

TASL Executive Board Meeting Minutes April 12, 2014

Welcome, Introductions, and Call to Order: An executive board meeting of the Tennessee Association of School Librarians was held in Nashville, TN, at the Green Hills Branch of the Nashville Public Library located at 3701 Benham Avenue on April 12, 2014. The meeting convened at 10:00 with President Mona Batchelor presiding.

Voting Members Present

Mona Batchelor, President 2014
Lora Ann Black, President Elect 2014
Nancy Dickinson, Treasurer
Cami Townsel, Highland Rim Area Rep
Mindy Nichols, Mississippi River Area Rep
Ann Nored, Walking Horse Area Rep
Beth Frerking, Immediate Past President

Voting Members Not Present

Raina Scoggins, Volunteer Area Rep
Lea Glass, West TN River Area Rep
Missy Wood, Western Plains Region
Kim Wattenbarger, Cumberland Region Area Rep
Kristy Williamson-Jackson, Appalachian Region Area Rep
Michelle Castleberry, East TN River Region Area Rep

Others Present

Judy Bivens, Certification
Allison Carroll, Technology
Wendy Cornelisen, TEL/TLA
Ruth Kinnersley, TLA

Approval of Minutes

Due to the recent resignation of Tracy Parker as TASL Secretary on April 11, 2014, as announced to the Executive Board by Mona Batchelor, President, minutes of the February 2014 meeting were not approved at this time. President Batchelor recommended revisions of the meeting minutes prior to approval, to which the present members agreed. When revised, the minutes will be presented electronically for review and approval. Minutes will then be posted to the TASL website in an effort to keep the membership informed about TASL business.

Treasurer's Report

Nancy Dickinson, Treasurer, submitted the treasurer's report stating, "currently, there is a total of \$100,079.62 in our bank accounts, which includes main checking (\$68,435.40), web checking (\$6,636.32), and savings (\$25,007.90). Year-to-date income of \$15,948.24 includes 2013 Conference, 2014 Conference, 2014 Membership, Interest accrued, and VSBA stickers. Year-to-date expenses of \$5,062.24 include AASL, 2014 ALA Conference, Insurance, MemberClicks, PayPal Services, Tax Preparations, TLA Dues, and Treasurer Expenses."

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10:04 PM

04/05/14

Accrual Basis

Profit & Loss January 1 through April 5, 2014

	<u>Jan 1 - Apr 5, 14</u>
Income	
2013 Conference	875.00
2014 Conference	1,125.00
2014 Membership	13,915.00
Interest Inc	1.24
VSBA Stickers	<u>32.00</u>
Total Income	15,948.24
Expense	
AASL	183.00
ALA Conference 2014	1,739.03
Insurance	347.00
MemberClicks	1,233.90
PayPal Services	542.31
Tax Preparation	100.00
TLA Dues	45.00
Treasurer Expense	<u>872.00</u>
Total Expense	5,062.24
Net Income	<u><u>10,886.00</u></u>

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Other Points to Note:

Mona Batchelor inquired about the status of payment from Books-a-Million for 2013 Conference. Nancy Dickinson affirmed that their payment is still outstanding. Mona Batchelor will continue communication to procure the approximate \$800.

Committee and Task Force Reports

2014 Conference Report

Lora Black gave the Conference Committee report stating,

- Theme for 2014 is MVPs@ Your School: Librarians Building More Valuable Programs.
- The conference page is up and running.
- Paid speakers: Vince Vawter, Jackie Mims Hopkins, Doug Johnson, Mary Nethery & Kirby Larson, Melissa Jacobs-Israel & Melissa Johnston, Sharon Draper, Jessica Young, Sharon Cameron, Adam Gidwitz, Mike Mullin, Chris Grabenstein, and Jarrett Kroscozka. This information is posted on the web with links to their web pages.
- I am following all of them on Twitter and Facebook and retweeting and posting at every opportunity to promote them for conference.
- All the contracts have been sent and we are still in the process of getting them all back. If your job requires contract information, I will let you know as soon as they are all in. The goal is now the end of April and we will make adjustments to our other timelines if necessary.
- We have secured a volunteer for most of the major conference activity roles.
- The TASL Bookstore contract with Scholastic is completed and on file.
- Jill Renfro is our TASL Bookstore coordinator. She and I both have been in touch with Scholastic about hardback titles. She has sent them the list of authors and titles prepared by Krista Grace.
- We made the “Call for Member Presenters” and received 15 by the deadline. The committee will review and make selections after the paid presenter contracts are received in order to make sure our content is not overlapping.
 - Conference Chair Black distributed a list of proposal submissions/presenters to board meeting attendees for review and input.
- Jamie Bivens has worked hard along with the webmaster to open vendor registration.
- We currently have the “Call for Vendor Presenters” posted with an April 24th
- Beth Frerking is coordinating sponsorships. Please let her or Lora Ann Black know if you have a close contact or a potential donor. Dana Lester is soliciting small items too.
- We are working on posting a “Make Your Case to Attend” link on the website.
- We have secured liability insurance and all is good provided we pay the renewal premium in June.
- Registration is slated to be open April 15th. Mona Batchelor and Lynn Lilly have worked hard to be ready.
- Kat Hal and Bekki Atkinson have been in touch with Kristen Tubb with SCBWI and we are on track for a Novel Conversation preconference. Registration will open in the Fall.
- Our other preconference session will be Melissa Jacobs-Israel and Melissa Johnston and will focus on apps and technology. Registration will open in the fall.
- Currently, there are over 40 members working on conference in some way. The committee extends a thank you to all and wished this venue allowed room for an individual post.

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- If anyone is on the committee and NOT receiving All Star Conference Team updates, please let Lora Ann Black know --LoraAnnBlack.tasl@gmail.com.
- Promote Conference attendance. Goal is 500.
- Continuing to fill volunteer spots.
- Considering a “Pop Top” (popular topics) stage in exhibit hall.
- Considering One Conference; One Read initiatives with a Twitter twist.
- Looking for ways to utilize the TASL Booth that is engaging and useful.

Conference Chair Black concluded with an offering of gratitude to all members who are helping with the 2014 Conference in numerous ways.

Advocacy

- Becky Jackman, Advocacy Committee Chair, presented a report electronically, which was shared in her absence by President Mona Batchelor. It stated, Representative Jackman “attended Tennessee Library Legislative Day on March 5 and participated in a panel discussion on current legislation under consideration. The major bill of concern is/was House Bill 1700/Senate Bill 1964, which would require a rating system for all “non-textbook” required reading materials. The bill(s) have stalled in committees, and there is nothing new to report on their status.” The committee plans to “continue articles in *TASL Talks* and [communication] via the e-list as needed.” Jackman has been invited to attend National Library Legislative Day in May to represent Tennessee School librarians in Washington, D.C., May 4-6, 2014.
- Jackman requested assistance from TASL to attend this event in the way of the reimbursement for her gasoline expenses on presentation of her receipts from the 1,400 mile round trip. TLA is paying for Jackman’s registration, and she is providing her own food and lodging.
 - Treasurer Nancy Dickinson asked to clarify the rate of payment as mileage rate or charitable/volunteer rate.
 - Past President, Beth Frerking, asserted that in this case, “receipts seem acceptable and are indeed tangible for verification.”
 - Wendy Cornelisen added that it would be “good to help her get there.”

NANCY DICKINSON made the MOTION to pay for Becky Jackman’s gasoline, per her receipts, to attend National Library Legislative Day in Washington, D.C., May 4-6, 2014.

BETH FRERKING seconded the MOTION. MOTION passed. (M-APR2014-1)

Awards

Misti Jenkins submitted a report electronically stating, “The committee of 7 members has been selected and members have been notified. The committee includes Lana Foster, Elizabeth Hicks, Vicki Hines, Misti Jenkins (Chair), Sabrina McClure, Brenda Moriarity, and Mitchell Roop. Award descriptions have been updated, posted to the website, and emailed via the e-list to alert members of the updated descriptions. Jenkins plans to contact the directors of library programs as a reminder of the scholarships available and wait for submissions.”

Other Points to Note:

Wendy Cornelisen proposed that TASL consider the Louise Meredith Award, granted by TLA, as a possible joint opportunity to be shared by both TLA and TASL.

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Certification

Judy Bivens shared that she and Dr. Ruth Kinnersley have launched the School Librarian Evaluation Survey and hope to have the results by the end of April for presentation at the TLA Conference.

Mona Batchelor will provide a link to the survey on the TASL website.

Finance Committee

Nancy Dickinson presented the proposed 2014 Budget developed by the Finance Committee. Dickinson stated that the budget proposal was developed based on the most recent years' experiences and spending.

2014 TASL BUDGET

INCOME

Membership	22,000
Conference	65,000
Preconference	2,000
Summer PD	7,500
Scholarship Book Sale	600
VSBA Stickers	200
	97,300

EXPENSES

Advocacy	800
ALA/AASL/TLA	5,000
Awards	1,600
Conference	60,000
Freedom to Read	100
Insurance and tax prep	1,750
Library Legislative Day	250
MemberClicks	5,000
Membership Incentives	1,500
Miscellaneous Expenses	7,500
PayPal	2,000
Scholarships	2,000
Summer PD	7,500
Teen Read Week	2,000
VSBA	300
	97,300

CAMI TOWNSEL made the MOTION to accept the proposed budget for 2014. ANN NORED seconded. MOTION passed. (M-APR2014-2)

Intellectual Freedom Committee

No report.

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Long Range Planning Committee

Beth Frerking reported that the Long Range Planning Committee has developed a plan adapted from a template from the New Mexico State Library, which includes outlining the services provided by TASL, as well as surveying the members and nonmembers. Then, the committee will compare the results to TASL's Mission Statement and formulate two to three goals with accompanying objectives.

The committee requested a deadline for the completed report, to which President Batchelor recommended the August 2014 Executive Board meeting. Batchelor agreed to furnish the committee with contact information for non-member TASL event registrants for the past several years, to aid their committee in their survey work.

Membership Committee

Cristol Kapp submitted the Membership report electronically stating, "Our membership continues to grow. We have 4 more memberships this year than this time last year."

Below are the current statistics for the membership year:

Librarian	430
Librarian on Leave	005
Librarian Assistant	004
Retired Librarian	015
Supervisor/Professor	009
Student	049
Corporate	005
Friend of TASL	008
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	525

On April 1, 350 members were moved to inactive status. Currently, 21 members need to submit a check to pay for their memberships. Reports of current members for each region are being submitted to the Region Rep.

Professional Development

Mindy Nichols reported on Summer PD: TASL Tool Time, scheduled for June 17 in Lake City, TN, and June 19 in Medina, TN. She and co-chair Bekki Atkinson have procured Cathy Jo Nelson of Spartanburg, SC, as the keynote speaker. Ms. Nelson will present two breakout sessions in addition to her keynote.

They have also accepted proposals for member presenters at each location. Member presenters for Lake City include Julie Stepp, Allison Carroll, Wendy Cornelisen/TEL Trainer, Dana Lester, and Drs. Melissa Comer and Kathy Brashears. Member presenters for Medina include Dana Lester, Wendy Cornelisen/TEL Trainer, Karen Haggard, and Karen Reed.

The committee is now engaged in opening online registration in the upcoming week and procuring on-site volunteers for the day's events.

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Technology Committee

Allison Carroll reported that the Technology Committee has been working to improve TASL Facebook and Twitter activity. Since February, Facebook “Likes” have increased from 176 to 193, with weekly totals averaging 150 people, and approximately 50 members actively engaged weekly. The Twitter account has fewer followers: 67. Allison is following more people to increase tweets.

The committee plans to promote both social media accounts with an article in the May edition of *TASL Talks*. They also plan to send invitations to like the page via the e-list and to begin posting monthly or weekly tips. The committee is also requesting suggestions.

The committee requested opinions on maintaining or deleting the Facebook group. Members present supported the deletion of the group in order to move solely to the Facebook page.

Other Points to Note:

Wendy Cornelisen suggested TEL tips for the sites.

TLA/TASL Collaboration

Judy Bivens and Wendy Cornelisen met to review PowerPoints created by TASL members as an advocacy avenue for administrators, city/county officials, university classes, etc, and plan to continue work this summer in view of an AASL initiative with Educators of School Librarians.

Other Points to Note:

Wendy Cornelisen presented the idea of developing bylaws through TLA and presenting them to TASL for any additions/clarifications.

VSBA

Scot Smith submitted the VSBA report electronically. It stated,

- The three committees have been busy reading titles for the 2015-2016 lists. The Primary Committee has already created its list of books. The intermediate and YA committees will meet later in April to generate their lists. The lists of nominated titles will be compiled and placed on the TASL website in early May.
- Librarians across the state are submitting their ballots for this year’s VSBA’s. The deadline is May 1. The four winners will be announced as soon as the votes are tallied.
- All committees will search for and add new members this summer. Pat Shaffer, Renee Ward, and Lee Hope will remain chairs of the nominating committee. Missy Dillingham and I [Scot Smith] will continue to serve as co-chairs.
- The committees will explore more ways to promote the award in hopes of increased participation, especially in the middle and high school divisions and from public libraries.

Other Points to Note:

- Renee Ward, chair of the Intermediate Nominating Committee, has asked about the possibility of TASL generating a certificate of participation for members of the nominating committees to use in evaluations for the professionalism rubric.
 - Members present discussed and supported a generalized certificate to be issued and completed by the committee.

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Area Rep Reports

Mississippi River Region

Representative Mindy Nichols

- Contacted regional members encouraging their renewal of TASL membership and entry in the “You’re Going Places with TASL” contest.
- See May 2014 *TASL Talks* submission for Mississippi River Region News.

Western Plains Region

Representative Missy Wood

- No report.

West Tennessee River Region

Representative Lea Glass

- No report.

Highland Rim Region

Representative Cami Townsel

- Contacted lapsed members for membership renewal, as well as all Metro Nashville Library Media Specialists and purchased a friend membership as a gift.
- Stephanie Ham was featured in March 11th edition of *School Library Journal* as one of the 2014 Movers & Shakers.

Walking Horse Region

Representative Ann Nored

- Contacted members for membership renewal via email.
- Hannah Little of the Webb School is a finalist for the National Library Program of the Year.

Cumberland Region

Representative Kim Wattenbarger

- No report.

Appalachian Region

Representative Kristy Williamson-Jackson

- Emailed current and lapsed members, which got a few renewals and one decline.
- Was contacted by ETSU Library Program about collaboration on a regional level for local professional development. I asked for input about this idea.

Volunteer Region

Representative Raina Scoggins

- Raina Scoggins submitted report electronically as shared in her absence by Allison Carroll.
- Communicated via email regarding membership renewal and summer professional development.
- Knox County is losing strong leadership and technical support. Sherry Ball and Connie Booher are retiring as a result of budget cuts.

East TN River Region

Representative Michelle Castleberry

- Communicated via email regarding membership renewal.
- See May 2014 Edition of *TASL Talks* for East TN River Region News.

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Reports from Affiliates

AASL/ALA

- See AASL/ALA Concerns and Commendations in Unfinished Business.

TLA

- Ruth Kinnersley reported that the TLA Annual Conference is May 1-2 at the Embassy Suites in Murfreesboro, TN, and will feature Rick Bragg and Georgia McBride. One day registration is available; the early bird deadline is April 16.
- The 2015 TLA Conference is scheduled for April 22 in Memphis, TN.

TEL

- Wendy Cornelisen presented TEL usage searches were up by 7 percent in 2013.
- Search Engine Marketing has concluded.
- The TEL promotional video is complete and being uploaded to YouTube and Vimeo to be linked and shared to libraries statewide.
- The TEL booth distributed over 10,000 items to a diverse crowd at the Southern Women's Show.
- TEL Training Dates have been released for spring and summer, with registration opening this week.

Other Points to Note:

Learning Express features tutorials for PARCC in the Tool Center. Tutorials include prewriting and writing practice, which are excellent for middle and high school students.

Tenn-Share

Jenifer Grady submitted the Tenn-Share report electronically stating,

- Tenn-Share appreciates the 31 schools that completed the bi-annual database survey. This information will help us plan future offers.
- The Tenn-Share membership cycle will begin on July 1, 2014.
- The School Library Collection Fair is September 25, 2014. They are seeking suggestions for vendors and committee members.
- DataFest is also September 25. A school track is being planned, and the committee is looking for cool resource-sharing librarians and projects to highlight.

TEA

No report.

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Unfinished Business

Bookmark Contest

Becky Jackman submitted a report electronically. It stated,

- The 2014 Bookmark Contest was featured in *TASL Talks* and announced via the e-list. Sixty-one entries were received and are currently being reviewed by the panel of judges.
- Winners will be notified and announced during School Library Week. Press releases will be sent to local newspapers of the winners.

Other Points to Note:

- Jackman believes the contest would serve better as an advocacy tool if the contest ran earlier from January 1 – February 15, with the judging occurring in early March. Then the winning entries could receive their awards from their local legislators in Nashville during School Library Month. Members present agreed.

Revised State Requirements

Mona Batchelor reported that the Library Information Center section of the Tennessee Minimum Requirements for the Approval of Public Schools was reviewed in committee and passed in final reading in the January meeting, have been submitted to the Secretary of State to be included in the Rules and Regulations. There is a 120- day window before going before the Government Operations Joint Committee. The revised requirements will most likely be in place on the website at the beginning of the school year.

Administrator Presentation Committee

Beth Frerking has begun making contacts for the committee, but is only in the beginning stages.

TASL Membership Initiative

- Mona Batchelor presented eligible renewing members for the “With TASL, You’re Going Places!” contest for a scholarship to attend AASL in Las Vegas. Ruth Kinnersley randomly drew the name of the winner: Angelia Haltom, a student from Jackson, TN. An alternate was also drawn in the event that Ms. Haltom was unable to attend.
- Ruth Kinnersley also randomly drew the name of and eligible new member for the scholarship to the 2014 TASL Conference. The winner is LeeAnn Barrow of Dover, TN.

AASL Concerns and Commendations

- Mona Batchelor reported the following as the Affiliate Assembly Statement of Concern, “Although much time is spent discussing how AASL can assist affiliates and vice-versa, it seems very little tangible action is taken to strengthen those bonds.” The committee would like for AASL to provide links to state membership processes via their website.
- The Affiliate Assembly’s Statement of Commendation recognizes Limitless Libraries, a cooperative program of Nashville Public Library and Metro Nashville Public Schools.
- Both statements to be presented to AASL by May 15.

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New Business

New Area Representatives

- Michelle Castleberry as East TN River Region Area Representative.
- Kim Wattenbarger as Cumberland Region Area Representative.

AASL Re-affiliation Process

In the process of re-affiliation, Mona Batchelor has been investigating the Tennessee librarians who are members of AASL but not TASL. Her goal is to contact these librarians and encourage them to join our local state organization as well. Batchelor would like to combat that membership disparity before finalizing TASL's re-affiliation.

Other Points to Note:

Batchelor's goal is to reach 1000 TASL members.

Online Voting Procedure

The TASL Online Voting Procedure was previously reviewed and revised electronically by board members. The final draft was submitted for approval.

BETH FRERKING MOVED to adopt the TASL Procedure for Online Voting as presented. NANCY DICKINSON seconded. MOTION passed. (M-APR2014-3)

The Procedure for Online Voting will be added to the bylaws and posted on the TASL website.

Updating Officer Handbook

Mona Batchelor presented a revision of the Secretary section of the TASL Officer and Committee Handbook.

BETH FRERKING made a MOTION to adopt the revision of the Secretary section of the TASL Officer and Committee Handbook. LORA BLACK seconded. MOTION passed. (M-APR2014-4)

The description will be added to the handbook, and revisions will be placed on the TASL website. The motion number **(M-APR2014-4)** will serve as the record of revision.

TASL Secretary Appointment

President Mona Batchelor voiced our immediate need to appoint a new Secretary in the wake of Tracy Parker's resignation. President Batchelor recommended Mindy Nichols, Mississippi River Region Area Representative and Professional Development Co-Chair. Nancy Dickinson and other members present voiced their approval and supported the appointment. Mindy Nichols will serve as TASL Secretary for the remainder of the 2014 term.

Emerging Leaders Initiative

Mona Batchelor proposed the idea of an Emerging Leaders Initiative, "TASL On-Deck," in an effort to select and develop a limited number of applicants to learn more about the organization and its inner workings. Further information to be posted to TASL website and published in *TASL Talks*.

Judy Bivens, Cami Townsel, Mona Batchelor, Nancy Dickinson and Allison Carroll expressed interest in working on the initiative.

TASL Board Retreat

Mona Batchelor asked the board to reconsider/revisit the purpose and efficacy of the TASL Board Retreat in our current organization. After discussion by present and past officers regarding past purpose and current need, it was

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established that description in the President section of the TASL Officer and Committees Handbook should be reconsidered.

TASL Conference Registration Fees for Retirees and Paraprofessionals

Nancy Dickinson proposed the reduction of TASL Conference Registration fees for both retirees and paraprofessionals to be in keeping with the student rate of \$45 in order to alleviate any financial strain and encourage continued attendance.

NANCY DICKINSON MOVED to lower the TASL Conference Registration Fee for retirees and paraprofessionals to \$45.00. BETH FRERKING seconded. MOTION passed. (M-APR2014-5)

Mona Batchelor will modify the registration fees before opening conference registration on April 15.

Adjournment

NANCY DICKINSON MOVED to “adjourn the meeting” and this was seconded by LORA BLACK. Meeting adjourned at 1:00 pm (M-APR2014-6).

April 2014 Motion Summary

M-APR2014-1: NANCY DICKINSON made the MOTION to pay for Becky Jackman’s gasoline, per her receipts, to attend National Library Legislative Day in Washington, D.C., May 4-6, 2014.

BETH FRERKING seconded. MOTION passed.

M-APR2014-2: CAMI TOWNSEL made the MOTION to accept the proposed budget for 2014. ANN NORED seconded. MOTION passed.

M-APR2014-3: BETH FRERKING MOVED to adopt the TASL Procedure for Online Voting as presented. NANCY DICKINSON seconded. MOTION passed.

M-APR2014-4: BETH FRERKING made a MOTION to adopt the revision of the Secretary section of the TASL Officer and Committee Handbook. LORA BLACK seconded. MOTION passed.

M-APR2014-5: NANCY DICKINSON MOVED to lower the TASL Conference Registration Fee for retirees and paraprofessionals to \$45.00. BETH FRERKING seconded. MOTION passed.

M-APR2014-6: Nancy Dickinson **MOVED** to “adjourn the meeting” and this was seconded by Lora Black. Meeting adjourned at 1:00 p.m .

Respectfully submitted,

Mindy Nichols
TASL Secretary 2014

Dates to Remember

- TLA Annual - April 30-May 2
- TASL Tool Time- June 17 & June 19

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- ALA Annual-June 26-July 1
- TASL Board Meeting – August 23
- TENN-SHARE Fall Conference – September 25-26
- TASL Conference 2014 – October 23-25
- TASL Board Meeting – October 23