

CSLP Annual Meeting Minutes
Saturday, April 22, 2006
Chauncey Conference Center, Princeton, New Jersey
8:00 pm, EDT

The meeting was called to order at 8:13 am.

Future CSLP Meetings

Cathy Howser (AR) mentioned that as of right now, we have dates set as follows:

- Portland, OR (2007)
 - o April 11-14, 2007 (Wednesday through Saturday)
 - o Easter falls on April 8th
 - o Meeting is the week before National Library Week (April 15-21)
- Little Rock, AR (2008)
 - o Doubletree Hotel
 - o April 23-26, 2008 (Wednesday through Saturday)
 - o Easter falls on March 23rd
 - o Meeting is the week after National Library Week (April 13-19)
 - o PLA will be March 25-29 in Minneapolis, MN
- Michigan (2009) – Grand Rapids, perhaps
 - o Easter falls on April 12th
 - o National Library Week is April 12-18
- Nebraska (2010)
- Alaska is interested in hosting anytime
- Washington agreed to co-host with Alaska in Seattle

Requirements for hosting are a reasonably priced hotel, convenient transportation, and people in the state willing to make local arrangements; most regular arrangements are made by officers and ASA staff, but local arrangement staff plan evening entertainment / dinner events, provide staff assistance and serve as a liaison between the Board and local contacts. States are no longer required to pay for everything as a host. The hotel selected needs to be able to host 74 people and have a large meeting room, which is not out-of-the-ordinary for most hotels. The CSLP meeting is nothing like planning for ALA, which needs numerous rooms for 100 or more. Some hotels, however, are less interested in hosting small groups than larger ones when plans are being made this far ahead.

Meeting with Highsmith/Upstart

Karen Drevo (NE) introduced the Highsmith/Upstart representatives, Matt Mulder and Sandy Harris.

The new logo was displayed, which may be printed on future posters, bookmarks, bookbags, shirts, etc. The group was asked if they wanted to see the logo used in that way, and the general consensus was yes.

Nancee Dahms-Stinson (MO) made a motion that the CSLP logo be printed on all future incentive items that are able to carry the theme and artwork. The motion was seconded by Kim Patton (KS). It was clarified that this would mean bookmarks, banners, reading records, T-shirts (in a small, unobtrusive way), and certificates. It would not appear on small items like stickers or lapel pins. Matt Mulder said the logo could always be put in the lower right hand corner for consistency. Stephanie Stokes (CA) said that some libraries are a bit proprietary about taking ownership and might object to having the CSLP logo on their materials. Cathy Howser (AR) said that this would be in addition to, not instead of, providing space for personalization

by local libraries. Matt Mulder said that, as part of the agreement with CSLP, Highsmith/Upstart resells the leftover program materials through the Upstart catalog, and they would not want to sell ones that bear the CSLP logo. In the past, overprints have become part of their future sales. The T-shirts are a particular problem on this. Matt said that he would want to go back and talk to the production staff. They could end up with \$12,000 worth of T-shirts that they could not sell due to having the CSLP logo on them. If this is done, inventory will have to be tightly managed so that there were no overruns, and the compromise might mean that those who get their orders in earliest will get the first print run, which would bear the logo, but later orders may get a late print run, which would not have them. The vote was called, to have the logo printed on as much of the merchandise as possible. The motion carried.

A handout was distributed showing sales of the 2006 materials, state-by-state and item-by-item. So far, they have had \$1.6 million in sales and will probably be hitting \$2 million in sales, which Matt said is incredible. He asked for specific feedback on the items on the list to see what worked and what did not work, and then wanted to hear more about what new products people wanted to see, even though he understands no one has actually used the materials yet. Carol Baughman (KY) asked if the PSA was included, and Matt said it did, but all media kits were credited as Iowa sales, so the state amounts may not be completely accurate. He also explained that "AE" sales means sales to the American Embassy (primarily in Germany) and "AP" sales means American Postal (for military bases).

Matt Mulder noted that the Spanish materials really took off this year. Someone mentioned that they would like to see teen posters in two sizes, the larger 17" x 23" as well as a new 11" x 17".

Penny Peck (CA) said she would like to see something more "high end" for the reading logs. Some of their counties did not join the program because of the reading log issue. Matt Mulder said he heard that consistently at the PLA conference. The quote they gave us was on 80# paper, but he said he could get a quote for using 100# paper stock. Margaret Miles (NC) said that her state has a strong interest in seeing a full-color printed reading record. Most people she has talked to are extremely satisfied with all of the other materials (bookmarks, posters, etc.), but they really miss having card stock weight with color print on the outside of the reading records. Matt said that they have generally used matte finish for the writing portion to make it easier for kids to write on. Karen Drevo (NE) asked if it would be possible to make several types of reading records. Matt said that this year, they did add a timed reading record, but the paper stock used did not make it popular. They will continue to do timed records, however. The biggest problem with multiple reading records is that prices are based on volume, and the fewer of each item sold, the higher the price has to be.

Cindy Christin (MT) said that uncut bookmarks may not popular with everyone, but they love having those and do not want to see them discontinued.

Carol Baughman (KY) said that one idea would be to have a full-color folder that would lend itself to standard 8.5" x 11 paper. The folder would be generic to everyone's program, but the contents could vary by library. On the CD, templates could be created with various styles, such as a clocks to mark for time, lines for book titles, a game board, etc. Five or six different styles that would fit into the generic folder. This would give flexibility and she thought it would sell well.

Melody Allen (RI) said that they are a small market, but their librarians are in agreement with the ones Penny mentioned in California who want to see heavier stock for their reading records. She said they are accustomed to 110# weight. Most of their librarians keep the reading records in the library. The reading records need to fit in a standard-sized file, such as 8.5" x 11". A problem this year is that the fold was placed at the bottom, which left the open edges at the top. That made it harder for those who keep a file of cards. They would like to see the fold at the top, and they also like having a place for the child's name at the top, near the fold, to make it easier for finding in the file. She did agree that a matte finish was better for

the writing surface. She did like the idea of the game format, too. Carol Baughman (KY) added that having a game was a way to sell stickers, which are used as markers on the gameboard. Carol thought having a game that coordinates with the reading logs would be a winner. Matt Mulder said that he is hearing that having a folder is something people would like to see next year, but he is concerned that if they create a folder, people will then complain that the folders keep coming open and papers fall out and they would not like that. He said that they could easily print and sell a CD that would allow customization of reading records, but he was not sure about gameboard. Karen Drevo (NE) said that not all libraries do that, but having a CD gives choices of what to put inside the folder.

Matt Mulder asked how much people would be willing to pay for the reading records. They are currently selling at 7 cents apiece, and how wondered how much more they would be willing to pay for full-color, heavy card stock, customization options. Sue Sherif (AK) said it would be hard to say, because if you ask, "how much do you want to pay?" people will say that they want them to be free. Karen Drevo (NE) did an informal survey of how many would be able to pay 10 cents for reading records, and most raised their hands. When asked how many would be able to pay 20 cents for reading records, there were far fewer hands raised.

Carol Baughman (KY) said that this piece of the program is as important and vital as our poster. It is far more important than the bookmark. It cannot be done as an afterthought. The artist needs to do it--it could even have the poster art on the cover. It needs to be integrated with the rest of the program, have child appeal, and look really good. Matt said that he understood that the child's name needs to go on the front cover. There could be poster art on the front perhaps, but the inside could maybe be clip art.

Matt Mulder said he has been asked for an upgrade on the certificates as well. Right now, he thinks it is being printed on 80# paper, but he admits it feels a little flimsy. They can do something about that for next year. Someone mentioned that they would like to be able to print their certificates on a computer, and if the paper stock is too heavy, it would not go through the printer as well. For those who want to do this, the certificates need to be easy to load and print. An informal vote on the certificate paper shows that most are satisfied with the current paper weight on the certificates.

Karen Drevo (NE) said that people really liked the iron-on transfers. However, they want to have instructions printed on the backing paper of each one. Discussion followed about the iron-on transfers and how they are used. Most said that they will give them out as prizes. When asked if they were satisfied with the quality, they were. Stephanie Stokes (CA) said that some were able to put the transfer on a small fitted caplet-style shirt with a scoop neck, and they looked beautiful. Nancee Dahms-Stinson (MO) said that she would like to see an iron-on transfer for teens. However, it would not have to be for a full shirt. Even having something pocket-sized would work fine.

Karen Drevo (NE) did an informal survey about how many people would like to see bulletin board trimmers (a decorative border or edge), and about half the room said they would use them. They were wanted for both children's and teen programs.

Window clings have been popular items, and it was mentioned that bumper stickers have also been suggested. People liked the idea of both bumper stickers and car window clings.

Stephanie Stokes (CA) said she would like to see a Detective LaRue cardboard cutout that stands about 4' tall. (She knows she asks for cardboard cutouts every year.) Matt said that he hates to say no. They have done them in the past, and he thought they sold for \$40. He asked what the demand would be if the price were in the \$25-35 range, and it was a very positive response. Stephanie said that she called a store that sells a stand-up Frankenstein, and she was bombarded with requests from people who wanted them. She added that sometimes people need something more than a mobile. The Frankenstein sold for \$27.

Mary Cameron (IA) said that she wants to see a teen banner like the children's banner. Tami Chumbley-Finley (IA) said that she would like to see a banner, but wondered if the graphics and message could be something more generic, like a book, so that it could be used throughout the year and from year to year.

As far as shirt selection, several people spoke in favor of women's sizes of shirts. Women's shirts would be better proportioned for women in length and have more hip room than a standard men's size. These were requested especially in the higher end shirts, but there was interest in seeing this for both polo and T-shirt styles.

Matt Mulder mentioned that denim shirt sales were lackluster, but several said that was because they weren't offered in large enough sizes. Sally Snyder (NE) said that the shirts that were offered in denim were not sized correctly, and they were too small. However, she said that the T-shirts were correct. Matt Mulder said the denim shirts were custom-made for Highsmith/Upstart from China because a domestically produced denim shirt would have cost \$30 per shirt. He said to meet these requests, they will have to charge more or they will not be able to do them. At this point, they still have 4000 unsold shirts—and they will have to have a big sale to move them out. He asked if men's shirts were needed, and while there would not be nearly as many, they are still needed.

Sheri Daun-Bedford (IL) did not agree that a women's size denim shirt was necessary due to the fact that it is intended to be a loose-fitting shirt, often worn over something else, and often worn unbuttoned, so it should fit whether it was men's or women's. Matt said that he was fine with a unisex denim shirt, and added that men's sizes go larger, but he has heard that the T-shirts are being requested in a more feminine style. Monica Harris-Brooks (MI) said that American Apparel is a supplier that has good prices and styles on women's shirts, and they are made in L.A.

Nancee Dahms-Stinson (MO) asked if it would be possible to get sweatshirts, like a light hooded zip-up sweatshirt with a logo, but there was little support for this. Someone mentioned that the iron-on transfers would be good for this purpose.

When discussion turned to polo shirts, Mary Kay Dahlgreen (OR) said that the polo shirts should be offered in a women's style because the men's style is far too long. She also said that they need to be offered in brighter colors.

For teen shirts, brighter colors are not popular—they want black shirts or edgy colors. There was also consensus that there should be no white shirts (especially T-shirts) ever. However, the color choice is the domain of the vendor relations committee, so they will be the ones who choose rather than Highsmith/Upstart.

Stephanie Stokes (CA) asked for glow in the dark paint on the posters and T-shirts for the insect theme in 2008, and Matt said that he would look into it. He does know that it is available. Sally Snyder (NE) agreed that this would be a popular choice. Matt said that the poster will not really be seen in the dark, but the T-shirts could be. Nancee Dahms-Stinson (MO) wanted glow in the dark on the bookmarks or the doorhangers, which go home with the kids, and she agreed with the futility of putting it on posters that stay in well-lighted libraries.

Matt Mulder asked if folks would like a scratch-and-sniff stinkbug bookmark, which was met with much laughter.

Ruth Hyatt (AR) said that the reading records would be a good place for glow in the dark paint for 2008. Sue Knesel (WY) said that she thinks the doorhangers would be a fabulous place to use glow in the dark

paint, because of how they are used on bedroom doors. Matt said he will look into the process for doing that.

The canvas totebag had more color and was more expensive but it seemed to sell well.

The vinyl banners are currently \$19.95 and Matt asked if that was priced too high. Karen Drevo (NE) said that the problem is that some people use it inside the library and some use it on the outside of the building, where it needs to be stronger and sturdier. Matt said they could offer a thinner weight of banner for indoor use that would be in the \$11 to \$12 range. Karen said it would get torn to pieces if it were any thinner. Kim Patton (KS) said she takes hers everywhere. Margaret Miles (NC) asked if getting a bigger one would be an option. The current size (2' x 5') is way too small for a building. Stephanie Stokes (CA) said that a 10' banner would be suitable to use as a table skirt. When asked if people were satisfied with the current size of banner, they were mostly in agreement that the current size is fine.

Kim Patton (KS) asked if people wanted to see a teen banner, and they did. She asked about teen window clings, and they really did. She also said that teen car magnets and bumper stickers would be great. Matt asked if she meant magnets like the yellow ribbons, and she said yes.

Sue Sherif (AK) asked if Highsmith/Upstart could license a banner maker so that Highsmith would not have to manage the inventory and people could get what they needed. Matt said he could create a 3' x 6' piece of art that could be sent out on request and taken to a local vendor who makes banners. He said the price locally might be comparable to the price Highsmith/Upstart is able to offer. Karen Drevo (NE) asked about having a children's banner on one side and a teen banner on the other, but that idea was not accepted. It was stated that there is a need for two separate banners in like sizes, and hopefully for a similar price, although quantity purchased does affect price. Carol Baughman (KY) clarified that they will make the artwork available in a larger format, and Matt said yes, they can definitely do that. Carol added that it might even be used for billboard art with a bit of tweaking for personalization. Karen Drevo (NE) said that larger format artwork in electronic format could be offered on the order form.

Someone requested that the order forms should either describe or show 3 or 4 sides of the reading record, if they are not done as a template on the manual CD. Sue Knesel (WY) agreed, saying people wanted to see more of what they looked like and there were a lot of questions. Matt asked if a set of 25 should go into the goody bag that is sent out in the fall to state reps, including a sample folder, and maybe a sample banner.

Terri Wilhelm (ND) mentioned that some librarians are working with Talking Book libraries. They would like to see more things available for blind and low vision children, like necklaces and bracelets, maybe a unisex item, and one item that has Braille. Pat Froehlich (CO) said that the Diversity Committee is going to be working on that this year. Matt said that the more direction they can give Highsmith/Upstart on what to offer, the better. Someone added that sighted kids like Braille items, too. Melody Allen (RI) said that another advantage to Braille is that it will fit well with the mystery theme as a form of code to decipher.

Ruth Hyatt (AR) said that the name line on the certificates is slanted this year rather than straight, and that made it hard for those who print the certificates. She asked if the line could be kept straight across for those who use computers to print them. Some thought it should have no line, but others insisted that it must have a line for those who are writing manually.

Sue Knesel (WY) said that for next year's theme, they ought to offer puzzle pens or something theme-related like that. Others said that we should have special pencils, like mood pencils, for teens. Matt said that the problem with teen prizes is that they require more sophistication in a price that is affordable.

Betsy Johnson (NV) said that there was a problem with the bean bag kittens. The dye rubbed off from other colors and the seam ripped.

Marquita Boehnke (KS) thanked Matt for offering the lapel pins that the group requested last year. She said they were wonderful.

Terri Wilhelm (ND) suggested car charms that hang from the rearview mirror as a prize option for teens. Margaret Miles (SC) said that another idea might be keychain highlighters with the logo printed on them in a dayglo color. She really felt it was important for them to be imprinted. Patty Langley (DE) suggested cell phone charms. Karen Correa (FL) suggested quick-draw pen key chains. Someone mentioned the idea of having a particular type of FM radio she has seen—high quality, imprinted, about the size of a cell phone, that fits in a pocket, smaller than an iPod, about the size of an MP3 player, perhaps 2" x 3" in size, the size of a Tic Tac box, and comes with earphones. She says these are very popular.

Stephanie Stokes (CA) suggested coloring pages with paint included. There was some discussion about how much they would be per sheet, and prices paid by those who have used them in the past were less than 5 cents per sheet, perhaps about 3 cents apiece.

Jasmine Rousey (SD) asked about sticky iPod covers, which are adhesive wraps that peel off without leaving residue. She said they are not really like a window cling, but a similar idea.

Ruth Hyatt (AR) said that she had kids who requested stuffed animals, which really surprised her. Marionettes are also popular.

Sheri Daun-Bedford (IL) said that a small window cling would be a nice incentive for kids, maybe it could be a reproduction of the poster.

Terri Wilhelm (ND) said that they are still having trouble with water bottles that leak. Matt said the ones offered this year were an upgrade from last year. He recently saw a mood bottle that changes color when filled. He asked about what people were willing to pay for an upgraded water bottle, and Terri asked how much it would cost to get one that does not leak. He said he will look into that, but asked how much above the current price of \$1.25 are people willing to go. Many said they would buy one up to \$1.50 if it did not leak. Terri said she could really capitalize on the "New! Non-leaking! Actually holds water!" aspect.

Linda Williams (CT) said that last year, Connecticut librarians were not happy that the book titles on the teen poster were adult books rather than young adult books, and this year, the same thing has happened. She said that young adult literature has struggled to be recognized and this is one place where young adult books should be seen. Matt said that it is not too late to change the poster for 2007, and he will check into it.

In response to a question about the lack of a Spanish teen poster, Karen Drevo (NE) said that it was the decision of the YA Manual Committee not to translate the YNK poster into Spanish. Pat Froehlich (CO) said that the Diversity Committee would like to work more closely with Highsmith/Upstart on their translations to make sure they are free of misspellings and grammatical errors. She said they have access to a translator that can proofread their drafts for errors. Matt said he would welcome the assistance, and that they are aware that there were errors. Some of the pages were not re-proofed after changes were made. Karen Drevo (NE) asked Pat to send her draft translation to her and she will get it to Matt.

Linda Williams (CT) wanted to clarify the copyright restrictions of printing a book title on a poster. She wanted to know if copyright restrictions were the reason for putting classic adult titles on posters rather than current teen titles, because she finds it hard to believe that authors and publishers would not want their book

to be on our poster. Matt said his understanding of copyright is that if you use an actual image of the book itself, you have to get permission from the publisher. However, if the title is used "in interpretation," meaning the title is listed in your own font style on an image of a book as part of the artwork, then fair use applies and permissions are not necessary.

The group then took a mid-morning break.

Highsmith/Upstart Meeting Continuation

Matt Mulder said that he had received a list from the vendor and manual committees of ten items that need to be addressed regarding the CD that accompanies the manual. He said that people have been generally satisfied with the print manual, but not so much with the CD.

The largest hurdle for them is item #3, regarding the ability to customize almost everything in the manual. One of the main limitations on this is that the computer programs used for the manual pages would need to be something nearly everyone would have access to, which limits them to Word or PDF files. The preferred format of the two would be PDF because the resulting document would not generate any errors and no matter which version of Adobe you were using, it would come out the same. In Word, different versions would not necessarily work the same way, and trying to change anything could result in lots of unintended errors in style and formatting. However, the problem with PDFs is that once you create a new version in PDF format, it cannot be saved. Highsmith/Upstart is looking into modules used by the U.S. government, and if they can get that, it might allow people to save their PDF files. It might also be possible to create PDFs of the forms with sections that are customizable, but not the whole document.

The second difficulty of customization is that of matching font styles for customized pieces. In order to license all 5000 libraries to use the same font used by Highsmith/Upstart, the price would be astronomical. The fix for this problem is to only use font styles that are fairly standard, but we would lose the creativity in the font styles that make the look so appealing and that match the rest of the manual. He walked through an example of changes on a volunteer recruitment form that might make it possible to create a customized PDF document (i.e., with customizing fields) and some of the problems that one can have and decisions that must be made to make it work (e.g., lines or no lines to fit the names of longer libraries, changing the whole font to a style in your own computer). It was a partially customizable form, but folks liked it much better.

Sue Sherif (AK) asked if fields could be pre-filled in with a blank one at the end, and just delete certain fields as necessary, and he said that could only be done in Word, which would mean having Tabs, and that would leave people with a mess. Carol Baughman (KY) asked if the highly customized fields could be addressed with one big text box that individual libraries could fill in, and he said that would work if you gave up the lines that separated the fields. Karen Drevo (NE) said libraries could add their own lines and make it the right number that they need. Most felt it would be better to have it more blank than to have too much to delete. Julie Tomlianovich (KS) said that the Children's Manual Committee talked about this, and they thought it might be possible to have two versions, one that is mostly filled in and one that has big text boxes for personalizing. Sheri Daun-Bedford (IL) said that, realistically, there are not that many libraries that are going to use this particular form to make it necessary to create two separate versions. She said it might be wiser to just do the most customizable one. Sue Knesel (WY) agreed, saying that the manual could have a paper version as a sample of what was possible, and they could make choices from that. Patti Sinclair, however, said that the examples that have been in the manual were meant as samples for libraries when they were creating forms on their own. Now that technology has moved ahead, she felt there was no need to duplicate the forms in the print manual. Monica Harris-Brooks (MI) asked if we could have PDF format available, but also Word for reproducible files that folks might want to manipulate. Matt said that they could do both formats. PDF is easy to take from an end design, although Word is like starting over, but that would allow the maximum amount of manipulation. Other examples shown were a student registration form and a flier.

Karen Drevo (NE) asked if there could be a process where the Vendor Relations Committee and Manual Committees review a draft of the CD before it is reproduced for the manual. Matt said they are planning to have them done on June 15, which would give one month for review and two weeks to make recommended changes, then on August 1 it would go into the manuals. He said this year, they are working way ahead of schedule. Stephanie Stokes (CA) asked if that would mean the manuals would be distributed earlier this year. Karen Drevo (NE) said that would depend on the Manual Committees and what their deadlines are and when the state meetings are.

Matt Mulder asked if people wanted to see an area at the bottom of the reproducible activity pages for a library name, and the answer was yes. He then asked if that is being requested for the print version in the manual as well as on the CD. Karen Drevo (NE) thought it should be offered both ways, and Carol Baughman (KY) agreed. Carol also thought we should have a symbol or icon and place it unobtrusively in the corner of the forms in the print manual that are available in customizable versions on the CD, and this was overwhelmingly approved. Matt mentioned that if a library does not customize, they will then have a text box with blank space at the bottom. Susan Pannebaker (PA) mentioned that there is already an index of what is available on the CD, but others said they wanted both the page symbol and the index.

Someone mentioned that the teen reading log could also be on the CD. Rhonda Puntney (WI) asked about whether it might be possible to have some of the forms available on the members only website, but that would not solve the problem of not being able to save PDF forms that are changed.

Jasmine Rousey (SD) requested a reading record for recording pages read (not just books or time), as well as a large print version of the reading record. She also requested having alternative choices for a minutes log reading record.

Sue Sherif (AK) asked if they could make the symbol that marks what is on the CD very unobtrusive as a favor to those libraries who still use photocopying from the print manual. The suggestion was made that they could always white it out or tape a blank spot over the symbol. Matt mentioned that many reproducible forms have copyright statements and other codes that are totally ignored by the children using them. Most children will not even recognize the symbol, but he will make sure it is discreet.

Susan Pannebaker (PA) said that the teen reading record could be in a format for pages read or minutes read, and Matt said he will look into the options.

Someone asked about the possibility of customizing the poster and elements on the poster. Matt said that he is not sure if this is possible, but if so, a person would have to have the ability to use Photoshop or Illustrator. If so, these are already on the CD.

One person asked for a small (8.5" x 11") flier poster with glossy color artwork and a large blank space near the bottom or center for advertising specific programs. Libraries could purchase them in packages so that there could be a different poster each week for the programs. This could be done for the teen as well as children's programs.

Kim Patton (KS) said, for the teen program, she would like to see a program form template, plus more clip art, and more stuff that is easy to manipulate, and there was much agreement on this. Karen Drevo (NE) clarified that she wants the ability to manipulate elements of the poster art. Kim said that typically the teens get 3 or 4 pieces of really dark clip art and that is it.

At this point, artwork was distributed for the 2007 program, including posters and bookmark samples. Matt Mulder said that next year, all of the artwork will be available on the CD in both color and black and white.

He knows there have been problems with the clipping path and graying areas around the artwork. He said they need to look more closely at the CDs because some had problems. They have now begun paying a second artist for additional artwork.

In looking at the line art from Mark Teague, the images people wanted reproduced on print pieces included:

- the dog
- the detective with the "In Books We Trust" badge (people really want to see that shield recreated!!)
- the dog and cat looking at books with magnifying glass and mouse
- three kids as detectives
- the kid in the wheelchair as a detective
- two bats reading
- the detective sitting on a stack of books
- the dog and cat in the chair reading (this could be made as a full size stand-up image with cut-out faces so kids could put their faces through it; Stephanie said they could be dry-mounted from paper)
- the treasure chest of books
- the upside down book with flashlight

Some stated their wish for Latino and Asian looking children in the artwork.

The YNK clip art and poster were reviewed. There was a choice of two posters. People liked the one with YNK @ your library at the bottom. Sue Knesel (WY) suggested that, while she liked the one with the text split, she preferred to have it without the line underneath. She thought the underline was distracting on both styles. In addition, book titles should be YA books. People liked having a code on the top. On the bookmark, people wanted to see the underline removed and YA titles used. Ruth Hyatt (AR) said that the letter R was missing in the code. In the clip art images, people liked the fingerprints codes and the letter page with circled letters. There should also be a key for deciphering the code, in case we are asked.

Matt Mulder asked for more feedback on clip art, including how much for both children and teens. Julie Tomlianovich (KS) said that her Children's Manual Committee meeting was mostly taken up with a discussion of clip art. People wanted to see more professional, higher quality clip art. Matt said that for 2006, they did pay a professional illustrator for manual artwork, but they got other illustrators to do animals and pets. One person stated that there is a difference between "childlike" artwork and "childish" artwork.

Matt said to keep in mind that there are three different components to the artwork:

- Mark Teague, who creates the poster, which is used for bookmarks and other pieces
- Art used in the manual (about 170 images); currently done by a talented local illustrator who is willing to do this, but which could mean finding another illustrator in the future and end up costing about \$60 or \$70 per piece
- Extra clip art that is being requested beyond the contracted ones listed above

The manual for 2007 is complete, so the first and second parts are already done for 2007. The manual art is used to show how to do the crafts, and it makes the text more readable by breaking up the text.

Carol Baughman (KY) said that she thinks the poster and clip art are wonderful. She likes the way they go together. She does have concerns with the age and look of the poster art, which she believes is being directed at ages younger than the 3rd to 5th grade level that she thinks we need to be targeting. She said that could be balanced by commissioning the person who does clip art to depict older kids to help age the program upwards. She said you cannot do multiple posters for different ages, but you can always balance the age of the program by providing additional images for a different age range in the clip art.

Matt Mulder asked if everyone wants to see more clip art, and the answer was an overwhelming yes. Kim Patton (KS) said she still wants to see some color teen clip art as well as line art. Cory King (NV) said he wants to see more technology in the teen images, like laptops, not just books.

Tracy Kinnaman(WY) said that having an image on the back of a T-shirt is edgier than having it on the front. A suggestion was made that iron-on transfers would help, allowing someone to put the image wherever they like. The suggestion was also made to show clip art using audiobooks. Matt Mulder asked if folks would be happy with about 25 more clip art images, and Kim Patton (KS) said she would be very happy.

Matt Mulder then asked for incentive ideas for the Get a Clue program. Cory King (NV) asked if there could be a little bit more information on the sales & order form brochure concerning the dimensions of the items. It was hard to tell how big or small some of the toys were. Ellen Stringer (SC) asked if the item price could be shown next to each item on the order form. Matt said they already do it on the pages of the brochure, but people wanted to see it on the order form, too.

Jan Wall (ID) mentioned that lots of libraries order books as incentives. She wondered if Highsmith/Upstart could have some sort of packet or agreement that would allow libraries to place incentive orders for books with them. Matt said that might be possible with Scholastic.

Cindy Christin (MT) asked for a gift plate for books as a thank you for being part of the Summer Reading Program. They could be six to a page in size and customizable. Sue Knesel (WY) said this could be a template on the CD, and Matt agreed, saying it could be keyed to a particular Avery label size. Many liked this idea.

Matt Mulder mentioned a few new items for 2007:

- caution tape that is 50' for \$1.50 (people really liked this item)
- giant sandals to place on the floor like paw prints, they peel off carpet – Ruth ? (AR) suggested having sneaker footprints for YAs also
- two totally new mystery kits, with complete crime scene investigation kits, eight different suspects, three different crime scenes to recreate in the library; this is not role playing but taking the role of detective and listening to alibis – Karen Drevo (NE) said this is something that will take some time to plan and stage; Matt said it will come with a complete timeline for planning and cost in the \$18-20 range, down from the normal \$34.95 - \$39.95 price

Julie Tomlianovich (KS) asked if a state agency wanted to buy mystery kits in bulk, for example, 200 to 250 of them, would there be an additional price break? Matt Mulder said that they have never done that before, simply because the Collaborative is already getting a contracted price break based on the size of the entire sales. If bulk sales were discounted again, Los Angeles alone would qualify by buying 500 posters at a time. Karen Drevo (NE) said that the way pricing is established, the price break is already built in for everyone.

Matt Mulder said that other incentives were mailed out to state reps before the Annual Meeting. He assured everyone that all prices will be less than the estimated price, because the estimated price is worst case scenario. He said that this year's order quantities were actually down on some items from previous years' sales. They have to order things in August to get them in time, so it is difficult to know in advance how many of a particular thing they will sell. He would like to see incentive items narrowed to two or three choices at each price level (e.g., two or three in the 25 cent range, two or three in the 50 cent range, etc.).

Matt Mulder then asked for feedback on the boxed items that were sent out. Jasmine Rousey (SD) said that the Chinese finger trap almost pulled apart the first time she tried it. It would need to be a little stronger or kids fingers will fall right out, and sizing should be designed for kid size fingers.

Jennifer Finley (OK) said that when she tested the Rubik's cube keychain, it fell apart the first time she turned it. This also presents a choking hazard. Others stated their experience was similar.

Mary Kay Dahlgreen (OR) said that the value of the incentives offered by Highsmith/Upstart is that they are keyed to the program and focused on our theme. She would like to see most of what is offered as incentives have imprinting with the theme name so that they are unique and not duplicates of what is available elsewhere. She said those who are looking for cheap trinkets have multiple resources for those items—Oriental Trading, Rhode Island Novelty, etc.—and they can get the items on a much shorter timetable rather than having to order by November. Matt stated that they can get the same items at 20-25% less than Oriental Trading or Rhode Island Novelty. Carol Baughman (KY) said that if Highsmith/Upstart is going to sell Oriental Trading merchandise, they should at least remove the Oriental Trading stickers from the products they ship. Most librarians feel they have a special relationship with Highsmith/Upstart on this program and do not understand why they are getting merchandise that anyone else can buy from Oriental Trading. Matt said that his perspective is that Highsmith/Upstart is selling \$600-700,000 of that stuff, and he would like to continue selling it to those who want it. He believes it is a convenience for librarians to buy it from them, and several of his staff spend weeks working with Oriental Trading each year.

Sally Snyder (NE) said that she has been playing with one of the Rubik's cube key chains and she found that it worked fine for her. Some of them do not fall apart and she really liked it.

Terri Wilhelm (ND) asked if Highsmith/Upstart could get someone to test out the toys, and Matt said that is his job. She also requested getting a tangram (foam piece) puzzle as an incentive option.

Jan Wall (ID) said that she wanted to second what Matt said. She appreciates the one-stop shopping. She is aware of what is sold by Kipp Brothers, Oriental Trading, and Rhode Island Novelty, but she likes the price break she gets from Highsmith/Upstart. Karen Drevo (NE) said the problem is that some want even cheaper stuff than what we sell now, and others say what we are selling is too cheap. Cathy Howser (AR) said that another consideration is that libraries are able to get much smaller quantities from Highsmith/Upstart than they can get from these other companies, and small libraries like that. Karen Drevo (NE) said she has heard that many still want to see the kinds of things we have now. Mary Kay Dahlgreen (OR) asked if it would not be better to offer children books than plastic "geegaws?"

Marquita Boehnke (KS) said that she has not had an opportunity to see any of this in our state. She asked if the boxes could be sent out earlier so that we have more time to circulate them before the Annual Meeting. Matt said that he is aware that the boxes were sent way too late. They got behind this year. He said that next year, they could be sent in mid-March. They are only meant to be a teaser and get people thinking about what possibilities exist for program incentives. Laureen Maloney (PA) said that she is also a bit puzzled, because this is the first she has heard about sample boxes. Karen Drevo (NE) suggested that we might want to have a box of incentives set out at the beginning of the Annual Meeting next year as a display for folks to look at and try out during breaks and non-meeting times.

Kim Patton (KS) had asked if the artwork could also be sent out sooner so people have more time to get feedback, especially from teens. Matt said a lot depends on the artist as to whether or not it would be ready to send in January. If the group would decide when it needs to have it, they can work to adjust those deadlines.

Karen Drevo (NE) asked Matt what the deadline would be for suggesting incentives for the bug program in 2008. He said that if we want them in January, he must start looking in September or October in order to get samples from the manufacturers in time. Karen Drevo (NE) asked for people to submit ideas to her by the end of the summer.

Matt Mulder confirmed that they are definitely going to make a custom-made badge that matches the "In Books We Trust" badge on the artwork, and they are working on that now to get it in time. Some things have to be started really early, especially if it is being made especially for the program.

Karen Drevo (NE) wanted to ask Matt about the customization option on print pieces. Matt said it really does depend on the item. They can customize bookbags for a print run of 25,000. Posters can be done in limited quantities. However, the spirit of the "collaborative" is not to do mass customization for individual libraries. Highsmith/Upstart tries to leave blanks here and there for libraries to place their own message. They have been willing to do customized posters for one or two states that require it, but it becomes a much bigger issue for incentives. Libraries have made requests for a dozen cases of customized product, and they had to turn the order down. They know that JanWay is willing to do that kind of project, and they are okay with that, especially if it is an item Highsmith/Upstart does not produce. The biggest issue has been T-shirts. They must order T-shirts in October to have them ready in time for shipping. If Highsmith/Upstart does not know about a special order print job by August, it will be too late to catch that by the first print run. It takes an hour to set up for each print run, but a print run of 250 T-shirts takes only a couple of seconds of time. So the order must be large enough to make it worth the time to spend on set-up. They will be printing 75,000 T-shirts this year, and it bogs down the process to keep stopping for special set-up. If anyone wants to talk further about special orders, Matt will at least consider all requests.

The discussion then turned to the 2008 bug theme. Matt Mulder stated that he received the short list of illustrators, and Harry Bliss was the top choice. He was confident of being able to get him and already has his agent's name. He asked if we were looking for an insect that was anthropomorphic, and there was strong agreement that we do, especially considering the diversity issues that arise when actual images of children are included. Sue Sherif (AK) said that diversity could still be an issue with an anthropomorphic insect, by virtue of the clothes they are wearing (or not wearing), whether or not diverse types of insects are included, etc.

The direction for the artwork was outlined as follows:

- diversity in the types of insects portrayed
- not too juvenile – should target 8-12 year olds, with some clip art for 6-12 year olds
- more preschool & primary (K-2) clip art to balance the poster
- include space for customization
- include bugs with headphones (to represent hearing impaired)

Matt asked if the idea is to put the animals in an actual library setting or in a meadow somewhere. The consensus was an outside environment, something like the setting in the Miss Spider books.

Linda Williams (CT) had concerns that if we are trying to target older children, Harry Bliss would seem to be a mismatch because his artwork is aimed at younger ages. Others mentioned that Harry Bliss's artwork includes New Yorker cartoons. Hannah Peacock (VT) said that he is very versatile. Sue Sherif (AK) said that she understands that we are trying to hit an older audience, but she believes he is sufficiently proficient as an artist to figure out how to do that, whether we use anthropomorphized insects or not.

For the teen artist, a graphic novelist was the top choice. Tony DiTerlizzi was also a possibility but only if he is not doing the children's program. Matt asked what image people want to see for "Metamorphosis"—a superhero perhaps? Kim Patton (KS) said no ideas have yet emerged. Karen Drevo (NE) said that we

have tried to work with actual teens on ideas for their artwork. Sue Knesel (WY) asked for the deadline by which we would need to offer feedback on teen artwork, and Matt stated no later than June 1. Sue Knesel (WY) said that some ideas had already been discussed informally.

Jennifer (OK) said that the artwork could look like a page out of a graphic novel, a story about a metamorphosis. Matt asked if that would mean a longer poster, more like a storyboard—which would be a break from tradition. Several said yes, this would be a good idea. Jasmine Rousey (SD) said that whoever is doing graphic novel artwork should pay attention to how X-men stuff is done because they have truly “morphed.” There is a final installment of the X-men movie coming out this summer. This would be preferable to a Superman-style metamorphosis. Jennifer Finley (OK) said that Terry Dotson is the graphic novel artist she thinks we might want to use.

The themes names confirmed for the 2008 programs are:

- For children: Catch the Reading Bug (**without** “@ your library”)
- For teens: Metamorphosis @ your library

Matt stated that he would leave behind a box of incentives for people to look at.

Susan Fichtelberg (NJ) asked if there could be an easier way to order the T-shirts than having to order each individual style and size separately with a different item number. It would save time for customers and space on the order forms.

Matt Mulder assured everyone that they will get their own phone number right on this year’s order form.

Karen Drevo (NE) expressed to Matt and Sandy our thanks for all that they and the rest of the Highsmith/Upstart staff do for CSLP. She appreciates their input and knowledge, and said that we all know we are getting a product that we can really be proud of. She said that kids and teens are going to love the program and it will give them good memories to fall back on when they get older. The rest of the group seconded Karen’s comments with applause.

Martha Shinnors (WA) expressed her thanks to the Board and committees for all of their volunteer time as well as to Matt Mulder for the time he took in responding to everyone’s requests. She appreciates Highsmith/Upstart’s willingness to send staff to listen to our critique.

Cathy Howser (AR) seconded the thanks to all officers and committee chairs. She also mentioned that e-mailing lists would be created for each committee from the lists at the back of the room, and she encouraged folks to check and see that they were on a list.

Karen Drevo (NE) said that she had to leave the meeting, but she encouraged anyone who wanted to get on the Vendor Relations Committee to send her an email. She thanked Bonnie Kunzel (NJ) and the rest of the local arrangements staff, to which there was hearty applause. She also thanked the great work done by the Administrative Services Agency staff, which also received a round of applause.

The group then took a lunch break.

Following lunch, gifts were presented to Cathy Howser (AR), who will become the next past-president. Gifts were also presented to the local arrangements committee. Special recognition was given to Barb Huntington (WI), who is completing her service as past-president and leaving the Board.

Patricia Froehlich (CO) then made a presentation on the Diversity Committee, an ad hoc committee that she has been chairing. A list has been created with plans for the coming year and it will be posted on the e-list.

The co-chair of the committee is Rhonda Puntney (WI). In order to make the Diversity Committee into a standing committee, the wording for its creation must be submitted and approved for inclusion in the Bylaws. The primary functions of this committee are:

- Translation of materials into other languages
 - o Spanish language is currently being done; she asks that materials to be translated be submitted to her (Pat Froehlich-CO)
 - o Other languages will be added as needed and whenever possible
- Consideration of how to meet the needs of children with special needs
 - o Visual impairment – there is lots of discussion going on about items in Braille, tactile materials including incentives, and getting links about resources onto the website

They are currently in the stage of developing people resources, information resources, and processes for planning and executing translation work. The timeline has been developed. They are working with Ruth Metcalf (OH) and the Technology Committee to provide links for everyone to use. Ruth is willing to help by linking to the PLA page with many translations of the word “Read.” Stephanie Stokes (CA) asked if their committee will have its own e-list, and Pat said yes—those who are interested may sign up for it.

Cathy Howser (AR) said that all of the proposed Bylaws changes will be submitted to the Membership Committee, then there will be a called online meeting for state reps to vote on Bylaws changes, one by one.

Terri Wilhelm (ND) asked if a person could be on their e-list without being on their committee, and Patricia Froehlich (CO) said no, since the e-list subscribers are the committee.

Martha Shinnars (WA) then reported on an Institute of Museum and Library Services (IMLS) Outcome Based Education (OBE) Project. She stated that the IMLS is a federal agency that funds state libraries using Library Services and Technology Act (LSTA) funds. Last June, the State Librarians got an email about a pilot program they were doing on Summer Reading Program. More than half of the states sent in paperwork, and they selected eleven of them for the project. The IMLS has been working with OBE for many years and there are many facets to it. At a national meeting of state librarians, they stated they could train youth services people on OBE, which they thought would be very universal. The training was held in September, with someone from each state representing a large system and someone else representing a smaller, more rural library.

Martha said they seemed to have a preconceived idea of how easy it was to do, and they would tell everyone how it should be done. They were not prepared for the diversity of opinions and were not pleased with how much things vary from place to place. There were some of the same concerns at the state level when they did consultant training in their state. The consultant had not done fieldwork to know what was going on, and the librarians were insulted by that. Some of the consultant’s suggestions were completely off-base, and they had not talked to a single library to find out more about how they do Summer Reading. They are building a survey model, and they wanted libraries to include pre- and post-skills data on reading levels. When they asked the consultant how to accomplish that, they were told it could just be done by hand because they had no idea of the number of children we serve. A document to check over arrived a couple of months after the training, but it was far too late. There was supposed to be a conference call scheduled, but it never happened. The only states which received the follow-up call were Vermont, Alaska, and Nevada.

They then asked for an update from IMLS on the current status of the project. They wanted to know if they would be measuring outcomes this summer, when the outcomes would be available, and what lessons were learned from this.

The response from IMLS is that they are on track for Summer 2006. They have proposed survey tools, and the evaluation will be piloted this summer. They provide survey question formats on the model. Any states that want to offer this may do so to a small number of pilot libraries. They do not think the project is yet ready for large-scale implementation. Any state can go to the website, and they can modify and add other questions. The lessons they learned are: (1) it is too hard to obtain reading skill information from participating states and local libraries; (2) children find it fun to go to the library and enjoy reading; (3) there were specific project challenges; (4) they might manage it differently in the future; (5) there are many different definitions of what participation means; (6) many libraries do not see user results as valuable, so they fear asking for this data. (Martha added that lack time is a real concern for librarians and that the IMLS appears to have no clue about patron privacy.)

So, it appears that they are still planning to create a Summer Reading evaluation tool, and everyone should get more information about that in the future.

Sue Sherif (AK) thanked Martha for the amazing job she did of summarizing this project. However, she also wanted to add her own interpretation of what happened. She believes that the IMLS was generally trying to find something to show the impact of public libraries, and they picked children's services because it was such a broad-based program, and very identifiable to the public and to Congress. Sue said that the fact that they did not have examples of Summer Reading programs is surprising because she herself provided information to them on this, at their request.

The consultant who did the workshop in Alaska has done them for many state library functions, not just Summer Reading program, and has done many previous training sessions. She found that the lack of professionalism for this training session is the continuation of a pattern in all of their workshops. So far, Sue is perplexed because their expectations were pre-formed and she does not know what to do with this project now. The first word they had was a May 1st launch date, and they thought they would be talking with all of the partners on the conference call, but it now appears to be voluntary. There are two libraries in Alaska and two in Vermont that are supposed to pilot the project. She feels it is an imposition on these libraries to not have any more information by this late date than they have.

The question at this point is whether it can actually be implemented this summer as planned. The CSLP states involved were: Alaska, Colorado, Delaware, Kentucky, Missouri, Nevada, Oregon, Vermont, and Washington. Representatives were also at the training, albeit in the Continuing Education program, from Arizona, Idaho, Pennsylvania and Iowa. They had certain topics already picked out, and they built logic topics on each one. Everyone went to a different topic. However, you cannot take a logic model and apply it to a different topic, but in this case, you had to apply it to one of the logic models created there.

A representative from Arizona said that they had all wanted to do a project on early literacy but that was not an option, and for them to be given other options was not an effective strategy. Mary Cameron (IA) said that she thinks they are just trying to fill their website models. Nancee Dahms-Stinson (MO) wanted to comment on the Rhea Rubins presentation on how to show results. Nancee believes this model will not work for short-term programs. It is better for really long-term programs or things that are being continually worked on throughout the year. Something that is only activated during a two- to three-month time period has raised questions about how effective this whole thing will be. She wants to bring her to Missouri and talk more about it.

Pat Froehlich (CO) said that one thing that did come out of this whole process is she is working with someone from the Texas State Library, the Dominican University, and the Center for Human Learning at Johns Hopkins, and they put together a grant proposal to IMLS for doing pre- and post-testing on reading skills and student achievement before and after Summer Reading. They will know if their grant was approved in August or September. Scholastic is going to sell them the half-price reading test that only takes

about 20-30 minutes. Their objective is to try to identify best practices and determine how it can be replicated. She said people will hear more about this if and when it happens.

Sue Sherif (AK) thinks this study sounds like it has the potential to be far more effective than what is currently being done by IMLS.

It was mentioned that there are studies that have a research base that were done on Summer Reading Programs, but they are older. Some of them were not even done by libraries, but they showed that reading and educational activities in the library over the summer is effective. If the grant does come through, it may prove over and over how necessary this program is, if student achievement can be positively impacted as demonstrated through the study. This would be far more valuable than Outcomes Based Education's squishy measures that they are seeking.

Martha Shinners (WA) wondered if it would make any difference to them if Summer Reading programs result in helping children enjoy reading and not just improve their skills. She also wonders if getting children to use libraries as a safe place is important to them.

Patricia Froehlich (CO) said that she is not sure that even reading skills make a difference to political entities. They are primarily concerned with "student achievement," and they are asking for us to prove the value of Summer Reading in terms of student achievement tests. She said that the student achievement testing is frankly done at the wrong time of year, and if we want to see the impact of Summer Reading and learning, we will have to do some pre- and post-testing, which will require us to partner with schools since they are the ones who do student achievement tests. This study will allow the partners to model how this kind of collaboration can be done. She has a copy to share of the model that outlines what they plan to accomplish.

Carol Baughman (KY) asked those who went to the conference what they would do if May 1 arrives and an email is sent detailing the outcomes that are supposed to be measured this summer. Sue Sherif (AK) said that they will politely say that they will be happy to do it in 2007. Martha Shinners (WA) said that they will say the same thing; they have lost one children's librarian and cannot possibly do it now. Grace ? (VT) said that they will do it if they get notice by May 1, but they do not start their Summer Reading until the end of June. Patty Langley (DE) said that it was initially intended to be a web-based tool, where children could go and fill out the form themselves. The survey would be generated online, with an option for printing copies if you preferred, but printing hard copies is not an option for her. As far as children completing their own forms, some outcomes were addressed to kids and some were addressed to parents. At this point, however, they have not seen it so it is hard to say what form it will ultimately take.

Cathy Howser (AR) thanked Martha for the report and the rest who shared their experiences with this.

Other Business

Melody Allen (RI) wanted to go back to the issue of negotiating for affordable children's books to give as incentives. She understood Highsmith/Upstart to say that they could get a good price on a limited selection of titles, but she wondered if perhaps negotiating that ourselves with Scholastic might be more productive. Cathy Howser (AR) said that there would be issues with that strategy. First, Scholastic would not be the only publisher who might want to be our book vendor, although they do have experience working with schools to provide cheap books. We would have to answer the other book publishers when they call as to why we weren't offering their books, too.

Nancee Dahms-Stinson (MO) said that they currently have an opportunity in their state legislature to increase the Summer Reading budget. Included in the proposal is a plan to create an RFP sent to a

number of book vendors to see who is willing to make a deal with them. She would be willing to share her experiences with anyone else who might want to replicate what they are doing.

Cathy Howser (AR) said that this program is becoming recognized worldwide, and CSLP is having a definite impact on the market. Producers want to know what themes we choose and want to create bibliographies that include their books. Melody Allen (RI) said that she doesn't want to choose one vendor over another, she just thought we could work with the one that would give us an excellent price for the variety of titles we want. Cathy Howser (AR) said that her concern is that Scholastic does not publish all the books she wants to promote for the program, and if we tie-in to one publisher, that could impact our relationship with all the other publishers whose goodwill we rely on as part of our "book world." Stephanie Stokes (CA) said she thinks the reason Scholastic came up was because they publish Mark Teague, who will be doing our illustration next year. Cathy Howser (AR) said that she understands that but she is talking about the long term impact. Sue Sherif (AK) agreed that we should not partner with one publisher.

Susan Pannebaker (PA) said she recently bought 66,000 copies of *Inside Mouse*, *Outside Mouse* and the company gave her nothing else. Carol Baughman (KY) said that she believes this is the next big thing for our organization. Many libraries are giving not-so-new books, remainders, and lesser quality books, and if we could offer newer books, a better selection of books, etc., the Collaborative could mean more than posters. Cathy Howser (AR) said all of this is part of the long range planning we need to do. Bonnie Kunzel (NJ) said that if we did it, we would have to issue an RFP and select based on standard criteria.

Marquita Boehnke (KS) changed the discussion to licensing. She said her son-in-law is a patent lawyer and she believes that it is important for us to look into licensing our logo and trade marking CSLP products. It probably has not yet been done, but she feels it should be done soon. Cathy Howser (AR) agreed.

Jan Wall (ID) brought up the issue of states, like Missouri, that choose to pay for their school libraries to belong to CSLP. Now that they have done that, Missouri has an enormous number of votes that will allow them to completely dominate the voting process. She suggested that this practice could result in other states wanting to "buy votes" by paying for their school libraries. She wanted to know if we could establish a principle whereby school libraries could be added as partners but those numbers would not affect the number of votes a state has in our weighted voting system. Another way of doing that might be to put a cap on the upper limits of votes that any state could have. Those states that only have two or three votes cannot possibly have any influence when compared with states that have 1000 votes. Or, votes could be apportioned based upon the previous years' sales, or anticipated sales figures. She suggested that this is an issue that should be addressed as a proposal for the Membership (Bylaws) Committee.

Nancee Dahms-Stinson (MO) says that she still has notes from last year showing that there was discussion on this very issue and whether we wanted to make that change in the Bylaws. At the time, there was no strong consensus for keeping things the way they have always been, but she wanted to see the issue resolved before taking this step. She said that now is the time to have that discussion, before new people join and new issues arise, and she is completely fine with allowing a new discussion on membership and voting guidelines.

Cathy Howser (AR) said that it was the Organizational Study Committee (which later became the Membership Committee) that held that debate on whether or not to change the weighted voting system. It was recommended that it not change, and that was voted upon by the membership. However, nothing is written in stone, and the membership has the opportunity to revisit the issue. We know CSLP includes big states and small states, some have schools that run Summer Reading programs, there are also foreign entities that have asked to join us so that they can use the program. One of the things that we have not clarified is the definition of "library"—how are branches counted? Or systems? If there is a paperback identifier station, is that a "branch?" We currently let each state define for themselves what constitutes a

library and we use their number. The Membership (Bylaws) Committee needs to think about it and give us the points we should consider in making that change. A Bylaws change is not something that could be decided in one Annual Meeting anyway.

Sue Sherif (AK) said she would like us to consider the method Jan suggested at the Madison, WI, meeting, which is "One State, One Vote." She believes that tying votes to dues may have made sense at one time, but we now have more of a balance of all population types, and mixed configurations of public and school libraries, including some libraries that are both school and public libraries in one. On our current system, she is concerned that the largest states (New York and California) could end up deciding themes for everyone else. Even if they did not exercise that power, the possibility would always exist. Jan Wall (ID) said that she believes it should be "One State, Two Votes," which would give states the opportunity to split their vote more easily on close contests.

Cathy Howser (AR) said that the thing that makes the CSLP program work is that it is collaborative and everybody in the meeting has a chance to be heard. The group is still small enough to be heard, even with more than half the country represented. She asked if anyone felt that they were not heard, and no one did. She admitted that some members talk less than others, but when asked, they say that their thoughts were already expressed by someone else. She predicted that the day will come when all fifty states will be part of this, and possibly even non-voting members in other countries. At that point, she predicts what will happen is that the group will begin breaking up into regional entities again because that is the cycle that things go through. She believes that it is important for us to do some long range planning and decide where it is we, as a group, want to go, without losing sight of the fact that it is always about the children and always about being equitable.

Terri Wilhelm (ND) said that it was clear that Nancee Dahms-Stinson (MO) felt she was in a precarious position, and she admitted that it made her a little uncomfortable. Terri said that indicates the need to figure this issue out in a way that works well for everyone.

Cathy Howser (AR) asked for input from the new state representatives.

Sandra Payne (NY) said that she was filling in for Ann Simon (NY). She is still learning about what the organization is all about and attending the meeting was a fact finding mission for her. She recognized that their state is one of the "big ones," but it had been an interesting afternoon.

Laureen Maloney (PA) mentioned that she had also noticed how carefully Nancee Dahms-Stinson (MO) split her votes so as not to sway the results. She also wanted to mention that if votes were apportioned by expenditure, California would have a lot more votes than they do now. (A California representative said that is true, because many of their "libraries" are countywide systems and they only counted them as one library.) She believes it should be "One State, One Vote," and she did not feel it was equitable to have any state count more than another.

Jasmine Rousey (SD) said it was her first time being here. She did not feel that South Dakota was in any way under-represented because they have great diversity within their state. They have a few small libraries and a few huge librarians, and she thinks they would all be happy with the result. Besides, she added that Scandinavians in the state do not want trouble.

Martha Shinnors (WA) added that this group is a model of working for the greater good.

Cathy Howser (AR) said that the first time she attended, she felt brain-dead by the end of the meeting, with so much work, and staying focused for so long. The meetings are even longer now and because of the size

of the group, it takes even longer to allow everyone to be heard. She feels her job as President has been to herd female alpha cats (and a few males) while still finding the middle ground and the group consensus.

Mary Cameron (IA) said that Iowa used to have the most votes with 12, but they were never able to sway the vote on their favorite themes. It took them 12 years to get a Bug theme.

Penny Peck (CA) said that she likes the idea of having one vote per state, or even up to 5 votes per state. She likes the way that states can form alliances or lobby another state for their votes. She feels that there is rarely going to be a time when only one state has a particular need that is not shared by anyone else. She trusts that the Membership (Bylaws) Committee will work it out in a satisfactory way for all.

Carol Baughman (KY) said that Cathy's prediction of getting all states to join and then having the partnership break up again makes her sad. To keep that from happening, she thinks we should consider something other nonprofit Boards have done, and that is to get high powered consultants who can come and help you. She did not think we need to go with a pure "business model" consultant, but just someone who could look at different ways of doing things. This organization is now on a par with some very large nonprofits and there may be a way that a consultant could help us. She does not know who the consultants might be, but she thought it was an idea worth looking into.

Jane Connor (SC) thanked everyone for the warm welcome she received this year. She added that she has done a Summer Reading program for many years, and in her experience, theme is not the most important thing. The important thing is what happens between the librarians and the kids. Kids still sign up, even during bad theme years, and as long as we keep doing good work with kids, they will still join.

Kay Bowes (DE) spoke out for the first time. She said that Delaware is a small state, and she would like to see two votes per state. As an observer, she found the process of this meeting to be truly collaborative and truly democratic, and she hopes that part remains.

Sheri Daun-Bedford (IL) said that she attended for the second time this year. She was amazed at how much work was accomplished in such a short time. Everyone stayed right on task and got things done, and she has seen that commitment continue when the meeting is over. She would like to see an equal number of votes per state, and she compared it to the way we work with children and their differing reading levels. We want every child to be equally successful, even the nonreader or the child who has trouble reading. If we set the bar too high, they are likely to fail and quit. Right now, CSLP is a congenial group of people who try to compromise and work together, as evidenced by Nancee's cautious use of her votes. However, in the future we might have people who are not as nice and not as cooperative, who use their size and their larger number of votes to veto everyone else. The result could be that smaller states say, "Why bother? My voice is not going to make a difference," and they might quit coming. By establishing a more equal system, we ensure that folks will keep coming and stay involved.

Cindy Christin (MT) said that there was a long telephone discussion about this issue last year. States with only 3 votes lobbied strongly for more equal numbers, but they were ultimately unsuccessful. She stated that the Membership (Bylaws) Committee needs to have committee members from those smaller states so that the final recommendation includes the perspective of small states. She reminded potential small state representatives that being on the committee is only a one year commitment and they would not have to stay on the committee after the issue was decided next year.

Sue Sherif (AK) said that she would like to suggest a new element for CSLP. There are program ideas, projects in state legislatures, and other things going on that might be of interest to the rest of the group. She realizes that there is no time for everyone to go around the room and share the projects they are working

on, but she thought a mini-showcase of ideas might be well-received by the group, to give key ideas and breakthroughs that are happening in other places.

Ruth Metcalf (OH) thought this would be a good thing to put on the webpage. There could be quarterly updates on what is happening in each state, like the item Nancee Dahms-Stinson (MO) shared about her state legislature. Cathy Howser liked the idea, saying that when her supervisors complained about the length of this meeting, she said she could do this or spend six months creating a manual.

Cathy Howser (AR) said that if she does something and shares it, then everyone benefits from her time and energy. She asked each state delegate to take responsibility for whichever part of CSLP inspires their passion and make a contribution for the benefit of all. She will be serving on the administrative side for another year, and she has already been involved in the manual creation aspect. Once her administrative duties are over, she will find something else to contribute. She even invited people to step up if there is something they can offer that is not already being done. That is how the teen program emerged, because a few people were willing to share their expertise, time, and ideas to make it happen. That is also how the PSA happened. She urged everyone to be on one of the committees.

Cathy Howser (AR) explained that originally the "C" in CSLP stood for "Cooperative." When the organization registered in Iowa as a 501(c)(3) entity, we were unable to call ourselves a "cooperative" because that designation had a specific agricultural definition by Iowa law. At that time, we papered the walls with ideas on what the "C" could stand for (so we could retain our acronym) and the word chosen was "Collaborative." She believes that ultimately, we are better off for this change, because it suggests more than just cooperating with each other, it suggests working together on a shared result.

Tami Chumbley-Finley (IA) said that she has been a librarian for many years, but is a new observer to this process. She feels that this meeting has been a fabulous learning opportunity for her, and that this type of thing could be valuable to those who are new and still in training in our profession. She urged states to consider sending more than one person to the meeting so that we are training future generations in how to do what we do. She thought that having scholarships available for states to do this might make that possible.

At this point, Cathy Howser (AR) passed the gavel to Bonnie Kunzel (NJ) who will take office officially on June 1. Cathy said that she did not have a clue to what she was agreeing to when she agreed to serve as President-elect, and the organization has changed greatly during the past two years. The organization is still in transition, and we are still learning to live with the structure we have created. She knows that Bonnie is capable of handling the new challenges ahead as the organization continues to change, and it will be a learning experience for Bonnie as well. She said she also learned that gavels are only sold in trophy stores, not office supply stores.

Marquita Boehnke (KS) made a motion to adjourn the meeting. The motion was seconded by Mary Furlough (AK). Upon vote of the group, the motion passed unanimously.

The meeting was adjourned at 2:02 pm.