

# **TASL Executive Board Meeting Minutes      January 24, 2015**

**Welcome, Introductions, and Call to Order:** An executive board meeting of the Tennessee Association of School Librarians was held online via GoToMeeting January 24, 2015. The meeting convened at 9:30 a.m. with President Lora Ann Black presiding.

## **Voting Members Present**

Lora Ann Black, President 2015  
Mindy Nichols, President Elect 2015  
Shannon Minner, Secretary  
Nancy Dickinson, Treasurer, Finance Chair  
Dana Lester, Walking Horse Area Rep  
Cami Townsel, Highland Rim Area Rep  
Vicki Winstead, Appalachian Area Rep  
Michelle Castleberry, East Tennessee Area Rep  
Sherry Copeland, Western Plains Area Rep  
Mona Batchelor, Past President

## **Voting Members Not Present**

Lea Glass, West Tennessee River Area Rep  
Kim Wattenbarger, Cumberland Area Rep  
Raina Scoggins, Volunteer Area Rep

## **Others Present**

Judy Bevins, Certification  
Kathryn Bennett, TEL  
Jennifer May, TLA  
Tina Parlier, TEA  
Beth Frerking, Advocacy Chair  
Cristol Kapp, Membership Chair  
Misti Jenkins, Awards Chair

## **Approval of Minutes**

Minutes from the October 2014 meeting were approved electronically prior to this meeting. Minutes for this meeting will also be approved electronically. All minutes are 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 and shared the Profit and Loss statement from the 2014 calendar year first. Lora Ann Black asked if the Junior Library Guild paid and Nancy responded that they have. Nancy then shared the Profit and Loss statement for the month of January 2015. She also stated "That the budget was closely followed."

**Mona Batchelor made the MOTION that we adopt a budget for 2015 as the same budget we had for 2014. Mindy Nichols seconded. MOTION PASSED (M-JAN2015-1).**

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## Profit & Loss January through December 2014

	<u>Jan - Dec 14</u>
<b>Income</b>	
2013 Conference	1,719.65
2014 Conference	62,533.00
2014 Membership	21,925.00
2014 Preconference	2,275.00
2014 Summer Workshop	5,190.00
2015 Membership	30.00
Interest Inc	2.50
Misc. Income	48.00
Scholarship-Book Sale	677.75
VSBA Stickers	209.40
<b>Total Income</b>	<u>94,610.30</u>
<b>Expense</b>	
2014 Summer Workshop Refund	157.84
2014 Summer Workshops Expenses	6,041.55
2015 Summer Workshops Expenses	290.45
AASL	300.00
Advocacy	693.55
ALA Conference 2014	5,272.79
ALA Conference 2015	1,052.70
Award-Innovative Library	1,000.00
Awards	296.92
Board Expense	20.00
Conference 2014	63,813.04
Conference 2015	688.86
Freedom to Read Foundation	100.00
Gifts Given	50.00
Insurance	1,092.50
Library Legislative Day	202.56
MemberClicks	5,311.20
Membership	1,296.42
PayPal Services	2,082.03
PO Box Rental	68.00
Refund - 2014 Conference	1,192.61
Scholarship	2,000.00
Tax Preparation	495.00
TLA Dues	45.00
Treasurer Expense	872.00
VSBA Expenses	279.29
<b>Total Expense</b>	<u>94,714.31</u>
<b>Net Income</b>	<u><u>-104.01</u></u>

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## Profit & Loss January 1 - 21, 2015

	<u>Jan 1 - 21, 15</u>
<b>Income</b>	
2014 Conference	850.00
2015 Membership	5,485.00
Interest Inc	0.63
VSBA Stickers	29.60
<b>Total Income</b>	<u>6,365.23</u>
<b>Expense</b>	
MemberClicks	367.00
PayPal Services	194.54
<b>Total Expense</b>	<u>561.54</u>
<b>Net Income</b>	<u><u>5,803.69</u></u>

## Committee and Task Force Reports

### 2015 Conference Report

Mindy Nichols gave the Conference Committee report stating,

- The theme for TASL Conference 2015 is “All In: Because Running a School Library is a Marathon—Not a Sprint.”
- An official graphic was chosen for theme and conference communication.
- Mona Batchelor has negotiated with speakers for 2015. They are Deborah Ford, Ruta Sepetys, Sarah Weeks, Heather Moorefield-Lane, Marc Tyler Nobelman, Natalie Lloyd, Courtney Stevens, and Nathan Hale. **Update: Leza Lowitz cancelled in January due to health issues.**
- A 2015 Conference Planning meeting was held @ 2014 Conference.
- An email requesting 2015 Conference volunteers was sent providing a link to a survey of interests/roles available. Seventeen members responded.
- The following volunteers have been secured for 2015.
  - Allison Shipwash will manage technology.
  - Beth Eades, Raina Scoggins and Scot Smith will continue work to organize the VSBA Silent Auction. I have asked Karen Cragwall to join them.
  - Mona Batchelor will create and manage the Guidebook App.
  - Beth Frerking , Kat Hall, and Becky Jackman, will plan and facilitate the Novel Conversation Pre-Conference event.
  - Misti Jenkins will serve as the Session Facilitator Coordinator.
  - Cami Townsel will organize a one-mile “Fun Run/Walk” on Saturday, Sept. 26, in the Embassy Suites parking lot.
  - Dana Lester will serve as Conference Registrar and continue working on Sponsorships and Donations.
  - Jamie Bevins will coordinate the Vendors/Exhibit Hall.

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- The Conference Page of the website has been updated with the “All In” theme, logo, and dates. We are exploring book store and book sales options to ensure availability of books by conference authors.
- Additional badge ribbons (Presenter, President, President-Elect, Secretary, and Treasurer) were ordered for 2015.
- Received an email per Beth Frerking that Embassy Suites will now offer online room reservations for conference.

## **November 2014**

- Contacted Liz Lyman and Jennifer Jones @ Embassy Suites to establish communication.
- Mona Batchelor is exploring book seller options.
- Began layout and design of Conference Program planner.

## **January 2015**

- Emailed paid presenters introducing myself as Conference Chair and Shannon Minner as Secretary.
- Emailed Liz Lyman for further information regarding new conference features.
- The following volunteers were obtained:
  - Brian Seadorf will receive Conference Bag items, assemble, and deliver to ES.
  - Krista Grace will organize the VSBA Banquet, with the assistance of Jane Phelps for set-up.
  - Misti Jenkins will serve as Session Facilitator Coordinator.
  - Lea Glass will help set up for the Friday Business Meeting and assist with Photography.
- A preliminary conference schedule has been drafted for featured presenters and events.
- Sponsor information and correspondence was updated and emailed to Dana Lester for her use.
- Call for member presenters was created to be posted on the website and sent via email.
- Contracts are being drafted for all paid presenters.
- Beth Frerking contacted SCBWI for Novel Conversation Pre-Conference presenters.

## **Future Plans:**

- Issue contracts to paid presenters by February 1.
- Finalize Member Presenter form and issue the Call for Member Presenters.
- Renew insurance policy once summer PD locations are finalized.
- Design the conference registration form for website.
- Update and issue Vendor Form to Exhibits Chair.
- Confirm a bookstore vendor.
- Confirm all paid presenters.

## **Other Points to Note:**

Mona Batchelor added that Junior Library Guild contacted her wishing to grant a scholarship for a TASL member to attend conference again this year.

## **Advocacy**

Beth Frerking shared the Advocacy report, stating,

The advocacy committee is working on the Bookmark Contest, which is being led by Paige Eisemann.

The contest is open on the TASL website and the deadline for submissions is February 13<sup>th</sup>. Winners will be announced March 30<sup>th</sup> in time for School Library Month.

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Plans for additional activities include:

- an advocacy tip in each issue of the newsletter
- communication from ALA and AASL regarding advocacy needs/issues
- staying abreast of Tennessee-specific advocacy concerns and communicating them to the board for appropriate action

TLA does not have information about Library Legislative Day posted to its website. If I receive information, I will communicate that to TASL and do my best to attend.”

## Awards

Misti Jenkins shared the Awards Committee report, stating, Committee Actions:

- Awards presented at TASL Conference.
- Article about award winners written and emailed to Mona Batchelor (October 30, 2014). I am copying the text of my article at the end of this report.

The Committee Plans:

- Meeting up with Karen King to get her DAHR plaque to her. We have had a series of unfortunate events and have been unable to meet up yet.
- Select a 3 member committee in March (down from 7 last year). I will try to get one member from West TN and one from East TN with me as the member from Middle TN.

## Certification

No report.

Judy Bivens was present to address any certification concerns. Bivens also inquired about the progress of the K-16 Standards committee spearheaded by Deanne Luck. Black stated, she and Sherry Copeland are serving on that committee and work is in progress.

## Finance Committee

No additional report. See Treasurer’s report above.

## Membership Committee

Cristol Kapp, shared the statistics shown below for the new membership year.

	1/23/2015	2/9/2014
Librarian	201	208
Librarian on Leave	001	002
Librarian Assistant	005	001
Retired Librarian	013	010
Supervisor/Professor	010	003
Student	004	025

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Corporate	002	003
Friend of TASL	<u>004</u>	<u>005</u>
TOTAL	240	257

**Point to note:**

Nancy Dickinson inquired if we were going to offer the AASL Conference Tip/Contest again this year. After some discussion, we concluded.

- That while it did serve to support AASL, it did not significantly increase our membership numbers.
- Since this did not meet one of the main goals, it was decided we would concentrate only on our state conference package contest. Mona Batchelor offered to work on this. Nancy Dickinson suggested this was a function of Membership. Cristol Kapp, Membership agreed to work on the details to include working with the webmaster to post the details.

**Intellectual Freedom Committee**

No report.

**Long Range Planning Committee**

No report.

Lora Ann Black will select a Long Range Planning Committee for 2015.

**Nominating Committee**

No report.

Lora Ann Black will select a Nominating Committee for 2015.

**Professional Development**

Michelle Castleberry submitted the TASL Summer PD Proposed Schedule.

**TASL Summer PD –Proposed Schedule  
June 2015**

Welcome to TASL Tool Time!

**Breakfast/Registration: 8:15-9:00**

**Session 1: 9:00-9:45**

- Break-Out Sessions

**Session 2: 10:00-11:15**

- Keynote with Corinne Hill

**Lunch: 11:20-12:00**

**Session 3: 12:15-1:00**

- Break-Out Sessions

**Session 4: 1:15-2:00**

- Keynote and/or Break-Out Sessions

**Session 5: 2:15-3:00**

- Grade Level Swaps

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## **Other comments:**

- Corinne Hill from Chattanooga Public Library will be the keynote speaker. She is the 2014 SLJ Librarian of the Year for 2014. The event will have to be held on a Wednesday-Friday which is a change from the typical Tuesday-Thursday because that is when she is available. She doesn't accept payment for her speaking so we will pay for her gas to West Tennessee and her hotel stay so she can wake up and present. She will do two sessions.
- In negotiations with Cleveland State for East Tennessee location.
- A location hasn't been chosen for West Tennessee. Krista Grace will be serving as Co-Chair on Summer PD for West TN. Mindy Nichols will be the in-house expert and resource to Castleberry and Grace as they learn this role.
- Krista Grace is looking to secure a West TN venue with guidance from those also familiar with the area.
- Cristol Kapp has been working on getting door prizes.

## **Technology Committee**

The Technology Committee continues to try to improve our Facebook and Twitter activity. Since the last February we have increased our Facebook page likes from 176 to 257. Along the same lines our weekly total reach has been averaging in the 200 plus people range. Finally, 50 or more people have been actively engaged most weeks. Our Twitter page is less active, but I am following more and more people to help find interesting tweets to share. We have grown from 67 to 138 followers.

The Technology Committee plans to continue to increase our presence on Facebook and Twitter. If anyone would like something posted to either place please contact Allison Carroll.

## **TLA/TASL Collaboration**

Judy Bivens and Jennifer May discussed their collaboration that was started by Wendy Cornelisen in the hopes of doing projects together. One aspect was working on membership, including joining TLA. The goal is to work towards activities that include all librarians, public and school librarians, and see what each of us are doing in our libraries and then see what we can do to help each other with these projects.

## **VSBA**

Voting ballots have been posted to the VSBA page of the TASL website with a link to online voting.

## **Mileage Task Force**

Lora Ann Black stated, "The task force was formed to study updating the contract language for paid speakers relating to mileage. Nancy Dickinson, Beth Frerking, Mona Batchelor and Lora Black studied past practices and discussed various travel scenarios noting the difference between paid speakers and volunteers. There was discussion regarding exceptions, e.g. removing the mileage cap where the speaker was contracted to receive no other monetary compensation. The speaker contract was updated to include this language, Conference Committee action that does not require a Board vote."

Note: Volunteers will continue to be paid at the charitable rate as previously voted by the Executive Board.

## **TASL Constitutional Task Force Report**

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Formed Task Force which consists of Lynn Caruthers, Ann Nored, Allison Maynard, Jeanine Akers, and Mona Batchelor.

- Surveyed Region 4 school library association leaders as to union affiliation.
- Began working through current constitution in search of errors or overdue changes in wording, etc.
- Contacted TEA for clarification on latest requirements and benefits for and of affiliation.
- Plan to survey TASL 2014-15 Librarian level members mid-February – mid-March regarding TEA affiliation.

## Area Representative Reports

Mississippi River Region

Vacant/Mindy Nichols reporting

- Contacted members via e-mail to wish them a happy new year, remind librarians to join TASL, and to share her personal experience with TASL.

Western Plains Region

Representative Sherry Copeland

- Sent an e-mail to librarians about membership and her TASL experience.

West Tennessee River Region

Representative Lea Glass

- Lea Glass submitted her report electronically, stating, that she made e-mail contact with librarians and encouraged them to sign up for TASL.

Highland Rim Region

Representative Cami Townsel

- Cami Townsel is presenting at an upcoming Metro Nashville professional development day. She plans to talk about joining TASL with the attendees.
- Metro Nashville librarians have had two “Twitter Chats” so far on Tuesday evenings. One was focused on collaboration and the other on professional development.

Walking Horse Region

Representative Dana Lester

- Sent out an e-mail to members in her region with a personal introduction and a reminder to rejoin TASL.

Cumberland Region

Representative Kim Wattenbarger

- No report.

Appalachian Region

Representative Vicki Winstead

- No report but working to encourage membership and answer e-mails to constituents in her region.

Volunteer Region

Representative Raina Scoggins

- No report

East TN River Region

Representative Michelle Castleberry



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- Regional Actions
  - Emails have been sent reminding members about renewing membership, recruiting others, and asking for any news, successes, weaknesses, and questions or concerns.
  - I sent an email after the Holiday break, asking members to renew. I also asked members to share the email with nonmembers and talk to nonmembers about joining. I asked for any news - successes or even seemingly failures so that we could learn from each and improve our teaching.
- Regional News
  - Team SuperNova from Leadership Chattanooga worked over 100 contract hours to makeover the CHES library. Over 60 students completed the Winter Break Reading Challenge! Combined they read for more than 18,000 minutes during our Winter Break. They'll celebrate their accomplishment with donuts and juice.

## **Reports from Affiliates**

### **AASL/ALA**

- Mona Batchelor is our regional representative for Region 4 which encompasses Tennessee, Kentucky, North Carolina, South Carolina, Virginia and West Virginia.
- Main responsibility is to facilitate the Concerns and Commendations process.
- Mindy Nichols, Lora Ann Black, and Mona Batchelor will be attending the ALA Mid-Winter Conference in Chicago January 29 – February 2.

### **TLA**

Jennifer May added that the TLA Conference is in Memphis from April 22-24, 2015 at the Hilton.

### **TEL**

Kathy Bennett, the TEL assistant reported

- The new TEL Administrator reports on Tuesday, February 17.
- The 2015 TEL Conference will be held on Monday, June 1 and Tuesday, June 2 at the University of Tennessee Hodges Library. Dorm housing is provided. Conference themes include identifying and overcoming barriers to using TEL and building partnerships to promote TEL. The conference will be open for registration in March. Training sessions from vendor trainers will also be part of this conference. LEL and Heritage Quest will be there; I am waiting to hear from Gale and World Book.
- TEL is initiating a promotion program called TEL Ambassadors. The TEL Ambassadors program will provide to volunteer Ambassadors (potentially members of local Friends of the Library) a scripted fifteen to twenty minute presentation that will be a story-based introduction to Tennessee Electronic Library with descriptions of how TEL has transformed lives. The stories represent our state, from Memphis to Johnson City, urban and rural. TEL Ambassadors will introduce TEL to Tennesseans outside the classroom or library, with a focus on organizations that frequently schedule speakers, like Kiwanis, garden clubs, or service organizations. The presentations will not be instructions, but rather will share the impact of TEL and encourage listeners to find out more and to share TEL with friends and family

### **Tenn-Share**

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No report.

## **TEA**

Tina Parlier shared with the board that

- TEA is offering a Civics Day for the second year. You will be reimbursed for your miles, have a prepaid hotel, breakfast at TEA headquarters, and you will get bused from the TEA headquarters to the capital and then back. You do have to be a TEA member but you can bring 3 non-TEA members. If you are interested contact Jake Kime, in the Government Relations at TEA.
- If you are a TEA member then you should have received the “TEA Advocate” in the mail. This is a new tool they are trying. It is highlighting the work TEA is doing to try to get a 6% raise for all educators. Another focus is on transparency in testing. Teachers need to know the faulty questions so they can address those.
- The board is going to work on sharing this information with TASL members.

## **Unfinished Business**

### **Mileage Task Force**

See Committee Reports above.

### **Constitutional Task Force/TEA**

See Committee Reports above.

### **Retired Librarians Initiative**

No report.

### **TASL On Deck**

Mona Batchelor reported that Misti Jenkins and Dana Lester will be the first members to participate. The logistics of training a large number of candidates will require organizing mentors and tasks. Others who expressed an interest will be offered small leadership opportunities until we can fully man this initiative. Other meeting attendees will be phased in with small tasks until you become official. The purpose of “TASL on Deck” is to grow leaders among the ranks and give people the opportunity to fill leadership roles. Lora Ann Black wants the people that want to be included to be included.

### **Revised Rules Board State Update**

The Revised Rules Update is posted on the TN State Board of Education website. Lora Ann Black will inform membership in the coming weeks via email. Mona Batchelor will update the TASL website.

## **New Business**

### **Changing Summer PD Dates**

**Lora Ann Black**

See Professional Development Report above.

Other Points to Note:

- Dates were changed prior to the Executive Board meeting for the following reasons:
- We felt like we needed to move with those dates so we could secure the venue.

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- The date changed due to speaker scheduling conflicts.
- She is speaking gratis.

## **Considering Sunday – Tuesday for 2018 Conference**

**Mona Batchelor**

- The Tennessee Physical Education professional organization changed their annual conference days to Sunday-Tuesday per the advice of a consultant and noticed an increase in conference attendees because people didn't have to give up their weekends for something work related.
- The board recognizes that some TASL members are moms or wear other hats that include other responsibilities like cheerleading or coaching. This limits them on their ability to stay for the conference on a Saturday.
- Questions and concerns that were posed include how early the conference could start on a Sunday to fit everything in. There was a discussion about ending the conference early enough on Tuesday so that attendees could make it home or to go back into school on Tuesday. Would it be enough time for members to feel well rested and ready to go on Wednesday?
- It is important that we also poll our vendors about their ability to be there on a Sunday night.
- Nancy Dickinson noted that we should poll the membership about the potential change to hear their feedback.
- Lora Ann Black added that the change would also depend on the availability of Embassy Suites.

## **Changing membership year**

**Michelle Castleberry**

- Michelle Castleberry was approached by a constituent about changing the membership year to start in August in order to coincide with the start of the school year.
  - Discussion included members' ability to pay our membership dues online.
  - It is important to keep in that changing the calendar year complicates the job of those who have to maintain the database, collecting money, conference registration, and paperwork associated with membership.
  - This also challenges the relationship we have with TLA because they run on a calendar year like we do.
  - The majority of the Executive Board agreed to leave the membership year like it currently is.
- The discussion of a 2-year or lifetime membership was revisited.
  - Discussion centered on how membership would keep up with different types of membership.
  - Offering different types of memberships are options but they do require extensive paperwork. Each different type of membership would require separate forms.
  - It also requires changing the Constitution.
  - NOTE: While the majority of the Executive Board at this time decided to pass on the 2-year membership. A review of the August 2014 minutes revealed, the Board had already taken official action on this matter. Steps are being taken to put in placed the previous official motion regarding this initiative.
  - From now until April the Membership Committee will look into offering a lifetime membership option. The board feels that if anything is going to be done this will be the first type offered.

## **Tennessee Literary Landmarks**

**Lora Ann Black**

- Pam Renfrow contacted Lora about an opportunity to submit places to the Literary Landmarks official list. Each state has literary landmarks and she was inquiring if we need to add more.

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- If you are aware of a literacy landmark pass those on to Lora Ann Black so she can bring attention to the group.
- Kathy Bennett suggested the home of Patricia McKissack.

## ALA/AASL Accommodations and Concerns

Lora Ann Black & Mindy Nichols

Mona Batchelor said

- We are looking to recognize programs here in Tennessee, like Limitless Libraries. It must be a program that occurs outside the school day offers optional participation for students. You can go to the AASL website under Concerns and Commendations to see a list of programs that have been suggested before so you can get an idea of what they are looking for.
- Members are also encouraged to submit concerns regarding AASL.
- These will be submitted to AASL by the end of May to be examined at ALA Annual Conference.

## Other New Business

- Kevin from ALA contacted Lora via e-mail looking for schools who have received Innovative Library Literacy Approaches Funding. Lora then contacted TASL members received via e-mail about his request.
- This is actually a specific funding program. If you know of a school who has received that funding and had some successes with the program that was funded please let Lora Ann Black know and she will pass that on to Kevin. He is looking for examples that he might use it when he addresses Congress.

## Adjournment

Mona Batchelor MOVED to “adjourn the meeting”. Nancy Dickinson seconded. The meeting adjourned at 11:55 am (M-JAN2015-2).

## ADDENDUM: Electronic Proceedings

EM-FEB2015-1: Ten TASL Executive Board members voted to approve the board minutes from October 2015.

EM-FEB2015-2: Via an online format on February 8, 2015, Nancy Dickinson made the motion that TASL send Beth Frerking, our Advocacy Chair, to Washington, DC to represent our association at National Library Legislative Day. This was seconded by Mona Batchelor. The motion passed during an electronic vote with 11 yes votes.

## January 2015 Motion Summary

**M-JAN2015-1:** Mona Batchelor made a MOTION that we adopt a budget for 2015 as the same budget we had for 2014. Mindy Nichols seconded. MOTION PASSED

**M-JAN2015-2:** Mona Batchelor made a MOTION to adjourn the meeting at 11:55 am. Nancy Dickinson seconded this motion.

Respectfully submitted,

Shannon Minner  
TASL Secretary 2015

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## **Dates to Remember**

- TASL Annual Conference – September 24 – 26, 2015
- TASL Board Meeting – April 25, August 22, September 24
- ALA Mid-Winter - January 29 – February 2, 2015
- TLA April 22-24, 2015