

# Children's Services Division

## Spring Board Meeting Minutes

Friday, March 11, 2016

**Attendees:** Barratt Miller, Kristy Kemper Hodge, Rebecca Mayer, Natasha Forrester Campbell, Karen Fischer, Kelsey Ockert, Katie Anderson; Taylor Worley and Heather McNeil via GoToMeeting.

### **Early Literacy Calendar:**

- New title: Early Learning Activities
- Personalization is easy to do

### **Mock Belpre**

- Very successful event - REFORMA plans to make the Mock Belpre an annual event
- CSD will plan on supporting however we can

### **Virtual Storytime Share**

- Monthly is way too frequent for us to sustain
- Let's try offering 2-3 per year (early November, early May, possibly try a January sometime)
- Maybe we could Periscope the Guerilla Storytime at OLA?
- To make them most effective we really need to promote the CSD scholarships so people can get the tech equipment they need for video and audio participation

### **Silent Auction**

- Looking good on promised donations - should have enough for promised baskets plus some.
- Good year to experiment with a new format since we have a little surplus in case the basket idea isn't as big of a fundraising draw
- SquareCard reader will be purchased by Rebecca for credit/debit card payments
- Will have a door prize basket - Rebecca will buy raffle tickets

### **OLA Conference Activities**

- Preconference
  - Profit will be less due to unexpected costs to OLA and lunch. Lessons learned.
- Newbie Liaison
  - CSD will make a concerted effort to connect with new children's librarians in the 2016/2017 workshops/conference year.
  - Rebecca will spearhead efforts to engage new members.
- Lampman Breakfast - Esther, Heather, Rebecca
- CSD-friendly sessions:
  - Guerilla Storytime, Storytime Plus

- o Teen Programming is going to have a focus on tweens, too.
- o SCBWI-related workshop on the Art of Creating Children's Books
- For next year, we need to look at offering hands-on activities for people to do in between sessions

### **Author Event**

- Barratt has scheduled a meeting with representatives from OYAN, OASL to select and schedule author, determine to-do list for event preparation, and assign tasks to appropriate groups or individuals
- Nominees we favor in order of preference:
  - o E. Lockhart - spans the full age spectrum; perspective on diverse writing
  - o Jacqueline Woodson - books for the full age spectrum; Newbery and Siebert Honors
  - o Holly Black - kids and teens, Newbery Honor,
  - o Sherman Alexie - teen book and picture book; fantastic speaker;

### **New E-mail Addresses**

- Barratt will re-send instructions for setting up the accounts
- Deadline for all officers to be set up in their CSD Gmail accounts - April 1st

### **Children's Services Guidelines**

- Received lots of comments from smaller, more rural libraries with reminders that guidelines weren't all relevant to them.
- They are being revised with that feedback in mind. Mid-May is goal for sharing out revised guidelines.

### **Update on OLA Executive Board**

- Coraggio Group was hired to create a strategic plan for OLA to help determine concrete plans to effectively carry out Vision 2020 goals with deadlines and responsibilities.
  - o Vision 2020 is OLA's current 10 year plan, redone every 10 years
  - o It's more big picture dreams and strategic plan will help set measurable goals.
- Clackamas County libraries are organizing the Libros for Oregon project which may become a valuable service for children's librarians working in Oregon's public libraries
  - o OLA wrote letter of support for the LSTA that Clackamas County libraries are applying for; then OLA will plan to contribute financially once LSTA grant has expired.
  - o Two components - getting books from the Guadalajara Book Fair, AND outreach training on how to connect with Spanish-speaking community when you don't have a budget.
  - o Project is also doing a statewide survey of what Spanish-language services and staffing are available and offered.

- OLA is working with Connected Wealth to invest our funds in a socially responsible way; looking at strategic and deliberate ways to get a return on investments that fit with OLA values.

## Next Year's Activities

### Financials - see [budget spreadsheet here](#)

- We're way over budget and are going to end this year about \$2,250-2,500 in the red
- The lunch cost of the preconference is what put us over (live and learn...it's in next year's budget!)
- We have \$14,625.08 in our reserve fund (as of January) and next year is a preconference year; we're fine for now but need to start moving in a different direction
- Even with a draw on equity from the reserve fund, we'll need to turn a profit at every event (including the author event) to break even next year.
  - Per Shirley, drawing occasionally isn't problematic because unexpected expenses will crop up..
  - Discussed adding in a contingency line item into the budget to cover expenses that might fall through the cracks when chair position revolves annually to avoid drawing on equity.
- Board should start setting the budget in the Spring, not the Fall.
  - Need some kind of general document with collective financial knowledge/memory or a specific document as part of each job description (examples: flat rate shipping boxes for SRP manuals; if we host a pre-conference we have to pay OLA per participant
  - Each CSD position could also do an annual report "what I did this year" to be incorporated into Chair's annual report.

### Web discussion - One person can't do it all

#### Blog (monthly topic posts, book reviews and scholarship reports as available)

- Book reviews promote joy of reading (Goal 1), all blog posts facilitate resource sharing (Goal 3)
- Good way for new or rural members to get involved and scholarship recipients to give back
- OYAN provides this level of content quarterly through the OYAN Review, which is created by 3 Publications Managers
- Secretary will receive and edit blog post and pass on to Webmaster for posting.

#### Social Media (Facebook posts, including: reminders of upcoming CSD events, news relevant

to children's library services and children's literature, news relevant to children and families in Oregon)

- We need to more effectively organize Board participation in social media maintenance:
  - Every Board member make at least one post per month.
  - Webmaster responsible for linking new blog posts and registrations to social media.
  - How does our social media presence support our mission and goals?

**Additional digital details:**

- Memberclicks:
  - Shirley can create the Memberclicks forms if she's given event info
  - Webmaster will add the links from Shirley to the CSD Website
- Virtual Attendance Support - Webmaster will be main facilitator; if Webmaster isn't available another Board member will provide the support
  - Determining technology needs for virtual meeting/workshop attendance will be a project for 2016-2017 board.

**Performer's Showcase:**

- Adding question to performer survey about what languages they perform in
- Karen will send out the Save-the-Date to the REFORMA listserv to solicit Spanish-language performers
- Karen will create a Google or SurveyMonkey form for performers to fill out to auto-populate a spreadsheet; the spreadsheet will then be shared on the CSD website after the showcase.

**Events**

- All facilitate peer collaboration and resources sharing (Goal 3)
- Future Mock workshops:
  - Mock Caldecott in December 2016
    - Natasha will coordinate
  - Mock Odyssey in December 2017
- We'll charge reasonable fees for Spring and Fall workshops to make a little money.
- What kinds of fees do we want to charge for workshops?

**Budget for 2016-17**

- Budget money for National Legislative Day - possibly try to alternate funding with OYAN so one year we send a kids' advocate and one year we send a teen advocate - Barratt will follow-up with Ian from OYAN.
- While we're trying to spend down the reserve fund, we still need to make sure we break even
- 2017-18 is not a preconference year, so we'll need to earn enough in 2016-17 to float us through until the next pre-conference in 2018-19.
  - Tie pre-conference into speaker by having it focus on We Need Diverse Books (racial diversity, sexual preference, gender, body type, etc.)

- Panel discussion with authors, illustrators, educators
- Break-out sessions with how to incorporate that into collection development, programming, etc.

## **Update from State Library**

### **Early Learning Hubs:**

At the 2015 Oregon Library Association conference, I presented a session about libraries working with their regional Early Learning Hubs. I developed several tools that are now available on the CSD website, including a directory with contact information for all the hubs, best practices to help you get started working with your hub, ideas for activities you can do with your hub or other hub partners, and a list of reasons why it's good for libraries to work with their hubs. Later this month, I will email all public library directors to let them know the information is available.

### **Summer reading listserv:**

I have created a closed summer reading listserv. One person per library is on this list, very few exceptions to this will be made. This will ensure all libraries are getting the most important summer reading information and that it's getting to the right person. I will send only a few things exclusively on the summer reading listserv, like the summer reading statistics collection and reporting information. I encourage you to find out who from your library is on the summer reading listserv. I've already received positive feedback from some libraries and a couple summer reading partners about this change in communication. If you have questions, concerns, or ideas please let me know—we're still in the trial phase.

### **Oregon Summer Reading Certificates:**

The [Oregon Summer Reading Certificates](#) are now available on the State Library's website for libraries to download and print. You may remember, 2015 was the first year that hardcopies of the summer reading certificate were **not** printed and shipped to the libraries due to changes in funding. 31 libraries reported printing 11,563 certificates. Most of the libraries that didn't print certificates said they had never used them in the past or they had used them before, but didn't think they were important enough to pay for locally. Only three libraries said they wanted certificates, but couldn't find the money to print them locally. No one reported technical issues. Seven didn't know they were available and five said they just didn't like them this time, but may use them next time.

### **Summer Reading Sweepstakes:**

This year the summer reading sweepstakes will be called "On your mark, get set... save!" The summer reading sweepstakes is a random drawing in which 15 winners, three from each congressional district, receive a \$529 Oregon College Savings Plan or \$529 deposited into their existing Oregon College Savings Plan. Libraries with a winner receive \$500. Libraries are encouraged to spend the \$500 on their next summer reading program, but don't have to because there are no strings attached!

The Oregon College Savings Plan sponsors a media package with KATU's AM Northwest program to promote the summer reading program and the sweepstakes almost statewide. It is the largest library media campaign in Oregon. In addition, they sponsor one free summer reading performance at libraries with fewer than 10,000 people in their service area. This year 77 of Oregon's 133 public libraries are eligible—that's 58% of Oregon public libraries receiving a free summer reading performance!

Libraries placed individual orders for sweepstakes materials when you filled out the summer reading statistics and orders survey last September. Material will be shipped at the end of April so should arrive in libraries the beginning of May. Remember, libraries may distribute sweepstakes materials however works best for their library.

**Summer Learning, Library, Lunch (SL3):**

The [SL3](#) program keeps school libraries open in conjunction with the free summer lunch program to provide the summer reading program and access to books will take place again this summer. There will be about 30 sites selected to receive support from OregonASK to do this. SL3 sites receive \$500, some promotional and program materials, and support from OregonASK.

If you are interested in partnering with a local school to become an SL3 site, please send me an email and I will put you in contact with the SL3 program coordinator. I'm also happy to talk with you and your contact at the school to answer questions or brainstorm ideas or whatever you need to help you make a decision.

**Focus on Children and Young Adults Institute:**

The Focus Institute for youth services library staff who don't have an MLS degree will be on September 25-28 at Menucha Retreat Center in the Columbia Gorge. It will probably cost \$85 for lodging, food, and the training sessions. Training session *may* include early language, literacy, and brain development; storytime best practices; summer reading best practices; collection maintenance; teen development; teen advisory councils and volunteers; and teen readers' advisory.

**Ready to Read:**

Libraries are in the midst of implementing their 2016 Ready to Read grant-funded projects. Applications for the 2016 Ready to Read grant will be sent to eligible libraries the first week in July and are due August 31<sup>st</sup> as always.

You may remember the failed legislative effort last year to change the grant program to include school-age projects and raise the minimum grant to \$1200. The State Librarian is developing a strategy to try to get those changes made.

**Open eBook:**

<http://openebooks.net/>

You may have seen a few emails about the Open eBook project earlier this month. Open eBook is a national effort by the Digital Public Library of America, New York Public Library, and First Book with the support of generous contributions from several major publishers.

Open eBook is an app that provides low-income youth from prek-12<sup>th</sup> grade free access to ebooks. These are not public domain books, these are good books donated by publishers. Because these are good books and their authors and publishers deserve to make a living selling them to people who can afford them, free access to these books is restricted to low-income youth. Low-income youth must get an access code from their school or library. That means your library must apply to get that access code. Once you have the access code, then you may give it out to low-income youth in your service area and help them/their parents download the app to their smart phone.

There are two ways you can register,

- 1) If all the schools in your library's service area are Title 1 schools, then you can register your **library**.
- 2) If not, then you can register a library **program** specifically for low-income youth such as Head Start Storytime or Summer Reading Outreach at Free Lunch Sites.

This is very new (it launched earlier this month!) so you'll have to go to [openebooks.net](http://openebooks.net) to find out exactly how it works. I've heard from three Oregon children's librarians who are seriously looking into registering of Open eBooks so you might send an email on the kids-lib listserv to ask others how they plan to use Open eBooks at their libraries.