff and customers seemed to be confused by the multiple slogans. Teens may be feel alienated but she feels that we can still make it special by our interpretation. Lindsey (TN) Librarians in her state would like to see this happen, she polled librarians at her workshops. She feels it would be easier. It would be more cost effective for her state for incentives. She feels our choice of teen slogans really have nothing to do with libraries of late. Sherif- Reminds everyone that it is not mandatory for membership to use the 3 different slogans. You may pick and choose the slogans and inter mix them. Karen Balsen (NY) Stresses the importance of a separate artwork and a making something different for teens. Sara S (MA) is against the idea, feels that teens must have a separate slogan, libraries are reaching out with separate spaces and programming, etc. Elizabeth (MD) agrees about teen spaces, but the people who care the most about themes are the librarians, the teens don't care. Patti Sinclair- This afternoon we have a marketing specialist speaking to us at lunch today, we should utilize their skills. VT- Prefers to differentiate the slogans for programming purposes. Kids are the actual audience, teens are difficult to reach. Matt (UT) Why don't we just do both? Sherif- We will continue this conversation. We also need to have further discussion with Karen Yother and Matt Muldar. Staci Shaw (ID) Perhaps we can focus our energies on how to assist smaller, rural libraries with single press releases and promotional materials. Sherif- Asks Jennifer to head a small group for fact seeking. She will need to send in a formal, written proposal and will need to reach out to the membership at large for opinion. JT- As parliamentarian we should not just appoint an ad hoc committee without the BOD's approval. Sherif- Straw poll of whether there is an interest in continuing to investigate this idea. The majority of the delegates would like us to explore one slogan.

Teen Manual- JR- Selection Slogans are:

Underground Scene

What Lies Beneath

Beneath the Surface

Explore New Depths

Off the Grid

Go Underground

Notes From the Underground

Subterranean Scene

Welcome to the Underworld

Voting begins by state.

Beneath the Surface- 36, Subterranean Scene 24, Notes From the Underground-22, Explore New Depths-20 (top four choices, votes counted)

Voting begins again by state.

Beneath the Surface-71 , Subterranean Scene-23 , Notes From the Underground- 38, Explore New Depths- 15

The winner is: Beneath the Surface

Programming Ideas- Patti Sinclair- Alien autopsies with jello, jewelry making workshops with rocks and minerals, anything Steampunk, role playing the underground railroad, diving demos, graveyard tours, layers of rock/ layers of ourselves, photoshopping/ dual faces, masks, cemetery stone cleaning, beneath the surface/ history, underground political movements, underground/ alternative music, alternative 'zines, sub-cultures, cross dressing/ alternative personas, secrets revealed, exploring yourself/ journaling, battlefield archaeology, partnering with USGS, national park partnerships, caverns, spelunking, map making, geocaching, incognito/ undercover identities, investigative reporting, avatars, genealogy, raw food movement, re-enacting famous people who are buried in cemeteries, cross sections, take apart and reassemble, coroners and forensics, owl pellets- dissecting, time capsules, creating your own underground world...could use water as well, paranormal groups, 'zines, inside working of dams, luminal and fingerprints, the history of undergarments, what's under the surface of the financial industry.

Decorating/ Display ideas- Fake grass with a hand sticking up holding a book, using cardboard to simulate caverns and canyons, rock wall, fake gems, masks, pictures of people with their faces covered and make teens guess who they are, photos that have been cut apart and reassembled, skeletons, Xrays, MRIs, animal skeletons, commercialism; ads, products and how to recycle or DIY them,

Adult Manual- MS- Selection. Slogans are:

Underground Passages

Worth Exploring

Get the Dirt

Reading: Can You Dig It?

Burrow Into a Good Book/ Story/ Reading

Delve Deep

Groundbreaking Reads

Below the Surface

Tunnel Into a Good Book

Uncover New Worlds

Voting by state.

Top four choices are: Groundbreaking Reads- 47, Underground Passages- 38, Get the Dirt- 23, Reading: Can You Dig It?-15

Voting continues by state.

Top four choices are: Groundbreaking Reads-68, Underground Passages-59, Get the Dirt- 17, Reading: Can You Dig It?-0

The winner is: Groundbreaking Reads

Programming Ideas- Patti Sinclair- 70's theme, groundbreaking/ first time author series, gardening programs and how to rid a garden of animals, famous speeches or essays, fundraising/ partnering for a particular charity or cause, funeral planning, groundbreaking books, banned books for adults/ risqué books, basement repair or renovations, groundbreaking as innovative, cleaning up homes/getting out from under, groundbreaking TV shows.

Decorating/Display- Patti Sinclair- Book covers of banned/risqué books or first time authors,

Early Literacy- MW

Programming Ideas- Tactile boxes, sandbox stories and digging in the sand, treasure chest, blanket box filled with rice instead of dirt, water bottles filled with sand and trinkets for discovery purposes, What a Treasure by Will Hillenbrand, dirt cups (food), hide and seek/ discovery; what's underneath?, lift a flap books, packing materials/ peanuts, mud fingerpainting, cardboard boxes to climb in and out of, Gardening, grass seed cups, heavy construction equipments, tunnels, Tip, Tip, Dig Dig book, Where Is Thumbkin with other items in room, flip dolls, Library Dragon Book, dog puppet buries bone and then kids must find it, Dig by Zimmerman, Wet Sand/ Wet Soil let children dig in the dirt.

www.nancymusic.com, Dust Bunnies book/ dryer lint/ polyester fiber fill, Rhyming Dust Bunnies, dinosaurs,

Decorating: Treasure chest, bulletin board- dog house and dog digging and hiding bones, little book worms bulletin board

General Concept for 2014- AB

Themes

Environment: Green/ Earth/ Recycling/ Nature/Wildlife

Exercise: Fitness/ Health/ Sports

Food: Cooking/ Nutrition

Heroes: Super and Real

History: Archaeology/ Dinosaurs/ Prehistoric/ Ancient Egypt/ Time Travel

Humor

Jungle: Safari/ Conservation/ Wilderness

Science: Technology/ Experiments/ Machines/ SciFi/ Steampunk/ Robots/ Future

Space: Exploration/ Stars/ Planets

Top three choices are:

Heroes- 38, Environment-33, Science- 28 votes total

Debate between the merits of the three themes.

Heroes-44 , Environment-7, Science-96 votes total

The winner is: Science

Online Manual Discussion- JT

Review of the survey conducted about having the manual entirely online. The survey involved 12 questions about how people use their manuals. We asked if people even knew if the manual was on the DVD. Please refer to the report for all the questions and answers. The report is part of the conference packet. Participation in this survey was about 4,000 members. The number 1 choice for preference of how members want to receive a manual was still the paper manual. The \$10.00 cost of the paper manual remains very appealing. Most people also mistakenly believed that if the manual was online it would be free of charge.

Diversity Committee- LS

Please refer to the Diversity Committee report in your conference packet. Lori discussed the mission of the diversity committee and the work they have accomplished. Upcoming plans are being made for a toolkit that will contain resources, etc. Target populations are African Americans, Latinos, Native Americans, incarcerated teens, institutionalized adults, GLBTQ, senior citizens and autistic children. Please send any ideas for adult programming to Martha Shinnars.

We need to make sure anyone with challenges are served. The committee will also work on cleaning up the diversity page on our website. We will make our information easier to find and more accessible.