

OLA CSD Board Meeting Minutes October 10, 2014

Attending: Katie Anderson, Barrett Miller, Kristi Kemper Hodge, Taylor Worley, Heather McNeil, Korie Jones Buerkle, Rebecca Mayer, Danielle Jones, Carol Reich

Finalize Mission & Vision

The board made a few adjustments to the vision & mission statement to be:

Vision: Libraries are essential community leaders that foster every child's potential, engage families in the joy of reading, writing, and learning together, and prepare children for academic and lifelong success.

Mission: CSD champions children's literacy and provides continuing education for Oregon library staff serving children and families.

Heather entertained a motion that the board adopt the new vision and mission statements. Korie motioned to adopt the new vision and mission statement, Danielle seconded. No further discussion. Motion was accepted.

Strategic Plan – Review goals and actions

Korie and Jane Correy worked on Michele Burke's notes from the September Strategic Planning meeting. Carol brought up that the primary goals of the strategic plan lacked a mention of early literacy. Barrett suggested that under each goal we include strategy to achieve each goal and could include an early literacy component under the "joy of reading". The board agreed that adding strategies would be better and would keep the goals more long term.

(Heather and Korie discussed a little bit about having CSD represented on the Legislative board. Danielle suggested having a CSD board member appointed.)

Korie and Jane will continue to work on cleaning up the notes from the strategic plan, but would like the board to pull out an item from each goal for the board to start work on.

Barrett wants us to make sure that we have a means to meet the needs of rural libraries, so that overwhelmed staff can save time. She suggested a one-stop location for training and information that CSD members can access. This prompted more discussion on changing the website (see below). Heather tasked Barrett with pulling together the links and info for this one-stop for the new website (to fulfill goal #3)

Heather mentioned several items from the plan notes in goal #2 that we are already discussing, including CSD & OYAN teaming up. Heather spoke to chair of OYAN and they are interested. Korie suggested switching the focus of the Fall and Spring workshops, having the Summer Reading chair planning the Fall Workshop and the CSD chair planning the Spring Workshop.

Several ideas were discussed, including having a monthly uniform activity sheet calendar. Each day of month would have an activity for families to perform together. Katie mentioned examples from the Washington Learning Center, which are also available on the Reading for Healthy Families website. Heather suggested parsing the creation of these calendars out to twelve different volunteers (who could

recruit others to help them with the activities. Heather will mention this at the workshop and let those attending volunteer. Kristi wants us to offer a template that was 'slickified' but manipulative so libraries can add their logos and adjust. Katie said it needs to be in word & publisher so that most libraries can use it.

Activity for goal #1: Calendar usable for whole state, Mock Sibert and Caldecott workshops.

Activity for goal #2: CSD rep on legislative, Katie & Heather on stORytime, CSD & OYAN team up.

Activity for goal #3: Barratt will pull together resources for CSD members and Taylor will work with her to get that on the website, posting video of Mark Aronson on website.

stORytime

Heather met with Kristin Gimbel from the stORytime initiative to discuss involving libraries in the program. Mary Kay Dahlgreen and Katie spoke with her as well. They learned that stORytime is a 'public awareness' campaign to 'address barriers that make it difficult for parents and caregivers (34:40) k-3rd grade. Libraries and partners can use the publicity, like CSLP, to advertise. Katie and Mary Kay will be sending out a letter to libraries to explain their role and opportunities to this program. Katie also suggested librarians can put comments on stORytime facebook page with reader's advisory, etc.

stORytime is currently in Phase 1. They may launch a map that shows partners to the program for parents to find. Libraries can sign up to be a partner in the program on the website. There are documents to download from the website to advertise the program and engage patrons. Katie emphasized that this program could actually benefit Oregon libraries.

Katie also showed the documentation for ELSA (Early Literacy Success Alliance). It's a competing organization for Oregon stORytime. There is concern for CSD supporting stORytime and/or ELSA. Katie is limited on commenting on this issue, as she is an employee of the state, but is willing to discuss the stORytime initiative if someone from ELSA approaches her.

What CSD can/cannot do – Getting the Word Out

The responses to the strategic plan survey made it clear that CSD's purpose is *not* entirely clear. Several responses requested CSD to fund library programs or pay for outreach initiatives. These items are really outside the scope of CSD and would better be addressed by a grant. Grants are a great resource, but many do not have the knowledge or experience in applying for grants. It was agreed that CSD should provide links to resources for grant-writing assistance and information.

Heather wants the new website to clearly state mission, vision, goals and what CSD can do for the library community of Oregon, starting with 10 things CSD can do, and for all other items outside the scope of CSD, users will be redirected to the one-stop shop!

Youth Services Guidelines – Committee? LSTA Grant? Other?

Since Rick Samuelson won't be able to continue heading this up, we need to make a decision on how to go forth. Taylor suggested that the board should decide the physical format of the guidelines and also 3 examples of other states' guidelines for the guidelines committee. She also suggested the board should decide whether the baseline standards are decided ahead of time to be a little higher for libraries to meet or at the level that libraries already are at.

Katie suggested maintaining the format of the PLD guidelines to retain consistency and for ease of use. Barrett added that this will be an essential tool for libraries to use when requesting funding. Katie suggested including ALSC's competencies and Kristi also suggested including the PLD youth section in the documents for the group.

The board set the deadline of a finished product by the Fall Workshop in 2015. There will be an update for the CSD board when we meet in April at the OLA conference.

Website update

Taylor showed us an example of a Weebly website she'd been working on at csdola.weebly.com. To upgrade to premium account and purchase a domain name, it would be about \$125 a year.

Kristi made the motion to update the website, Rebecca seconded. No further discussion. Motion passed.

Barrett suggested having a user-experience test on the new website so that the page has all the info we need and that it is clear for users to navigate.

Taylor brought up the issue that the position of the webmaster is a little antiquated. She argued that the position should be updated & made a voting member. The group agreed, and Korie mentioned that it would need to be voted on and then Heather would need to take it to the OLA board for approval.

We will also be changing the title of Webmaster to Online Editor to reflect the responsibilities of the position and reflect current standards. This will be taken to the membership and then if approved, taken to the OLA Board.

Heather entertained a motion that the webmaster be made an appointed, voting member in the bylaws.

Barrett made the motion to instate the Online Editor as a voting member, Danielle seconded. No further discussion. Motion passed.

Ready to Ready, State Library, etc. - Katie

Early Learning Hubs: The next round of approvals for the hubs is underway and there are expected to be 16 Hubs in the state and every library will have a Hub

The Hub concept is "it's takes a village to raise a child" and the Hubs are regional coordinators of early childhood services, trying to bring together resources and services that were previously in silos to varying degrees, to improve transparency and efficiency for parents.

Early learning Hubs have five core responsibilities, which are:

1. Finding the children in each community that need the most help.
2. Working with families to identify their unique and specific needs.
3. Linking families with services and providers to best address those needs.
4. Working across traditional program and sector silos for collective community responsibility
5. Account for outcomes collectively and cost effectively.

Those of us on the ground know our communities best, and each community is different. The purpose of the Hubs is to provide a framework of outcomes and each community has the freedom to address their own issues however they need to.

Libraries can help link families to the services they need through free internet access, community bulletin boards, partnerships with community organizations, providing services that address some family needs (*storytimes, early learning programs, access to parenting materials, safe place for families to be, place to connect with other parents, Learning Express and other tools that can help parents improve their lives and those of their children*). Libraries can also partner with other organizations that focus on early learning, like Headstart, childcare providers, Healthy Start, to work across sectors.

QRIS: The Quality Rating and Improvement System (QRIS) National Learning Network was formed by a coalition of states and organizations. Network members are united in the desire to use rating and improvement strategies to elevate the quality of care in state early care and education systems and to support and improve children's development. We provide information, learning opportunities and direct technical assistance to states that have a QRIS or that are interested in developing one. It's based on measurable criteria, such as licensure, health & safety compliance, and staff training. Preschool and child care providers who participate in QRIS get financial compensation and those that have a higher number of stars will logically receive more business.

Over 4000 providers in Oregon have registered, and are needing training. Those that sign up for the program are considered a one-star organization. Once they meet a commitment to quality, they receive more stars. Those that reach 3, 4, and 5 stars have made an effort to receive continuing education as well as meeting other requirements. Libraries can offer training for QRIS credit, as long as the trainer has had training that is connected to the core body of knowledge. The trainer would have to demonstrate the core knowledge subject that the training covered. The concern is that while this system will make training for credit more accessible, the quality of training may suffer if unqualified training occurs.

Katie suggested that she contact those who had attended the training for Read for Healthy Families and encourage them to go forward and start training. Korie suggested creating a database of the librarians who are trained to perform these trainings, especially master trainers who have the standardized training. Korie also mentioned that there are librarians just starting out who haven't received the training and may want it and be well-suited to train. Is there a way to offer this training again?

Katie suggested that CSD offer a brief ECRR training session, possibly at OLA, so that librarians can start offering childcare providers training for credit with a good foundation. The board liked this idea, but will revisit this idea in the spring when we meet again.

Summer Reading sweepstakes & certificates: The winners for the 2014 sweepstakes have been drawn and will be contacted shortly. The sweepstakes is a partnership between the Oregon state library, the Oregon College Savings Plan, CSD, and OYAN. The first two years, representatives from CSD and OYAN went to the meetings to plan it, but haven't participated since then. Katie suggest that someone from CSD go to one of the fall meetings (November 12?) just to check in. She will send

The Dept. of Education used to pay for the printed SRP finisher certificates, but will not be paying for it anymore. The responses from the summer reading survey showed that the largest portion of respondents would be fine receiving a digital certificate to print instead of receiving printed copies. The Many larger libraries were fine printing their own, but concern was for little libraries could afford to print their own or purchase from Upstart. An idea was to only offer certificates for libraries that couldn't print their own, possible pulling from the list of libraries that meet the minimum grant. Another option is for CSD, OYAN, and the state library footing the bill for the certificates, but it's not likely these groups will be able to do this. Heather brought back the mission and vision statement, and didn't feel that buying print materials fit within the scope of CSD. Taylor mentioned that this would be an opportunity for libraries to partner with community organizations, and this is a prime example of the one-stop shop CSD will offer on the website. This could include a sample press release, talking points, etc. It was agreed among the board that making the certificates available digitally allows libraries who want certificates to still have them and those that don't, can ignore it. Having a full-color option and one with black lines would give all libraries, including those who don't have color printing, an opportunity to offer the certificates to their patrons. Katie will mention this at the workshop on Saturday, and get the membership's opinion.

Ready to Read: Reading for Success) is in a holding pattern and we won't know if it's going forward until the governor releases his budget in the end of November. In the event that Reading for Success does not pass, there are several changes that can still be made to the current program that do not require legislative action. Katie will speak on this at the Fall Workshop.

Summer reading outcomes: A group of state stakeholders has been meeting since February 2014 to create statewide outcomes for the summer reading. The outcomes are:

Outcome #1: Youth will maintain or improve their reading, math and critical thinking skills during the summer through access to healthy meals and expanded learning opportunities.

Outcome #2: Through advocacy, key stakeholders and communities will acknowledge that poverty and lack of access have a significantly negative impact on children and youth. Poverty and lack of access increase summer learning loss and perpetuate the opportunity gap.

There will be a summer learning summit for legislators in January 14, 2015 to address the second outcome.

There is also some legislation moving through that addresses the SL3 program (School Libraries, Summer Lunch, Summer Learning), which keeps qualified school libraries open during the summer to provide not only summer lunch but summer reading programs as well. Should local public libraries near these school be unable to assist and provides them with summer reading aid through staffing, programming, signage, and materials, the state library will then provide the schools with assistance, depending on which of the 3 possible tiers the school is placed at. Currently, this program is only available in the Willamette Valley,

but the legislation would make this program statewide.

OLA conference

OLA has only received 57 proposals, so most likely all proposals will be accepted. CSD received seven proposals for sponsorship.

Heather was concerned that with 8 submissions & the Lampman breakfast, we may not be able to sponsor all of them (possibly only 6 and Lampman available). The group discussed the proposals and which ones we would push for if we have to choose.

The storytime proposal and the Imagination Library proposal were considered lowest priority since the Spring Workshop will be focused on storytime and the Imagination Library program was not considered a big enough draw for libraries.

Budget

CSD spent \$2981.60 more than it took in last year. We need to create a budget in order to maintain fund levels. Korie looked at past profit & losses and reported that in 2011-12, CSD brought in \$4,428. In 2012-13, CSD brought in \$5,473. In 2013-14, CSD brought in \$4,239.

Taylor suggested that we, using the past numbers, set a budget for non-negotiables such as workshops costs and a table at OLA.

Catering: The board discussed the high expense in catering events and explored the option of ceasing providing lunch at workshops, etc. Attendees would provide their own lunch or CSD could partner with a local restaurant to have lunch delivered to individuals who would pay for their lunches. It was decided to forgo catering at the workshops.

Mock Workshops: The Mock awards were also considered for a wedding. Having one a year and focusing energy and funds on that workshop may be more cost-effective. The group decided to make the Mock award for next year be the Mock Belprè award. CSD won't provide food but will provide online access, especially an archive. The Mock Sibert has already advertised a food option, so CSD will pay for that, but the Mock Caldecott has not. Heather will contact the organizer for that event to let them know. Participants won't have to pay admission. It was agreed to budget \$500 for future Mock workshops.

Scholarships: Based on previous scholarships awarded, the Board agreed to budget \$1500 for scholarships for the year, with \$1000 for conferences, and \$500 for webinars. Korie mentioned that the majority of scholarship winners are CSD board members or past board members. Katie suggested adding a blurb about scholarships on all our announcements.

Letters About Literature: The board agreed to continue to fund Letters About Literature at \$300 a year.

CLSP conference: Heather brought up the issue of sending 2 people to CSLP. It costs about \$1000 per person and sending 2 would put us over budget. The argument for sending 2 people is that the person gets experience as incoming chair and then. It was suggested that the board change the terms of the CSLP chair. It would become a 2 year position and the position of incoming chair would cease. This would change the bylaws and would have to be taken to the membership. The current incoming chair

would serve this year, and then would start her 2 year term, essentially serving 3 years.

CLSP manual shipping: Last year, we paid \$225 for manual shipping. We will budget \$250 for next year.

OLA Conference: It was unanimously decided to forgo a table at OLA and focus on an active presentation in the hallways and lobby. The budget for handouts, candy, etc. would be \$25.

Fall/Spring Workshops: The budget would be focused on the Spring workshop (\$400) and the Fall Workshop (now the Summer Reading workshop) would have a small budget for incidentals (\$50).

Lampman Award: CSD will continue to sponsor the framed award and meal for the winner and a guest. This is budgeted at \$75

Legislative Day: The question of sending someone to Washington D.C. every year was brought up. Jane Corry had sent an email arguing in favor, citing examples of having a voice for children which can be overlooked and also as a presence in OLA. The board agreed to make it something to vote on each year when funds are available and there is a need to represent.

CSD Website: The last item is for the domain purchase and cost for upgrading Weebly for the new website, and subscription to member clicks. This would be \$250.

This brings the total budget to: \$4350

Letters About Literature

CSD will continue to fund this program this year and will reevaluate next year if LAL still exists.

OLA Time Capsule

75 year time capsule being opened this year. Another will created this year for 25 years (to make 100 years). Rebecca volunteered to represent CSD for this committee.

Spring Workshop

Danielle is looking for a venue. Korie said that the attendance is best at Salem. Kristi suggested Corvallis since they have a large room. A Friday in March was ideal, and Friday 13th in March was agreed on. The board will think of ideas for new fundraising ideas for the event, with a possible play on the Friday the 13th idea. Different ideas for storytime topic were discussed as well.

Next steps/Actions:

-Korie to speak with Legislative Board about always having a CSD member on the board.

-Taylor offered to include a portion of the website to offer templates and sample press release

- Heather will write up a “10 Things CSD can do for you” and a ‘out of scope’ list for the board to edit
- Rebecca will research other states youth guidelines and send to the board for approval.
- Heather will notify OYAN that CSD is separating and creating “Children’s Services Guidelines”
- Heather will take the bylaw change of webmaster being a voting member to OLA Executive Board
- Katie will conduct a survey to library directors to see their involvement in the Early Learning Hubs
- Katie will speak to her supervisor about only providing SRP certificates for minimum-grant libraries, and will look into compiling a sample press release/information for libraries who will need to request funding from community businesses/organization for printing.
- Heather will announce next year’s Mock Beplrè workshop and the flip of the Fall and Spring workshops.