

## **CSLP Annual Meeting, Friday April 9, 2010**

**Tacoma, WA**

### **Rules of Use/Copyright- Karen Drevo (NE, Chair)**

Karen issues a reminder to please join the committee. On our website in the download section and you have access to use the CSLP logos and sample letterhead for official correspondence. Laura Lee Wilson (OH, Chair; Website Committee) after the conference the letterhead will no longer be available but it can be requested for electronic distribution. Our attorney has completed the copyright procedures for our official CSLP logo. The ROU (Rules of Use) is also a completely fluid document that is continually evolving. Things to note:

- You may not buy one packet of reading logs and then photo copy.
- You may not alter the artwork by color, you may alter the size. The ROU are a basic guideline and we will work with you to get a positive outcome, please ask us. One question that comes up frequently is members purchasing products for resale, like a Friends group for a profit. This is permissible for the benefit of the member library. There is no cap on the profit margin. At Wednesday's BOD meeting there were a few more adaptations to the ROU. Karen Balsen(NY) - Do you want individual members to contact you or go through the state rep? Karen Drevo- That is up to the state rep.
- Our exclusive vendor (Highsmith) pays us a licensing fee from products through our catalog. Supporting the program through purchases is what we need to remain financially healthy.
- There are changes to our policy on custom orders of paper products, these orders need to be submitted by Oct. 15, 2010. There is a form online to submit requests for proposals, basic information and product information. Highsmith will then have the right of first refusal if they cannot do this customization. If the product is not offered by HS or is a product that is not very similar then libraries can purchase and customize elsewhere.
- There have been many requests that the adult program might be run during the winter months opposed to the summer, this is permissible. Also, we do not need a formal partnership agreement to work/partner with schools.

Matt Mulder (Highsmith)- If you prefer one product over another for customization and the product you seek is very similar to others that might be easily found; this would fall under the "can't be sent to another vendor for customization" status.

### **Vendor- Karen Yother (Chair, ID), Matt Mulder, Heidi Green (Highsmith)**

Matt thanks everyone for their support of Highsmith, it's his 11<sup>th</sup> year participating in our conferences. We will now review past products for success or failures.

Review of products begin:

Banners, standees and yard signs were very popular. Shopper bags were also very popular and we will not be able to obtain more for this year's program. Uncut bookmarks are now done in both English and

Spanish and not all that popular individually, we will probably go back to bi-lingual. Drevo- Our English speaking kids need to be exposed to and learn Spanish, plus it is more economical to remain bi-lingual. Reading records are growing in popularity and HS cannot fulfill requests for records that reflect particular time periods. Katie Anderson (OR) Can reading records be bilingual? Heidi Greene- The reproducible reading records in the manuals are bilingual. Katie Anderson (OR) still wants the records bilingual; or at least the slogan in both languages? Sue Sherif(AK)- Can we explore customization of our local languages? Matt- We have customizable records in the manual for that purpose now. Rhonda Puntney (WI) If you have concerns about the use of different languages then please join the Diversity Committee. Barb Huntington (WI) We are spending far too much time on languages issues, please send your concerns to the Diversity Committee.

Kathy Buntin(MS) Can we have stampers again?

Matt- Incentives- We can never anticipate what sales might be, so we can't adequately anticipate product manufacturing and distribution and availability. Connecticut would like game boards and so would Montana.

Janet (WY) Flying disks seem a little unsafe, and the pouches were falling apart. When you take it out of the pack they seem to take off on their own.

Can products be branded? Matt- Its hard to anticipate quantities and if we brand we have to commit to purchase a certain amount, once they sell out they are gone. If we don't sell them we are also then looking at a loss. Sue Sherif (AK) Could Highsmith create stickers that can go on products for in house library branding? Matt- That is a great idea and they will look into it. Tracy (WY) Can we have a bookplate with the logo? Bookplates seem popular. Alaska would like to see more eco-friendly products. Matt- We are continuing to develop eco friendly products, but we also need to examine costs.

Matt- Books as incentives. Highsmith tried to look into partnering w/Scholastic and realizes that all they can get is remainders at this time. They will consider to explore this option.

Matt- T-shirts- Right up front, we could not offer the option of customization, it was not feasible. It was permitted that HS shirts could be customized elsewhere according to our ROU. Nancy Carstenson (CA) Would like to see larger sizes be made available for teens. Matt- That can be done. Cathy Howsuer (AK) Toddler sizing was a big issue. Matt- We are aware of this problem and will be addressing it for 2011.

Teen Theme-

Sara Sogigian (MA) Can we have flashdrives? Matt- That could be cost prohibitive. They will look into this. Ian (WY) Branded stickers would work here too. Jennifer CA- Can we have more fun incentives for teens? Matt- We seemed to have finally hit our stride with the teen program, it is working well. Cathy Howser (AR) Has had requests for visors as an incentive, these would work well for all the programs.

Adult theme-

Matt- This program has been very successful. Karen Drevo (NE)-T-shirts need to be in a women's cut.

Cathy Howser (AR) Can we have coasters for adults? Maybe shot glasses and beer mats, pint glasses, wine glass charms?

Can we have unbranded samples sent to state reps for workshops? Matt will look into sample boxes for distribution.

2011 Artwork- Preview of the art for the three programs, all are well received.

2011 Incentives- Very well received, incentive handouts are given to attendees.

### **Membership- Grace Greene (Chair, VT)**

The committee is called the Membership and Organizational Structure Committee. Grace related the story of New Hampshire's joining the CSLP. The name change to the committee came last year and depicts more clearly what our organization really is about. Please remember that like all CSLP documents, the handbook is a fluid document.

Changes recently made are:

- Tribal libraries are included as partners in our organization. If you are paying for them, they are a part of us.
- Military bases do not have voting rights.

The next two items reflect that we do have an organizational handbook now.

- Article 11 in the handbook can now be deleted.
- Anytime there is a new policy our CSLP logo can now be inserted. We have also added a section for the State Reps job description and how to handle and process and RFQ.

Karen Drevo(NE) motions for the handbook update, Cathy Howser(AR) seconds, membership votes and vote carries.

If you are not going to use the program or artwork the Board of Director's needs to be notified one year in advance.

### **Website Committee- Laura Lee Wilson (Chair, OH)**

Laura Lee walks us through the website beginning with creating an account.

Four levels of the website

- Public side
- Member side
- Board member

- Webmaster Level

We have nearly 3,000 registered members at this time.

Partnership with CSLP- Sue Sherif (AK) with Laura Lee Wilson (Chair, Website Committee, OH)

There is a brief discussion on the partnership with for profit business, etc. There is a disclaimer statement on our website that is available for any state rep to take and use on their website by tweaking the information to fit your state's particular needs. This statement is not copyrighted. There is some discussion on whether our past relationships with the Red Cross and Army Corps of Engineers violated this above agreement. Katie Anderson (OR) feels that we might want to establish criteria on this. The general consensus is that relationships like these are typically done on a state to state basis and not everyone participates. It is also not mandatory for individual states to pursue these relationships so

Order button on website, should it be public or not? It is agreed to not have the order on the public side.

Laura Lee is exploring the possibility of making the website membership list sortable by state or agency.

Thanks to Laura Lee Wilson and the website committee and a big thank you to Dan our webmaster at PixelPoint.

### **Early Literacy- Michelle Willis (Chair, NJ)**

Michelle discussed how the early literacy resource came to fruition as a resource for CSLP. The early literacy resource does highlight the six skills infants and children need to develop reading skills but is not a part of or affiliated with Every Child Ready to Read. This is basically a program to offer your youngest patron and their families. It is a perfect way to let a very young sibling feel that they too can be a part of a summer reading program just like their older brother or sister.

Sally Snyder (NE) What is the age range of this resource? Michelle- birth through 5.

Patti Froelich (CO) Would prefer more content directed to 0-3 years of age. Patti Sinclair- Hope's everyone realizes how much early literacy information is already in the manual. Sue Sherif- This was created by suggestion and now is the time to put the Ad Hoc committee and Patti together. Heidi (OR) This resource is excellent and we do a big program for older kids so now we have a great resource here for younger children. Katie Anderson (OR) This reinforces the ECRTR skills and then incorporates them easily into the programs for little ones. Since this is separate it is much easier to use.

Karen Balsen (NY) Agrees with Katie and having this program separate from the children's content makes it easier to find these resources. Advocacy needs to be addressed and what we have just added is perfect for this particular need. Martha Shinnors (WA) Had a librarian contact her about this and how wonderful it is. Janet Ingraham Dwyer (OH) Librarians in her state very much approved of this. We need a program like this and it needs this is an audience that is underserved. Michelle Farley (IN) Librarians in her state really like this and will be using it. A personal thank you for the pre-made story times that are now available because of this. Sally Snyder (NE) Thanks Patti Sinclair for all her efforts. Jane (VT) We

have a huge outreach program and we have volunteers that go to centers, something like this resource empowers others to confidently go out and do this program. Martha (AK) Could we consider adding other languages since children are so receptive at this age? Esther (OR) Will this be in the front of the children's manual or a separate piece for next year? Sue Sherif (AK) The Board of Directors is discussing how we will produce this for next year. We will adapt from the input of CSLP. Ian (WY) Looking to the future this resource should be more than a supplement on the website and needs to be promoted strongly for use.

Finishing of Committee Work: Other old or new business: None

**Future meetings:**

Scottsdale, AR-

April 5-8 2010

Hilton Garden in Scottsdale

April 2012

Hershey, PA

Georgia volunteers for Atlanta

If you would like to host please contact Karen Day

**Recognitions:**

Rhonda Puntney (WI) and Sally Snyder (NE) received recognitions as past President and outgoing chair.

There is a special presentation to Julie Tomlianovich (KS) who receives a plaque for all her hard work as CSLP President.

Thank you to Karen Day for all your hard work. Standing ovation.

Meeting adjourned.