



TASL Executive Board Meeting

Saturday, April 14, 2012

Welcome, Call to order

Hannah Little

The meeting was called to order at 10:41.

Members present

Mona Batchelor
Jamie Bevins
Judy Bivens
Wendy Cornelisen
Karen Cragwall
Nancy Dickinson
Mary Driver
Beth Frerking
Karen Haggard
Becky Jackman
Hannah Little
Pam Renfrow
Sarah Searles
Carol Teeters

Approval of Minutes

Sarah Searles

Corrections to the January minutes were discussed. Mona moved we accept minutes as corrected. Nancy seconded. The motion passed.

Treasurer's Report

Nancy Dickinson

The report was submitted ahead of time, but Nancy had trouble with the email contact list. It will be forwarded after the meeting.

The current balance is \$109,359.60.

We have gotten the liability insurance raised by having Hannah agree to reconcile the account at each meeting.

The Catholic Diocese of Memphis wanted to pay for memberships by direct deposit into our account, but they needed a cancelled check. Nancy declined, because that does not follow TASL's protocol for handling money. The board agreed that our current payment methods, by check and by credit card, are appropriate and sufficient options.



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Profit & Loss
January 1 through April 8, 2012

	<u>Jan 1 - Apr 8, 12</u>
Income	
2012 Membership Dues	15,690.00
Interest Inc	2.26
Misc. Income	2.00
VSBA Stickers	36.00
Total Income	<u>15,730.26</u>
Expense	
ALA Conference 2012	1,292.86
Conference 2012	1,412.25
Insurance	347.00
MemberClicks	1,079.65
PayPal Services	463.80
TLA	495.08
TLA Dues	60.00
Treasurer Expense	76.73
Total Expense	<u>5,227.37</u>
Net Income	<u><u>10,502.89</u></u>

Committee and Task Force

1. Membership

Report submitted electronically. We have 631 members as of last night, 216 more than at last meeting.

Re: MNPS group membership—Kathryn Bennett is the third person in her position in three years, but this is not supposed to be a rotating position. She has made a valiant effort to get all those people joining again. We are working with Kathryn on a second purchase order to get as many members together as possible. It is going well, with 89 from MNPS right now. We should be able to manually renew members who are on her approved-to-pay list approved to pay but who haven't done their own membership renewal yet. They're working with Nancy on the invoice, trying to get as many on the one stroke as possible.

Executive Board Report
TASL Membership Committee
14 April 2012

The TASL membership year continues to progress.

That segment of our membership that was discussed at length in January (including the January board meeting,) the librarians of Metro Nashville Public Schools, have continued to renew/join. I have kept the lines of communication open with Kathryn Bennett, MNPS Librarian Coordinator, and we are currently working through a second Purchase Order in an effort to renew/join additional MNPS librarians.

As of April 13, our membership numbers are as follows:

Librarian	525
Librarian on Leave	7



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Librarian Assistant	3	
Retired Librarian	14	
Supervisor/Professor	9	
Student		55
Corporate	9	
Friend of TASL		9

TASL Members 2012 631*

These numbers represent an additional 216 members, since the January board report.

*April 11, 2011 membership spreadsheet indicated we were at 361 members.

Respectfully submitted,

Mona Martin Batchelor

2. TLA Collaboration

Joint Conference & Teen Tech Week Support

We will be doing Teen Read Week again. The theme is "Reading Is Delicious". Clayton Altom and Misty Bach are on TLA's CYA roundtable heading this up, and it would be nice to have some school librarians represented on that committee. We are looking for suggestions of who to recruit for this. Work will start in April to put together kits to purchase. Kit materials will be purchased from a library organization in Illinois instead of directly from ALA, because they are cheaper. Orders will be placed earlier than last year to ensure a better selection of items.

We are still in talks about the possibility of a joint conference. Wendy feels positive about the discussions thus far. At the TLA board meeting, SELA put forth a proposal for a joint conference with TLA. SELA has many demands on what they expect to happen, and TLA declined the proposition because of the unequal relationship proposed. Wendy assures that TLA wants an equitable relationship.

A summer date has been suggested for a joint conference—after summer reading programs conclude and before school starts. The end of July in 2015 is a potential option. Several potential difficulties were discussed: There are some non-negotiable dates that must be worked around (for instance, academic libraries' freshman orientations, TCAP testing, and the ALA conference). Public librarians may have trouble taking off twice, for TLA and ALA close together. TLA's new fiscal year starts July 1, which makes this conference date tricky, but the date should help travel concerns for people who want to do both conferences. Schools are starting to begin earlier; the state legislature has tabled a bill limiting how early schools can start. When schools fund conference attendance, it is hard to secure payments over the summer. It is hoped that many people can work around these issues with ample notice.

We need to organize a new survey for members and be careful to present questions without inherent bias. Members of both TLA and TASL should receive the same questions, developed collaboratively. We have to be careful to portray new schedule in a positive light. It would be a big draw to school librarians if they could negotiate to attend this conference in lieu of inservices at that time of year. A reliable estimate of who would really be likely to attend at this time would help us decide where it should be held, what registration should look like, and other important questions. We need to make decisions by the end of 2012 because that's when TASL will be making decisions about 2015.

At its spring conference, TLA had about 350 pre-registered and several more onsite; totally attendance is likely just under 400. Judy Bivens noticed that there were a lot more young librarians involved in this conference; she enjoyed



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the different feel of the conference and attributed change to Wendy's presidency. Wendy complimented her conference committee for doing an excellent job.

3. 2012 Conference Conference Update – Beth Frerking

Beth updated the Board on progress on the 2012 conference:

- Contracts from the paid presenters are coming in, with the addition of David Hudson from the First Amendment Center. Member-presented sessions should be filled by next weekend; next year we need to be more careful about sending calls for member presenters for the conference and summer professional development at the same time, so that we don't create internal competition.
- Preconference activities are on track. The "Novel Conversations" event has room for 80 people, with 8 authors signed up. The TASL Showcase will be dropped this year due to low turnout and lack of a leader. According to the initial contract, we need to charge a preconference fee to pay for the session with Wendy Stephens; a fee of \$20 was agreed on. They are looking into planning a Thursday night dinner with a local librarian; Carlotta asked and couldn't find a facilitator, so they are planning an informal gathering place instead.
- There are not sponsors yet for a Friday snack, but we are doing okay for door prizes. We already have several vendors registered. Scott Smith will be in charge of VSBA giveaways. The scholarship auction will happen again. Mackin will be a sponsor. Davidson donated bags. We haven't heard from BTSB. Capstone sent badgeholders last time, and Mike Howard is asking for more. Karen Cragwall suggested offering door prizes from shopping areas nearby; Hannah offered to solicit for these. After a registered vendor asked why all the vendor sessions are on top of each other, Beth posed that question to the board; Pam says that is usually done when the exhibits are closed, so vendors do not have to leave their booths and potentially lose business. Several members of the board spoke in favor of high-quality vendor presentations, so Beth said she would look at the schedule and see if there was a better way to do it.
- Registration should get going April 30, 2012. Beth wants to do a postcard promotion in the fall.
- We may need to move to renting projectors instead of borrowing them, since many schools' projectors are now mounted. We need to look at the contract again to make sure, but it is likely that if we rent, it will probably have to be through the hotel and not an outside option. We may want to change in the future to require presenters to bring their own AV equipment if they want it.
- Susan Ballard is coming from AASL. She will speak for 15 minutes in the general session and will give a session on Saturday morning.
- We are invited to attend the KSMA Summer Refresher at the vendor discounted registration rate. They are changing their name to KASL.

4. Professional Development Camp TASL update – Karen Haggard

Camp TASL will have events at two locations: Greeneville and Jackson. We have contracted with Leslie Preddy for a keynote and sessions at both locations and hope to sell her books. The sessions are scheduled and posted online, along with hotel information. Because the Milan Academy is the day before the Jackson event, the Jackson location will include a pow-wow session on July 11 with Davidson Titles, 3-6pm. Jackson is anticipated to have a higher turnout. The committee is working with area representatives on local arrangements, especially for food. Pam showed a sample lunch bag which will be given to attendees, with food on trays they can select themselves.

5. Technology Committee

The website is wonderful and is making some tasks better. If possible, the social community will be opened this summer. First, the work of the website policy task force must be completed. At Memberclicks's suggestion, they found free language online and tweaked it to come up with a disclaimer and privacy policy, which are intended to protect TASL from liability for the content that goes out on our communication forums. These were submitted



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electronically ahead of time. Minor grammatical changes were suggested. Nancy moved we accept disclaimer and policy as corrected, Beth seconded. Motion passed.

Executive Board Report TASL Technology Committee 14 April 2012

TASL is operating as anticipated in the area of technology. In response to the question, "Have we exhausted the capabilities afforded us by the migration to the new website?" I would have to respond that we have merely scratched the surface. We are functioning smoothly and the member issues that arise are rare and minor.

Moving forward with the completion of the work of the TASL Website Policy Task Force, I am submitting a document entitled "TASL Website Policy Statements" for your consideration. It was compiled from various free language offerings widely available on the Internet, and then customized and simplified. The document includes both a Disclaimer and a Privacy Statement. Both are rough drafts. I would like to see us make any necessary alterations, but move forward with the implementation of these policy statements.

To make the officer and area representative interface within the website more useful, I have added each of you (excluding myself, Nancy Dickinson, and Hannah Little*) to a special group within the website. The log in for this group will allow you to perform an Advanced Search for TASL members, enabling you to target members whose status has lapsed, etc. It will also afford you an easier method of contact with your particular constituency.

Technology goals for the coming months will focus on launching the TASL Social Community that lies within our MemberClicks product. Not unlike facebook in "feel," the TASL Social Community will offer members an additional forum for the exchange of ideas within a true community setting. Once school is out for the summer, my goal is to begin to move in that direction, hopefully, revealing the product to our members during Camp TASL.

A second goal for the summer is the creation of a posting board for corporate members of TASL. This was discussed in January, but time has not yet permitted its creation. My hope is to sell the corporate posting board as a benefit of corporate membership to those vendors who have yet make the move toward joining TASL.

I continue to feel that our opportunities for organizational advancement, utilizing the website as our hub, are limitless.

Respectfully submitted,

Mona Martin Batchelor

*Batchelor, Dickinson, and Little already have this search capability.



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**Tennessee Association of School Librarians
Proposed Website Policy Statements**

Disclaimer:

All the information on this website is published in good faith and for general information purposes only. TASL does not make any warranties about the completeness, reliability and accuracy of this information. Any action you take upon the information on our website is strictly at your own risk. TASL will not be liable for any losses and damages in connection with the use of our website.

From our website, you can visit other websites by following hyperlinks to these sites. While we strive to provide only links to useful and ethical websites, we have no control over the content and nature of these sites and the links to other websites do not imply a recommendation for all the content found on these sites.

Please be also aware that when you leave the TASL website, other sites may have different privacy policies and terms which are beyond our control.

Privacy Policy

You may give TASL personal information about you, such as your name, your contact email and other contact details on various places on our website. This privacy policy describes how we collect and use your personal information.

How and where we collect personal information:

- electronic newsletters
- e-list
- discussion boards and forums
- member registration

How we use your personal information:

The information you give us is absolute safe with us. TASL will never rent, sell, share or otherwise disclose your personal information to parties outside our organizational membership.

We may send you promotional announcements from time to time about events that you might find useful.



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You may also opt out from receiving information from us at any time and ask us to remove your contact information from our database; however, this option will prevent you from receiving any further correspondence from our organization.

Prepared by M. Batchelor for TASL Executive Board Meeting 14April2012

6. Certification

Survey on the librarian evaluation to the entire TASL membership

Ruth Kinnersley and Judy surveyed their graduates to find out how they had done on TEAM evaluations. This was originally for data to inform the coursework Trevecca offers. They also used this information to facilitate a discussion on the evaluation process at a TLA session. Judy suggested a conference session after surveying the whole TASL membership.

7. VSBA

Scott Smith was unable to attend but has sent many things to Mona to post on the website. Votes were due April 1, so they are probably still counting and do not have winners yet. That committee will meet April 28, 2012 to determine the next round of nominees.

8. Advocacy

Report from Legislative Day and other events & issues

TASL members probably constituted the largest group of attendees at Tennessee Library Legislative Day. The Secretary of State was impressed at Beth's keynote speech; this may be reprinted in TASL's newsletter. Becky has pictures to publish as well. National Library Legislative Day is April 17 and unlikely to draw many school librarian participants. Nancy voiced disappointment in the event; many of us drove long distances, only one MNPS librarian attended, and the legislature scheduled business on top of the event so few legislators came to see us. Becky offers to include advocacy tips in the newsletter as one effort to help change people's perception of the advocacy process. The response to the petition to Obama was a bit discouraging. He can't make broad changes, but at least we brought some attention to the issue.

The person who worked with the library contingent on the evaluation process has stepped away from us. They appear to want feedback, but Becky feels a survey of the membership is inappropriate and would invite rants. The board suggests, for general feedback, that a portfolio may be a good option and that we should be able to count management tasks as a bigger percentage of our score.

9. Constitution/ByLaws

This committee currently has no work. Carol Burr will work with this committee to address a missing section, some typographical errors, and other issues to address. Changes have to be published 60 days before the general membership meeting, so this needs to go in the summer newsletter. Nancy suggested an annual review/update process so that these documents can more easily respond to changes in the organization.

10. Finance



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Beth wrote to our insurance representative with our language from the next three conference contracts, and they offer special event coverage that should suit what we need. The quote is \$295 for a three day event. TEA members all have worksite and regular duty coverage, but that covers individuals, not our organization. Camp TASL probably also needs coverage; the request for a quote can be written 30 days in advance and should include the event date, hotel, contact information, and whether alcohol will be present. Coverage cost is based on the number of people attended. We looked into this because it's in the present contract, but we should do this in general and count on it as an expense of our events. Carol moved that event insurance be required for TASL sponsored events. Pam seconded, and the motion passed.

11. Awards

Brenda Moriarty will chair this committee. Most of their work will be done virtually. Forms will go up this week and applications and nominations will be solicited. All correspondence should be done officially to minimize miscommunication.

12. Newsletter

The newsletter went out in March, so the next one will be soon before Camp TASL. Sara is using a new "gadget", FlipSnack, that allows readers to read the newsletter directly on the About Us page of the website.

13. Nominating

Pam, as the immediate past president, is the automatic chair of this committee. Allison Roberts and Lynn Caruthers have also been asked to work on this committee. There is a limit of five members, and a lower limit of three is recommended. They have begun discussions and have some potential nominees. The goal is to have people ready to present for a virtual vote soon so that those people have time to talk to their administrations as necessary. We need to publish nominees in the newsletter prior to the conference.

14. Long-Range Planning Discussion of the Proposal from Tenn-Share [see proposal copied from e-mail pasted at the bottom of the agenda]

The Handbook says this committee should be composed of an area representative from each grand division of the state, but this seems to be an old usage. It has been hard to find willing people under this geographical requirement. The committee has a lot of work to do as soon as everyone is named. The question was raised as to whether it was necessary to be an area representative to serve, or whether another representative from a division might serve; the language looks like it must be an area representative. Karen Haggard has agreed to serve from the West division; Hannah is still looking for Middle and East.

Area Rep Reports - New Area Reps for the Boards Approval

No area representatives gave reports, but two new representatives have been named. Ann Nored works in a different district than she lives in, but Carol Burr has established that this is okay. There was a precedent in which one area representative was asked to resign from her position, but in that case the librarian in question neither lived nor worked in the area she was meant to represent. The Board agreed that either/or should satisfy the residency requirement.

1. West Tennessee River Region Representative Lora Black
2. Mississippi River Region Representative Karen Haggard
3. Western Plains Representative Mona Batchelor [New Rep for approval Tina Johnson]



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4. Highland Rim Region Representative Lynn Lilley

 5. Walking Horse Region [New Rep for approval Ann Nored from Rutherford Co.]

 6. Cumberland Region Representative Carol Teeters

 7. Appalachian Region Representative Jamie Bevins

 8. Volunteer Region Representative Karen Cragwall

 9. East Tennessee River Region Representative Cristol Kapp
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Affiliates

AASL/ALA

Concerns and Commendations Meeting

Two concerns were raised at the regional AASL meeting in Charlotte. One was that librarians are not advocating for themselves, and the first step must be with our own administrators. They have asked ALA to invest resources in presenting and hosting booths at administrators' conferences, and in advertising in journals and magazines aimed at administrators, to raise awareness. Teaching to the test was reported as another concern, but it was not formally stated because it has been stated in the past. Commendations are due on May 15 and must honor an outside organization; individuals, individuals' library programs, and other school libraries do not qualify for commendations.

TLA

Tenn-Share/TSERC (Tenn-Share Electronic Resources Committee)

Tennshare has asked us to consider the possibility of sharing a paid employee; this possibility is already a task of the Long Range Planning Committee. Tenn-Share is trying to move quickly because they are going through other staff changes at present; our timeline does not match theirs. We feel comfortable with going through this process slowly, to avoid problems with hiring hastily. We need to carefully consider what we would want an employee to do before hiring one, differentiating for instance between conference duties and clerical duties. It was suggested that Beth keep a journal of what she is doing at present that she would like to turn over to staff.

TEA

Unfinished Business

Liability insurance [Beth Frerking and Nancy Dickinson]

Discussed above.



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New Business

- Recommendation that TASL's Long-Range Planning Committee discuss and make a recommendation regarding the Proposal from Tenn-Share to share a TASL/Tenn-Share joint employee
- Discussion of Committees
 - Recruitment of members that are active and contribute to the work of the committee:
This is difficult. Librarians are being asked to do everything, and people are having a hard time committing.
 - Do we need additional committees [recent request for a children's literature committee] There is no need to duplicate efforts.
 - Virtual meetings in case of hard-to-attend dates. We need a way to meet if we cannot get a quorum together in person. We have tried several methods previously. Mona is using ENA Video Connect for dual enrollment classes at school—it is very cheap, around \$10/month for them. It connects up to 8 people at a time and could be a useful supplement to physical meetings for those unable to drive in. They are already signed up to be a vendor at our conference. TLA's GoToMeeting software has been tried, but was unsuccessful. Referred to technology committee as project; it may be useful for PD sessions or with authors and speakers, in addition to meetings.
 - Tenn-share meeting mentioned—All executive boards, including nonprofits, are expected to be in compliance with the SOX Sarbanes-Oxley act. Tenn-share spent significant time ensuring their compliance, and we should also find out what it involves. It appears to have to do with accounting procedures.

The meeting was adjourned at 1:17.

Adjourn

Dates to Remember

- Second Exec Meeting - April 14, 2012
- VSBA selection committee meeting April 28 in Franklin
- Camp TASL July 10 in Greeneville and July 12 in Jackson
- Summer Retreat - Possibly KSMA summer refresher again July 17, 2012
- Conference Committee Meeting - TBD
- Third Exec Meeting - October 26, 2012
- Fourth Exec Meeting - November 17, 2012 or December 8, 2012

EMAIL from Melissa Brenneman Tenn-Share President to Nancy Dickinson our Tenn-Share Board Member Mar 27, 2012

TASL has been very active and growing and may now be at the point of considering hiring someone to take some of the load off the officers, as TLA and Tenn-Share did several years ago. We'd be remiss if we didn't explore the possibility of TASL and Tenn-Share sharing an Executive Director so that together we can afford a full-time position with benefits. Are you willing to take this idea to the TASL Board?

Tenn-Share's demands on an Executive Director's work week will wax and wane through a typical year, so the trick would be to try to stagger the Tenn-Share and TASL work loads so that over the course of a year there is a proper balance of time devoted to TASL and Tenn-Share, even if some weeks it's more TASL's turn than Tenn-Share's.

Everything is up for negotiation, of course, but let me start by telling you what I have in mind is more like a 25/75% split than 50/50. If Tenn-Share rolls DeAnne's database work into the Executive Director job, plus managing the new courier, we will probably need 30 hours a week once the dust settles. Our two organizations will continue to grow and may eventually demand more staff, so we may want to approach the sharing arrangement as a year-to-year renewable agreement.



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A total compensation package of \$70-80K thus split between us would mean that TASL could have administrative support for your membership, conference, and other programs for \$20,000 or less. In addition, both our organizations can benefit from the synergy of working more closely in alliance with each other.

Would you be Tenn-Share's liaison to TASL to approach the topic with me? I can't very well travel for face-to-face meetings, but if a teleconference is in order we can use Skype, Google Voice, GoToMeeting, or other web conferencing tool.