

CASL Board Minutes
January 10, 2009
Ross-University Hills Public Library
9:00 am – 12:00 pm
Connecting Advocating Supporting Leading

Members present: Jen Cotton, Susan Gilbert, Su Eckhardt, Diane Cara, Steve McGovern, Nancy White, Heidi Baker; Virtual Attendees: Jo Ann Perry, Molly Gibney, Jenna Cook

I. Additions to Agenda

- a. CASL Blog Writers (Nancy)
- b. CAL Board – Budget update (Susan)
- c. CAL Board – New Task Force (Susan)
- d. AASL – Region 9 Report (Jo)

II. Review CASL 2008 Goals and discuss 2009 goals (partnerships with [TIE](#), [Colorado PTA](#))

CASL's 2008 Goals:

- **Focus on linking 21st century skills and teacher librarians.**
- **Strengthen and define CASL's relationship with CAL.**
- **Actively pursue membership for CASL**

Susan: Are there other goals to pursue this year? Nancy: These goals are still where we are – and these suggested new things are really strategies. Su & Molly concur. Heidi: we can create additional objectives for 2009 to meet these goals. Susan: It is good to be consistent. Jo: If we continue this year and continue to build on it, then our numbers will grow. We have gained a lot of interest. This will get easier. There was consensus to keep the three goals from 2008.

II. November 2008 minutes

Time was given for board members to review the minutes. Su: Moved to approve the minutes. Jo: Seconded Minutes approved.

III. [ALA Midwinter](#)

Susan: Talked about hosting a reception for AASL members. A location is not yet selected. We need to determine the time. This will be Friday, January 23. Invitations for special events are going out this week. CAL is also hosting a reception on Sunday evening for the new ALA President, Camila Alire. This is an opportunity to show CASL's leadership. We expect that 20 attendees. ALA's exhibits reception is at 4, and ours will be from 5-7. We will see if the Hyatt (most convenient) is available and if not, we will research other area places. Another possibility is the Galleria – it is usually quiet in the evenings. If there isn't an event in the theater, this could be a good location. Who will attend: Jo Ann, Molly, Su, Susan, Diane, and maybe Nancy & Steve. The exhibits are now open for free; they are worthwhile.

For Sunday's Affiliate Assembly, starting with breakfast at 7:30, will we solicit things for the tables to represent Colorado? This could be our literature, Celestial Tea, candy, whatever. We don't have a budget to pay for it. **Jo** will go to Loveland and Estes Park tourism. **Molly** will go to Celestial Seasoning. **Susan** will go to Hammonds Candy. Sports Teams might be good – Jo has a connection to Rockies – she'll see what she can get. We will look at getting pencils or pens from a university. This is for about 200 people. **Jo Ann and Susan** will put these things on the table. **Nancy** will check to see what she might be able to get from Colorado Springs. Diane: Too much stuff will be filtered out and people won't take it back with them. We have to have good stuff! **Heidi** will print CASL bookmarks.

Heidi will call Hyatt and Galleria. We need to send a "save the date" e-vite. This will generate an RSVP list. **Su** will put this together. She will take care of connections with Jennifer Habley of the AASL office.

IV. Teaching with Primary Sources [Librarian Days](#) January 30 and 31 – Nancy

Mary Johnson contacted Nancy to see about the possibility of having CASL board members available during the work sessions of the third annual Librarian Days Sponsored by TPS-Colorado (Teaching with Primary Sources). This event draws librarians from all over the state. It is a great place to be visible and possibly recruit new members for CASL. Each CASL board member who participates will get substitute

reimbursement when they sign up and a \$100 stipend. Steve has volunteered and will work with high school librarians, Nancy is planning to work with Middle School, but has been asked to step up to facilitate one of the sessions. Are any other board members willing to help out as the AASL Standard “experts” in the rooms?

Jo volunteered to work with the middle school group. Molly – can ask for an elementary librarian from her district – she will be out of town. We need Power Librarians – maybe ask Becky Russell or Lisa Sobiniak. **Diane** will also attend. **Diane** will call Becky & Lisa to see if they can do elementary. Each person needs to register on the web site and **Nancy** will send in the names for the stipends. **Nancy** will post this to the CASL blog. CASL members will be support – to help one on one as people are planning their units.

V. TIE Partnership, Board Member, subcommittee for workshop on June 22nd

http://www.tiecolorado.org/TIE_Conference_2009.htm

Mike Herr wants to talk to us at 11:00 today about TIE and the preconference plans. They are willing to talk about having us back this year. They would like to have just one payment for the preconference and conference. They need us to commit to having 100 participants. He has a TIE board meeting and needs to take this information back. Prior to our discussion, TIE in 2010 is not going to be a TIE conference. NECC is coming to Denver. NECC doesn't want there to be a TIE conference. TIE is looking to CAL as a good place to help bring in income. We are in a good situation to negotiate with them. They are also interested in getting flyers out and website up to date with all of our information.

TIE will have online registration this year. They can have the two registration costs merged. Susan – preview on budget. Our budget is looking ok right now, however, CAL is heavily into debt. Some people have not paid conference fees and they have used funds for the ALA midwinter activities. As a result, we may need to look at a 13% cut for this year.

If we are bringing in a big name – is there money? We have \$2100 in our budget for speaker & expenses, but it is liable to be cut 13%. We should be looking at writing a grant immediately. Last year we paid TIE \$2000 for the privilege of partnering with them. Because we had sponsorships from CAL. ABC CLIO and CLiC, we made about \$2000 last year.

Question – if we don't have 100 participants, will we be penalized by TIE?

CAL is requiring that we charge a specific amount for registration. For a full day registration, this went up this year. CAL establishes member and non-member rates. We are going to request that CAL permit, as with last year, a flat rate regardless of membership. Last year, we charged \$60 for attendees, \$100 for non-TIE attendees. Jo: Recommend that we keep it with one flat rate. It was to our advantage last year to have the flat rate – there was an extra fee if people didn't sign up for the whole TIE conference. This helped us pay the \$2000 fee to TIE. An incentive to sign up for CAL membership at TIE is to get a discount on the CAL conference.

Can we talk to TIE about a flat rate or per-head rate? They liked last year's pricing, and there is penalty for having less than 100 attendees. We anticipate 80+ for room planning.

Can we make this a yearly event? This will allow us for more future planning. (June – July) TIE feels missions align, and would like to partner in 2010 when they will not have a state conference, only a national one in Denver around June 30. TIE invited CASL to their February 7 meeting in Dillon to formalize and put agreement in writing.

Mike Herr was invited to join the CASL board as a representative of TIE.

Speakers

Heidi: Different names draw different types of people. One comment from the surveys was that the name we had was not a 'known' name – they didn't know him. One idea would be to ask Jody Gehrig (the person who made this comment) to help fund this. Nancy suggests we try to get Joyce Valenza. Chris will be at ALA midwinter – we can also check with him on possible people. Other suggestions:

- Stevan Abrams – Gene had previously recommended for us – might be a good choice. He is with Sirsi Dynix.
- Thomas Frey– futurist in Boulder – DaVinci Insitute. He is local and may be good for a session or keynote.

Nancy has been talking with Joyce Valenza and has promised a group of Colorado librarians to help with the back channeling at AASL in Charlotte. **Nancy** will contact Joyce to see if she is available and what she charges. **Jo** is willing to work with Nancy and take the lead on grants. Susan & Jo have information about grants that might work, including LSTA Verizon Tech Savvy Award <http://literacynetwork.verizon.org/tln/content/2008-verizon-tech-savvy-award-winner-profiles> and NEA Learning & Leadership Grants

CAL November conference theme is *Power On – Avenues for the Future*; this seems to fit with our ideas! We will continue to share ideas and fine-tune this on the CASL Workshop wiki: <http://caslworkshops.pbwiki.com/TIE-2009-Brainstorm>

VI. Legislative: Jerry Braden request for CASL to promote school librarians; their benefit to kids and positive impact on students

Susan received an email from Jody Howard and Jerry Braden, and Jerry has suggested that we come up with ways to promote school libraries, what we do, and our positive impact on student achievement. Legislatively, they are looking at what they can do for 2010 towards getting certified librarians in every school in Colorado. The new teacher-librarian magazine has a whole section on advocacy. **Susan** will post some of these ideas on the blog.

Jo Ann – AASL would be interested in Colorado efforts in this direction. Per email from Jerry. – Need to get positive press and their importance to schools. Jo is on the AASL parent outreach committee. Jo said that there is a crisis tool kit on the AASL web site. Nancy – Power Library retreat – CoSLL – biggest need identified is leadership. We now have 50% of schools that don't have certified teacher- librarians.

We should have the president of the state PTO at the meeting. AASL is offering a leadership institute as a pre-conference to ALA midwinter – it was in danger of being cancelled because not enough people signed up. Susan: They are promoting the Power Library checklist to show principals what they do.

Diane: We need to advocate on behalf of the school librarians. We need a big campaign. We need to say to parents/students what the value is of having this. Can we put together a committee? Can we use our blog for this? We had a good response when we had our virtual rally. Should we do this again?

Jo: Now is a good time to strike – people are starting to see the value of their public library during the tight economy. We could challenge librarians to attend their PTA meeting. We could get on Colorado Public Radio's Colorado Matters. Maybe we need a PR committee. Nancy: Our board is small, if we had sub-committees and asked people to chair these – such as publicity and advocacy – we could grow our board. These chairs could attend our meetings as non-voting members of the CASL board. Jo: Use students at DU and UCD and have them present marketing campaign to the board and we can select the campaign we will use. Su: This is difficult with all of the curriculum they have to cover.

Nancy: Last year, we couldn't figure out who should attend a school library summit – maybe it should be boards from all of the organizations that support school libraries. There exists a CAL marketing committee. Jo: Yes – we need to do this, yet we are going to be receiving a lot of information at ALA midwinter. Maybe meet following the leadership institute.

Susan is willing to make calls. Su is mentoring one of the current members of the CAL leadership institute. There are a few school librarians in there. This would be a good focus for a project for this group. CAL public and academic librarians are in support of schools. **Su** is going to email Sharon Morris to see if this is a project the group can take on.

Patty Bateman serves on CAL's SIER committee is activated for big issues like this. Jen is on the committee, who is meeting to talk about why we need Colorado Libraries. **Jen** also serves and will share today's discussion on how we might partner with them. **Diane** is willing to be a liaison.

VII. Meeting Dates

Feb. 28

Mar. 28

May 23

June 22 – TIE/CASL preconference

Sept 12

At CAL conference -November 19-21, 2008) **Power On: Avenues for the Future**

Nance will be doing her donation lunch at 1:00 on Feb. 7. Becky cannot attend on the first Saturday of the month. A proposal is to hold our meetings on the 4th Saturday of the month to meet: **Feb. 28, Mar 28, May 23**. We will keep the Sept. 12 meeting date. There was consensus to have meetings on these dates.

FYI: July 25 is the CAL Board Retreat. This will probably be in Loveland. This will be an opportunity to see the new conference facility. The CAL board is exploring this as a future conference venue.

Due to being over time and another group needing the meeting room, we did not get to the following items on the agenda. Nancy will send out a Doodle poll for CASL blog writing sign-ups. CASL Meet 'n Greet (dates, locations, copyright/fairuse), LSTA and other Grants, CAL Committee and Other Reports.

Meeting Feb. 7 - Dillon, Colorado with the TIE Board. Details to follow.

Next CASL Board Meeting: February 28, 2009

Board adjourned at approximately 12:10 pm.