

CSLP Board Meeting: Teleconference – November 7, 2011

Present: Puntney Gould, Santos, Rockwell, Yother, Greene, Balsen, Wilson, Day, Willis, Carlson, Special, Sherif, Pannebaker

Not Present: Lyons, Farley, Drevo, Shinnors

1. Call to Order – Rhonda Puntney Gould, President
 - Puntney Gould called the meeting to order. (Please note that the agenda did skip around during the call but the notes remain in agenda order.)
2. Approval of Agenda
 - There was a motion by Greene to approve the agenda with second by Willis. A vote was taken and motion carried.
3. Minutes of the September 21, 2011 Conference Call – Denise Lyons
 - A few clarifications to the minutes regarding the names.
 - Rockwell made a motion to accept the minutes as amended, with a second by Greene. A vote was taken and the motion carried.
4. Press Release Policy – action item for approval – Sue Sherif/Rhonda Puntney Gould
 - It was pointed out by Greene this action had been taken at a prior meeting and did not need to happen again.
5. Marketing and Public Relations – Karen Balsen
 - The Children’s Video PSA is moving forward and on target.
 - The Teen Video Challenge is also moving forward. All information on the site. Things are easier this year as the program was no longer new.
 - Balsen asked if we want to include language for the winning videos about reusing the videos for other purposes. The example was using the video to enter a contest for a college scholarship. She indicated that we may want some language about control/ownership and that the winning video requires the approval of CSLP to be reused. Balsen will work with Drevo and our lawyers as needed.
 - There was also some concern that there are some web pages without information (i.e. prizes.) Balsen indicated the information has been submitted and Wilson will address in her report.
6. One Slogan update – Rhonda Puntney Gould
 - Puntney Gould said that she did not have a good feel for who was in support of a one slogan campaign and was looking to the Board for advice. As of October, six of the eight members were Board members and she feels there needs to be more representation.
 - Santos recommended we table the discussion until after we create a marketing plan.
 - Balsen suggested we survey the public and librarians. Balsen suggested that New York was very supportive and has heard some feedback from her both small and large libraries. Special agreed. Puntney Gould and Santos thought their states felt the opposite. Rockwell suggested we do not survey the librarians but try and reach out to them in another way. She would like to do this, for example, in her summer reading trainings.
 - Puntney Gould suggested that we wait until the annual meeting. She said that there will be a financial impact for CSLP. Others disagreed because the art and design would be different but the slogan would remain the same, still reaching out to the different age markets. Special indicated that she buys supplies for her state so those amounts will remain the same. Santos indicated in her state that those who buy items won’t buy them for adults and kids but only one.

Greene indicated that she feels that we need to have some resolution before the annual meeting. Balsen suggested that we send out another announcement and a survey. Special agreed with the survey. Carlson will bring up at her CA meeting as some original support came from a group from CA. Yother said she feels it is part of a bigger issue that has to do with marketing and the supplies and that we have to examine that. Special offered to send out an email. Day also recommended Rockwell to assist.

7. Scholastic Update – Karen Yother

- Yother and Day met with Matt regarding the program. Highsmith cannot split the orders so CSLP will be subsidizing the book shipping cost. The book program goes live next week.
- They discussed other book vendors and Yother wanted to expand to we can include the highest quality books. Day and Yother will be meeting with Penguin next week.
- The books are available online only not in the catalog.
- Highsmith subsidized about \$80,000 above the approx. \$266,000 that CSLP paid for shipping.

8. Diversity Update – Lori Special

- In the last committee meeting, some members suggested they would like a Spanish language manual. Special discussed with Irania from Criss Cross Mangosauce (and Charlotte-Mecklenburg Library) about whether they would need a full manual. It was suggested that we provide Spanish language resources and a toolkit of resources but not a full manual as each community may have different needs, and speak different dialects. It was suggested that librarians really need to use the resources in their community (Spanish speakers from churches or schools etc.) The English meanings of the slogans don't always translate well into other languages.
- Puntney Gould suggested we promote the use of the wiki so those who work with other language speakers can share resources.

9. Copyright/Rules of Use – Karen Drevo (not present)

- Not discussed further, see report.

10. Website Update—Laura Lee Wilson

- In order to be compliant with federal legislation (specifically Children's Online Privacy Protection Act --COPPA), Lydie suggested that we it would be prudent to have some kind of parental consent regarding privacy and terms of use for the website. This pertains to anyone under the age of 13. We may not have many people of that age group but she suggested it would be better to be covered.
- Lydie is also working on a terms of use policy for the site, especially the wiki. Contributors need to be advised that everything on the wiki is considered public and establish ownership of the material. A committee member in Washington DC will be monitoring the wiki.
- There was a question about whether updates were being made to the site. Wilson sends updates to Dan each week on Friday mornings but some changes have not been posted. Wilson has a call into Dan regarding this situation to get it resolved.
- Balsen inquired about moving the Teen Challenge button on the site. It was discussed and resolved.
- Special asked about getting the RSS feed issue resolved.

11. CSLP office update—Karen Day

a. 2012 manual shipment update

- Final manuals did leave the office and have been sent. If anyone didn't get them, please contact Day.
- Comments were positive about the manuals especially the Early Literacy section.

b. Illinois membership update

- There have been increasing numbers from Illinois. The ability to pay with credit cards has been very helpful to those who are placing orders.

c. Texas membership update

- Texas has paid their dues for 2012 and many librarians have logged on to the site. Dawn (Vogler) Krause has been the contact and provided some quantities as to what they will plan to order. Day indicated that Texas has been very helpful

d. Conference call announcement of caller feature

- Day asked if we want to continue the feature of having callers on the conference call being announced as they come and go from the call. The group seemed in agreement that using the feature for Board meetings is fine. They wouldn't recommend it for large or active groups.

e. Committee Mentorship

- Committee chairs are being encouraged to mentor a co-chair so that there is a backup for leadership or even representing the committee on the conference calls as needed or in the case of catastrophic happenings. For example, Susan Pannebaker has been working with someone as Treasurer so there is some transition for the future. Drevo has been working with Farley which has proven to be very helpful.
- Puntney Gould would like to see this added to the policies or duties of the chair. Greene will add to the section of duties of the chair.

f. Users

- The number of users of the website has gone over ten thousand to 10,071 users.

g. You Send It

- Day subscribes to the "You Send It" program so if committee members need to send big files to each other or their committees and needs that service, please contact Day.

12. Financial reports and 2010-2011 audit update– Karen Day for Susan Pannebaker

- Pannebaker was traveling but sent the reports out in advance. She did join the call at the end to provide further guidance to the discussion.
- Yother asked about our fiscal bottom line and also indicated that the shipping is based on price not weight which will assist with the shipping of books. Puntney Gould indicated that the shipping costs are hurting us and we need to consider changing our decision about shipping prior to 2013. Pannebaker's email had indicated the same.
- Day said we spent more on shipping than we anticipated and noted that we have gone over for the last 2 years. She said there are some variables (our investments) and some things may change (i.e. there may be some recouped costs.)
- Puntney Gould would like us to consider not paying for shipping and Santos agreed that it should be a weaning process.
- Pannebaker clarified what had been talked about with regard to shipping costs. She also said that budgets will be due soon and it would be helpful to have the information before the B&F committee meeting on December 7th. The Board meets in January.
- Pannebaker also indicated that she spoke to Kathy Buntin and Buntin would be willing to come on as Treasurer. Pannebaker will continue to work with Buntin through the end of her term.

- Santos moved that we announce at the Annual Conference that CSLP will be supplementing the shipping costs at 50% for 2013 and eliminate CSLP paying for shipping in 2014. Pannebaker seconds. The Board voted and the motion passed.
- Day said a picture was sent to the Board of the CSLP display. The group agreed that it is good for CSLP to be represented at the various conferences and we can see which ones might be cost effective. Puntney Gould suggested the ASRL conference was very reasonable because she was a presenter. Sherif plans to attend the national Head Start conference in Nashville 2012.

**Not an official part of the agenda but Puntney Gould thanked the Board for their gift for her and Mike's wedding. Day was present and agreed.

The next meeting is January 9, 2012. The meeting officially ended by the Chair.