

CSLP Board of Director's Teleconference Minutes- January 31, 2011

Present: Sue Sherif (AK), Julie Tomlianovich (KS), Rhonda Puntney (WI), Adrienne Butler (OK), Jasmine Rockwell (SD), Martha Shinnars (WA), Michelle Willis (NJ), Karen Drevo (NE), Karen Yother (ID), Karen Balsen (NY), Susan Pannebaker (PA), Grace Greene (VT), Lori Special (NC), Karen Day (ASA), Matt Muldar (Highsmith), Evan St. Lifer (Scholastic)

Not present: Allison Santos (NJ)

Additions to the agenda:

MS- Adult Committee

Call to Order – Sue Sherif, President

Minutes of December 6, 2010 meeting – Approval of Agenda

(these were e-mailed on January 26, 2011)

Karen Day is not listed on the agenda, please add. Motion to approve minutes- **GG**, second by **MS**. Motion carries.

Highsmith:

MM-they will be fully moved to Madison by start of April. What it means to us – inventory will be held where it is through mid may so that it will not disrupt our delivery. We should feel no impact this year due to the move. Matt pushed for this and all should go smoothly. Heidi and the other designers are staying so we should not see much change in product.

Drevo- Can Matt talk to us about sales? **MM**- Sales are up, we are seeing growth despite not adding more states. He feels that it is hitting the right note. **MS**- Adult art is loved by all – no negative reports from anyone. **KB**- Who did the adult artwork? **MM**:-Dave Moore did it from Houston, TX. (whoisdavidmoore.com) is his website.

Rules of Use – Drevo/Mulder:

Drevo-Issue that came up last fall – customized paper orders ie... reading records and certificates. Oregon pushed for this. Wants to change language of rules of use – orders of less than 10K, will not have to go to Highsmith for first right of refusal. We will need to vote on this in order to make change to rules of use. **KY**- moves to change rules **RP**-second

MS & GG– This makes sense and will save us all headaches.

Drevo- Will schedule a meeting in order to get specific verbiage for this change

SS- We will postpone this vote because the motion is going to be submitted in writing.

Scholastic presentation – Karen Yother / Evan from Scholastic

Evan- CSLP is the most important element in Summer Reading programs around the US. He worked for years at Library Journal and School Library Journal before coming to Scholastic. He has ultimate respect for SR and is going on about it. Scholastic has been very involved in Summer Reading also for many years. They have given as many as 60K books to NYC Libraries in the past. Scholastic also has a Summer Reading website and is very heavily invested in any Summer Reading program. Is there a way for us to bring CSLP materials together with scholastic books?

SS- we have tried for years to offer books as incentives at an affordable price. This is something that our membership requests year after year. **Evan-** Scholastic collaborates with many other programs and provides low cost books at a substantial discount for take home programs. He would be able to publish a specific book, if they could do a large print run on it (5K) it would reduce the cost.

MS- Suggests getting board books or books for babies/toddlers.

Evan- totally agrees with the idea of getting books into the hands of the youngest learners. They could do a board book along with a pamphlet directed at caregiver – how to use this book with your child. (English and Spanish).

LS- She has done programs where they gave the kids books, they were bought from a Scholastic warehouse. Kids were much more receptive when there was a variety – toddlers were OK with same board book, but it did not work well with older kids.

Evan- Consider giving kids cool engaging non-fiction. **SS-** Offering a variety of titles was a limitation for Matt and Highsmith. **SS-** Would like to see CSLP be in a partnership with Scholastic and Highsmith. Through this partnership we would be able to offer affordable books as incentives. Perhaps we should have **KY**, and some others talk with Evan to see if we can work something out as a partnership, group order, etc. Would Evan be willing to explore this with us?

JT- Evan, what is it exactly that scholastic is looking at gaining by partnering or being associated with CSLP? **Evan-** Scholastic wants to support Summer Reading, and it's a potentially great business partnership because we represent a huge chunk of Summer Reading programs. This is an opportunity to work with one big partner and could help be even more successful.

JT- Because Highsmith is our contracted vendor, then scholastic sees an opportunity to work with them? **Evan-** Yes, they will work with Highsmith if Highsmith wants to.

Matt- We have tried to work with Scholastic book fairs several years ago, they were not particularly successful. This was more of a vendor relationship, not a partner relationship. We just need to figure out how our relationship would work. The distribution that Highsmith brings moving products to libraries would benefit Scholastic.

Drevo- When we discussed this before the two biggest issues were the variety of titles and the price point. Would scholastic be able to give us a price point that would be better than what they give to the schools? **Evan-** This is something we will need to work this out and dig deeper into the issue.

SS- We need to have a smaller committee discuss and pursue this issue.

KB- Would there be a list of books and they would be priced so that libraries could afford them? **GG-** Scholastic already puts together graded packages, would there be any chance of using them and then

getting better prices than what is offered through your catalog? **Evan-** It is possible but will be determined by what our needs are.

SS- Will KY please continue to work on this? We will need a sub- committee. Send **SS** an email if you would like to volunteer. **KY** will arrange a meeting with Evan within the next month.

Evan- Would love to meet with us in person at some point, if possible. **SS-** We will work by phone first, and then see how we are progressing.

Evan leaves the call.

Back to Drevo/Matt- Rules of Use

Drevo- Our trademark has been registered and the new logos are on the website. We need to brand our paper products with our trademark symbol. **MM-** Logo has been added to the banner and the posters? Maybe? It is on some of the items and they are open to putting it wherever we want to see it. They would ultimately not like to see it impact design too much and will do for 2012. **Drevo-** Maybe only the flower and CSLP not the words “collaborative...” **RP-**says yes, and **JT** agrees. **Drevo-** Do we want the logo on our t-shirts? Many people voiced not needing it on the t-shirt.

BOD is in general agreement that we will put our trademark on as much of the product as possible (things that are PR related – records, banners, posters, etc.)

Day-could we get window cling that says “I am a proud member of CSLP” with the logo that libraries, or librarians could display on windows? **SS-** likes this idea

LS- We need to have a comprehensive marketing plan. **SS-**We can continue that discussion during SP’s portion of the meeting.

SS- Can KY ask the vendor committee to come up with ideas for marketing CSLP? (lanyards, etc.)

Matt signs off

Drevo- California training videos: her only quibble is that anyone can see them. She thinks they should be put in a password protected video. **SS-** Are you concerned that the slides have the artwork? **KD-** She does not personally have a problem with it, but other board members have expressed concern. **MS-**We should only be concerned if the stuff is being commercially used.

Drevo- There was a question regarding states asking to use a past program rather than the current program, even if it is one preceding their membership. Does anyone have thoughts on this? **MS-**this is not a problem for her, and GG agrees. **Day-** This is not an issue for her. We will sell the past manuals for the same price. She probably has about 10 of each past program.

Drevo- If a CSLP member were to partner with a school, they would not need to go through the paperwork. Schools would be subject to rules of use. Drevo would like to take back to the attorney to have her edit that part of the policy. It is suggested we have Melissa join the conversation for the next meeting. This will be revisited at our next board meeting

Drevo- CSLP members may use CSLP art to create a quantity of less than 10,000 customized reading records or customized reading certificates to be printed in-house or by a local printer.

Budget & Finance/Treasurer/Financial Report – Susan Pannebaker

We are good on the budget. The shipping on the incentives was about 60K more than what we expected. But this is not totally a bad thing. It is proposed that Diversity add \$1,250 to make their budget line item \$14,000.

PR & Marketing Report- Karen Balsen

KB-Suggests we combine Children and Teen line items together. **JT** – asked who is using the PSAs? **KB** – Feels we need to re-evaluate the whole marketing PR plan. She would like to be able to shift the money budgeted for her committee from one line to another or possibly use as one lump sum. **SS**- In regards to the PSAs...**SS** will discuss at annual with the state reps because nobody really knows how or if these PSAs are actually used and they do cost us a large amount of money.

Nominating Committee report – Sally Snyder

Sally Snyder (chair) is not present for this call. A slate of nominations for officers has to be submitted a week before annual. We still need one more member for the nominating committee . **SS** will speak to Sally about this and review the timeline with her.

Children’s Manual - Adrienne Butler

AB- The evaluation survey is going out to about 12 per week and she will have the info compiled by the annual meeting.

Vendor Committee update on Early Literacy component– Karen Yother/Michelle Willis

The Early Lit component will be in print next year. The conference call went really well and Highsmith is very on board with the idea. The 2011 “manual” was sent to webmaster Dan yesterday. 78 pages, it is 5 PDF’s. 9 different themes in infant, toddlers and pre-school programs.

AB leaves call.

Website Committee update –Sue Sherif

Pixel Point Contract – Dan’s contract is going to be renewed.

Promotion at National Organizations – Sue Sherif

We are going to put this on the agenda for the next meeting. We will discuss which organizations we would like to target. We want to promote public libraries and CSLP’s role in summer reading.

Marketing Consultant presentation at Annual Meeting – Susan Pannebaker

SP would like to have someone come in pursuant to the conversation we had last August at our board meeting. If we want this to happen, it needs to be set up very soon.

KB- Is not able to work on this project at this time. **KY-** Would be happy to work with whichever board members are involved in order to make this happen. Is it a general educational piece about marketing Summer Reading or are we talking specifically marketing CSLP? When could this happen within the agenda? Would we have a speaker during lunch? **LS-** What are we going to ask this person to talk about? **SS-** Would like someone who could give a good program on marketing public libraries and their SRPs. Top ten things to do, etc.

Day- Would like to have someone for our August BOD meeting that is familiar with CSLP.

JR-We already have planning and promotion chapters in all of the manuals, aren't we being redundant? **KY** – Would it be better to just have someone participate in a future teleconference? **RP** – We need an ad hoc committee to determine audience, purpose, planned objectives, etc. **SS-** Good idea, we do need to further explore this and she would like to do marketing as a lunch time speaker we need to promote the role of public libraries and summer reading. She and Rhonda will continue this conversation.

SP- One of the things that repeatedly comes up is making use of our membership numbers for advocacy purposes. She feels that someone who could talk of how to do that would be well received. **LS-** We need to also talk about the visibility of our organization too.

Pennies for Peace Partnership report – Rhonda Puntney

RP- They collect spare change to provide schools, books, etc for kids in third world countries. She has contacted them about partnership however, she has not heard back. She attended a webinar which explained the history of the organization and what they have accomplished. She will let us know when she hears from them. **JR-** She was going to promote this program at her state workshops, should she hold off until we have a formal agreement? **MS-** Is that listed as a resource in the manual? **RP-**We think it is but that does not preclude having a partnership.

RP- Will also follow up with National Geographic and Heifer International and possibly UNICEF.**SS-**This is all an optional thing. We connect on the website level but people do not have to participate. It's another way to raise our visibility.

Partnership / PBS report – Sue Sherif

SS- PBS would like to promote through their parent website. She told them she hoped that they would promote visiting their local library for summer reading. **SS** has asked **RP** to work with them to do a live chat or promotional announcement... give book suggestions, importance of reading, etc. The rub is that PBS is partnering with Jet Blue. We have all been sent a copy of this. The problem is that Jet Blue wants to focus on large markets, excludes lots of places. Also we only partner with non-profits. They have asked for book lists from us to distribute in planes. Board members seemed to like that idea. She will see if they will put the PSA on the plane's video. **SS** will report back to them (jet blue) and she will keep us posted

SP- Novelist wants to do something on Summer Reading. They want someone from CSLP to talk on a webcast. **RP** will do this.

KB leaves the call.

Diversity Marketing Idea – Lori Special

LS- Is looking into how to better serve underserved populations. One of her NC people is working with radio 1 in order to do something with their NC markets. Would we like to do this on a national level with radio 1? Play the teen PSA, or get the DJs to talk up SRP, etc. **SS-**sounds like a good idea. **LS-** thinks it would make it easier in urban markets to reach underserved kids/parents. **SS-** thinks she should go for it

BOD agrees

Membership report – Grace Greene

GG- There is a professor in Canada that is doing a research project on the impact of SR. She wants to see what we do. We agreed last meeting that we would sell her a manual.

We have also received a request from a Peace Corps volunteer who would like to begin a program in the Grenadines. She was not looking to join so **GG** provided her with some general information.

Illinois Library Association

It has been brought to our attention that the Illinois Library Association is aggressively pursuing other states to use their SR manual and materials. **RP-** NY is also considering using ILA's materials. **JT** –Asks **RP** to look into this because Illinois has pulled the military bases from us. Dept of Defense gave all the bases 15K to spend with ILA on SR materials. We are now cut out from the military bases and it is a 3 or 5 year contract. **SS** – Was this done by a bid? We may have missed out on the process. **JT-** Doesn't believe bidding was involved. **SS** – We need to look into this issue ASAP.

Several board members express that their bases are still using our materials.

SS, RP, and **JT** are going to see what else they can find out and will let us know what they find.

ASA Committee update – Sue Sherif and committee

SS-Call for submissions/ bids were sent out to several lists twice and advertised in the Des Moines Register classified. She has received two inquiries, one from Texas. She will have more to report at the next meeting as the submission date will be passed.

Press Release Draft – Sue Sherif postpone action

ASA progress report – Karen Day

Annual meeting – plans going very well, she has about 30 or so registrations for the annual meeting. Board members need to make their reservations.

Adult Manual – Martha Shinnors

Survey, the numbers were up in every category. "Didn't use it" went down, which is something that needs to be addressed. Motion that the adult ad hoc committee become a permanent committee by **LS** second by **GG**. Motion carries.

There was discussion on collecting CSLP statistics at the State Data Coordinators meeting. WA will survey other states to see what information they are already collecting and submit a formal proposal to be included on the agenda at the next Data Coordinators meeting in Dec 2011.

SS-What stats would we like to focus on? Let's discuss this during the next meeting.

Future Board of Directors meeting dates:

- Monday, March 7, 2011 – Conference Call beginning at 12:00 noon CST
- Send agenda items to Karen Day or Sue Sherif
- Wednesday, April 6, 2011 – Face-to-Face meeting in Scottsdale, Arizona beginning at 7:00 a.m. local time

Meeting is adjourned.