

**Collaborative Summer Library Program  
Board of Directors**

Meeting  
Wednesday, April 23, 2008  
9:00 a.m. CDT  
DoubleTree Hotel      Little Rock, Arkansas

Present

Carol Baughman (KY), Karen Drevo (NE), Cathy Howser (AR), Patty Langley (DE),  
Ruth Metcalf (OH), Rhonda Puntney (WI), Sally Snyder (NE), Julie Tomlianovich (KS),  
Jan Wall (ID)

Karen Day and Barb Shultz—Administrative Services Agency

Absent

Randi Eskridge (AR)

Observers

Melody Allen (RI)—Rhode Island Office of Library and Information Services  
Karen Balsen (NY)—New York State Library  
Enid Costley (VA)—Library of Virginia—  
nominee for chair of Marketing and Public Relations Committee  
Deborah Edmonds (AR)—Baxter County Library  
Michele Farley (IN)—Indiana State Library  
Grace Greene (VT)—Vermont Department of Libraries—  
nominee for chair of Membership Committee  
Holly Henley (AZ)—Arizona State Library  
Barb Huntington (WI)—Wisconsin Department of Public Instruction  
Christine Moesch (NY)—consulting for New York State Library  
Susan Pannebaker (PA)—Pennsylvania Department of Education  
Judy Proksa (IA)—West Des Moines Public Library  
Karen Randleman (IA)—State Library of Iowa  
Patricia Romig (FL)—State Library and Archives of Florida  
Jasmine Rockwell (SD)—South Dakota State Library  
Martha Shinnors (WA)—Washington State Library—chair of Nominating Committee  
Kay Taylor (AR)—Craighead County Jonesboro Public Library  
Becky White (IN)—Allen County Public Library  
Laura Lee Wilson (OH)—Holmes County District Public Library—  
nominee for chair of Web Site Committee  
Nikole Wolfe (KY)—Kentucky Department for Libraries and Archives—  
nominee for chair of Teen Manual Committee

Attributed speech is not necessarily quotation.

Underscores indicate agenda items.

Snyder: Called meeting to order at 9:01 a.m.

### Minutes

Snyder: Called for corrections to minutes of 3-3-08 meeting

Howser: **Motion** to approve minutes      Tomlianovich: Second  
Passed by voice vote

### Treasurer's Report—Wall

#### Attachment #1

Will discuss the report in some detail at the meeting of the full group.

CSLP currently has \$500,000 in CDs which is a cushion for us as we grow and in case of problems with the vendor. There is also a large amount in savings and checking bringing our total assets to over \$800,000. Is there a better way to manage this money? Is it time to look into engaging a financial advisor?

Proposed CSLP pay annual meeting travel expenses of committee chairs in addition to officers' travel expenses. We would have to amend our travel policy in order to do this. Will be offering this for consideration at the Budget and Finance Committee meeting

Puntney: **Motion** to accept treasurer's report and the 2009 budget proposal  
Howser: Second      Passed by voice vote

### Children's Manual Committee—Tomlianovich

#### Attachment #2

2009 manual is basically finished. Committee received a draft last week for editing and comments on formatting. The manual is ahead of schedule.

People who signed up for the committee but who did not respond in any way will not see their names listed in the 09 manual.

Committee put a generic summer reading planning timeline on the web site.

Parts of 2009 manual will be on the web site in September.

Committee has spent a lot of time compiling a list of slogans and themes for 2010.

Moesch: Has CSLP ever considered putting the manual editor's position out for RFP?

Tomlianovich: No, because Patti Sinclair is hired through Highsmith as part of their CSLP contract and because there are many librarian contributors. Sinclair is the editor and researcher.

Shinners: When librarians make suggestions for the manual, they should cite sources in order to save Sinclair's time. This should be the case even if the submissions are creations of the librarians themselves.

Tomlianovich: For 2010 manual contributions, we can require that librarians cite sources.

Tomlianovich: Highsmith has a new and improved in-house graphic artist, and the committee members really liked the new work.

### Teen Manual Committee—Nikole Wolfe for Randi Eskridge

#### Attachment #3

Committee has reviewed the 2009 manual.

Jasmine Rockwell chaired the 08 PSA committee.

Only eleven people have signed up for the teen manual committee, and Wolfe will work on recruiting during the annual meeting.

Committee will consider a list of 40-50 slogans today and pare down the list to present to the full group tomorrow.

Howser: Reported on Randi Eskridge's health and asked for positive thoughts and support for her. Thanked Wolfe for taking over Eskridge's duties for the annual meeting.

Snyder: Asked Rockwell for an impromptu report on the PSA.

Rockwell: Took over the PSA RFQ at the last minute. "I had no idea what I was doing." (reassurance from those present) Told about her insecurity with the legal issues involved in producing the teen PSA. Learned a lot in the process. ImaginOn was very conscientious and good to work with. Their teens produced a fine product.

Discussion of the appeal of the teen PSA

### Diversity Committee—Puntney

#### Attachment #4

Committee has posted lots of new materials on the web site, including an excellent baby signing video. Committee is still working on tailoring web material to the annual themes. Will go into more detail during tomorrow's report to the full group.

## Marketing and Public Relations Committee—Langley

### Attachment #5

Filled in for Stephanie Stokes who is no longer a member of CSLP. She had already created most of the work and the timeline.

Presented evaluation of 2007 PSA.

Only half the number of people who completed the evaluation last year completed it this year. Perhaps this was a problem with SurveyMonkey.

The #1 reason given for not using the PSA is that people don't know what to do with it. Will recommend that the committee address this issue for next year

Believes the PSA was tied to Stokes' unique technical strengths. Langley is recommending that CSLP continue the PSA, but also make a concerted effort to find out what other marketing and public relations products libraries need.

## Nominations Committee—Shinners

### Attachment #6

It was difficult to get people to accept positions. It was difficult to tell potential nominees the duties of the various positions. There should be a job description and time-line posted on the web site for each officer and committee chair, so members will know what the jobs look like.

Recommended budgeting funds to support officers and committee chairs who are doing labor-intensive jobs.

BOD needs to do some brainstorming about how to help people accept our jobs.

Had trouble getting nominees because people at state libraries are so overworked, and their supervisors can't spare them for CSLP work.

How can we put support in place for officers and committee chairs so members will be able to accept positions?

Recommended hiring a professional association management organization to take some of the work load

Full CSLP membership must understand that this is an organization in which volunteers create and oversee the materials and services. Workload must be more evenly divided.

Shultz: Don't states have CSLP work in the job descriptions of youth services coordinators? States will have to make this a priority.

Discussion of abilities of state library staffs to devote large amounts of time to CSLP and various rationales of state libraries for assigning staff time to CSLP projects.

Presented slate of Board members

Though slate shows a vacancy for President-Elect, Julie Tomlianovich has agreed to accept the nomination and is working on finding a person to take over the Children's Manual Committee.

Snyder: Bylaws do not allow nominations from the floor.

Shultz: Tomlianovich's nomination will be announced tomorrow and then submitted to the membership during a special election.

Baughman will handle the special election by e-mail after the annual meeting.

#### Vendor Committee—Drevo

Will hand out 08 sales figures at committee meeting this afternoon and during general session tomorrow. Record sales again this year.

Did not receive as much response to the evaluation survey as committee would have hoped—only 26 of 44 states completed the survey. In general, librarians are happy with Highsmith products.

Will clarify the language of the statement about putting the PSA on library web sites and on library MySpace pages.

Sandra Harris of Highsmith did an incredibly good job working with the committee. She left the company at the first of the year. The committee will be working with Heidi Green and Joann Lueck who will be coming to the meeting with Matt Mulder on Friday.

At this afternoon's meeting, committee will be looking at artists for 2010. Beth Trupp has created a PowerPoint of the artwork of each of the nominated artists.

Committee reviewed more than 60 pieces of art for the 08 program, most of it while they were working on the 07 program in their own libraries. Can't say enough about how valuable their input has been

Karen Yother (ID) has been an active member of the committee and has agreed to be involved in the RFP process for the 2011/2012 programs. She will be sitting in on BOD meetings in order to be groomed to take over Vendor Committee in 2009.

At our meeting of 8-29-07 we passed a motion saying, "CSLP does not partner with any businesses, agencies, organizations or individuals for the purposes of endorsement or promotion." This will be posted on the CSLP web site opening page and on the contact page.

We need to talk about a couple of issues:

1. We've had libraries make requests to alter the art work. We need a statement that this is not allowed.

2. There is space at the end of PSA for customization. It has come to Drevo's attention that McDonalds has been allowed to do advertising on the end of our PSA. Will develop a statement that PSA can be used by libraries only

On Friday we'll try to get through as many questions as possible with Highsmith. Will ask librarians to put questions in writing. The ones we don't have time for during the meeting, we will respond to by e-mail after the meeting.

Shinners: Suggested hiring a professional survey company to create and administer the evaluation survey.

Metcalf: Company could collect and save data from year-to-year in order to create comparisons over time

Discussion of evaluation survey.

#### Website Committee—Metcalf

Attachment #7

Gave highlights of report

Baughman: Suggested CSLP consider putting PSA on YouTube.

Puntney: Suggested CSLP put up a MySpace page.

Baughman: A MySpace page could be contracted out.

Metcalf: Dan Riefstahl, web master, could probably handle this.

Metcalf: Highsmith owns the artwork. What about protecting the work of the individual artists?

Howser: If it's out there, is it going to get altered?

Shultz: Let Highsmith deal with protecting their own property. If CSLP were planning to post the PSA on social networking sites, that would have to be in all RFPs, including for vendors like Weston Woods.

Puntney: What about, instead of having a CSLP MySpace page, Highsmith or the illustrators could develop a template for libraries to use for their own MySpace pages?

Metcalf: Needs web site submissions submitted in final form. She will be working with Wilson on reworking guidelines for submissions.

Metcalf: We will be paying Riefstahl a total of \$3,600 for two years. Suggested giving him a raise.

Shinners: Could Riefstahl take over some of the editing Metcalf has been doing?

Metcalf: No, because the editing is content-specific, and a librarian is needed for that.

Baughman: Asked about turning over additional tech items to Riefstahl—perhaps the Survey Monkey survey, template for MySpace page, etc. etc.

Shinners: Could we find retired librarians to help with content editing?

Metcalf: Needs new items by the 20<sup>th</sup> of each month

Discussion of raising Riefstahl's salary

Howser: Suggested \$3,000 per year to take effect May 1, 2009 at the time of his new contract

Baughman: Questions and suggestions about necessity to frequently update a MySpace page

Shultz: Should ImaginOn do a MySpace page for CSLP?

Rockwell: MySpace is not the best venue for posting lots of photos. Flickr is the place for that except for videos, which they are supposed to be able to put up quite soon. Maybe we should consider a Blogspot.

Day and Wall: This could be a topic for a face-to-face meeting.

Drevo: Let's vote on increasing Dan's salary when we know what we'll be asking him to do.

Metcalf: Encouraged group to explore methods of innovative information sharing

#### Membership Committee—Greene

Received Nancee Dahms-Stinson files two days ago and has been reviewing them. Dahms-Stinson did more work than she thought she had done.

It's not just a membership committee. It is more of an organizational manual committee.

Has not found many gaps in Dahms-Stinson's work, but asked if there were any other BOD members who might know more than Greene.

Drevo: Should we talk about changing the name of the committee?

Pannebaker: Committee should have responsibility for developing bylaws changes.

Huntington: Volunteered to serve on committee.

## Long-Range Planning Committee—Howser

Attachment #8

Reviewed report

Committee developed a new procedure and form for creating a new project or enhancing an existing project—like a short grant proposal—New/Enhanced Project Request Policy. Wording was finalized at the August 07 face-to-face BOD meeting. Procedure and form will be posted on the web site. In the past, new ideas and projects have been suggested in membership or BOD meetings, but, since they were not consistently assigned to specific committees, there was little or no follow-through. The new procedure would require proposals for new projects to be considered by and submitted to the Budget and Finance Committee after consideration and preparation by specific committees. If a group of members really want something to happen, they will need to complete the New/Enhanced Project Request Form and work through a committee.

Wall: The intent of this policy is that members will go through channels and communicate with state reps when making proposals and that these proposals will be considered by committees before they are submitted to Budget and Finance Committee.

Shinners: Will there be a place on the web site that says something like: “If you have a good idea, this is what to do?” Then there could be descriptive material and the form.

Day: These links should also include direction to the state reps list to encourage working with them.

## Old Business

None

## New Business—Snyder

Do we need to have an August face-to-face meeting?

General agreement that last year’s meeting was productive.

Snyder: Suggestions for agenda items:

Shinners’ ideas: contract services to support work of officers and committee chairs, to conduct evaluation surveys, etc.

Jan’s ideas: broadening use of funds, consideration of a financial advisor  
CSLP use of MySpace, Flickr, etc.

Rules of use issues

Help Grace with policies, regulations, bylaws, etc. to create an organizational manual

Procedure to request hosting the annual meeting for the organizational manual

Web site changes, for example, RSS feed and other items for Riefstahl

Consideration of supporting on-line summer reading registration

Tomlianovich: **Motion** for a face-to-face BOD meeting on August 26 and 27 in Chicago at Holiday Inn Select O'Hare Drevo: Second Passed by voice vote

Snyder: Several people expressed a desire to make a gift in honor of Karen Day's mother.

Wall: Sometimes our policies do not allow us to do what we want to do. However, we may be able to give a gift to Karen in memory of her mother. We could do the same for Randi Eskridge.

Discussion

Drevo: **Motion** to make a gift of \$100.00 to Karen Day in memory of her mother and in honor of Karen's contributions to CSLP during a time of personal loss

Tomlianovich: Second Passed by voice vote

Wolfe: **Motion** to honor Randi Eskridge with flowers (in an amount to be determined when ASA orders them) for her contribution to CSLP as teen manual chair

Drevo: Second Passed by voice vote

Snyder introduced Karen Balsen (NY)

Balsen: Reported on New York's study of on-line summer reading registration.

Evanced and Library Insight are two companies offering these services, but Evanced is the only one currently with a server large enough to handle statewide projects. New York scheduled webinars in order to review both products. New York has about 1,100 libraries. Only Evanced was able to give them an estimate of what a three-year contract would look like.

New York City contracted with a third company to create a custom product which they have used for three years. Evanced suggested starting with the rest of NY state and leave New York City with its current system for the time being. Managing the rest of New York state apparently would be a huge project for Evanced at this time.

Balsen described various components of the Evanced product. She outlined ideas about ways to use the software and other issues that came up when New York was studying Evanced. New York wanted a product that could be customized for individual libraries. Kids can participate using Internet-connected cell phones. Librarians have reported that on-line registration is a good tool for school and public library cooperation. Balsen developed a Wiki for information sharing as they were considering the project.

Balsen is currently working on justification for statewide service. If this is approved, then NY would issue an RFP. Perhaps NY could become a model for developing national implementation, however, at this point national implementation would be too big a project for any provider currently available.

Wall: Briefly outlined a continuum of possible ways—from providing information to paying for the service—CSLP could be involved in supporting on-line summer reading registration for member libraries.

Balsen: Massachusetts currently has approximately 150 libraries using on-line registration as part of an LSTA project. They are very enthusiastic about it. Described how helpful librarians from Massachusetts had been as NY was planning its project. They are also willing to help CSLP.

[www.readsinma.org](http://www.readsinma.org) is the site for the Massachusetts project—a year-round service. Allen: Has met with Massachusetts and Evanced and will also be considering Library Insight. In one Massachusetts library, kids were given a choice between on-line and paper, and every kid selected on-line participation. Allen described components and advantages of the products. There are many options, and the products can be used year-round. Evanced currently creates the WebJunction calendar. Allen believes CSLP may be able to provide a bulk-pricing advantage to member libraries.

Balsen: These companies will be beefing up their capacity in order to serve large numbers of libraries. They really want to expand before someone else gets into the market.

Metcalf: **Motion** to adjourn      Puntney: Second      Passed by voice vote  
Adjourned at 11:58 a.m.

Attachment  
#1

1:05 PM  
04/15/08  
Accrual Basis

CSLP- Summer Library Prog.  
Profit & Loss  
June 2006 through May 2007

	<u>Jun '06 - May 07</u>
Ordinary Income/Expense	
Income	
Dues	28,523.00
Manuals	147,199.40
Postage & Shippin Income	13,909.02
Rebates	268,657.00
Total Income	<u>458,288.42</u>
Expense	
Annual Conference Expenses	62,165.69
Audit	1,400.00
Bank charges	251.55
Insurance	1,000.00
Management reimbursement	24,021.46
Manual expense	138,658.02
Office supplies	3,905.16
Postage & shipping Expense	510.47
Professional fees	5,118.00
PSA Expense	38,530.00
Reimbursable Mdse Expense	240.52
Telephone	4,614.34
Website	1,742.77
Total Expense	<u>282,157.98</u>
Net Ordinary Income	176,130.44
Other Income/Expense	
Other Income	
Interest income	17,724.56
Total Other Income	<u>17,724.56</u>
Net Other Income	<u>17,724.56</u>
Net Income	<u><u>193,855.00</u></u>

2:57 PM  
04/15/08  
Accrual Basis

CSLP- Summer Library Prog.  
Profit & Loss Budget vs. Actual  
June 1, 2007 through April 15, 2008

	Budget	Jun 1, '07 - Apr 15, 08	Budget Balance	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Dues	22,460.00	30,760.00	8,300.00	136.96%
Manuals	150,000.00	162,651.56	12,651.56	108.43%
Postage & Shippin Income	14,000.00	16,407.13	2,407.13	117.19%
PSA purchases		-660.28		
Rebates	250,000.00	263,318.00	13,318.00	105.33%
Reimbursable Merchandise		48,793.46		
<b>Total Income</b>	<b>436,460.00</b>	<b>521,269.87</b>	<b>84,809.87</b>	<b>119.43%</b>
<b>Expense</b>				
Annual Conference Expenses	77,050.00	1,349.35	-75,700.65	1.75%
Audit	2,000.00	1,200.00	-800.00	60.0%
Bank charges		519.24		
BOD /Committee Meetings	13,225.00	9,823.06	-3,401.94	74.28%
Diversity	4,750.00	650.00	-4,100.00	13.68%
Gifts,Memorials, & Recognitions	8,000.00	3,175.00	-4,825.00	39.69%
Insurance	1,500.00	1,078.00	-422.00	71.87%
Management reimbursement	50,000.00	37,500.00	-12,500.00	75.0%
Manual expense	143,500.00	128,540.94	-14,959.06	89.58%
Office supplies	1,350.00	345.88	-1,004.12	25.62%
Officer Conference Travel Exp.	10,500.00	0.00	-10,500.00	0.0%
Postage & shipping Expense	14,800.00	16,942.56	2,142.56	114.48%
Professional fees	8,000.00	1,095.00	-6,905.00	13.69%
PSA Expense	69,000.00	47,730.26	-21,269.74	69.17%
Rebate Enhancement	70,000.00	21,570.00	-48,430.00	30.81%
Reimbursable Mdse Expense		48,793.46		
Telephone	1,000.00	517.43	-482.57	51.74%
Travel expenses	500.00	0.00	-500.00	0.0%
Website	2,500.00	1,916.76	-583.24	76.67%
<b>Total Expense</b>	<b>477,675.00</b>	<b>322,746.94</b>	<b>-154,928.06</b>	<b>67.57%</b>
<b>Net Ordinary Income</b>	<b>-41,215.00</b>	<b>198,522.93</b>	<b>239,737.93</b>	<b>-481.68%</b>
<b>Other Income/Expense</b>				
<b>Other Income</b>				
Interest income	17,000.00	27,172.48	10,172.48	159.84%
<b>Total Other Income</b>	<b>17,000.00</b>	<b>27,172.48</b>	<b>10,172.48</b>	<b>159.84%</b>
<b>Net Other Income</b>	<b>17,000.00</b>	<b>27,172.48</b>	<b>10,172.48</b>	<b>159.84%</b>
	<b>-24,215.00</b>	<b>225,695.41</b>	<b>249,910.41</b>	<b>-932.05%</b>

2:56 PM  
04/15/08  
Accrual Basis

CSLP- Summer Library Prog.  
**Balance Sheet**  
As of April 15, 2008

	<u>Apr 15, 08</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Cash in bank - checking	161,057.32
NSB Horizon Inv	151,897.04
Savings-CD	<u>506,619.97</u>
<b>Total Checking/Savings</b>	819,574.33
<b>Accounts Receivable</b>	
Accounts Receivable	<u>-7,830.33</u>
<b>Total Accounts Receivable</b>	<u>-7,830.33</u>
<b>Total Current Assets</b>	811,744.00
<b>TOTAL ASSETS</b>	<u><b>811,744.00</b></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
*Retained Earnings	576,420.07
Retained earnings	9,628.52
Net Income	<u>225,695.41</u>
<b>Total Equity</b>	811,744.00
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><b>811,744.00</b></u>

Attachment#2

**Children's Manual Committee Yearly Report**  
June 2007-April 2008

**Children's Manual Committee List:** The names and contact information of those who signed up to be on the Children's 2009 Manual Committee in Portland were submitted to the ASA for the new discussion list. After one last message to the 2008 committee members thanking them for their work on the *Catch the Reading Bug* manual, this discussion group was dismantled. An e-mail reconfirming those committee members who wished to remain on the committee was sent. Any one who did not respond to this or any other e-mail during the time the committee was asked to review manual chapters, was dropped from the committee and their name will not appear in the manual as being on the committee. See attachment "A"

**2009 Be Creative @ Your Library Manual:** Manual editor, Patti Sinclair requested ideas for the 2009 children's manual. Requests were e-mailed September 11, 2007, along with the manual outline to the state representative, children's manual committee and the full CSLP discussion list. Due date was December 15, 2006. Manual guidelines were also sent to the committee.

**2009 Be Creative @ Your Library Manual Chapters:** Chapter 3: I've Got Rhythm; Chapter 4: Ham It Up; Chapter 5: Now You See It; Chapter 6: Moving Around; Chapter 7: Free Play; Chapter 8: Adult Programming. Chapters were sent to the children's manual committee for comments and suggestions to the children's manual chairperson, compiled and forwarded to Patti Sinclair.

**2009 Be Creative @ Your Library Manual Timeline:** A conference call was placed to clarify the timeline of the manual process. Those participating in the call were from Highsmith and CSLP chairs and the ASA Office. It was during the call that we realized there were two translators being used, thus duplicating the work and slowing the process. The Diversity Committee will continue to provide the translator. Delivery date of the final CDs and Final Lasers to the ASA office will be June 23, 2008. Complete timeline is attached. See attachment "B"

**Slogans/Themes:** This was the second year that the Children’s Manual Committee requested future slogans and themes through the use of Survey Monkey. Questions requesting suggestions for slogans for the 2010 Water theme and general themes for the 2011 program were e-mailed to the state representatives, November 12, 2007, asking them to pass the request along to the libraries in their state. Responses were due from the State Representatives February 14, 2008 and reminders were sent January 8 and February 6, 2008.

A total of thirty four (34) states responded. According to the survey thirty (30) states responded, but four states e-mailed their suggestions and these were added to the final list. The children’s slogan suggestions for 2010 and the 2011 theme suggestions, were sent as an attachment to state representatives, Wednesday, February 27, 2008. Included in this e-mail was a brief explanation of the upcoming selection process in Little Rock at the annual meeting.

A separate file for the Teen slogan suggestions was made and sent to Randi Eskridge, chair of the teen manual committee.

**Items on Website :** A suggestion was made for a more in depth sample planning timeline to be either in the manual or on-line. Several people from the committee offered suggestions to a timeline that was sent to the committee for comments. This is now on the CSLP website. Other files on the website are: 2008 manual outline and individual chapter bibliographies.

**Manual Programming Indexing Suggestion:** A suggestion was made by a committee member to have an added index arranged by age level. Example: preschool, K-5, and anything 6-up. Items to be included would be story activities, crafts, programs. Because the manual pages are a set number and already spoken for, I am suggesting that this is something that could be included on the website.

**2008 Manual Evaluation:** Will be part of the overall CSLP summer evaluation.

Respectfully submitted:

*Julie Tomlianovich  
Children’s Manual Chairperson  
South Central Kansas Library System  
620-663-3211 ext. 144  
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Attachment “A”

### **Children’s 2009 Manual Committee**

Chair: Julie Tomlianovich  
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Attachment "B"

## **2009 CSLP Program Manual "Be Creative @ Your Library" 2008 Schedule**

First Set of Chapters at Highsmith	January 10
Art Direction to Illustrator	January 17
Art to Highsmith	January 31
Sample Chapter Layout Sent to CSLP	February 28
Sample Chapter Layout Approved by CSLP	March 13
First Set of Chapters Sent to CSLP	March 20
First Set of Chapters Approved by CSLP	April 3
Second Set of Chapters due at Highsmith	February 14
Art Direction to Illustrator	February 21
Art to Highsmith	March 6
Second Set of Chapters Sent to CSLP	April 3
Second Set of Chapters Approved by CSLP	April 17
Third Set of Chapters due at Highsmith	March 13
Art Direction to Illustrator	March 20
Art to Highsmith	April 3
Third Set of Chapters Sent to CSLP	May 1
Third Set of Chapters Approved by CSLP	May 15
Teen Manual due at Highsmith	April 10
Art Direction to Illustrator	April 11
Art to Highsmith	April 25
Teen Manual Sent to CSLP	May 22
Teen Manual Approved by CSLP	June 5
Manual to Copyediting and Indexing	May 20
Manual back at Highsmith	June 10
Teen Manual to Copyediting and Indexing	June 6
Teen Manual back at Highsmith	June 13
CDs and Final Lasers to CSLP	June 23

Important Schedule Notes:

Highsmith Staff out of office at PLA: March 24–28

Highsmith Staff out of office at TLA: April 14–18

Highsmith Staff out of office at ALA: June 26–July 2

Attachment #3

CSLP  
Annual Report  
April 17, 2008  
YA Manual Committee Report  
Randi Eskridge, Teen Manual Committee Chair

I would like to start by thanking Patti Sinclair, Express Yourself manual editor and the following committee members for their hard work and dedication. We would not have a manual without you!

Jasmine Rockwell  
Nikole Wolfe  
Janice Heilman  
Julie Tomlianovich  
Rhonda Puntney  
April Witteveen  
Adrienne Butler  
Tomi Whalen  
Sharon Rawlins  
Sue Knesel  
Linda Williams

Over the last year, the manual committee communicated through emails and held one phone conference. Topics discussed were committee participation, Express Yourself manual ideas, book and website suggestions for the manual's bibliography, reformatting the manual to better meet YA Librarian's needs, and slogans for 2010. We examined the 2009 manual for errors and made suggestions for improvement. The overall response to the 2009 manual has been positive. We can not wait to see the final product. Nikole Wolfe, Jasmine Rockwell and I worked on the Teen PSA subcommittee to ensure that we had a teen PSA for 2008. Thank you Jasmine for heading the subcommittee! We are looking forward to the future of our YA manual. It is our hope to gain new members to the committee who are eager to participate. We will be holding a committee meeting during the annual conference. We will select 5 slogans for 2010 to go before the general session for a vote. If we have enough time, we also plan to make a list of incentive ideas. Please remember to sign up to join the committee before you leave the annual meeting.

Sincerely,  
Randi Eskridge  
YA Manual Committee Chair 2007-2008

## **YA Manual Committee**

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Attachment #4

**COLLABORATIVE SUMMER LIBRARY PROGRAM  
2008 Annual Meeting  
Doubletree Hotel Little Rock  
Little Rock, Arkansas**

**Diversity Committee Annual Report**

2007-08 was the second year the Diversity Committee worked as a recognized standing CSLP committee. Many thanks to everyone who served on the committee this past year: Melody Allen, Molly Carlisle, Nancee Dahms-Stinson, Patricia Froehlich, Rose Frost, Barb Huntington, Candy Kopperud, Ruth Metcalf, Susan Pannebaker, Penny Peck, Sarah Pitkin, Sharon Rawlins, Martha Shinnors, and Julie Tomlianovich.

The committee continues to work with the translating agency, Allegro Translations of Madison, Wisconsin, and consult with the informal network of native Spanish speakers representing Mexico, Latin America and Puerto Rico to provide culturally sensitive and inclusive translation into Spanish. We will be working closely with the Children's Manual committee and representatives from Upstart on translating various sections of the manual for "Be Creative @ Your Library".

The committee also worked with the PR and Marketing committee to translate the children's and teen PSAs into Spanish.

A Diversity website should be up and functioning by the time of the annual meeting in Little Rock. Sections of the website have been taken from the Children with Disabilities page, and other sections were adapted (with Barb Huntington's approval) from the "Youth with Special Needs: A Plan for Wisconsin". Linked resources are organized into the areas of Cognitive Disabilities, Autism, and Traumatic Brain Injuries; Deafness and Hard of Hearing; Behavioral Disabilities; Learning Disabilities; Mobility and Orthopedic Disabilities; Poverty; Speech and Language; Vision Disabilities; and Youth in Alternative Family and Home Situations. Another page is under development which will feature links to sites specifically for special needs children relating to the "Catch the Reading Bug" theme.

The baby signing video featuring Vicki Patterson, a certified signer in ASL, was recorded in March and is ready to be added to the CSLP website. Signs are demonstrated and incorporated into several familiar

fingerplays and songs. The video will be officially premiered at the annual meeting. Thanks are due to Barb Huntington for her assistance in this project.

Respectfully submitted,

Rhonda Puntney  
Diversity Committee Chair

## **COLLABORATIVE SUMMER LIBRARY PROGRAM** **Diversity Committee**

### **Mission Statement:**

The Collaborative Summer Library Program's Diversity Committee is dedicated to creating a more inclusive community of summer readers and reading programs grounded in respect and appreciation for individual differences. The Committee endorses a broad definition of diversity, and seeks to provide programs and resources that enhance knowledge and encourage understanding of diversity. The Committee strives to provide leadership for libraries in meeting the needs of all its constituencies and special populations.

### **GOALS**

- 1) The chair will be the liaison between the CSLP Board of Directors and the Diversity Committee.
- 2) The Diversity Committee will develop a network of individuals with expertise in diversity issues to advise the committee.
- 3) The Diversity Committee will develop resources and a process for planning, implementing, and verifying of translations.
- 4) The Diversity Committee will develop an annual timeline to address diversity issues.
- 5) The Diversity Committee will work with the Website Committee to develop a list of links and resources related to diversity and special needs.
- 6) The Diversity Committee will work with other agencies to expand diversity and special needs resources.

### **DEFINITIONS**

**“Diversity” is defined here as:** a commitment to recognizing and appreciating the variety of characteristics that make individuals unique in an atmosphere that promotes and celebrates individual and collective achievement.

Examples of these characteristics are: languages (s) spoken, culture, disability (learning, physical, and mental).

**“Translation” is defined here as:** the interpretation of the meaning of a text in one language and the production, in another language, of an equivalent text that communicates the same message.

Because we are virtually a nationwide organization, the committee works to have translated materials be as neutral as possible and still culturally authentic.

## Attachment #5

### **Summary of the 2007 Get a Clue @ Your Library PSA**

- 80% (12 of 15) used the PSA
- Ways PSA was used:
  - TV stations (cable)
  - School visits
  - Promotional presentations
  - Closed circuit TV in libraries
- 92.4% were Satisfied, Very Satisfied or Extremely Satisfied (majority were Very Satisfied) with the PSA.
- Same percentage (92.4) expressed the same levels of satisfaction with the Audio, Video, Creative concept and Conveying the message.
- General comments:
  - Though the PSA was very good, the PSA done by ... (featuring puppets) was an even better promotional tool
  - Liked it.
  - It was cute...good use of the Ike LaRue character. Also liked the old fashioned "film noir" tone of the PSA.
  - Librarians thought the PSA was good, but they did not use it very much with local media outlets. I think we need to beef up our tutorial for use of this. Perhaps some sort of power point on how to use this that would be shared at state summer reading workshops by the state reps.
  - About 1/2 of the responding libraries used the PSA
  - Very impressive, hope for this high quality in the future. We loved it, patrons loved it, and our patrons loved us for using it! (most reporting libraries were extremely or very satisfied, two were only somewhat satisfied)
  - We questioned the grammatical correctness of "It is I, Ike LaRue". Kids don't talk like that so it sounded too formal
  - It was a good theme, it was broad enough we could personalize the theme for our local needs. The kids really enjoyed it. o I used the Get a Clue with Nancy Drew and played it for the kids. They loved it and checked out Nancy Drew and Hardy Boy books. It was great to interact with the movie! o We need to freshen the written PSA's--maybe 2 or 3 examples
  - I think it was wise to go with this producer and hope we continue to work with producers who can produce a high quality product. I think it is extremely important to have a person like Stephanie Stokes manage the entire process. Question: Were the questions on the PSA in this survey developed by the PR Committee? I think they should be.
- Reasons PSA wasn't used:
  - used own promotional materials
  - One said she didn't know anything about it.
  - In general most libraries didn't use it because it wasn't advertised enough that it was available. Also, many libraries don't have local cable stations
  - We need to plan ahead this next year and figure out the best way of using it
  - We leave this choice up to each individual library to purchase the PSA. We suggest to the summer reading hostesses that they share both the children's and teen PSA with the attendees. Still, most libraries do not use the PSA for either program extensively. Not sure



why, except they may not understand the concept of using this for marketing purposes. Many stated that they did use the PSA as a looping item in house.

### **Spanish PSA**

- Majority (66.7%) did not use the Spanish PSA
- Ways Spanish PSA was used
  - The state library distributed the PSAs to libraries. Individual libraries were responsible for using them in their own communities
  - Public libraries used it in the public schools during their class visits.
  - Spanish TV, radio, and with groups of Hispanic families
  - Spanish language network used it.
- Reasons Spanish PSA wasn't used:
  - Libraries were concerned that patrons would expect programming in Spanish, and they couldn't offer it.
  - Didn't advertise it's availability
  - We leave this choice up to each individual library to purchase the PSA. We suggest to the summer reading hostesses that they share both the children's and teen PSA with the attendees. Still, most libraries do not use the PSA for either program extensively. Not sure why, except they may not understand the concept of using this for marketing purposes. Many stated that they did use the PSA as a looping item in house.
  - The Hispanic population concentrations are very localized in the state. I think the libraries using the Spanish version did not make reply to the survey

### **Audio PSA**

- 58.3% used the Audio PSA
- 88.8% were Satisfied; Very Satisfied or Extremely Satisfied with the Audio quality, Creative concept and the Message conveyed
- General comments:
  - didn't realize they were available
  - Many ... libraries did use the audio PSAs, but not extensively. Once again, it is a question of the best way to market the program, both locally, and statewide.
  - I liked that the audio matched the video PSAs

## **Report on the 2008 CSLP Teen PSA, Metamorphosis @ Your Library Submitted by Jasmine Rockwell**

The 2008 Teen PSA committee was comprised of Nikole Wolfe (KY), Randi Eskridge (AR), and Jasmine Rockwell (SD). A RFQ was prepared by ASA and was sent out on September 14, 2007. Four proposals were received and evaluated. The committee recommended ImaginOn for approval to the CSLP Board of Directors on October 12<sup>th</sup>. The contract was officially awarded to ImaginOn on October 15, 2007. The final product was delivered on January 15, 2008 to ASA.

ImaginOn used teens to design and create the PSA and the final product was terrific. The ImaginOn teens had the brilliant idea to do the same basic PSA with 4 different lead characters (all teens) representing different races to give the PSA a very diverse appeal. Libraries can show all 4 PSAs or choose which one fits their population the best.

Jasmine must admit that there was a small amount of panicking on her part during the RFQ evaluation process and would like to thank all those, especially Randi, who helped to calm her down. 😊

Attachment #6

Slate of officers and committee chairs for election at the Annual Business Meeting are:

President, Sally Snyder, NE

**President Elect, vacant**

Secretary, Carol Baughman, KT,

Treasurer and Budget and Finance Committee Chair, Jan Wall, ID,

Teen Manual Chair, Nicole Wolfe, KY

Children's Manual Committee Chair, Julie Tomlianovich, KS

Marketing and Public Relations Committee Chair, Enid Costley, VI

Membership Committee Chair, Grace Green. VT

Web Site Committee, Laura Lee Wilson, OH

Diversity Committee, Rhonda Puntney, WI

Vendor Committee Chair, Karen Drevo, NE

Thanks to the nominating committee for their assistance:

Sue Sherif, Alaska

Patty Langlely, Delaware

Susan Pannebaker, Penn.

Nicole Wolfe, Kentucky

Barb Huntington, WI

Respectfully submitted,

Martha Shinnors

Attachment #7

**CSLP EXECUTIVE BOARD MEETING - 2007 - 2008  
WEBSITE COMMITTEE REPORT - RUTH METCALF, CHAIR  
April, 2008**

**Anticipated Updates on CSLP website**

Updates done since last meeting:

- Continued updates of member states

- Addition of 2008 Manual Bibliographies
- Change user name and password to access “Members Only” page –  
Now is “bug” and “off” (no quotes)  
QUESTION: Do we wish to change this thematically each year? What should the password be for next year?

The following updates will took place in the last few months:

- Minutes on MEMBERS ONLY section – Worked with Carol Baughman to make sure they were up to date
- Creation of Diversity page with Signing Video– worked with Rhonda Puntney on this
- Added Children and Teen PSAs – Downloadable in both WMV and Quicktime
- Added 2008 NIE ads
- Added YA resources section – Laura Lee Wilson, incoming Website Committee Chair, will work with Nikole Wolfe, incoming YA Chair for next year’s YA resources.
- Added “Catch the Reading Bug” Hip Hop song to site

Other issues include:

We need to verify that the RULES OF USE are correct. There seems to be some confusion with regard to the statements below on the front page and also in the ROU:

#### **What Members Shall Not Do**

Share proprietary information or products belonging to the Collaborative Summer Library Program (including but not limited to RFPs, contracts, the annual program planning manuals/CDs, art, public service announcements, or products offered through the exclusive CSLP vendor) shall not be shared via social and professional networking sites, video-sharing sites, or any other electronic venue that is open and available to non-CSLP members. Note: Public library members of CSLP having accounts with social networking sites, may post CSLP public service announcements on their library account. CSLP State Representatives with electronic discussion lists serving the member libraries of their state may post CSLP information and products via their state lists.

Clarification issues are related to the difference between professional networking sites and social networking sites that libraries have accounts with. This seems to be confusing folks.

We also need to verify that the CSLP Bylaws are correct. Same issue as with the RULES OF USE.

At our last meeting I mentioned the need for better methods for adding information to the website. I am speaking more of submission guidelines for new material to be added to the site. We currently have some guidelines listed under the CONTACT section of the site, but they are short and sweet.

The biggest issue seems to be that folks do not proof items that they submit and this then results in a lot more work for the Website Committee Chair.

Laura Lee Wilson, incoming chair will work on a draft of guidelines for this next year. If we streamline this process it will make it much easier for Laura Lee as chair and also in general to get things posted to the site in a logical manner.

#### **Dan Riefstahl Contract**

Laura Lee Wilson and I spoke to Dan on Monday, April 14<sup>th</sup> to introduce her to him officially as incoming Website Committee Chair.

We discussed methods for submission of edits/updates, as well as future timeline for the next few years’ programs. I suggested to Laura Lee that the best way to handle submissions for Dan is to communicate with him via email with attachments. If something comes up that requires special handling, he will work with her on it.

We also discussed with Dan his current contract. The CSLP Board agreed that we should allow Dan to continue as the Webmaster at the end of his current contract on April 30, 2009. I encouraged Laura Lee to begin working with the CSLP Board and Dan to finalize an agreement for 2009 through 2011.

You will recall that we raised his salary to \$1800.00 per year starting on June 1, 2007 and ending on April 30, 2009 for a total of \$3600.00. Dan is happy with this amount currently and with the current arrangement for his contract.

However, I would like to propose that we consider raising his salary at the end of this two year period. This will fall under new business and under Laura Lee's tenure. However, Dan has done an admirable job of following through on all projects that we send him. He has gone above and beyond what was required of him. He is definitely top notch in his work and his approach to our projects.

### **Website Committee Updates**

Current members of the CSLP Website Committee include:

Carolyn Corry, Children's Librarian  
Pleasant Grove Public Library, Utah

Kay Taylor, Children's Librarian  
Craighead County Jonesboro Public Library,  
Arkansas

Janice Heilman, Children's Librarian  
State Library of Michigan representative

Karen Balsen  
New York State Library

Rhonda Puntney  
Lakeshore Library System, Wisconsin

Laura Lee Wilson, Children's Librarian  
Holmes County District Library, Millersburg, Ohio

Patty Langley, Children's Consultant  
State Library of Delaware

Linda Williams, Children's Consultant  
Connecticut State Library

Nikole Wolfe, Children's Consultant  
Kentucky Department for Libraries and Archives

#### MISSION STATEMENT:

The Website Committee will provide resources and relevant information to CSLP members (state representatives and their constituency) as well as to potential CSLP members. NOTE: The mission statement will be posted on website with the Committee roster.

Our 2007 goals were :

1. To monitor and update the CSLP website as a committee
2. To respond to website issues in a timely manner
3. To make the website more accessible
4. To explore the possibility of innovative methods of information sharing on the CSLP website
5. To explore the possibility of an alternative and accessible version of the CSLP website

Respectfully Submitted  
To the CSLP Board of Directors  
Ruth A. Metcalf  
CSLP Website Committee Chair

#### Attachment #8

##### **Ad Hoc Long Range Planning Committee Annual Report 2008**

Submitted by Cathy Howser, Chair

April 25, 2008

This committee was formed at the request of the membership at the 2006 annual meeting with a charge to review and evaluate possible enhancements to the organization and programs that would benefit the member libraries. As an ad hoc committee, the members were appointed by the president.

The membership of this committee is to represent all the other standing committees. The members are:

Cathy Howser (AR), CSLP Past Pres., Chair  
Jan Wall (ID), CSLP Treasurer  
Marquita Boehnke (KS), Budget & Finance Comm.  
Nancee Dahms-Stinson (MO), Membership Comm.  
Susan Fichtelberg (NJ), Children's Manual Comm.  
Melody Allen (RI), Diversity Comm.  
Patty Langley (DE), Marketing & PR Comm.  
Susan Knesel (WY), Teen Manual Comm.  
Karen Yother (ID), Vendor Comm.  
Kay Taylor (AR), Website Comm.  
Susan Pannebaker (PA), At Large

At the 2007 annual meeting, this committee made several recommendations to the membership regarding clarification of membership eligibility, dues structure, and voting procedures. These recommendations were accepted by the membership, requiring some bylaws changes that were also adopted.

We also recommended that CSLP maintain a reserve fund of at least \$350,000 to secure our financial future. That money would be used to sustain our operations for up to three years in the event that major changes occurred with our vendor, giving us time to reorganize and still keep the program going.

In 2007, we recommended some guidelines to follow in evaluating proposed projects to enhance our program. This year, we worked with the Budget and Finance Committee to develop a policy and a procedure for requesting funding for a new project or an enhancement to an existing project, which was approved by the Board of Directors. (See attached Policy and Request Form)

This committee has continued to discuss the administrative needs of CSLP. The committee members felt that there is a huge burden of responsibility placed on some committee chairs, making it difficult to find new people willing to take on the job. We felt it might be useful to shift some of those tasks to an administrative staff member, who could track the progress and action on various projects and communicate that to appropriate committee chairs. Specifically, we were thinking of some of the contract negotiations, managing of timelines and other tasks to be defined by various committee chairs. This might entail amending or renegotiating our contract with the current Administrative Services Agency or exploring other options, but we would like for all of our administration to be handled in one office.

**New/Enhanced Project Request Policy:**

Members may make requests for new and/or enhanced projects and services but must work with an appropriate committee in developing a proposal by October 1. Committee chairs must submit an application form for new and/or enhanced projects to the Board of Directors by December 1. The Board of Directors will forward the application to the Budget and Finance Committee to determine the availability of funds. The New or Enhanced Project Request Policy application form will be available on the CSLP website in the State Representatives section.

If a project is approved by the Board of Directors, the committee chair will submit the budget request to the Budget and Finance chair by February 1 for inclusion in the proposed budget to begin June 1.

**New Program/Enhanced Program Request Form**

Members may make requests for new and/or enhanced projects and services but must work with an appropriate committee in developing a proposal by October 1. Committee chairs must submit an application form for new and/or enhanced projects to the Board of Directors by December 1. The Board of Directors will forward the application to the Budget and Finance Committee to determine the availability of funds.

If a project is approved by the Board of Directors, the committee chair will submit the budget request to the Budget and Finance chair by February 1 for inclusion in the proposed budget to begin June 1.

- 1) Description of project:
  
- 2) How will the project support the CSLP purpose?
  
- 3) Who would benefit from this project?
  
- 4) Anticipated Results:
  
- 5) Who will manage this project?
  
- 6) How will the project be managed?
  
- 7) Is this a one-time project/program or will it be ongoing?
  
- 8) What is the estimated cost?
  
- 9) Will the cost be an annual ongoing expense?
  
- 10) Expected timeline for expenditures: