

Collaborative Summer Library Program  
Board of Director's Meeting  
Holiday Inn & Suites Chicago O'Hare-Rosemont  
10233 West Higgins Road  
Rosemont, Illinois

Tuesday, August 23, 2011

Call to order at 7:43 a.m.

- A vote on the agenda was taken. Motion by Drevo with second by Shinners. A vote was taken and motion carried.

8:00 – 8:15 Approval of Board minutes 6-6-11 (Denise Lyons)

- There was a motion by Santos to approve the minutes from 6-6 with a second by Yother. A vote was taken and the motion carried.

8:15 – 8:45 Financial Budget/ Priorities Expenses/Audit/Spending habits-Susan Pannebaker

- Need to consider how much we are going to keep in reserve. Before we had it on hand in case the vendor went away but now we should we keeping less revenue as we do have to pay taxes. As a 501(c)3 without a building we need to consider keeping \$500,000 or so on hand.
- We might want to think about a plan to spend the balance. The Evanced/software product may be a possibility (for 2013).
- There was discussion about shipping costs. We did spend a great deal and "overspent." Items to consider: 1) do we charge a percentage, 2) Need to prepare our libraries for any new costs, 3) The shipping cost of books brings another issue, 4) LSTA may also affect sales, other costs, 5) Texas joining may also have an impact.
- A couple changes:  
Budget vs. Actual: Legal and professional fees: \$9078.75  
Management contract should be \$19,050
- Action Item:  
One room for the state and transportation for the state rep. The estimated food cost for each attendee for the next annual meeting will be about \$340.
- Sheriff moved that we charge the food rates for additional delegates with a second by Special. Discussion.
- Drevo suggested that we be careful about states that are hosting. Their local arrangements committee will have extra people but shouldn't be charged.
- Sherif amended her movement to say any additional members beyond state reps, board members and local arrangements committee the cost of their meals. Special seconded.
- More discussion. Special said people expect to pay something.
- Sherif that people should be accountable for leaving early.
- Santos said we should also consider those who are active volunteers. Shinners said that it is part of her expectation that if you come, you are an active, participating member.
- Wilson suggested that there be some discussion with committee chairs and be sure that key volunteers are covered, but handled on individual basis.
- Sherif indicated she provides travel grants.

- Lyons suggested that a registration fee may include the amount of food if we decided to do it that way.
- Sherif moved to amend the motion to say any additional members beyond state reps, board members and local arrangements committee will have to cover the cost of meals but with the discretion of the board (who will examine hardship cases and discuss with committee chairs as needed.). Special seconded. The group voted and the motion carried.

Before break:

- Sherif presented that the CSLP is looking into a conference display for the conferences we are going to attend. Matt will provide some leftovers and samples. She will also work on a handout with key pieces of information. Sherif will provide budget figures shortly. The goal is to have before ASRL.
- Day showed pics of the new office.

9:00 – 10:30 Meeting with Melissa Scholz and Lydie Hudson – legal issues/updates

- Melissa and Lydie discussed the reasons for protecting our Intellectual Property and provided a presentation on some of the differences of the terminology of Intellectual Property. They wanted to provide a legal baseline of the issue for us so we can develop best practices. Also because we need to understand the bigger picture.
- The Consultant Agreement was passed out. This is for those who do training on behalf of CSLP and the program.
- Revised Rules of Use documents (and the older versions) were also handed out. Copyright and trademark law protect the manual, CSLP's name and logo, and the themes and artwork. Restrictions are contained in the rules of use. There is specific language about abiding by the rules of use if you access information from the website it was recommended to be added to the printed manual and DVD.
- There was some discussion about following up with Highsmith about the hiring of writers for the manuals, also the aftermarket options with our property.
- There was additional discussion about themes vs. slogans, and who owns the art.

10:45 – 11:15 CSLP images on Google/Google Issues – Karen Yother/Michele Farley

- Discussed more in detail the night before
- Some of the specifics were discussed within the context of the above discussion.

11:15 – 12:00 Webinar – Plymouth Rocket project

- Jim Stewart represents Plymouth Rocket. He has been there 10 years. The company also offers a variety of other kinds of products for tracking of room, events, book kits etc. all which are web based applications, purchased on an annual basis. The proposal was sent out in advance of the meeting.
- He had a demonstration of the product showing some of the different pages and interface.
- The library creates its own page and verbiage and can determine some of the goals and usage. Essentially there would be a template with various options but the turnaround would be 1-2 weeks. (Yother suggested using a template formula.)
- They host the servers there in house in Massachusetts and everyone would get a unique URL. He said there are customization options for text so libraries could make their own

changes. For design or bigger questions, there would be a 24 answer turnaround time frame but there may be the capacity to develop a quicker response time. There is online help available all the time. The patches or server updates would be essentially seamless.

- There was a question about the type of reports that could be created and he said right now it is limited. Reports can be created and then the librarians could run them on their own basis. However if there are some specific requests, they would consider working on developing some based on what we need (because we'd need an easier to use front end.)
- State reps were interested in being able to access data and reports on a statewide basis.
- They said they are comfortable working with all kinds of hardware and software.
- There were some comments about how not all states have the kind of bandwidth necessary to run the product or there is a delay with the timing in entering on forms. Something to keep in mind.
- Most training is done on the phone/online/webinars.

#### Insert of Discussion about Data Coordination and Collection through IMLS survey

- Shinnars was asked to investigate getting SRP questions connected to the national annual survey.
- Sherif said that it was important to have our questions clearly defined because IMLS has their questions and each component (i.e. what is a teen) clearly defined. But we also have to make it clear that this is data they are already collecting so it is not a burden on the libraries or data coordinators. It would just be great to have it entered in one place.
- Sherif also said we have to make it clear the value to them.
- Special said it would be particularly helpful to have something more "official" than her reports which are considered "unofficial."
- Pannebaker suggested it would be of value to know how much LSTA money is spent on summer reading.
- Shinnars said the state data coordinators are on board with this and it's very doable.
- Others have commented that they are in agreement and it appears those in their state are as well. The annual survey carries a lot of weight.

#### 12:30 – 2:30 Meeting with Matt Mulder/Highsmith and Rob Cullen/Evanced

- Matt presented the sales figures by state. \$3.5 m this past year. He said the last three years have been pretty close.
- Have always encouraged libraries to order early. The libraries have a "black Friday" date just like regular retail.
- Matt said they would be directing everyone over to the [clsreads.org](http://clsreads.org) site to place orders. Paper orders will still be accepted (fax). The phone number [fax number] has been changed to accommodate the CLSP orders.
- There were concerns about the shipping but Matt assured the group that the issue has essentially been resolved. They still encourage everyone to order early.
- There is a limit as to what CSLP pays for shipping with a \$5 minimum and up to \$50 max.
- Rob Cullen from Evanced came to discuss their proposal. Evanced sold their shares to Demco in March. They have always served libraries and tried to work with CSLP members. They have over 2000 libraries they work with.

- After he learned that the CSLP requested to wait a year, Rob put together a Plan B proposal for the group. The alternative is a pilot project for 2012 with 200 libraries chosen by CSLP. The cost would be a one year contract for \$35,000. He would prefer libraries who are not part of the state contract be included (so new users.)
- The product would be the most basic model. The company would look at what was key and what is an add-on. The basic model is what will be offered to the CSLP. It was suggested that libraries may need more. He said they may be able to pay something to get increased functionality. There were some questions about basic vs. add on, especially with reports.
- There will be ongoing development of the product including opportunity for librarians to offer some feedback. Most of the updates will be seamless.
- Sherif asked about the product as it relates to bandwidth. The option would provide the libraries to have a very light template. Rob said there is a lot of room for customization but the basic site would not be the most elaborate. Everyone can sort of decide on their own—the children themselves could input or the adults or volunteers could input the data.
- It was also requested that the pilot group represent a variety of different locations, usage so it can be the most useful. He also wanted to point out that this may also be available for sale so it won't be solely CSLP's product. They reserve the right to sell it but they aren't sure if they actually will.

#### Discussion about Scholastic

- Santos said that the subcommittee was going to review the materials sent by Evan at Scholastic. They were not happy with the selection – because the materials were older, they were not connected to the theme, and they were not inexpensive.
- Yother's concern is that with the poor selection, there won't be many who choose to buy and as a pilot year, it won't show success.
- Matt agreed that Evan was too senior of an executive to create this list. All agreed that there needs to be an adjustment to choices even if the prices go up. There were even nonfiction choices that did not connect even generally to the theme.
- There has been some trouble working with Scholastic. The concern is that what happens now because there is a page in the catalog. While this was essentially a no risk buy for all the companies, the CSLP does not want to look foolish because we all have the background to be able to pick out quality materials.
- We agree that we want to add additional titles and we would like to have more input. There needs to be a discussion with Evan and the School Library Division because the communication isn't working. We also have to remember that there is a time constraint.
- It was pointed out that there are no teen choices on this list either.
- The idea was a good one and it has been in the works for a long time. However we all need to be aware of the reputation of summer reading programs. Scholastic also needs to be reminded that while the money now may not be the greatest amount, it is a very broad audience and they are getting great exposure.
- Matt said he was also approached by other publishers so this is something we can discuss for the future.
- There was some discussion of the aftermarket and our intellectual property. The program year according to our information runs October 1 to March 31.

- Doyle passed out some of the ILA materials including the magazine. Everyone appreciated the information on Intellectual Freedom and BBW.
- The Ireads program supports the library association and receives about 2/3 of the budget from revenue generated by the program.
- Doyle said he wanted those in Illinois to have a choice of programs: Iread, CSLP or do their own. Chicago Public for example does not use the Iread program. He says all the reading programs are good because we want to connect everyone to reading.
- There is a conference that ILA supports for support staff.
- ILA has no staff and the ILA does not maintain a store. Doyle said the program is more of a public program. Anyone can use it and they don't really police it.
- He also said they really use the summer reading program connect to advocacy efforts in IL. The ILA has a strong number of members—about 3500 members, 1500 from schools and about ¼ are trustees.
- A committee does the work and votes on theme etc.

3:15 – 3:45 PR & Marketing Committee– Karen Balsen

- Children's PSA is going forward. Last year, it was California but this year it is going to be managed by Charlotte Johnston of South Carolina.
- The PR committee is going to be volunteering on the Teen Video project. They will rewrite the form using an example from California.
- The budget is \$20,000. Karen would like to make a couple of suggestions.
- One is to raise the cash award and the other is that we have viewer participation by having them vote on a favorite video.
- Balsen said she was looking for ways to increase participation. Others are asking for specifics about how to do this. Balsen said that it is likely to be easier this year because last year was the first. This year, people know how to do it and it is not all that complicated. Plus they have made those connections to make this year a little easier.
- Puntney asked that specifics would be announced in advance—all the details ironed out before we make the announcement. Others said they would like another year to work on the voting process, uploading videos, perhaps choosing another tool for uploading videos, have LLW talk to Dan.
- Balsen has also talked with Matt and Highsmith/Demco about being an additional sponsor for the library award (i.e. gift card.) It was pointed out that it was voted last year so there was no need for a vote. The amount is still to be determined.
- Balsen asked if we should consider a professionally designed certificate. It did not seem to be warranted.
- In previous years, Balsen brought forward the idea of a spokesperson for children's. It was not pursued. This year, working with Lori Special, it was recommended that CSLP consider Beaux Foy of the Indie band, Ariel Down. He is the spokesperson for the NC Smartest Card campaign. He has his own film crew and video production. The group watched the video he did for that campaign. There were concerns that he was not as well known or wouldn't have enough mass appeal. The overall thoughts of the board is that we need to have a comprehensive marketing campaign and any spokespeople should be a part of that.
- The final item that Balsen offered was an organization to leverage more air time. In New York, it is the NY State broadcaster's association and the New York State Library who put up the initial funds. NY was also seen in NJ. Balsen said that she will send information out to the board. Rockwell also suggested that next year, all this included in

the manual and Carlson offered that both manuals need promotional and social media ideas. Anyone who is great on this topic should be encouraged to support the manual. Sherif suggested it be added as a topic to the next audio conference.

Adjourn 4:51 p.m.