

Colorado Association of School Libraries

September 25, 2004

In attendance: Board members Kim Meyer, Sharyn Markus, Judy Barnett, Betty Bankhead, Dave Sanger, Sherry Crow, Glenda Hawkinson; joined by Nance Nassar, Heidi Baker (CAL staff), Jody Howard.

Absent: Susan Gilbert, Penny LoFaro, Clara Sitter

Conference: Several items were donated by CASL board members for a movie theme PAC basket. Betty will deliver items to Susan who will put the basket together for the CAL convention. Other items were brought for door prizes for the CASL business meeting to be held on Saturday, 10/23, 3:15-4:15PM. Jody has arranged for UCD credit for the conference and Gene Hainer is arranging for CDE credit. The CASL board meeting will be held at approximately 8:00PM Thursday, 10/21, at the Marriott in Glenda's/Judy's room (after the reception at the Highlands Ranch Library). There was a discussion of making room in the exhibit hall for some of the regular exhibitors (Follett, Spectrum) who were not able to register; Heidi will investigate. Heidi will develop and produce stickers to be given to CASL members to put on their badges at the CAL convention.

Conference Workshop per AASL-ABC CLIO Grant: Betty and Nance discussed recruiting participants for the conference session panel from those who submitted action plans from the Spring Workshop. Board members offered to contact some participants who received graduate credit. As a backup, it was suggested to bring in outside organizations such as Blue Spruce, @your library, Colorado Library Marketing Council, Coach/Player participants, and/or All Pikes Peak Reads to discuss how they can help promote school libraries.

Budget: Dave began a discussion of the budget form due to CAL by 10/1. It was agreed to keep last year's budget with two additions: 1) an increase in postage for a mailing to members, possibly promoting the AASL convention and 2) an additional line item for teleconferencing expenses to accommodate virtual members. The Spring Workshop line items should cover speaker expenses, materials and food. Dave will officially thank Bonnie McCune from CDE for subsidizing the 2004 Spring Workshop with funds from the @ your library grant. The ABC CLIO grant and the bequest should be included as revenue sources. Heidi will send the 2004 budget to the CAL board and work with Kim to submit the 2005 budget request.

Board Recruitment: There are two open positions—Ark Valley and High Plains regional representatives—that can be appointed to begin duties at the CAL conference; these positions are vacant due to early resignation or removal. The Arkansas Valley position runs through 10/06 and the High Plains through 10/05. Three other regional representative positions are vacant—Pathfinder and Southwest. These were to be elected along with Plains & Peaks (Sharyn Markus) to fill three-year terms until 2007. Recruits for all positions were discussed; Kim will contact them and those who agree to serve will join the board in October. There was a discussion of revising the board to match the newly-formed CLIC's four regions, or creating functional representation; this would require changes to the bylaws and would be best undertaken at 2005's conference. There was also consensus to add a legislative committee representative to the CASL board, Jody Howard, who was in attendance.

Membership Mailings: Betty has contacted the '14ers', the largest districts that host 70% of the student population, to request contact lists for their library staff. Heidi is collecting these lists, and board members agreed to collect the stragglers. Heidi will send an email to these lists. Dave will draft the membership message. The message will include promotion of the CAL convention, including the CAL-approved offer of membership rates for conference when joining early for 2005, and a list of workshops (both public and school) that will appeal to school librarians--Sherry will call Heidi to develop the list.

This is the first step (top bread) in the 'sandwich method' of recruiting members, to notify potential members of the benefits of joining. Step two (the filling) is to follow-up with a membership solicitation; this will be sent to the 14ers after conference. Step three (bottom bread) is to call those who don't respond to steps one and two. Heidi will implement the sandwich method on former CEMA members after conference, with their membership invitation coming in January with the regular CAL renewal requests.

Special Presentation: Sharon Markus presented materials for the PPLD All Pikes Peak Reads 2004, based on *Treasure Island* by Stevenson. It was well received.

Upcoming Meetings:

Thursday, Oct. 21, 8:00 P.M. at the Denver Tech Center Marriott, CAL Conference;

Saturday, Oct. 23, 3:15 P.M. at the conference, CASL business meeting;

Saturday, Jan. 29, 9:30 A.M. tentatively at the Castle Rock Library;

Saturday, March 12, 9:30 A.M. tentatively at the Castle Rock Library;

Spring Workshop tentative date April 9. (Alternate date April 16.)

Respectfully Submitted,
Sherry Crow
September 25, 2004