

2018 CSLP ANNUAL MEETING
Denver, CO
April 10, 2018

MEETING CALLED TO ORDER BY MATT MCLAIN, PRESIDENT

Welcome and introductions

- Parliamentarian- Sharon Rawlins (NJ)
- Welcome address from Eugene Hainer, State Librarian, Colorado State Library

Approval of Agenda

Changes/additions-A memorial for Julie Tomlianovich, Past CSLP President who passed away on March 16, 2018 given by Jasmine Rockwell; Nominating report will be after Luke; Vendor/Art work committee will include brainstorm session; Wed at 6:00 p.m., visit to History of Colorado Center with dinner to follow.

ACTION

Motion made to Rawlins (NJ) to approve agenda, Kathleen (SD) seconded. Motion passed.

Minutes from 2017 Annual meeting presented and approved by Board.

Motion made by Sandy (KS) approves, Julie (AK) seconds

Presidents Report and Introduction of the Board of Directors

Many changes have occurred, more changes soon to happen and future changes we are aiming towards. Introduction of Board, Organizational Coordinator and CSLP Administrator.

Introduction of Organizational Coordinator Luke Kralik

- Strategic Plan presented and discussed.
- Board has created a new succinct mission statement:
 "We empower libraries to foster community."
- Historically, CSLP only had only one vendor. This is not conducive to the changes and growth of CSLP.
- We now own the artwork. Goal is to be in complete control of our program and not dependent with single vendor.
- CSLP issued RFP to obtain a design firm to handle all design work needed to produce a summer reading program. This helps vendors be more competitive. Looking at fulfillment centers and online storefront. Hoping to streamline all access points (1 login, 1 password, 1 site)
- question April Mazza (MA) can artwork be shared with our state before the manual comes out? - YES
- question Carolyn (WA) are there rules on sharing vendor bids? - CSLP lawyers are helping with process
- transition will be hard and difficult but this will give us more control of our needs and wants, with more flexibility and earn better income.

Questions:

- Julie (AK) has Demco been notified. - Not quite.
- Bethany (TX) do we go through you for the catalog, general orders, will there be any more personnel? - Yes, possibly.
- Sally (NE) glad to hear that Demco is not completely going away
- Adrienne (OK) will we be able to buy back past artwork from previous years? - We own David Macaulay (2017) and onwards.

Nominating Committee Report

Due to annual meeting date change and trying not to interfere with regular CSLP, 2018 positions will be extended to 2020.

- Carolyn (WA) is there still a core with staggered terms? We still have flexibility
- April (MS) is there an advantage to voting in the spring and not at the annual meeting?
- Cathy (MI) please clarify current elections still going on?
- Linda (WA) good plan and continuity
- Cathy (AR) are still staggered?
- Sandy (KS) would like to recess to deliberate with membership regarding change

ACTION

Motion made by Nicole (ME) to propose current board terms to be extended by 18 months with next election to be held in Spring 2020; Seconded from Linda (WA).
Recess. Discussion.

- Cathy (AR) concerns, rushed and not thought out because of Bylaws change from previous past. Issue with strategic plan is that most of the states spend federal money. New mission verbiage may not align with some States. It seems like general membership is losing their voice and board is doing things without membership permission.
- Elaine (OH) gave insight as a board member. Realize instability of IMLS funding.
- Cathy (MI) it has been a big year, worked on vision/mission on subcommittee. Mission aligns with her state and public libraries but understands how it feels rushed.
- Janet (OH) stats committee administered survey.
- Sally (NE) worked on the mission/vision, feels board dropped the ball not sharing with membership
- Linda (CT) supports strategic plan but still feels bothered
- Lisa (MO) with new people, they need to know duties of the board, when can board make decisions and when it needs to be membership decisions
- Carrie (MD) realize that Boards makes decision
- Rebecca (SC) like Mission and Vision, aligns with South Carolina

Board will reconvene to discussion pending issue.

Thank you to committee members for all their great work.

Current slate as follows:

Vice President/President-elect: Josephine Camarillo (WA) *Board
Board Secretary: Cindy Christin (MT) *Board
Early Literacy Manual Chair: Staci Shaw (ID)
Teen Manual Chair: BriAnne Newton (SC) *Board
Adult Manual Chair: Sarah Colombo
Inclusion Chair: Lisa Hellman (MO)
At Large Members: Beth Yates (IN), *Board

All members can vote, not just state reps.
Voting online for Board and Committee by 10:00pm MDT, April 11, 2018.

Presentation: National Network of Libraries of Medicine <https://nnlm.gov/>

Kate Flewelling, Executive Director flewKate@pitt.edu

Lisa Boyd Project Scientist boydl@mail.nlm.nih.gov

Coordinates National Library of Medicine projects
National Institute of Health
Medline Plus

Mission is to bring health quality and up to date information to everyone.
Membership is free and open to any library. Educational training (webinars), programs in a box, traveling kiosks and cooking demonstrations are available.

Partnership with CSLP

- NNLM goal is to create health and science programs around summer reading themes.
- hoping to include an addendum in 2019 manual
- creating programs by June 2019
- looking to do a 3-year pilot project with evaluation process afterwards
- using Astronaut representatives to talk about astronaut health
- online exhibition plans (harry potter/roots in renaissance science)

Questions

- Erin (WA) need information on health in braille. Any resources? –Not yet
- Beth (IN) programs will be in the manual
- Linda (WA) thankful for resources
- Lisa (MO) has contacts with IMLS
- Merri (IA) request a unified press release that is accurate and consistent

Introduction of Attendees

Manual Committee Meeting

Manual redesign presentation. Revisioning the manual for 2020

- current manual is huge with too much text
- 143 children's program ideas
- 57 teen program ideas
- 30 adult program ideas
- 6 family program ideas
- when survey went out to ask what was important, results came out even
- PPT visual of new manual presented:
 - Front matter removed and separated
 - New combined manual, icons assigned to specific programs
 - Early literacy and Spanish early literacy will have their own chapter
 - About 6 chapters based on themes, equally balanced
 - With glossary and index in back

Need to change how committees work

- keep Chairs but have content group and review group
- goal to have manual ready by September

Small group discussion on presented manual revisioning:

- Julie (AK) will early lit divided up to 3 different age groups...will stay the same, more info is better, if on USB why limit the pages
- Kat (DE) love the idea of cleaning up a bit, have section for new librarians on basic programming, how do you pick quality programs –will have a strong committee
- Linda (WA) early lit needs activities for different age groups, serving libraries in 1-person room, love the idea
- Cathy (MI) need hyperlinks
- Michelle (WY) links, list of performers
- Bethany (TX) rural libraries would benefit include crafts with short instructional videos, programs created by teens for teens
- Greta (OR) CSLP starter kit for newbies. Need print and USB. Drives more accessible. Like the idea of pairing down
- Merri (IA) format troublesome, need html formatting, current pdf too flat
- Amber (NH) emphasize on marketing and programming, need guide on how to run a SRP
- Sandy (KS) like to see something for experienced librarians
- Staci (ID) please keep print option

If you want to make sure content is good-please sign up for manual committee
BriAnne will read sheets of other comments.

2020 Slogans for Fairy Tales, Fantasy, Mythology (Artist: LeUyen Pham)

Discussion (with images shown):

- libraries are legendary-goes well with all ages and gaming
- inclusion committee, please keep in mind Spanish translation (colloquialism)
- would like word “Libraries” in slogan
- likes imagine your story, can be inclusion
- need slogan with action verbs
- Epic adventure
- don’t worry too much about translating
- beyond the ordinary
- need a library word (story, book, read)
- using the word “library” limits outreach efforts
- include our logo later for 2020
- need the word “fun”
- @ your library is trademarked

2021 Slogans for Animals (Artist: Salina Yoon)

Discussion (with images shown):

- hard to find something for adult
- take word “summer” out
- summer explorers (exploring)
- read connect protect, speaks to adults, can teach to young ones
- read connect protect
- also sounds like a police dept. slogan (Read. Connect.)
- likes when a slogan can be more than one way
- read connect –too strong for libraries and not fun enough
- health fits in with animals, farm health
- tails and tales

- make tracks
- summer explorers clip art can be used
- summer safari, conservation and awareness, good for all ages
- tails and tales fun slogan

2022 Slogans for Change the World (Artist: Sophie Blackall)

Discussion (with images shown):

- reconsider theme because we just did change the world, theme of social justice should always be considered in everything that CSLP does
- build a better world was popular, generally people will not remember
- No to Everyone's Story Matters...too much like "____ lives matter" (association with Sophie Blackall)
- Change the World ...theme can just be the slogan
- Embrace your world...Change the world sounds like a tall order
- Change your world (wordsmith)
- Change the world (lawyers will check)
- embrace/expand your world

Reading Management Programs

- scholastic mailing was not endorsed by CSLP

Survey was put together

For 2019 program, possibility CSLP can bid on Dept. of Defense for their reading program

- how can CSLP get there? Should we try?
- Luke - not sure we're ready to go there just yet
- Lisa (MO) knows people using Beanstack, will report back how it's going
- Sharon (NJ) had it but too expensive but librarians still interested
- Linda (WA) had done online system
- Military families would be happy to see a familiar library program

Vendor and Artwork Committee

2018 product items problems:

- customized shirts request fulfilled
- need bookmarks in smaller quantities
- shipping more than the price of the order
- need folder with two pockets
- good quality and good value
- t-shirts ugly
- less packaging (t-shirts in own bag)
- need accurate picture of color of t-shirt

2019 items would like to see:

- cardboard astronaut cut out face
- long sleeve t-shirts
- tank tops
- less tchotchke, helmet to wear for prop
- raised iron on
- mosaic/tile was good
- products exclusive to CSLP
- shared goal setting chart
- lapel pins to be tactile
- pocket folder with 2 folders

- star finder wheel with constellation, glow in the dark
- backdrop for pictures
- table coloring sheet, floor decals
- table cloths (vinyl and nicer)
- want high bouncy balls
- astronaut pen
- photo booth cut outs
- mood pencils
- planetary mobile (color your own)
- chains and beads as trackers
- tokens to use in community
- photo booth with rocket
- thematic charms for necklace
- generic theme stamp (music note, etc.)
- ordering in bulk
- raised line drawings theme based
- glow and the dark that's raised
- pajamas
- finger puppets of aliens

Artwork has own committee for each year, but must join manual committee
If just vendor, please join.

Artwork 2019 Leeza Hernandez- A Universe of Stories-presentation of artwork (presentation will be sent to membership)

- Early Literacy
- Children's

Artwork 2020 LeUyen Pham-Fairytales, fantasy, mythology

- Donating stipend to charity
- Doing all 4 posters

Artwork 2021 Salina Yoon- Animals

Artwork 2022 Sophie Blackall- Change the World

- likes artist to do all 4 posters, loves one slogan, okay for artist to have name on the poster
- artist does not do spot art
- spot art could change with new design house
- break out some of the spot art
- highlight/show picture of the artist and their works
- coloring sheet of the artwork
- can the artwork be altered, see rules of use

Artwork committees for each year has worked out well.

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Welcome

Extension of Board Terms

ACTION

Motion made by Nicole (ME) to propose current board terms to be extended by 18 months with next election to be held in Spring 2020; Seconded from Linda (WA). Recess. Discussion. 1 Oppose. Motion passed.

Slogan Winners

2020 Imagine Your Story
2021 Tails and Tales
2022 All Together Now

Nomination Slate was accepted.

Vice President/President-elect: Josephine Camarillo (WA) *Board
Board Secretary: Cindy Christin (MT) *Board
Early Literacy Manual Chair: Staci Shaw (ID)
Teen Manual Chair: BriAnne Newton (SC) *Board
Adult Manual Chair: Sarah Colombo
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Treasurer Report

Treasurer report as of March 29, 2018:

Income:	\$ 726,414.30
Expenditures:	\$ 409,893.74
YTD Balance:	\$ 316,520.56
YTD Assets:	\$1,373,496.99

Invested in 2 CDs

Proposed Budget FY 2019 presented and discussed.

ACTION

Motion made by Jasmine Rockwell (NC) to accept financial report. Seconded by Elaine Betting (IN). Motion passed.

Statistics Committee Report

Elaine Black (GE) and Janet Ingham-Dwyer (OH), Tessa Schmidt (WI) (not present)

Board directed focus for 2018-what we know and what we need to know about membership and product.

- How do we compare to iRead
- What do focus group say
- Summer reading/learning
- How can it move strategic plan

Funding Data Report (45 states/territories responded)

State level funding for Summer Library Programs related services for libraries in the most recently completed fiscal year:

- 42-state level membership
- 39-manuals
- 25-products
- 10-SLP management software
- 8-performers/artists

Total State level funding for SLP:

\$2,856,420 (1/3 comes from state funding, the rest from LSTA)

Average percent of total state library budget used for SLP- 1.6%

Average per capita state level funding for State Library Budget- \$0.023

Activity-discussion

What if LSTA funds were to go away or states leave CSLP for another SRP option?

1. 1 person to take notes electronically
2. Spokesperson to speak for group

What do we need to know about how individual libraries use and value CSLP products?

- How many libraries use the theme, graphics, manual, purchase items, why or why not
- what products were purchased, state perspective-does a lot of the work for us, sense of community, create summer community/ chance to promote the manual
- libraries wait till March to start their planning, need number of adults participating
- what are libraries purchasing from other vendors and why
- new librarians don't know how it was in the past
- need to ask frontline librarians these questions, how do libraries count their staff

What should stats committee do next?

- provide state reps unified questions to send out to their librarians-left over product
- what else does CSLP need to provide, need to ask end user
- how many are using CSLP
- how do you use the Reading Champion
- statistical comparison between states (money vs. student success)
- are libraries finding products outside and why
- artwork is very valuable, better flexibility with art and items
- how many libraries in the state are using the program and if not, why
- what portion of the program is being used
- does the theme matter, summer reading vs. summer learning
- what does the state pay for and what does the library pay for
- how long does the program last (6-12 weeks)
- knowing how each state implements CSLP
- process on how this discussion will be used
- how is communication done
- leveling more national partnership
- CSLP becoming easier transition between summer learning/reading
- unifying theme and collaboration
- trend from switching from product to experience
- how much staff time is used vs. how much money is spent

Child Well-Being Ad Hoc Committee – report and recommendations

Committee was formed in the Fall 2017.

How can libraries support child well-being, how CSLP support libraries to do this?

Some children lack stability and nutrition during the summer. Libraries have been trying to find ways how to support child well-being.

Summer Food Service program for libraries

- government has provided support for kids on free-reduced lunch during the summer months

Data:

- 1 in 5 US Children live in poverty
- 19.8% child poverty rate
- 14.4% total poverty rate
- 13 million US children live in food insecure households

USDA summer nutrition programs reaches 3 million children per day, but only 15 children receive meals for every 100 who receive free/reduced lunch

Why libraries?

- Many libraries seeing increase of attendance at food meal programs at their libraries.
- Many barriers to hosting food program in libraries but should libraries start shifting our focus.
- Hungry kids don't read.
- Need to adapt to the needs of our customers.
- Libraries that were able to serve meals were also reaching out to non-library user
- Need to publicize well enough in order to sustain funding.

Why CSLP should be involved?

- power of networking
- promotion of excellence

Recommendations from committee for board approval

1. develop mini tool kit, teaching libraries how to participate (USDA does have a toolkit for libraries)
2. stories to share-forum for libraries to share success stories to inspire others
3. work with manual committees for downloadable files, fliers, press releases
4. online community of practice, troubleshoot
5. continue research
6. use CSLP and other channels to communicate message and learn more about

PBS-Inquire within: Unlocking imagination, creativity and innovation

Guest Presenters: Liz Kostandinu, Gina Masciola

Program

What is an *Inquire Within* Library

Collaboration between WQED and libraries taking PBS Kids resources out into the community to help kids between 3yrs and 11yrs old learn new reading, math, and technology skills.

Helping libraries collaborate with local TV station. Foster partnerships with libraries and schools.

Enhancement to current library programs. Supporting media mentors.

- coding camps
- writing contests
- Family nights
- learning Launchpad
- pop up libraries

Part of national grant program (Dept. of Learning) *Ready to Learn*.

Summer Reading 2017 manual-resources from PBS Kids

- STEM properties align with manual programs
- PBS Learning Media-on demand media service for educators that provide easy access to classroom ready, multi-platform resources; resources for PreK-grade 12; basic service is free
- Libraries Rock Summer 2018 Resources from PBS properties; putting the “A” in STEAM; programming for all

Social Media Committee Report

Facebook stats has increased

Twitter doing well

Pinterest – most followers and impressions

Social Media Campaigns

#CSLPreads-always

#LibrariesRock- 2018

2019 suggestions for *A Universe of Stories*

- CSLPblastoff
- Ustories
- CSLPstoryverse

Teen Video Challenge

2018 Winners: 17 States Participated

2019-will be a program in the Teen manual

Teens can choose own social media platform

60 second time limit

No forms other than submission form until winners are chosen

Need at least 20 states to participate for program to continue

Author Visit: Lauren Baratz-Logsted (video chat)

Dance Break: Driving in my car by Johnny Only

Committee sign-up process

- go back to your state and work with your people and discuss upcoming changes.
- BriAnne (SC) will work on procedure on committee sign-up and go over with Board, not just members signing up but also front-line staff

Strategic Plan

- Luke will be working with Rules of Use Committee, looking to form an ad hoc committee 6-8 people from a variety of backgrounds (small, large, rural, state rep, front line librarians)

Discussion:

- need information on committees and what they do, a template
- organization chart including committees with description
- descriptions that are clear and concise and not in multiple emails
- links on website to further information
- committees, specific names behind the login, just general information about the committee's available w/o having to login

Manual discussion on 2020 Fairytale

(forms sent out in Aug)

- in favor of moving some content to front matter
- would like clipart at the end of the front matter, place clipart before content
- skits for schools can be submitted for the manual
- need to correct deadline on website
- open call submissions, what can State Reps do to make submissions clearer and more thought out.
- need to ask the right questions on the submission form to get the proper answers
- ALA submission form will be shared
- YALSA model
- middle year would only be online
- how do you get on a committee and how many can you be on
- please keep in mind smaller libraries and activities they are able to do
- use social media for extra ideas,

Artwork discussion

- what would you like to see in the 2021(animals) Artwork?

Artwork 2021 Animals (Salina Yoon)

Like the posters

Like the cat eyes

Would like previous posters artwork not to look similar

Teen/Adult show advocacy of animals

Caution on humans, need race and abilities, focus on all types of animals (guide and therapy)

People acting like animals

See to the strengths of the actual artist

Frogs

Advocate of unpopular animals, snakes, spiders, reptiles

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School Outreach Committee

Goals from last year:

- wanted to do a presentation at ARSL but didn't get in.
- results from survey were sent out
- toolkits were sent out from ALSC for school/public, committee looking to put out a webinar for librarians (school/public)
- survey reflected lack of support of school administration
- committee hoping to put together a workshop and apply to conferences to present, research and best practices, conferences include library, school admin and regional conference.

Brainstorm session (group discussion)

- ideas of best practices of collaboration between school/public libraries
- suggestions for regional conferences

Kay (AR)-luncheon with school librarians, offer trainings

Sharon (NJ)- partnerships aren't always there, hard for school people to get on CSLP website

Aja (DC)- go to PTA of PTO, group would know who to talk to and how

BriAnne (SC)-attend book fairs

Beth (CO)-would like a form letter or template to send to principals/admin

Carmen (ND)- need suggestions for small rural towns on how to present these ideas if there is a need

Vendor Presentation

Heidi from Demco

Sales reports presented and discussed.

Some growth this year, just over 1% growth from last year

Incentives

- decline in Teen/Adult
- increase for Children's

Posters

- only one design so sales were down
- this is normal when poster designs vary

Clothing

- sales dependent of design and color of shirt

Artwork for 2019 presented (Early Lit/Children's, Teen, Adult)

Group would like pajamas and finger puppets

2019 Incentives presented and discussed.

- Recommended items suggested.
- Distribution of possible incentives.

Presentation: Starnet www.starnetlibraries.org

Part of the Space Science institute

STEM activities clearing house designed for a library setting.

Activity-telescope, planets,

- encourages dialogue, generate questions, exploration

Activity: Several activity stations set up in the room for membership to experience

Feedback- go on website, share experiences on blog, interacting and sharing of ideas

Sign up for newsletter

Wrap-Up

Farewell to retiring board members

- Sharon Rawlins-NJ (Past President)
- Michelle Willis-NJ (Early Lit manual)
- Placidia Nance-NC (Adult manual chair)
- Elaine Betting-OH (At-large board member)
- Merri Monks-IA retiring
- Karen Yother-ID (On Boarding OC)

Thank you, Matt, for stepping up – Chrissie presents gift.

Fall 2019 Annual Meeting Sept. 16 (tentative)

Welcome Chrissie, CSLP President June 2018- Dec 2019!

Motion made by Lisa (MO) to adjourn meeting; seconded by Dekle (NM). Motion passed.