

CSLP Board Meeting: Teleconference – January 9, 2012

Present: Gould, Greene, Drevo, Wilson, Rockwell, Yother, Willis, Carlson, Sherif, Shinnors, Drevo, Rafferty, Tomlianovich, Day, Balsen, Pannebaker, Lyons

Guest: Tim Schupick (Auditor)

Not Present: Special, Santos

1. Call to Order – Rhonda Gould, President
 - Gould called the meeting to order at 12:01 p.m. CST
2. Approval of Agenda
 - Add the Head Start conference under Day's report. A consensus vote was taken to approve the agenda as amended and the motion carried.
3. Minutes of the November 7, 2011 Conference Call – Denise Lyons
 - Lyons noted that Special made one clarification to the minutes via email. Greene motioned to accept the minutes as amended with a second by Rockwell. A vote was taken and the motion carried.
4. Financial – Susan Pannebaker
 - a. Financial Reports
 - i. Pannebaker indicated that we are where we usually are at this time of the year. The budget and finance committee will meet at the end of the month. Day indicated that suggestions are welcome. Please submit to Day, Pannebaker or Gould.
 - ii. Gould asked for clarification about the item labeled reimbursable expense. Day noted that the state of North Carolina needs to contract their purchases through CSLP to Upstart. It has been this way for about 6 years. The small amount (approx. \$700) showed up on this fiscal year's report instead of last year--a holdover from part of one of their payments. Usually NC's purchase and payments equal each other on the same statement.
 - b. Audit Report for 2010-2011
 - i. Tim Schupick from Schupick & Associates was on the conference call to review the auditor's report. Page one detailed the auditor's opinion. Page two presented the cash receipts and disbursements. The organization does this in a simple fashion--what comes in as income goes into the checkbook and the bills are paid from there.
 - ii. The report and the numbers included are comparable to last year. The manuals and CD sales are down a little bit; the royalties are down a little bit. The dues match the budget. He indicated that the rates of return for the CDs are stable. The merchandise purchase is the NC money (see notes above from Day.) There were some other payments that came in as 5 versus 4--this has to do with

cleaning up old library payments. Nothing was overpaid just paid in multiple times of the same amount. There are a few larger expenses that were higher, such as the annual meeting, but most items were comparable. Some are larger items such as the PSA and shipping are big expenses but not so different from last year.

- iii. The CDs are part of national banks so they are insured. All are receiving decent rates of return.
- iv. There was one additional letter which discussed the segregation of duties. The organization did hire an outside accounting firm which was one of the recommendations. Sherif asked about the bookkeeping duties versus other duties handled by Day. Auditor explained that some of the duties were separated so that helps reduce some liability and satisfies that recommendation. However, this will always be a concern in a small office where one person handles most of the duties. The auditor is bound to note in the report. Next year may provide additional information because next year will be the first full year using the outside firm.
- v. Wilson asked about diversification of assets. Day explained that one of the CD matured so that was one less asset at US Bank (which has the best interest). That money was placed into the New Horizons checking account.
- vi. Gould indicated that this audit was through May 31 and does not include the last seven months.
- vii. Pannebaker asked about whether we need to move to an accrual accounting method. The auditor indicated that after some consideration there is not much difference and therefore there is no need to move to that method. This method is simple and would also cost the organization less than an accrual accounting audit.

5. Membership – Grace Greene

- a. Bylaw change proposal: Nominating Committee Chair
 - i. Greene indicated that this particular item and other similar items seem to be issues not of Bylaws but of the manual. They would not require a Bylaws amendment, just inclusion into the manual. Greene said the bylaws need to remain constant and support significant changes, not smaller operational or temporary changes. The less we change the bylaws, the better. The Board agreed.
 - ii. This particular item is about the past past-President would serve as the nominating committee chair. Again, the group agreed.
- b. Provisional membership policy
 - i. The Cayman Islands finished their year of provisional membership. The generally accepted rule is that anyone completing the year of membership will then

become a permanent, non-voting member. The Cayman Islands are now a permanent member with no voting rights.

c. Kolonia, Pohnpei – requesting provisional membership

- i. A peace corps member working in a public library in Kolonia, one of the Federated States of Micronesia of which there are 4 member islands, has requested to join CSLP as a provisional member and Greene was putting out there for comment from the Board. Sherif said that if one state does it that we should allow for other similar situations. Yother asked whether they would order items from Upstart. Greene indicated that they would. The membership committee suggests that anyone who requests a provisional membership is allowed to be a provisional member for one year. We know that many of the larger countries have their own programs and would likely as a country not be interested. However, smaller countries, islands or independent groups from various places, all of who understand that we provide our materials primarily in English, may find CSLP to be a good option for them. The MOSC report indicates that permanent membership does not mean voting rights. Balsen asked if there were any restrictions about who joins CSLP. Greene called attention to her report which highlights the membership rule section. Permanent membership does not include voting rights. Day suggested that Greene reiterate that sentence in the organizational handbook to make sure that it is clear. Greene asked if the board felt the sentence as submitted was acceptable (changes to manual as indicated in MOSC report.) Gould said it should be fine because there it does indicate that provisional memberships are reviewed after one year. The group agreed.

d. Orientation subcommittee

- i. Greene indicated that Tomlianovich is the chair of the Orientation subcommittee. The subcommittee will do 3 things: 1) Working with Day, they will write up an email message to welcome and provide an overview to new attendees; 2) writing up a booklet for new attendees; 3) working to assign mentors to the new attendees for the annual meeting.
- ii. Tomlianovich will be coordinating the mentoring program. Greene indicated that there will be several new state reps at the annual meeting this year. A Doodle poll has been sent out and the group will convene soon.

6. Vendor Committee – Karen Yother

a. Book vendors

- i. Several potential book vendors have contacted Yother and Day about the potential to partner with CSLP. Apparently, CSLP members have been meeting vendors at conferences and asking about titles they have that match the theme. Yother has been providing a standard response which is included in the report. Regarding the titles for the 2013 catalog, Yother suggests that we move beyond Scholastic. She would like us to have something in place RFP/RFQ to be able to provide to potential book vendors with our requirements. Yother took

volunteers including Gould, Rockwell (Rafferty), Willis offered their assistance if needed. Board members agreed. Wilson asked Yother if she consulted Matt about expanding into other vendors. Wilson suggested that the success of getting books in the children's hands is connected to promoting them in and with the catalog. Yother explained that Matt did indicate last year that he had other vendors interested but that the Scholastic partnership was already in the works. Tomlianovich suggested we work with someone such as the marketing director or someone from the publishers who are very high up in the structure. Rafferty expressed concerns with the pricing suggesting we look into that Scholastic Literacy Partners which is where they purchased their books from. Yother agreed that we will continue to work on good price points and continue with these discussions. Yother will follow up with people mentioned above.

- b. Titles for manuals
 - i. Lists were sent to the manual chairs from Yother. They are titles to be considered for chapters. She did point out that many were youth titles opposed to the other age groups. Many are new titles. Out of print titles should be noted.
 - c. Titles for sale in catalog
 - i. See above.
7. Marketing & Public Relations-- Karen Balsen
- a. Purchase of posters by schools
 - i. Balsen sent out a memo to the Board regarding the purchasing of posters by schools. In the past, Balsen as part of her agency, has met with the 42 school systems to promote summer reading. Now as part of the Collaborative, the school is responsible for working directly with the public library. Balsen sent out an email that she drafted to the schools to explain that they will need to work with the public library. Balsen wanted the group to be aware of some of the concerns bring brought forward by public libraries and schools of why their working together has not been working well. Balsen wondered if there would be any movement towards allowing the schools to order on their own. Drevo pointed out that the free shipping option is a concern for us if schools were to order on their own. Day suggested that she has talked to Matt about the shipping and ordering process. Upstart processes too many orders to keep track of shipping costs for schools and free shipping for libraries. Yother suggested what she does as an option. Drevo's recommendation is that it protects our IP and also protects us against all the potential shipping costs. Yother writes a grant to the PTOs of the schools or Friends of the Library for money to purchase the items and then the library purchases them and gives them to the schools. Balsen indicated that because of severe budget cuts she is likely not to see a great deal of ordering (for the schools) by the schools or libraries. She would like to see this not being ruled out for the future in case we do decide to cancel the free shipping but understands our current situation. The email Balsen provided to the Board was reviewed by Balsen and Drevo so everyone could have a

template to use if they need it. It explains how schools and libraries can work out the transaction themselves, leaving CSLP out of it. Willis suggested that she created an electronic file like a flier that is sent to all the schools. Balsen was speaking mostly about posters. Gould said that libraries could print off posters to hand out to the schools but indicated she no longer receives printed items from the schools so that the electronic flier is a good option. However, Gould said she would not rule out any future discussions on the issue.

- ii. PSA has been coordinated by Charlotte Johnston. Dan Judson has been a pleasure to work with for the second year in a row. She has found his knowledge to be a real benefit. The PSA should be ready in about a week.

8. One Slogan update – Rhonda Gould

- There were two task forces assembled based on comments. Rockwell will head up the task force about surveying the membership and the other is the budget/financial implications of one slogan led by Kathy Buntin. Each will gather information and have a preliminary report by the annual meeting.
- Rockwell will have a survey of librarians/front line staff completed by the annual meeting. However, she is also planning a survey of patrons which will take place when summer reading starts this year in order to get the pulse of the people about the idea.

9. Copyright/Rules of Use – Karen Drevo

- There was an issue a month or so ago with Janway. They were promoting Janway as an option for having custom CSLP items created. Drevo called Lydie about how to proceed, and developed a script to contact the CEO. After some discussion, Janway did comply. Drevo said there are a few other vendors out there that also require us to respond and she will be following up.
- Drevo also has some custom orders that she needs to process and requires some input from Matt. In the ROU with regard to our IP, our agreement with Highsmith is that we do not provide releases for items that can be purchased through them or from the catalog. However, Drevo has several significant sized release requests and is concerned that Matt is refusing custom orders. As part of the contract, Highsmith is given the opportunity to do the custom orders first. She is unsure whether it has to do with the customization or if there is another communication issue. She is working to get in touch with Matt. Balsen asked about whether she had heard from Brooklyn Public Library. Drevo has not. Balsen said that BPL wanted to print a large quantity and Highsmith didn't want to do the order. Drevo clarified that if anyone wants to print something they must get a release from the ROU committee so contact Drevo for that form/permission.
- Lydie and Melissa are going to present at the annual meeting. Drevo is going to put a request to the committee (and the Board) have anything they may want to have addressed sent to Drevo prior to the meeting including having some questions in advance.

10. Website Update – Laura Lee Wilson

- Dan has been updated weekly especially with the Teen Video challenge. He has been doing well getting the changes made.
- The information on the web is only as good as what the chairs submit so please take a look at your section, send Wilson any updates or changes.
- The wiki has not gone live but Colleen Semitekoll (Washington DC), is working it, including getting started helpful “How to” documents.
- Elaine Black from Georgia has agreed to be the next website chair and is the backup for Wilson. She is notified of all changes or correspondence that occur with the site.
- Gould has commented on the website updates and how pleased she is. Day indicated that there were 11, 334 website users at last count and more request each day.

11. Manual Updates

- a. Pam Carlson
 - i. Rockwell and Carlson discussed the organizational handbook to make the responsibilities of the committee members to be both similar and streamlined. Carlson has been seeing and reviewing the children’s manual information.
- b. Jasmine Rockwell
 - i. End of January/Early February is the time for the Teen Content. She expects the same for this year. Turn around is quick.
- c. Martha Shinnors
 - i. Shinnors indicated that she has not seen content yet which is about on track.
- d. Michelle Willis
 - i. Patty sent the first Early Literacy Chapters this week. The first reading is that the content is solid and Willis pleased. Gould has looked as well and finds the content to be good.

12. Nominating Committee/Board Member Updates—Julie Tomlianovich

- She has been contacting each current Board member about their term and whether they are interested in serving again. Nearly everyone has responded.
- Past Presidents Howser, Sherif and Snyder will serve with Tomlianovich has the Nominating Committee.
- Drevo mentioned that with Farley’s resignation, Tomlianovich has agreed to serve as Drevo’s replacement instead of Farley.

13. CSLP office update - Karen Day

- a. Office Update
 - i. The office is going well. They have hired someone part time to assist.
 - ii. As was heard earlier, the Auditor presented the report. Day said he has done a good job and was easy to work with.

- iii. The PSA order forms went out and they worked directly with Judson to do the duplication process as well (leaving Highsmith out of it). CSLP will make a very small profit on the orders which will basically cover shipping costs. Balsen asked if the contract is with CSLP and the vendor doing the duplication (Dan Judson). Day said yes that was correct. We have them duplicated for about a dollar from the vendor; we sell to Highsmith for \$3.50 and they sell for \$4.00. If anyone has questions about this, they can contact Day.
- iv. The Head Start conference registration was paid and CSLP will have a booth to be manned by Sue Sherif. Sherif has contacted the youth services contact at the Tennessee State Library (Misty Bach) to ask for assistance in manning the booth. Sherif asked whether Matt will supply materials for the booth. Gould indicated that she should contact Matt directly. Sherif asked if the tabletop display could be brought to Hershey so she could get it from there as she will go to the HS conference from the annual meeting.

b. 2012 Conference Update

i. Conference agenda:

- The Board will meet the first day at 7pm. Dinner will be provided. There will be a new State Rep orientation on Tuesday morning, Day asked all the Board Members to be in attendance.
- The “Whys for the Wise” has been removed from the beginning of the meeting agenda, the treasurer’s report will also be adjusted. See draft agenda. Then there will be an opening lunch but Gould’s welcome will have already taken place so it will just be lunch, not a Board welcome or program.
- Shinners submitted a note to Day to be specific about having attendees understand when attendance is expected at meetings.
- Day outlined that individual manual committee will meet separately from 3-4pm, followed by 4-5 with all the manual committees together to debrief. For those on multiple committees, they will have to pick one. Willis suggested to Day that the rooms for the manual committees be smaller and separate so as to foster discussion. After those two hours, then the Vendor Committee will meet from 5-6pm.
- Greene asked if we should consider having three committees meet at one time instead of having two committees meet at the same time as to make the day a little shorter. Several members indicated that they thought that people may prefer fewer committee meetings to choose from so they can attend more meetings. Gould suggested that the process committees need to receive equal attention as the manual committees. Greene and Drevo indicated that they had more flexibility than some of the other committees as theirs are small. Shinners said that Diversity usually takes an hour. Sherif indicated that the PR &

Marketing and Diversity need the full time they are allotted. Gould said she would work with Day to revise the schedule.

- For the dinners, the Dinner that night will be on location. Day is working with Pannebaker for the dinner locations—there are multiple areas for eating within the complex—but one dinner may be off site. There is a restaurant off site, about a mile down the hill so transportation may be a concern.
- Wednesday will start with Carlson/Children’s Manual after breakfast. The one slogan discussion will come on the agenda for that afternoon. Willis noted that Early Literacy will always remain with the children’s slogan/program.
- Thursday will start with the website committee, followed by marketing/PR and ROU/Copyright. ROU will have Melissa and Lydie’s presentation via Skype. Vendor will start before lunch and then continue after lunch to be sure that it is given plenty of time for discussion. The end of the day will include any other committee work, discussions and closing remarks.
- There was discussion about a wrap up Board meeting. Gould was asking whether the Board would prefer to meet that evening or the Friday morning. Greene suggested that people look at flight options. Willis indicated she did not want to drive in the dark so just to keep the length of times in mind. Gould suggested that the YouthCon meeting may need to be moved. More discussion about how far the airport is. Gould suggested that the Board meet 5-6pm but in the meantime, members could review their schedules. Day said they try to help YouthCon to facilitate an opportunity to meet. Sherif said they have met at all different times and feel they would be flexible. Day asked who coordinates those meeting. Sherif said that Sharon Rawlins from NJ has been scheduling those meetings at ALA. She may be the person to work with to see about finding some time. There was additional discussion about scheduling flights. Some Board members may need to come in early in order to make the Monday meeting. Day said the Board will have to decide whether to be able to pay for an additional night. Gould then confirmed that the Board would meet right after the official meeting ends.
- Balsen asked a question about the agenda and whether there would be time to watch the CSLP videos from the contest. She suggested a dinner but Gould said that we can find time perhaps a break or lunch or some other time. They would make sure there is time for that.
- Day said she is working with the Pennsylvania people to get all the details set. She is working with Wilson and Dan to get the web links set up. The State Reps should be receiving an email within a week with instructions.

c. Head Start

- i. See notes above item iv.

The next meeting is March 5, 2012. At 2:16 p.m., Drevo moved to end the meeting with a second by Greene. The group voted and the motion carried.