

Minutes: Executive Board Meeting  
Massachusetts School Library Association  
June 8, 2011

**Attending:** Leigh Barnes, Amy Bloom, Vicky Biancolo, Katie Cerasale-Messina, Linda Coviello, Valerie Diggs, Cindy Earle, Julie Farrell, Gerri Fegan, Linda Friel, Cecily Houston, Sandy Kelly, Kathy Lowe, Judi Paradis, Ann Perham, Kathleen Porter, Eleanor Rogers, Amy Short, Chris Steinhauser, Maureen Tannetta, Caroline Tucker, Jen Varney, Lynn Weeks

**Meeting was called to order at 4:10.** Valerie Diggs thanked Gerri Fegan for her service as MSLA president, asked board members to introduce one another and welcomed new members to the board.

**Consent Agenda:**

*Conference updates* to Kathy Lowe's report: Conference committee agreed to a set of fees and this was submitted as a separate report on the board-only page. Non-refundable early bird registration will begin on July 1 (which allows people to encumber funds early) and is in effect until December 1. After January 1 there will be an additional fee for membership. Walk-in registration will be significantly higher. All registrations require registrants to pay fees associated with online registration. This is our first fee hike in three years. Julie asked if we could find out about booking hotel early too, and Kathy said she would investigate this. However, we do know that we will get no additional discount after the group rate.

Kathy shared that the conference has confirmed some terrific speakers, including Ross Todd, Alan November, Buffy Hamilton, Tim Green, Joyce Valenza, Susan Ballard. MIT Scratch class will be offered too. Amy Short will provide round-table discussion on serving urban teens.

Time for dues renewal will change with change of conference time according to Kathy. However, she assumes the majority of renewals will coincide with when people register for the conference, leading to a real push for early-bird registration.

Gerri Fegan moved and Ann Perham seconded acceptance of consent agenda. Unanimously accepted

**Reports:** Valerie noted that annual and monthly committee reports are due this month.

*Chapter 70 Hearing:* Julie Farrell attended hearing at State House on our bill to add language about libraries into Chapter 70. Julie, Hugh Ahearn and parent supporter Susan Verdicchio attended to provide support for the bill. They provided written and oral testimony. Senator Sonia Chang-Dias, Senator Pat Jehlen (senate co-chairs for Ed), Rep. Alice Peisch and Rep. David Sullivan (legislative co-chairs) presided over the hearing and wanted more information from us. We will send information to the committee.

Kathy mentioned that Rep. Kate Hogan would like MSLA to present to the library caucus (joint committee) in July. We will have approximately 45 minutes to present, and Kathy mentioned that we should pull together a group to plan this.

*MTA and Library Job Description:* Paul Toner, President of MTA, spoke to Julie this week about the job description we provided for school librarians. He said the MTA could not endorse a job description. However, he did say that the MTA board will be meeting on June 18, and would like to pass a resolution of support for school librarians. At that meeting Toner asked if we could agree to submit a July 2007 resolution from *School Libraries Work* on the need for state-certified school media specialists. This resolution asks for a licensed librarian in each school, and asks to have librarians added as highly-qualified teachers. Sandy Kelly will call Toner to discuss and Valerie Diggs and Julie Farrell will connect to determine who will attend this meeting.

Kathy asked if Ann would post the final job description on our website in addition to the AASL job description.

*Education Evaluation:* Julie attended a meeting in Westborough with Commissioner Mitchell Chester to find out about plans for new educator evaluations to be phased in over the next 3 years in Massachusetts. MCAS will be a component of a four-level evaluation aimed at eliminating non-performing teachers. Educators can be given an exemplary evaluation even if students are low-performing. Parent and student input will be part of the evaluation and there will be some survey components. Gerri wondered how specialists who do not grade will be evaluated. Money and time have been budgeted to train evaluators. Kathy proposed that we make some sort of statement via our listserv to our members encouraging them to be aware and follow

this. Maureen asked us to consider making a statement about being evaluated when covering more than one school. Julie, Sandy and Valerie will work together to look at what sort of statement we can make.

**Agenda Items:** Valerie will call for agenda items 2 weeks before each meeting. This will be board members' opportunity to ask for time to report something for the board. This would be in place of one-minute updates.

**Final Budget Review:** Linda provided a revised budget following our May meeting. She pointed out that we are in a transitional year, and so our net worth appears to be going down. This will change as funds come in for conference, etc. Kathleen moved and Julie seconded that we accept the budget for 2011-12. Unanimously Accepted.

**Parent Award:** We held a second reading of a proposed new award which recognizes exemplary parent collaboration with a school library program. Kathleen asked that we add edits from our first reading. Sandy asked if the award could include individual parents, but we determined that purpose of this award was to recognize organizations. We did talk about changing the language of the advocacy award to include parents or other individuals. Gerri asked if the awards chairs could develop specific information about what the recipient will receive (e.g., dinner, can family come, etc)

Gerri moved that we adopt the parent award and Amy Bloom seconded this. Unanimously approved

**Strategic Plan-second reading:** Valerie thanked board members for their work on May 21 to develop a strategic plan and meet for a first reading. There was general consensus that the planning day was very successful. Valerie reminded us that our action plans will need to be developed based on our strategic plan. Valerie moved and Kathleen seconded that we officially adopt the MSLA Strategic Plan for 2011-2016. Unanimously approved

**P21 Institute:** This is planned for August 17 at Chelmsford High School. We have 9 registrants to date. Kathy asked us to use Facebook to invite our library friends to attend.

**New Board Member Approvals:** Gerri moved that we accept and Judi seconded that we appoint all Presidents appointments to the board: Julie Farrell (Legislation), Ann Perham (Webmaster), Carrie Tucker and Eleanor Rogers (Awards), Maureen Tannetta, Susannah Hall (Boston Area Coordinator)

**Mass. Reading Association:** Sandy and Dolores Krasner at MRA are stepping down as liaisons to MSLA. We are not appointing a new liaison right now, but need to think about how to keep this relationship going. Sandy said this was very good connection with great diversity of membership, only 4 meetings a year, and a good opportunity to network. Carrie Tucker and Cindy Erle both have expressed interest in this. We also need to find someone at MRA to serve as its liaison to MSLA.

**Advocacy Institute:** MLA, MLS and MSLA are cosponsoring this event on Saturday, November 5 at Worcester State University. Cecily Houston is working on this with Carolyn Noah from MLS and are looking at 100+ attendees. Cecily reports that the space is free and facility is great. The event will cost \$35 per person and Nancy Dowd from New Jersey Library Association will be the keynote speaker. Gerri said this will be a good opportunity for us to work on coordinating our stories with MLA and MLS. Registration for this will open the first week in September.

Cecily said that Carolyn Noah is trying to determine how she can find information about which schools have licensed school librarians. Gerri said there is indication on the DESE website, though it is not completely correct.

### **Orientation for Board Members:**

Valerie provided an orientation for new board members, including:

- **MSLA Calendar:** There is a google calendar that has important dates for members linked as home and board-only pages. All our meeting dates are here. Kathy also noted that area directors and others can add events to this calendar.
- **Meeting times and locations:** Valerie is open to some ideas about changing location or holding some virtual meetings.
- **Executive Handbook:** This is on the board-only page and provides job descriptions for each board member and information about action plans, reports, budgets, advocacy etc. Kathy said we need to consolidate all the different area director job descriptions so there is one uniform description. Kathleen Porter and Lynn Weeks will edit this into one description and share it with all the area directors by September 14. Kathy also recommended that other board members look at their job descriptions to ensure they are current.

- **Action Plan:** There is a template that board members can use to help develop their plan and the goals and objectives should be tied directly to our Strategic Plan. These are due in September. Chris Steinhauser recommended that with the change of regions to the MLS, it makes sense for area directors to have a collaborative area director action plan.

**Membership brochure:** We may need to update our brochure. These could be given to area directors, and perhaps high-traffic libraries such as Chelmsford HS should have some. We might even consider sending these to all superintendents.

**RSS Feed:** We asked if our website could provide an RSS Feed.

**Iron Jawed Angels:** Ann Perham has opportunity to distribute this film about women's suffragette movement to high school libraries statewide via the listserv. It would be funded through the League of Women Voters. We did not want to limit to only MSLA members, but instead use it as an opportunity to recruit members.

Our next meeting is September 14.

Kathleen Porter moved to adjourn at 6:15, Ann Perham seconded it, Valerie wished us a wonderful summer.