



Collaborative Summer Library Program

Board of Directors Meeting

June 16, 2014

12:00 p.m. CST Conference Call

1. Call to order –Karen Yother

- Yother called the meeting to order.

2. Roll Call – Karen Day

- Present: Yother, Buntin, Lyons, McLain, Rockwell, Black, Johnston, Crist, Donovan, Mishler, Rafferty, Johnson, Langley, Wilkerson, Space, Carlson, Day, Scholz. Absent: Santos, Special and Willis.

3. Approval of Agenda – Karen Yother

- Langley asked a question, which will be covered in her report. Rockwell moved to accept the agenda, second by Rafferty. Motion carried.

4. Board/Committee chair duties – Melissa Scholz

- Yother emailed out a roles and responsibilities document that was created by Scholz for the CSLP Board.
- Scholz discussed the legal obligations and wanted board members to all be on the same page. The document is a typical one, usually used for Boards that conduct fundraising but all boards should have some kind of document for the onboarding process.
- It was suggested that it be added to any training that we conduct or any new board members added. We have not had a strong transition protocol. Yother suggested training for our future “To Do” list and to follow up to include Buntin and Rockwell, and at least have a binder of past information.
- This document also needs to go into the organizational handbook (note for Langley).
- It was asked if the document protects us. Yes—Boards have fiduciary duties. If you follow the document, you will be following the fiduciary duties. This just sets up the process to make that more clear and also provides some leeway in case a board member may need to tap others for assistance.

5. Vendor RFP Update – Betsy Johnson & Melissa Scholz

- Scholz prepared a memo which proposes to address some areas that have been of concern for the future contract. These specifically include the artist contract through Upstart and using smaller vendors as secondary vendors. This would start with 2017 with the new contract.
- It was recommended that Scholz have an in person meeting with Mulder and their lawyers prior to releasing the RFP (when they request it) so that they are aware that there are some

changes in the next RFP—significant changes from the past years. It may affect contracts for the future year, especially with products.

- Up to now, Upstart has the control with images, licensing and the relationship with the artist etc. However it was suggested that CSLP may want to look into directly entering a contract with an artist and sublicense to the vendor. In addition to a licensing fee (10%) there would be an art fee (to cover a portion of the cost).
- Right now there is a section (F) – “other incentive items” so it is not clear if it needs to be just the exclusive vendor. The recommendation is that there is a small list and the vendor receives right of first refusal but it opens the contract up to other secondary vendors who may be able to provide more customization. It also addresses the issue that Upstart has had with running out of inventory.
- There was concern by members about taking on the responsibility of hiring an artist (timing, experience etc.) Black provided information about how Georgia did it before they joined CSLP including providing a sample contract to Scholz. Black said it was the person before her who had to stay on top of it but there was some back and forth but it had a lot to do with the artist (some easier to work for etc.) Black also said that there was no membership polling—the person in her job just made the decision.
- There was concern that it is a lot of work, perhaps too much for CSLP. Whose duty is it? The executive director or vendor chair? Yother and Scholz indicated that there is much more that needs to be reviewed and discussed, including with Upstart. What about an in house artist from Upstart? There was mention of the amount of in house art that we use from Upstart and we'd have to decide whether we want to continue that with Upstart or would we get that from the artist? It was also brought up that we also use Upstart for teen and adult from their in house artists and how that would affect us. There are a variety of issues. The current RFP would have to indicate the art is only for the early literacy and children's programs.
- It was also brought up that we need to spend time deciding what changes we might need to address with regard to the manual. The vendor has had a great deal of control. CSLP needs to review that to decide if that works for us.
- We also need to look at the possibility of other vendors for smaller print runs to better meet the needs of the membership. How much business is lost when libraries do smaller print runs and doesn't go through Upstart?
- The deadline is middle of November.

6. Reingold Update – Jasmine Rockwell, Zach Abaie, & Michael Akin

- The steering committee had a recent conference call. The work is progressing within our timeframe. RL is committed to tangible deliverables for end of June. CSLP social media is growing.
- Some of the discussion points included: web design and logo options/logo change. RL is evaluating the platforms but leaning toward WordPress.
- Reingold wants to assist us in making connections while we are in town in October. “Good360” is a national nonprofit which receives thousands of donations, including books. The Board Chair is Carly Fiorina (former HP chair) which could be high visibility. It may be

worth exploring for CSLP. Also there is a new DC head librarian who is bringing his unique vision to the DC area and it could be beneficial to meet them.

- RL is also willing to take any information from new Board members either directly or through the President/Vice President.

7. Secretary's report -- Denise Lyons

a. Board minutes from April 7 and April 10, 2014.

- i. Lyons provided the minutes via email. Changes were made mostly to spellings of names. A few members indicated they had not had time to read them. Yother said a doodle poll would be sent out later for everyone to vote.

8. Financial Reports and Budget Committee Report – Matt McLain

a. Profit & Loss Budget vs Actual

- i. The budget is in good shape. Income is higher than expected as is expenses, but overall we are still doing fine.

b. Balance Sheet

- ii. Keep in mind the budget will be reduced when the committee votes on the Ad Hoc committee's expense which will happen next week.

- iii. We have \$679,877.50 in savings. There is also the line for North Carolina which is a reimbursable expense so we'll see that come back.

c. Possible revenue streams

- i. McLain summarized the robust discussion at the annual meeting about additional revenue streams. One idea was raising the membership fee from \$65 to \$100. Only one suggested that they couldn't pay the increase.

- ii. There was suggestion about selling t-shirts to the general public. Black purchased one on her own and thought everyone could already purchase them. There could be an issue with a link. Day suggested that there is a way for staff to purchase which is likely what Black was able to do. Johnson reminded the board that many Friends groups sell them so that might be a problem. Different costs may also be more difficult to manage. Rockwell provided some history about the tshirts. These have been challenging to manage because once Upstart purchases them, that is all they have until they run out. We will need to discuss the issue more in the future.

- iii. Someone suggested a CD with songs to accompany the children and early literacy manuals (either add \$5 to the manual cost or sell separately for \$5). Another suggestion was more extra slogan/one slogan merchandise.

9. External Conferences

a. Where are we going this year- Kathy Buntin

- i. Buntin suggested that CSLP does not need to return as an exhibitor to the Texas Library Association conference nor specifically any other state conference. We probably see better return from attending conferences like the Association for Rural

and Small Libraries (ARSL), PLA or the National Summer Learning Conference. Even California is very expensive for a small return. PLA is only every two years and is located in different areas so that helps.

- ii. While we thought perhaps that we might attend a conference in MN, VA or IL because they are partial states. Day provided background on why we attended partial state conferences in the past when the states were new. She suggested that if we want to support our partial states we could discuss just paying for a booth and then local folks could staff it or we could consider placing an ad in their program. It was questioned if we were actually reaching the decision makers (some front line people can make decisions but others may not be able to) at these individual state conferences. It was suggested that we may be able to share with Demco/Upstart for those partial state conferences.
- iii. Crist attended the previous NSL conference as did Lori Special. The audience would be summer learning partners not necessarily librarians. Yother has been following up with them as they are very interested in working with us and may attend our fall meeting.
- iv. Buntin moved to plan to attend ARSL and the National Summer Learning Conference. Second by Black. The Board voted and the motion carried.

b. Possible presentations at conferences – Karen Yother

- i. Yother proposed that CSLP consider putting in a proposal at conferences that would match what we are doing, such as ALSC and the National Summer Learning Conference.
- ii. It would be good to have a standard presentation that could be used for various purposes. Several libraries offer workshops and a standard proposal could be used for those as well. We need to focus on moving libraries and summer learning forward. Rockwell will work on it.

c. Texas Library Association conference report – Cathy Howser

- i. Howser sent out her report last week with details from the Texas Library Association conference. Texas is pleased with their membership overall. Howser wore her wig and lab coat. Attendance was very good.
- ii. Everyone did a powerpoint for the summer reading presentation. Howser has the iReads presentation (sort of by accident since they all used her computer; she is willing to share.). Everyone who presented was nice—explained what they do, what's available etc. iReads does have a shirt they sell for staff that reads “Ask me about Summer Reading” which could be an interesting idea. The Texas State Library did a brief summary of their past program. Howser thought her presentation went well. 125 or so in attendance. She emphasized getting involved in the CSLP process.
- iii. BriAnne Baxley (SC) and Larry Koeninger (TX) were “plants” in the audience just in case they were needed but it went well. Baxley was in the booth most of the time while Koeninger assisted at the end of the conference, and shipping the supplies to Day.
- iv. Howser didn't think that CSLP needs to be there every year. Everyone was excited about this upcoming year. Texas doesn't provide a lot of items for their libraries (maybe just manuals and produces a set of videos online.)

10. Partnerships

a. Ad-Hoc Committee – Kathy Buntin

- i. Yother added several new partnerships last year. We are looking for both short term and long term partnerships. Buntin, taking over this area as VP, is proposing that we develop an ad hoc committee which will assist in seeking out the proper partners, as well as provide consistency to the process. It should be comprised of people that also know our organization well.
- ii. Buntin will steer the committee. It will be helpful to have more than one person involved in the partnership process and to have a streamlined and unified process. Send Buntin some ideas about who would be on the committee and also ideas for partnership organizations to pursue.

b. Partnership Webinars – Karen Yother

- i. Our members indicated they would like to meet with or learn more about our partners in advance of the annual meeting. The direction is to move forward with webinars. We don't know yet how we will host them but we'd like to have them archived and available to members, perhaps on our website.

c. NSLA - Anytime, Anywhere Learning –Elizabeth Rafferty

- i. Rafferty attended this event, held in DC. There were significant people at this event, representing educational institutions, the US Department of Education, the Corporation for Public Broadcasting, the Campaign for Grade Level Reading, NSLA and others. Rafferty has the program if anyone wants to see the attendees. It was only two hours long.
- ii. Everyone spoke about what they were doing. There was a lot of support around year round learning opportunities. Rafferty introduced herself and promoted the organization. She also handed out a few copies of the RFP.
- iii. The Corporation for Public Broadcasting encouraged people to contact them because this is part of their mission. Susan Neumann presented her book "Giving our Children a Fighting Chance" about her study in the Philadelphia schools and the summer slide issue.
- iv. Yother emphasized the interest from the NSLA to be working with us.

11. Stats Ad-Hoc Committee Update – Elizabeth Rafferty

- The RFP was completed and approved by the committee and the lawyers. Rafferty has been keeping everyone apprised about the process.
- She has received some interest about the RFP but the actual submissions go to Day. Day will forward the submissions to the entire committee. The committee will have a follow up conference call.

- There was a question about the wording of “preference given to submissions by...” Rafferty explained that it gives us some flexibility with the number of submissions that we receive.
- Space reminded the Board that Shinners has retired and that there has not been an official committee chair. Rafferty has steered the project but we need to make sure that a new committee chair is appointed. The President can appoint a new chair and will take suggestions from the committee if there are any.

12. Public Service Announcement (PSA) RFP – Charlotte Johnston

- Johnston sent the PSA RFP to the committee, approved by the lawyers. There were two changes. One was removing the wording about the Digi beta master. The other was based on member feedback at the annual meeting. They felt that animation would be the best medium for the PSA this year. However since animation can be expensive, the wording indicates that animation is preferred but not mandatory.
- Rockwell moved to accept the RFP. Second by Rafferty. The vote taken and motion carried. Johnston will send to the committee to send out for bids.

13. Manual final draft discussion – Pam, Elizabeth, Lisa, and Beth

- It was brought to the attention of the Board that the manual committee chairs don't see a final draft of their manuals. The handbook indicates they should. We need to be sure that the contract language is consistent because the RFP says we should be seeing it. There is a question about whether it is necessary because it may delay the printing process. The chairs concur that while they have not a final copy in the past, the product has been good. However if it is in the RFP, then it needs to be honored. Day indicated that another review could affect the deadline as after the editors are finished, it goes to the indexer and the Spanish language translators. As a past manual chair (teen), Rockwell did have a copy sent to her for a few years. They were sent digitally. She was given a week to review and return directly to Heidi.
- The timeline is in the organizational handbook but it doesn't seem to match up what is happening. If it is there, then it is also in the RFP. Manual chairs need to review for what will work and then get back to Yother to be sure that it is put in all the documentation consistently. The RFP has some dates that do not match up with what has been presented the last few years. Johnston recommended that the front matter needs to go to the committee chairs because there have been some errors in that section. It had gone to Day in the past but changed this year. Yother will continue to work on this.

14. Membership communications and schedule – Patty Langley

a. Vote on wording change

- i. The Membership committee is asking for a change in the duties of the committee. Essentially if the board approves something in concept, the board must follow it up with a vote and in writing. The actual wording is “Submits proposed changes to the Bylaws and Handbook in writing to the board.” If the board approves something, a vote at a later time on the exact wording needs to happen so that exact wording can go into the handbook, regardless if the item is large or small.

- ii. Rafferty moves to accept the change, Johnston seconded. A vote was taken and the motion carried.
- b. Request for committee member
 - i. One of the committee chairs has received a request from an individual to join a committee. The state is a member but the individual's library does not use the CSLP program (or any formalized program; they do their own.) She brought the issue to the membership committee.
 - ii. The person volunteered because she thought she would have something to contribute. There was some discussion about her motivation, if our information is proprietary (she would see it early), do all committee members actively use the program, would this promote using it to her library. It was recommended that we remind everyone on committees that you get the information in advance and that it cannot be released or shared. The manual chairs are going to get together and work on consistency of the verbiage in the manual to be sure that the deadlines are accurate, roles are the same etc.
 - iii. Since it is the children's committee, Mishler is going to do further investigation with this individual.
 - iv. Patty is working on putting together a log for contacting state representatives as we discussed as a goal for the MOSC from last year.

15. International requests – Karen Day

- Day has had some requests recently from international members. In the past, international libraries and Hawaii were treated the same as others by Upstart (and followed whatever our shipping contract was at the time.) However one example (FSM) the order was \$1500 and the shipping cost was \$1500. Upstart is looking to us to decide if we are going to assume shipping costs. The recommendation is that the vendor should find the most effective shipping price but that CSLP will not subsidize international shipping. We will still cover the cost of shipping the manuals. The Board was briefed as to why a downloadable manual is not a viable option at this time (issues with the vendor, website, individual purchases etc.)
- There were also a few manual requests this spring, including Qatar, who wanted to use the art for newsletters over the summer. It was also brought up that if we provide that, although a good thing for our promotion, we will lose some "control" since we cannot monitor that as closely.

16. Annual meeting evaluations – Karen Yother

- Yother sent out the document. Overall, majority of people felt it was a good and positive meeting. Very productive. They felt we as an organization are moving in the right direction. The biggest negative was the smoking issue.
- Yother had a couple issues to bring forward. She asked if we were aware that people felt that the Board meetings were not open to all? The Board was not aware and did not hold any outside/secret meetings. It was suggested that perhaps people are not aware that Board

meetings are open to everyone. Also there may have been some confusion because of the way some meetings were handled. Two examples were the YS Con meeting (is that open or not) and also some committee meetings (such as Early Literacy), sitting in the front to do the work of the committee versus having non committee members toward the back.

- There were some good suggestions for improvements for the future. One idea was to have some time for open discussion but focused discussion around CSLP related direction or planning versus just general discussion. It was emphasized that this is a working meeting, not a place for continuing education or to be discussing summer reading generally. The Board agreed that we may use the meal time better (committees meet informally or some other kind of discussion.) It was also suggested that we utilize a parking lot for ideas that don't have a place.
- However, it was also clear that some people still did not understand the overall flow of the meeting (what is done beforehand, when do people vote etc.) We need to continue to provide the kind of information about the meeting. Make it as clear as possible. Some people suggested more days while other people prefer fewer days.

17. Next Board Meeting – October 7 – 10, 2014 – Washington DC area

- The Board Face-to-Face will be in the Washington DC area. Yother, Rafferty and Day are working on the meeting. The goal is to be able to utilize the time to meet with partners in the area as well.

Rafferty moves to adjourn. Rockwell seconds. Motion carried.