

MSLA Executive Board Meeting Minutes

March 16, 2011, Chelmsford High School

Present: Susan Babb, Leigh Barnes, Linda Coviello, Valerie Diggs, Julie Farrell, Gerri Fegan, Elizabeth Hacala, Cecily Houston, Sandy Kelly, Dolores Krasner, Kathy Lowe, Judi Paradis, Ann Perham, Kathleen Porter, Charlotte Sidell, Christine Steinhauer, Carrie Tucker, Ruth Urell, Jen Varney, Liz Verzina, Lynn Weeks

Massachusetts Library Association and Leadership Partners: Ruth Urell and Elizabeth Hacala from MLA were present to talk about increasing our collaboration with their organization. Kathy Lowe gave a historical account of the Leadership Partners with MLA. The intent of the Leadership Partnership was to join to advocate for libraries of all types. To become a member, MSLA needed to provide \$1,000. The Leadership Partners included a variety of library groups, networks and organizations (e.g., MLA, MSLA, BPL, graduate schools). The membership funds were used to pay a lobbyist with the intent that all our issues would be addressed over time. Different member organizations' issues would be highlighted each year. Kathy said that MSLA was not pleased with the lobbyist's attention to school library issues. MLA decided to end the relationship with the lobbyist as they did not see they were getting good value for their investment.

Kathy and Gerri met recently with Jackie Rafferty of MLA, and Kathy followed up with a meeting with the MLA Administrative Council. Ruth and Elizabeth came to address the board as a follow-up to these meetings. Ruth noted that with the dissolution of the regions, it is now important for our organizations to take on a greater role in advocacy. Since MLA and MSLA have a great deal of common concerns, Ruth said MLA is thinking that advocacy and marketing may be one area where we can collaborate. Ruth and Kathy also suggested that it might be beneficial to have an outside consultant look at both organizations to see how we might work together.

Elizabeth Hacala from MLA stated that joining together would help in many ways. She cited Legislative Day as one example. She also noted that there may be some redundancies that could be reduced, some ways we could offer one another support (e.g., conference planning). She is hoping that greater collaboration could provide all library organizations with greater strength.

Sandy Kelly expressed concern that there is a perception that school librarians are not teachers, and this needs to be an issue that we really must be sure is not compromised. She did point out that AASL is the largest group within ALA. Carrie Tucker said that we have the numbers we have due to the fee structure we have. She is concerned that we consider dues as part of the discussion with MLA. Val Diggs said that bringing all libraries together when regions were formed raised many concerns, very similar to the ones we are raising now. She thinks that the questions we are raising now are those we could raise with a feasibility study. Sandy also talked about the efforts MSLA has put forth to work with DESE, and if we join MLA, will we be sent back to work with MBLC and not working with DESE. Judith and Jen Varney thought there would be some real benefits to collaborating with and supporting public libraries. Linda asked how much a study might cost. Elizabeth said this needs to be determined. She asked if we would consider endorsing the idea now.

Gerri asked if we would be in favor of pursuing a formal study for a feasibility study. The board voted to pursue this.

MLA is starting a social media committee and Ruth also said they would like to have some input from MSLA. Sandy hoped this committee would meet at a time when school librarians could attend. Judi suggested that this would be a way to bring in someone outside the board.

MLA Annual Conference is April 27-29 in Danvers. There are two preconference days focused on Digital Commonwealth and Teen Summit (April 26). Massachusetts Children's Book Awards will be held during the conference.

Nominations for Executive Board: Sandy reported that Katie Cerasale-Messina, Linda Coviello, Char Sidell, Vicki Biancolo, Kathleen Ross, Jen Varney are not returning to the board. Linda Kimball did not respond to inquiries.

Candidates for 2011-12 Executive Board include:

Treasurer: Linda Friel

Secretary: Judi Paradis

Southeast Regional Directors (2): Kathleen Porter, Lynn Weeks

North Regional Directors (2): Chris Steinhauer, Sharon Hamer, Laura Harrington

Metrowest Regional Directors (2): Amy Bloom, Maureen Tannetta

West Regional Director (2): Leigh Barnes, Rochelle Garfinkle

Boston Regional Director (2): Amy Short

Central Regional Director (2): Cecily Houston, Cindy Erle

Julie Farrell moved that we accept this slate of candidates, Val Diggs seconded and it was unanimously approved. Voting will begin March 29 and close April 15. Sandy will request statements/biographies from candidates and Ann will work on setting up a ballot for online voting via Google survey. Ann Perham moved that we announce that listserv cannot be used for campaigning, only for promotion of voting. Julie Farrell seconded. Motion passed.

MSLA Anti-Bullying Summit – Gerri thanked those who worked to pull this together, and those attending agreed that it was well-received. Gerri specifically thanked Liz Verzina for assisting with the site, Linda Coviello for photos, Sandy for setting up our wiki, and Kathy Lowe for organizing. The wiki from the summit is being used as a resource by those attending.

Fall conference opportunities: AASL P21 Conference in the fall: Connie Louie at DESE announced that P21 is being revived and she is in charge of this initiative. Gerri said this makes it worth considering inviting AASL back to work on this conference. Gerri asked if we could make this a priority and we are looking at dates in late August or September. Sandy recommended we ask for Pam Berger as the speaker from AASL. Char suggested we use Olin College/local college as a space if we can offer this during the summer. Gerri recommended opening it up to NESLA.

MLA/MSLA/MLS Advocacy conference: Greg Pronevitz of MLS is hoping to organize this. No planning meetings have happened yet.

AASL Online Guide/Lesson Database with Common Core: Lessons to support the AASL Learning for Life initiative are being submitted from each state. In Massachusetts Valerie Diggs, Christine Steinhauser and Judi Paradis have been invited to submit lessons. Kathy is moderating this database and is looking forward to sharing it with school librarians. Once database exists, we could present this as a conference for MSLA members.

Legislation and Advocacy Events and Presentations

Adapting the AASL Sample Job Description to MSLA's needs Julie Farrell is working on this

Marketing campaign: This is tabled until we create a strategic plan.

Creating a strategic plan: Gerri asked if we could plan a time for a retreat to discuss this. We agreed to attempt this before the new board begins to take advantage of the current board's experience. Valerie, Ann and Kathy agreed to begin organizing this. They will create a doodle to find an agreeable date, and will send out an email to the board to see who would like to help.

Parent Organization Advocacy Award: Discussion tabled until April

NESLA Leadership Conference: NESLA is offering a day-long conference on advocacy and marketing library programs on April 9, and this is open to MSLA members. Gerri recommended we sign up for this as it will benefit our work on the strategic plan.

New Business

Library Snapshot Day! Kathy said this should be a fun day and she hopes we will all participate on April 13. All information about this event, including sign-up, is on the MLS website.

Legislation Day is March 28. Kathy reminded us to send our postcards. She asked us to really try to get our legislators to sit and eat lunch with us. Our message is that we are there to talk to legislators. Christine Steinhauser mentioned that she went as a team with her public library staff to call on legislators and this worked well

ALA Legislation Day in Washington DC : May 9th and 10th. Gerri said that we have \$800 set aside for a delegate from MSLA and we would like to send someone to be part of this delegation.

MLA Conference at Crown Plaza in Danvers: Kathy Lowe will attend to exhibit for MSLA. We will cover registration and hotel.

Massachusetts Reading Association Conference: Sandy Kelly will attend this for MSLA in Sturbridge April 7, 8. Gerri said this is a really good conference and encouraged MSLA members to attend.

Executive Director Annual Review: Gerri said it is time for Kathy Lowe's annual review as Executive Director. Gerri, Valerie, Christine, Judi, and Linda Friel will work on the review committee. Kathy will need to submit a self-evaluation. The group will use a rubric developed to evaluate the Executive Director.

Carolyn Markuson request for database statistics –Carolyn Markuson would like to see if the NAEP 4th and 8th grade scores correlate to the presence of school librarians: Leigh, Carolyn and Gerri should could meet this summer and talk about how this might work.

Library Legislative Meeting: Representative Kate Hogan is now chair of the library caucus. Julie met with her over February vacation. Today, Kathy attended a meeting with the library caucus that was organized to allow representatives from MLA, MSLA, MLS, and MBLC to meet with its members at the State House. Kathy represented MSLA and said there was excellent attendance by legislators, and great reception for school librarians. Kathy reported that legislators spoke about supporting school libraries. Kathy said that we seem to have a good opportunity through Kate Hogan to move some things forward. Sandy said new chair of Education Committee is from Wellesley (Alice Peisch) is a good, knowledgeable person and a good person to make a connection with at Legislative Day. Sandy recommended that we contact members of the Education Committee and Library Caucus when we lobby.

MLS online conference committee: Christine reported that 20 people (3 school librarians) met online to discuss MLS funding for the next year. She said things do not look good. Gerri asked Christine if she could file a report for our next meeting.

MRA publication requests: Sandy heard from Pamela Mason of MRA, and they have invited us to submit articles for their publication "the Primer" on independent reading. Sandy will post on board meeting.

We adjourned at 6:15