

MSLA Executive Board Meeting
November 12, 2014
Wilson Middle School, Natick

Present: Judi Paradis (President), Anita Cellucci (President-Elect), Kendall Boninti (Legislation), Amy Bloom (Advocacy), Nora Clooney (Advocacy), Sandy Kelly (Awards), Katherine Steiger (Forum), Ellen Brandt (Northeast), Meghan O'Neill (Northeast), Jennifer Reed (Metrowest), Robin Cicchetti (Metrowest), Chani Craig (West - attempted to join us via Google Hangout), Amy Short (Boston), Suzanne Mathews (Boston), Ann Perham (Webmaster), Samantha Kane (Independent Schools), Jill Liebowitz (Student SIG), Cathy Collins (MassCUE)

Consent Agenda:

Moved: Ann Perham; Seconded: Robin Cicchetti. Approved unanimously.

New Business:

Confirmation of new board members: Laura Luker, Western Area Co-Director; Cathy Collins, Mass CUE Liaison

Moved: Sandy Kelly; Seconded: Kendall Boninti. Approved unanimously.

Change of Award Criteria: (see agenda for proposed new language for Lifetime Achievement Award)

Moved: Ellen Brandt; Seconded: Robin Cicchetti.

Changes to proposed language: Change "contributed" to "has made a significant contribution"; change "continuous" to "consistent". Approved unanimously. This does not require a second reading and vote, as we removed specific awards criteria from the policy manual last year.

Sandy reminded area directors of their responsibility to nominate people in their areas for the President's Award and Super Librarian Accolade. She also noted that it is alright for members to self-nominate. Any Board member can nominate members for any of the awards.

Old Business:

Increasing use of our slogan: "School libraries, what can we help you discover today?"

Ann, via Kathy, will follow up with our website designer Bill Mead about adding the slogan to the header on our homepage.

The Advocacy Committee is investigating having a Massachusetts illustrator create a logo to go with our slogan, perhaps a different illustrator each year. Kendall suggested inviting graphic design students to design logos. Amy thought this could be Plan B. Sam Kane mentioned that she has contacts within the Society of Children's Book Writers and Illustrators. Please send your other suggestions to Amy and Nora.

Sandy noted that we will have to be clear with illustrators about our intended uses for their designs. She will approach Jarrett Krosoczka. She also suggested David Biedrzycki. We already know, through conference negotiations, that Mo Willems would not be willing to do this for us.

Google calendar: Judi reminded everyone to post their events on the MSLA Google calendar, which is on the website. Let Kathy know if you need to be given access.

Conference update: Kathy reported that 24 are registered, the majority for both days and the Sunday dinner. Sandy is working on the line-up of authors from western Massachusetts. Early

bird rates end on December 19. The conference committee meets on the 24th to review proposals for concurrent sessions. See Kathy's notes in her ED report for more details.

Working Groups:

Membership: Recruiting new members; Retaining current members

Action Steps:

- Annual membership drive. Use website and social media, social events
- Investigate ways to offer grants to members
- Give website a facelift, with more fluidity, movement, RSS feeds, "just in time" things, Twitter feed, Facebook feed. Samantha suggested developing an MSLA app.

Professional Development

- Need more member input before changing things radically
- Interest in keeping 2 day conference
- Concerned about ALA midwinter, AASL
- For next year, have a 1 day event, bundled with Midwinter someplace exciting in Boston
- Ideas to consider: bundling dues with registration, combining with other organizations
- Need to offer PDPS in ELL and SPED. 15 in each needed for recertification every 5 years.

Meeting adjourned at 6:00pm.

Respectfully submitted,

Kathy Lowe, executive Director, on behalf of Carrie Tucker, Secretary