

CASL Retreat Minutes **August 5, 2006**

Members present: Mary Katherine Johnson, Dianna Fricke, Jody Howard, Susan Gilbert, Beth Filar Williams, Gwen Giddens, and CAL staff Heidi Baker

CASL President Gwen Giddens welcomed everyone, and Mary Katherine Johnson, CASL President-Elect was thanked for her hospitality in hosting the meeting. The board celebrated the accomplishments of 2005-06.

CAL Board

Nancy, Mary Katherine, Beth, Gwen and Heidi attended the CAL retreat on Friday.

The CAL board discussed the proposed Strategic Plan. Five minutes were allowed to discuss each item in the plan. The CAL board was unable to obtain a consensus on the proposed mission & vision and voted to keep the existing mission and vision. The core values and new goals will go forward for a vote by the membership in November. The mission and vision will be re-worked at a later date. A suggested change to the CAL bylaws allows the CAL President to represent any of the three current Associations, rather than rotating among them, and adds as voting members Association Presidents. This will take effect in 2007.

CASL Logo Use:

CAL President Judy Barnett asked the CAL board to decide on the usage of logos by associations of CAL. CASL can now use the CASL logo; if it is for external communication the CASL and CAL logo must both be present.

CASL Website/Blog:

Each association of CAL will now have a separate web page linked off of the CAL web site, instead of one long scrolling page for all of the associations. CASL board members Nancy & Gwen asked for clarification on process for adding to our web information and changing the design. The CAL board agreed that CASL can post a blog, provided that a statement is made on the CASL blog that indicates the views and opinions expressed are not necessarily those of CAL.

Nancy will work on developing a blog and will email ideas to the CASL board to obtain feedback on content. CASL will come up with changes for the official website including posting the CASL logo. Gwen will do a storyboard for the website.

Workshop fee reimbursement:

The bylaws were changed; now members who present at their association's workshop do not have to pay for registration.

CASL Member Recruitment

Jennifer Hubbard drafted a membership brochure as part of her role on the CAL Membership Committee. However, it was rejected on the basis that the board would like to see something more professional. The brochure is on hold until next year until after the new strategic plan is approved.

CAL will work with a professional graphic designer to design a brochure and each organization of CAL will be able to insert their own information.

CASL now has 270 members, down by about 100. This needs to be addressed; it seems we are not meeting the needs of school librarians.

Discussion:

- CASL could present a historical perspective to school librarians.
- Many school librarians who join CAL might forget to check the box to join CASL when they joined CAL; if a school name is listed, Kathleen enrolls them in CASL.
- Power Libraries have been promoting CASL membership.
- What about a social? Come and meet other school librarians in your area. Keep it informal with no pressure. A forum to ask questions & voice concerns. We don't have any funds to cover in 2006 but we could budget for this expense in 2007.
- The membership committee is initiating quarterly luncheons starting in December. We need to make sure CASL has a presence.
- Beth & Nancy can do some recruiting at the Durango workshops.
- Mary Katherine will do some recruiting at her MUG workshop which will have a large number of school librarians.
- CASL should work with CoSLL. These district leaders can broadcast e-mail to all in their district.
- CASL board needs to develop some talking points, especially to encourage rural school librarians who are often paraprofessionals.
- Gwen: CASE has one price for conference which includes membership cost.
- Offer an incentive – e.g. coupon for the next conference or discount on next year's membership. This would need to be included in the budget.
- Continue to call business meeting at conference something else.
 - CASL Connections—"Calling All School Librarians!"
 - Raffle – auction – drawing: Free membership given away, if budgeted.
 - CASL will create a flyer to send to school librarians to invite them to join.
 - CASL's Yahoo Group: we may be able to include this info in the State Library mailing; Heidi checked and they cannot send other organization's info.
 - CoSLL, Power Libraries, Southwest list and board contacts: Heidi will send a message to board to recruit new members.

Leadership

Nominees for CASL board positions: As President-Elect, Mary Katherine submits a slate of candidates for open positions to CAL. This year, the positions are President Elect and 3-4 Regional Representatives. The CASL bylaw change to At-Large positions will not go into effect until after this election, so we should still elect Regional Reps, who will then become At-Large Members after the election and bylaw change approval.

Regional Representatives:

Rebecca Russell, Central: Becky just finished board certification and expressed interest in serving on the CASL board. She is also a Power Library in Boulder.

Barbara Kidder, Three Rivers: Mary Katherine recruited her from Grand Junction.

Dr. Laura Summers, High Plains: (NOTE: Laura can be appointed by the board to replace Jo Ann Perry's vacancy, but we should have her on the ballot for visibility.) Laura has BOCES experience, university experience (UCD & UNC), and school experience. New to profession and interested in getting involved with CASL or CAL. Jody will check with her to see if it is okay to remove her from the CAL ballot for member-at-large. Donna Miller is also running for this CAL position.

President-Elect:

Desired qualities for President-Elect:

- Good at handling politics of the organization
- Leader (a given) – already proven
- Team player – sees whole participation/leadership
- District or AASL experience
- In or leading school librarians –a natural advocate

Su Eckhardt, President-Elect: Recently retired district librarian from Cherry Creek School District. Su accepted the nomination.

Future Leaders: More school volunteers are needed on CAL committees and for CASL activities so that we can have leaders at-the-ready to take on leadership roles within CAL and CASL.

Mary Katherine has also lined up Mesa County representatives to serve in the future. Judy Barnett expressed that she would like to be a representative on the CASL Board after her term is finished as CAL President.

Other suggestions: Nicole Decrette in Steamboat Springs, formerly at Eaglecrest HS and a UCD student. Mary Katherine will talk to her. Glenda Hawkinson would be a great President-Elect. Donna Miller is going to put more energy into CoSLL and is also running for an at-large position on the CAL board; she will be a great advocate for school libraries. Mike Herr, D11 LTE who is active on TIE board. Susan suggested Suzanne Libra. Sherry Crow, our current AASL rep, is completing her Ph.D. and would also be a great representative.

Other potential CASL leaders were named: Cappi Castro, Susan Gilbert, Julie Hyde-Porter, Connie Neumann, Marcia Parrish, Mark Skinner, Cathy Vega, Joanne Patterson, Susan Jones, Mary Johnson, Martha Oman, Sherrie Galloway, Christie Frost.

Gwen will contact all of the people discussed today to encourage them to take a position on one of the CAL committees to start building leaders. Heidi will send contact information to Gwen.

School Public-Library Partnerships

Barb Hudson, President of CoPLA, wants Gwen to work with her on partnership ideas. They will arrange a meeting. Heidi will send the idea list generated at the 2005 CASL retreat; Nancy may have others from her district meeting.

AASL Summit

Jody Howard will be the CASL/Colorado representative for the AASL Summit in December. Attendees will look at the information literacy standards in preparation for re-writing *Information Power*. Nancy White has some ideas about standards; Nancy and Jody will discuss ideas prior to the Summit.

School Library Journal Leadership Institute

Is by invitation only, but invitations can be obtained. Jody Howard is attending this meeting in Chicago. She is unsure about the connection (if any) with the AASL meeting.

MPLA

Mary Katherine Johnson is the 1st alternate for MPLA. Beth Williams went last year and she said it was “the most amazing experience ever.”

Emerging Leaders

ALA is initiating an emerging leaders program. CAL will pay for 2 people to participate. Gwen will mention emerging leaders program as she calls people that were suggested as future leaders of CASL. Watch LIBNET for details on applying.

CAL committees

Gwen will recruit for several key committees in her phone calls. Heidi will confirm with CAL committee chairs and send committee contact information to the board. CASL could suggest that Power Librarians participate in specific committees.

Membership: The committee is collecting input for a survey of members. Lynda Lillwitz, chair, is stepping down as chair at the end of the year.

Intellectual Freedom: Jody Howard will not be participating next year, so CASL needs other members for this committee. Susan Adams, D20, would be good; Nancy will provide her contact info.

Legislative: Jody will continue to represent CASL. Dave Sanger is her alternate. Judy Barnett participates, too. Jody thinks it would be great to have more school people on committee. Nancy White will join. (1st Friday of the month, 10-12 meetings)

Conference Committee: Susan Gilbert has been the Workshops Co-Chair this year, and Glenda Hawkinson is Conference Co-Chair. There are many subcommittee opportunities, and next year’s co-chair may also be from a school.

Continuing Education: This is not a committee, per se, but Beth has been instrumental in connecting schools to CAL CE. The Southwest workshop will be in Durango Sept. 21 & 22. On Friday, Nancy will repeat 21st Century Learning from Spring Workshop and coordinate with Durango SD to conduct the afternoon session on practical application of 21st Century Learning.

This is CASL’s first chance to work with the developing CAL CE committee. Heidi & Naioma worked on logistics, which revolve around budget issues. CAL CE will provide 1 hotel room for 2 nights. CASL will provide sub pay and mileage.

Following the afternoon session CASL will have a reception for school librarians, which Beth offered to coordinate and advertise. The reception is informal and open to all who wish to network with school librarians.

Midwinter Workshop: Sherrie Galloway could do primary sources and/or her experiences at Library of Congress; she is presenting this in Durango. Web 2.0 would be a great offering for a hands-on computer lab class.

Location? Front Range is best, good February timing, and then take parts to Western Slope as we did this year.

The State Library is hosting a coordinating meeting of all entities who offer continuing education for librarians. CLIC is creating a database of events. Mary Katherine has some good ideas about future presenters, and Beth suggested a presentation with historical Sanborn fire insurance maps created in early 1900s, which are being digitized at CU. CLIC would like to join with CASL on 2007 workshops.

Advocacy & PR

Requiring Certification: Do we want to pursue a committee/forum to discuss talking to CAL about requiring certified media specialists at all levels in schools? How should CASL proceed?

Jody, Gene, Nance and others have discussed this issue. Physical Education educators sponsored a bill this year, but it did not make it into state law. Concerns: Will CAL accept it? Will legislature accept it? Jody suggested this process:

1. Explore – research – talk to AASL –which states have this requirement?
2. Get a group together to look at the data.
3. We need to use existing research and information. Dave Sanger passed on names of legislators who would be good to approach.
4. Jody willing to head up committee to research: Beth, Susan, Heidi Sturm from Harrison SD.
5. We can follow Eckhardt-Howard Action Research model.

Dianna: Although your library may have a certified person, if there is no support staff, that is not adequate. Also, we need to address what happens to existing library paraprofessionals in the event of requiring certification.

Mary Katherine: Another big issue is the number of small rural schools on Western Slope. If it is a requirement to have a certified LMS, it will have a big impact on funding in those schools. Also, the number of certified people available in the state may be less than the number of positions.

Jody: In Texas, they have a Texas Administrator's Day held just prior to their state conference. Nance & Jody decided want to do something similar. They will write an LSTA grant to invite principals to training focusing on the importance and value of school librarians, aligning with *Power Library* principles and with information from an administrator from Texas and Linworth. In Texas, principals covet this invitation-only event.

CASL could team up with CLiC. It might be possible to have CLEF (Colorado Library Education Foundation) be the applicant entity (needs to be a 501(c)(3)). One of CAL's goals is to raise funds through CLEF; this would help achieve that goal, and Kathleen manages the finances of CLEF.

CASE: Gwen is looking at opportunities to connect with CASE. This would be a good audience to present the value of school libraries. Judy Barnett would be a great presenter at CASE.

Letters to members: The President has, for the past two years, written a letter about CASL to all members and included information about CAL Conference activities and workshops of special interest to school librarians.

Susan will go through and create a list of workshops for schools and Dianna will create a flyer about school-relevant activities at the conference. Susan will also request the earlier Saturday time slot for the CASL "business" meeting--"Calling All School Librarians."

Conference: There is no word on raffle baskets or a PAC fundraiser for this year's conference, though board members should plan to bring a door prize for the CASL meeting.

Regarding 'endorsement' and 'sponsorship', CAL considers endorsement to be at the beginning of the process—if there are conference workshops that we generate, the presentation's application would indicate it was 'endorsed' by CASL. CASL has \$500 from a bequest, which allows us (with this non-CAL funding) to co-sponsor Toni Buzzeo's preconference on collaboration. In addition to the Saturday member meeting, the CASL board will meet on-site on Friday night.

Action Items

Bylaw revisions:

- 3 sections need to be changed. We'll be asking CASL members to vote and must have 2/3 of those who vote approve the changes.
- Have 4-6 "at large" directors in lieu of 7 regional directors
- Nominating committee – should it be more than President-Elect? Yes – the committee should be the board. Board appoints all vacancies.

Heidi will provide these changes to Kathleen for the ballot.

Constitution Day: Shelley Walchak of the Marketing Committee suggested in April that CASL promote this mailing to curriculum directors; currently it is just going to librarians. We will let this go with no action. Heidi will inform Shelley and Bonnie McCune.

Newsletter: Dianna will continue to coordinate CASL pieces and submit to CAL at the first of even-numbered months. There was more than one page of content in the last issue; the intent is to have one CASL page. Kim did children's reviews and best practices. Jody will do children's literature. Gwen will submit a letter from the President.

Gwen thanked all coming and sharing ideas today & yesterday. We selected the afternoon of Saturday, October 7, for our next meeting, possibly in Castle Rock. The meeting was adjourned at 1:30 p.m.

Respectfully Submitted,
Nancy White, CASL Secretary

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Action Item	Who
CASL logo: obtain & distribute file	Heidi
CASL web: Nancy will create blog and distribute to board for review and work with Kathleen to determine how to connect to the CAL site	Nancy
Membership: need a flyer that speaks to school members; Heidi will speak with Jennifer about re-working the CAL brochure for CASL Recruit through listserves; Heidi will send information Social: Hold social networking events in area Continue to send new member welcome email Respond to membership survey with board input	Jennifer Heidi, Gwen, Beth Beth, Susan Heidi Heidi
Nominations: Need bios, pics, confirmation by 8/10	Mary Katherine
Leaders: Contact suggested volunteers; contact committees and distribute contact info	Gwen Heidi
Continuing Ed: clarify Durango details, promote, host workshops, arrange reception Continue to coordinate with CLiC and presenters for Spring Workshop ideas	Nancy, Heidi, Beth Gwen/next meeting
School-Public Partnership with CoPLA meeting and distribute idea list	Heidi; Gwen
Conference/member info schedule, letter, mailing	Susan, Dianne, Gwen, Heidi
Certification: convene panel, initial research	Jody
Constitution Day: inform CAL Marketing of no action	Heidi
Newsletter articles due to Dianna by 8/5, 10/1; to Kathleen by 8 th	Gwen, Jody, Nancy, Susan; Dianna