

Colorado Association of School Libraries

August 5, 2004

*In attendance: Board members Sharyn Markus, Susan Gilbert, Judy Barnett, Penny LoFaro, Dave Sanger, Betty Bankhead, Sherry Crow; joined by Nance Nassar, Heidi Baker (CAL staff), Patricia Froehlich (State Library), Bonnie McCune (State Library).
Absent: Kim Meyer, Clara Sitter, Kim Sutherland*

Grant and Funding: Dave Sanger spoke about the \$1,750 ABC-CLIO Leadership grant awarded to CASL by AASL. He also reported that Harry Lewis left \$1,000 in his will to CEMA, which was determined by CAL to be expressly for the purposes of CASL.

Conference Update: Heidi Baker and Sherry Crow reported on the conference workshop selection process. The need to have a CASL representative on the 2005 conference workshop committee was discussed. Also, Bonnie McCune discussed the opportunity for more regional workshops, possibly in conjunction with the state library.

Membership: There are currently approximately 250 members of CASL, down from more than 500 members of CEMA. There was a general discussion of the loss of non-librarians (mostly technology teachers), and paraprofessionals. It was felt that some of the loss occurs because the renewal of the membership year of January to January does not coincide with the convention in October. School librarians think of a year as being from September to May, therefore may forget to renew their memberships in January. Judy Barnett agreed to present a proposal to the CAL board that this year members be given four free months if they join between the time approved (in August) and the convention registration deadline. Other reasons given for the loss of membership were that some members are going to TIE. Discussion was made of the need for cooperative efforts between CCIRA, TIE, and CASL. Another idea was to try to get districts to support the CAL convention through inservice days during the convention timeframe, as they do for CCIRA convention in February.

Advocacy Keynote: Bonnie McCune gave a short keynote on advocacy. She emphasized relationships with those who can influence the success of school library media centers. One example she gave was the partnership exhibited by Sheridan Public Library and the Sheridan schools to improve their students CSAP scores.

Outcomes, Activities, Goals: Patricia Froehlich, who joined us as a facilitator from the state library, led a discussion (based on a presentation she made at the June ALA convention on outcomes-based performance evaluation) about building a CASL program that will draw more members and leaders, then will best enrich those members. Ideas include personal contacts, developing leaders in the "14ers" districts—those school districts who enroll 80% of the student population--to be advocates with their own staff.

See attached planning notes.

ABC-CLIO Grant Workshop: Judy Barnett led a discussion on the content of the ABC-CLIO grant workshop at the CAL conference. It was agreed that it will springboard off of the May 8

workshop. People who wrote a grant and did projects for credit will make up a discussion panel. Dave, Betty, and Nance will meet to refine the workshop agenda. This led to a discussion of the 2005 spring workshop, which may have advocacy, leadership, and collaboration strands.

PAC Basket from CASL: The CASL board agreed to provide a basket to be raffled at the convention for PAC support money. The basket will follow a movie theme. Each member will bring items for the basket, which Susan will provide, to the next CASL meeting.

CAL Volunteer Opportunities: Heidi Baker discussed various CAL volunteer opportunities. Some discussion was made of creating task forces that are short-term, so new people will be more inclined to get involved; Bonnie McCune will develop a suggested list of short-term opportunities. Board members volunteered for some opportunities. Volunteer information will be presented at the next meeting.

CLiC: Betty Bankhead discussed the new cooperative entity, Colorado Library Consortium, designed to deliver services that used to be provided by the regional libraries. It was her hope (and that of the CASL board) that the Power Library Program will be continued through that organization.

Letter from Bonnie: Bonnie McCune read a letter she will be sending inviting school districts to have she and Nance Nassar present @ your library advocacy workshops at district meetings. To schedule a presentation, contact mccune_b@cde.state.co.us.

Nominations: Heidi Baker expressed concern from Kim Meyer about the lack of nominations for the CASL board. Discussion was held on possible candidates, and Heidi will provide suggestions to Kim. The ballot will be mailed to all CAL members in mid-August.

The minutes of the Feb. 28 meeting were approved. Board members also received May 8 Spring Workshop notes.

Next Meeting: The next meeting will be September 25 at the Castle Rock Miller Library.

Respectfully Submitted,
Sherry Crow
August 7, 2004

Retreat Goals

Develop new leadership and increase membership.

School districts as membership contacts: 80% of kids are in 14+ districts

Key is personal contacts and asking.

Sandwich Method: For membership recruitment, a three-part contact system--create & send package of benefits, send membership info separately, follow up personally.

Membership

Target: non-member school librarians—both former CEMA members and new employees

Outcome: 30% increase in school librarian membership

Activities:

1. Identify 14ers; Betty by 8/13
2. Identify former CEMA members; Heidi, sandwich method between November and January
3. Create benefits message; Nance to draft, Sherry and Judy to create flyer and get to Bonnie before 9/1 for state mailing; N/S/J also to create letter for sandwich method.
4. Contact leaders; Nance to speak at CoSLL 8/11; Heidi & Betty will identify contacts and email by 9/1 and ask to distribute flyer
5. Gather lists, sort and send target memos; 14ers receive membership mailing post-conference & former CEMA receive sandwich method (flyer after conference then membership info with membership mailing)
6. Identify key people to make follow up phone calls with former CEMA, then try on new employees in 2005
7. Identify a follow-up script; Dave and board task force, by Oct. 4 pre-registration date

Other Membership Ideas

- Create subcommittee or representatives to CAL Membership Committee.
- Have memberships renew at same time as conference; offer package of membership and registration, too
- Study what other groups charge (CCIRA, TIE)
- Work with other groups (TIE)
- Missing techies, how to reach?
- Co sponsor strands at other conferences; offer CE credit
- Have districts offer staff development days during conference/workshops
- Have list of school members
- Ask for time at district meetings to tout membership
- Need structure to recruit and involve; smaller volunteer pieces available
- Paraprofessionals/non-certified as members
- Identify new member possibilities: TIE, CCIRA, 14ers districts, new to profession
- How many school librarians are there in Colorado? Can this be identified?
- Common descriptors for library staff

Benefits

To be created:

- Create e-list
- Updates/info sent on distribution list (benefit
- CAL website: post info, link to AASL & Fast Facts, ‘member website of the month’
- Work with other groups (TIE, CCIRA); their tech and curriculum connections parallel the work of teacher-librarians. Create formalized links that may include dual memberships, conference presentations, sharing information with members
- Info lit training
- CSAP activities

Existing:

- Peer contacts/collegiality/network
- Toolkits from @ your library
- Lobbyist
- Spring workshop/conference workshops
- Membership directory from CAL
- Credit—CDE, grad
- Communication with association and colleagues
- Collaboration with peers
- Publications: CL/newsletter

Leadership

Target: New leaders in CASL

Outcome: 5 new board members/leaders, who could be virtual volunteers through phone cards or conference calls

Activities:

1. Identify possibles: CoSLL, 14ers, Power Libraries, award winners (e.g. Marcia Parrish and Lois Lenski Elementary AASL), board members and contacts, @ your library coach/players, scholarship winners, Dawn Vaughn AASL, Corky Stahn in Durango; Heidi to gather and create list by 8/13
2. Create message; at September board meeting. To include a clear message, ability to advertise, e.g. Power Libraries banners, connect circulation stats with CSAP scores, Krashen, NCLB, @ your library, recognition.
3. Create structure; at September board meeting
4. CAL negotiations; Judy and Dave to suggest conference rate/2005 membership 8/6; Bylaws need to be changed to address board appointments/regional reps
5. Contact other groups such as CCIRA, TIE, CASE, CASB, CDE to dialogue and develop relationships and professional conversations around mutual benefits. This creates visibility, connections, an audience for advocacy message, targeted training, more overlap of services. Remember with professional groups, “What’s In It For Me, WII-FM”.
6. Leadership opportunities list, especially with varied commitment lengths, e.g. Task Forces to explore TIE/CASB; Bonnie to create list of short-term activities