

CSLP Board Meeting December 6, 2010

Present: Sue Sherif, Julie Tomilanovich, Karen Yother, Karen Balsen, Michelle Willis, Jasmine Rockwell, Rhonda Putney, Grace Greene, Susan Pannebaker, Laura Lee Wilson, Adrienne Butler, Allison Santos

Not Present: Martha Shinnars, Lori Special, Karen Drevo (RP leaves meeting at 2:00 pm, SP also leaves early)

Additionally Present: Lori Jorgenson (CSLP auditor)

**Sherif:** Approval of minutes. **AS** asks for motion to approve, **JR** motions, and **KY** seconds. Motion carries.

**Auditor's Report: Lori Jorgenson-**The audit takes into account every check written, etc. with 100% testing and uses a cash basis for this. Our fiscal year ends on 5/31 of each year. There are several reasons to now speak to the BOD and they are; our royalty income could be a potential area for the IRS to examine. The verbiage we use is fine, but the potential is that we could be audited by the IRS for taxation. **GG-** Do we need to change the verbiage? Will that somehow protect us from this? **LJ-** No, not at this time. What the BOD needs to do is think about spending some money.

**LLW-** Should we spend money on promotions at National Conferences? **LJ-** Promoting is acceptable, paying or supplementing membership dues is acceptable, any promotion of reading programs is also acceptable and should not be questioned. **Sherif-** What about increasing our administrative service fees? **LJ-** Yes, that is also acceptable but don't make spending all administrative. We need to avoid any conflicts of interest. Always keep everything to policy, do not destroy documents too early. **Sherif-** If we follow these guidelines will we be in compliance of the laws? **LJ-** Yes (Lori Jorgenson leaves conference call)

Itemized Financial Report presented by Susan Pannebaker. Link to online financial report has been sent previously. SP goes through most line items and concurs with the auditor report that we do need to spend some money and soon. **KB-** Likes the idea that was previously discussed at the face to face BOD meeting in August in Chicago about promoting CSLP at national conferences and would like to explore this option also at state conferences. **AS** is also in favor of the idea and will explore what it would take to have CSLP as a "vendor" with a booth at NJ's conference. **KB-** would like to see CSLP supply take away literature, etc. for giveaways at the conference. BOD discusses potentially creating buttons, lapel pins, pens and other promotional style materials to have for states to distribute at conferences. **RP-** Would like to see CSLP represented at ALA and PLA.

**SP** asks for motion to accept budget and finance report. **GG** motions, **AS** seconds. Motion carries.

**Children's Manual- AB-** Canada wants to buy a copy of our new manual. GG, JT and Sherif endorse the idea. **LLW-** Would this effect the Rules of Use? **JT-** Not if it doesn't include the artwork just the manual's content. Sherif- People (membership) use past year's programs throughout the years. **AB-** Questions the mailing costs to ship this internationally. Sherif- It shouldn't be a problem; they will have to be paying the shipping fees. **MW-** Make sure they pay in US \$ so we don't lose money. **JT-** We should also include a fee for the ASA office's service to process this request. **Sherif-** This shipment will not include any of the

disks, just the paper manual. We also need to create a general policy for future international dealings. **JT-** motions to send one 2011 manual to Canada for the fee of \$50.00 US dollars which includes shipping and handling. **GG-** Objects on the \$50.00 fee and thinks the price is too high. **Day-** Reminds the BOD that the motion is still out there. **JT-** Reiterates the original motion, **RP** seconds, **GG** abstains from her vote and the motion carries.

**CSLP Survey- Sherif-** The purpose of this survey is to gather information from our state representatives. Do we want to do this again? BOD is unanimous that a survey should be done. Sherif- What type of information do we want to obtain? Discussion ensues on what our past questions were and the need for additional information as to the effectiveness of our programs. Sherif- We need to set up an Ad Hoc committee to implement this survey. The four manual chairs should be this committee. **JT-** They know better than anyone the nature of the information they require. **JR, AB** and **MW** agree to the Ad Hoc committee. Sherif will inform **MS** is also part of this committee.

**Teen Manual Committee- JR** has no additional information to add at this time other than what was previously sent in her Board Report.

**Adult Manual Committee- MS** sent in her Board Report prior to this meeting. She is not in attendance. Update by Sherif- the Adult Manual Committee will be meeting at some point in January to determine if the Adult program should continue as a permanent program for CSLP. She will report back at a later date. **MS** is also moving forward with her work on data collection with Evelyn Lindberg, WSL data collector. Ms. Lindberg is presently at a conference and upon her return she and **MS** will further collaborate on our rationale for use of the collected statistics. Ms. Lindberg has discussed this issue in smaller groups the last couple of years; this year she will formally request the Institute of Museum and Library Services to support asking state data coordinator to include additional questions regarding summer reading in the statistical survey that each state does annually.

**Early Literacy Manual Committee- MW-** The 2011 online manual is in the editing phase. **MW** hopes to have it completed by the end of January. At that point work on the 2012 manual will begin immediately. **MW** reports that she has received a tremendous amount of feedback for the need for this manual. **JT** brings the discussion back to our face to face meeting in Chicago and reminds the BOD that at the August 2009 BOD meeting in Chicago we voted to have early literacy be an online resource only till 2011. After that it would become its own manual. Membership does want this and we need to recognize their wishes. Sherif thanks **MW** and her committee for all of their work.

**Partnerships- RP-** We have been in discussion with the following organizations regarding partnership opportunities: Heifer International, Pennies for Peace, PBS Kids, and National Geographic. Things are progressing on all fronts and more details will be forthcoming.

**PR & Marketing- KB-** Children's Video PSA is being done by Digital Media Foundry, Daniel Judson was contracted to produce the 2011 children's PSA. Secret Agent 23 Skidoo, who created the children's audio for 2011 will be part of the video.

Nancy Carstensen is the project manager for the children's PSA. The PSA is proceeding on course and on time. A Key casting is finished, they are currently working on costumes, and filming is set to begin December 18. They would like to get 30 "One World, Many stories" T shirts for the children in the film. I have contacted Matt but had not heard back. You Are Here" Teen Video Challenge The national competition was launched on November 10. A Teen Video Challenge webpage (linked from the main CSLP webpage) an additional page, updated weekly, links to each participating state's entry form and information. Thanks to Laura Lee and Dan for all their patience and hard work on getting this going. A press release was sent to all state reps, the CSLP board, SLJ (on line newsletter) and the YALSA blog. It is hoped that states are working to promote the competition.

**Vendor Committee- KY-** Brian Lies is our illustrator and the general consensus is that Brian is not interpreting our vision of the Dream Big theme in the way we would like. KY will speak to Matt and Heidi about Brian revamping the art to make it more in line with the membership and the BOD's idea of how it should be portrayed. Work will begin within the committee as soon as Highsmith has everything ready for preview. Once again, work on the Vendor committee is a very quick turn around.

**Membership- GG-** We have had two conference call meetings since the last BOD meeting. At the first meeting, on October 10, we took up some of the issues that have come up in Board meetings: committee size; working with other organizations; achieving a majority in voting and wording of many of the pieces in the handbook. There was a lot of discussion of the Cayman Islands request to join CSLP, and eventual agreement on what to say. In addition, we divided the manual up into four parts, and assigned committee members to take on a part either individually or in pairs. At the next meeting, on November 30, we reported back. There were many minor changes, but very few that needed to be discussed as a committee. A new statement was drafted in regards to the Caymen Islands.

**Conference Update- Day-** Plans are well underway for our conference in Scottsdale. We will be staying at the Hilton Garden. The online registration will be live in the next couple of weeks. Excursions are being planned and that information will be included in the registration link.

All Board reports were sent in by the respective chairs prior to the conference call.