

# Annual Reports of the Executive Board - 2007

## MSLA Webpage

### "The Year of the Extreme Makeover"

By Ann Perham, Needham High School

When the Executive Board decided in May '06 to change the name of our organization, it set in motion an extensive "makeover" project that included a new logo and a brand new webpage. The result of this year of tremendous change is a 21st century image for MSLA.

Working with graphic designer Bill Mead, a task force worked through June and July through an array of ideas that became sketches, eventually resulting in our new logo. It was unveiled with much fanfare at the MSLA annual conference. Members of the task force included Sarah Hunicke, Cheryl Caskie Chase, Laurie Dias-Mitchell, Linda Friel, Sandy Kelly and Ann Perham.



The webpage redesign required making many decisions and complex changes. Because of the name change, we needed to discard the old domain, mslma.org, and acquire a new one. The logical move was to buy msla.org, but we found out that it already belonged to another organization. After much brainstorming and discussion with Kathie Lowe and Sandy Kelly, we decided to buy the domain maschoolibraries.org. Thinking of the possibility of mis-typing the URL, we purchased alternative URLs:

- maschoolibraries.com
- masschoollibraries.org
- maschoollibrary.org
- masschoollibrary.org
- maschoollibrary.com

Another aspect of the redesign was the migration to another server to host the webpage. We are maintaining the "old" webpage mslma.org on XO Host for a year; the new webpage is hosted on Host Gator.

A committee met to outline the information architecture for the new webpage: Sandy Kelly, Kathy Dubrovsky, Kathy Lowe and Ann Perham. Bill Mead used Joomla, an open-source content management application, to build the new site.

In October, Bill began the process of teaching Ann Perham and Kathy Lowe to use Joomla; the tutoring process was accomplished with conference phone calls. At the Sunday night banquet of our annual conference, we unveiled the new webpage. The telephone tutoring continued through November, with Bill continuing to help via email. Over the next few months, Ann gradually "imported" the content from the old site to the new one and at the same time, building new pages.

Currently, Ann is the "master" administrator, and we have 4 editors: Kathy Lowe is the News Editor; LaurieAnn Riley continues to edit the jobs page; Ethel Downey edits the Spotlight feature; Rick Paula posts the MSLA Forum.

The eBoard has a login to give them access to the files for the Executive Board meetings. Similarly, MSLA members can login to view the membership directory, and a listing of "resource" members.

For the future, maschoolibraries.org will continue to grow in content; we are not anticipating a sequel to the "extreme makeover" for the near future.

## Standards/Curriculum

By Valerie Diggs, Chelmsford Public Schools, and  
Kathy Dubrovsky, Hull High School

The Primary Goal for the 2006 – 2007 year was to complete the Recommended PreK-12 Information Literacy Standards, modeled after the Massachusetts Recommended PreK-12 Instructional Technology Standards. This was a major focus, the results of which are a draft version of these Recommended PreK-12 Information Literacy Standards Draft. The Curriculum Committee and the Standards Committee combined forces to work towards the completion of this objective.



Kathy Lowe, the previous MSLMA President, made the decision to merge the Standards and Curriculum Committees, thus making our ongoing work on this document more seamless and unified. As such, this report represents the work of both committees.



Valerie Diggs posted the completed Recommended PreK-12 Information Literacy Standards Draft to give the MSLA Eboard the opportunity to edit and change the Recommended PreK-12 Information Literacy Standards Draft. The draft was edited and modified.

Valerie Diggs and Sandra Kelly presented the Recommended PreK-12 Information Literacy Standards Draft to Susan Wheltle, Humanities Chair of the DOE and the director of Reading, Cheryl Liebling. The draft was not approved by the DOE as a stand-alone document. Susan Wheltle suggested that sections of the standards and indicators be incorporated into currently existing curriculum frameworks as they are revised. The immediate revision project involves that of the English Language Arts Frameworks. It was understood that there are no immediate plans for approval of our document as a separate entity.

The Standards/Curriculum Committee now has the task before them of gaining approval from the membership of MSLA for the Recommended PreK-12 Information Literacy Standards as a tool to guide information fluency instruction and learning at all levels and in all schools in Massachusetts.

At the June 2007 meeting, Kathy Dubrovsky suggested that MSLA members be encouraged to submit lesson plans to the DOE's MassONE lesson plan database. If enough library teachers submitted lesson plans, the DOE might consider adding Information Literacy as a search topic for the lesson plan database. With the Recommended PreK-12 Information Literacy Standards Draft completed, Kathy Dubrovsky will focus on the Curriculum Committee.

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## The MSLA Forum

By Co-Editors, Paula Byrne, Wilmington High School, and Patsy Divver, Millis Middle/High School

This past year, the "MSLMA Media Forum Online" adopted a new name, in order to correlate with the Association's name change to the Massachusetts School Library Association. We are now simply, "The MSLA Forum", a professional newsletter with commentaries, advocacy, news, and connections within our organization.

The MSLA Forum offered four editions again this year, beginning with the fall MSLA Media Forum Plus in hard copy, which displayed the new MSLA logo at this year's annual conference. After the Conference, this issue was published online. Three additional online issues were created for Winter, Spring, and Summer with the themes of "Advocacy and Alliances", "Guidelines and Standards", and "Professionalism".

Five MSLA Forum Committee members assisted throughout the year in the preparation of the MSLA Forum. Paula and Patsy served as Co-editors, sharing the meetings, planning the themes and content for each issue, performing editorial duties, doing the publicity for articles, and then the retrieving of them. Rick Paula remains our technical editor (thank you!) and keeps the MSLA Forum looking sharp and running using the new Joomla software. Maria D'Orsi wrote her column, "Adventures at My School Library" and assisted with editing. She will be continuing on our editorial staff next year. Megan Frazer wrote and edited several articles throughout the year, but will not be on the MSLA Forum Committee anymore as she has moved out of Massachusetts.

Two correspondents have continued to provide terrific coverage through their "Lunch with the Author" -- Kathy Donovan and Linda Redding. Besides providing background information on such noted authors as Irene Smalls (from the Spring 2007 issue), Kathy and Linda write with a style that makes you feel as if you're right there eating lunch with them. Thank you for your dedication and support.

## MSLA Listserv

By Holly Samuels

This was my second year as the MSLA Listserv moderator and I have continued to find it a valuable way to keep a pulse on the issues that concern our membership. Advice has again been sought on a wide range of topics including; automation systems, books for particular interest or age groups, handling book challenges, furniture suppliers, and special programs. The listserv was also used to disseminate notices and information about job opportunities, courses and workshops, legislative issues, and controversial articles. The trouble we were having last year with members not receiving messages from Yahoo has, for the most part, been resolved or managed by our members, as I have been notified of only one or two problems the entire year.

Our Executive Board also provided articles consistently and focused on our statewide needs as Library Teachers. Kathy Lowe continuously provided us not only with the President's Message, but with professional materials that helped to reinforce our roles in the school library. We welcome input by everyone -- board members, new members, retiring members. The MSLA Forum is your voice -- thank you for sharing and helping.

We were fortunate this year to be able to use several published articles from area news sources that highlighted Massachusetts School Library Association members. As some of the articles appeared in newspapers 'out of area', this gives greater recognition to those of you who have been making a difference in the schools. In addition, by requesting reprint permission, we are also stating to the news staff that we like this and want to see more focus on our school libraries.

Our budget needs increased slightly with the additional copies and printing costs, but otherwise have not changed much. Staffing will increase this coming year by the generous volunteering of both Leona Andrade and Jan Koleszar. Maria, Rick, Paula and Patsy are continuing as MSLA Forum members. Anyone else who is interested is welcome to contact either Paula or Patsy. We are currently planning a summer meeting in the Framingham area.

Again, we appreciate everyone's assistance, participation and insights into helping expand and improve each edition of the MSLA Forum. Thank you!



Our pattern of use has, for the third year in a row, continued to be remarkably consistent. From May 7, 2006 to May 7 2007 we logged 1004 postings. From June 15, 2005 to June 15, 2006, the number was 1009.

This year I updated all of the listserv correspondence messages to reflect our new name. I am in the process of making sure all members of the listserv are current MSLA members.



# Annual Reports of the Executive Board - 2007

## Student SIG

By Susanna Paterson and Anna Schneider

September 2006 thru May 2007

### GOALS:

**Objective 1:** Reach out to more students

**Objective 2:** Provide professional development opportunities for students

**Objective 3:** Create a more structured foundation and framework for the MSLA-SIG organization

### The plan:

- Hold 2 sessions of a meeting on Simmons college campus each month.
- Hold meetings 1/mo at Mt. Holyoke Campus
- Hold meeting once a semester at both Salem State and Cambridge College campuses.
- Provide a structured foundation and framework for MSLA-SIG:
- Susanna, Anna, and Lauren will create a webpage including our mission statement.
- They will also create an organized binder of all documentation and notes to hand off to next year's presidency
- Provide Professional Development Opportunities
- Service Projects: Ex: Farragut (sp?) School;
- Workshops/lectures/ field trips Ex: Book binding, programming, Eric Carle museum
- Collaboration with Children's Literature Program

These opportunities to be provided in collaboration w/ Children's Lit Program with tasks to be divided as needed among committee members. The committee is working actively to invite students to our events.

### Committee Members:

Susanna, 1/mo Simmons, Anna, 1/mo Simmons, Lauren 1/mo Mt. Holyoke, Susanna, 1/semester Salem State, Anna 1/Semester Cambridge College

### Final Results:

Susanna and Anna held meetings each month at Simmons College, usually with two duplicate meetings in order to accommodate student schedules. The most widely visited meetings were in the beginning of the year, when classes were just starting, and meetings were more visibly advertised. Later in the year the same people generally came to meetings. In the future, more advertising of each meeting, both on the listserv and in flyers is recommended.

One meeting was held on the Mt. Holyoke campus, but had very low attendance. No meetings were held at Cambridge College or Salem State, and while a student from C.C. was contacted to inquire about possible interest, feedback was never received.

The MSLA student group was again involved in the Farragut School projects, and Lauren attended monthly meetings at Simmons and coordinated volunteers for the annual book drive and book sorting.

Susanna and Anna led approx. 3 trips to lectures by the Foundation for Children's Books and for author visits.

The student conference was the largest professional development event that took place during the semester. We felt that it was successful and we hope this will be something that future leaders will choose to implement again.

Anna and Susanna created a group wiki that has been kept up-to-date with meeting information, announcements, useful links, and audio files.

There is now a mission statement for the group. This wiki can easily be taken over and expanded by future group leaders.

Due to perceived student need, practicum and fieldwork evaluation forms have been created and handed out. These completed forms will be placed in binders and will help students find appropriate practicum and fieldwork locations. There is the future possibility of scanning these documents or making the evaluation process web-based.

Anna and Susanna are in the process of creating a binder for the future group leaders, showing procedures, giving advice, and offering information that has been used this year, such as conference hand-outs and scheduling. This binder will be completed in June. There will also be several meetings held with future student leaders in order to answer questions and help provide a structure on which they can expand.



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### Northeast Area Directors' Report

By Gerri Fegan, West Middle School, Andover, and Linda Friel

This has been a busy and rewarding year. Gerri Fegan, Northeast Area Co-Director, left the position because of new job responsibilities, but returned in the late winter. Guess she just couldn't stay away. One ongoing focus was on contacting non-MSLA librarians and encouraging them to join our organization; they were contacted via e-mail, phone, and snail mail and encouraged to join. MSLA members whose memberships had lapsed were also contacted and told that we wanted them back. Whenever someone joined or rejoined, an e-mail or snail letter was sent, welcoming that person to our organization.

The Northeast Area continued its MSLA/NMRLS LMS Discussion Series. Meetings were held four times during the year and at different sites. The average attendance was about 20. Susan Babb from NMRLS deserves kudos for her willingness to collaborate and facilitate. The topics for discussion included inquiry-based learning, investing in reading, marketing for libraries, and exploring Grolier online. Attendees can receive PDPs for attendance and then bundle them and complete a project to accumulate 10 PDPs.

The last workshop of the year is scheduled for 22 May, 2007, at the Tewksbury Public Library from 3 P.M. to 6 P.M. Hosted by MSLA and NMRLS, Connie Champlin will present her program entitled MA Parent Power: What Parents Should Know about MA School Libraries and How You Can Tell Them. MSLA members from outside the Northeast Region are welcome to attend. Books and CDs for use with parents will be for sale.

One goal was to raise MSLA's profile on the local level, and from the membership statistics that Kathy Lowe shared in her Executive Director's report this month, it appears that librarians are learning about MSLA and deciding that the benefits of membership are worth the \$30 dues.



### Metrowest Directors' Report

By Char Sidell, Broadmeadow Elementary, Needham, and Robin Cicchetti, Williard Elementary, Concord

Being both new to this position, Robin and I spent most of the year feeling our way.

We met over the summer with Beth Galloway and designed a series of workshops that folks could take, designing the workshops around various strands.

Two workshops were at our respective districts. October 12 in Concord - a technology strand workshop on databases. There were two attendees, Robin and myself. The second workshop was April 12, when Pat Keogh presented a literature based workshop for the literature strand on "Books not to be Missed". We had nine attendees.

Between the two workshops we worked very hard updating our membership list, getting in contact with area school librarians (Char), and creating a membership database (Robin). Robin did a fantastic job with publicity for our second workshop and we hope future endeavors will yield even better results.



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## Central Region Area Directors' Report

By Diane Libbey, Westborough High School, and Patricia Fontes, Nashoba Regional High School, Bolton

As directors of the Central region this year we:

Hosted a meeting at Westborough High School co-sponsored by the CMRLS to introduce Librarians to the Boston Public Library's new search tool - SchoolRooms.

Hosted a roundtable discussion at Westborough High School with CMRLS on the topic of summer reading lists and how school libraries and public libraries can work together to make this a good experience for students.

Contacted past members of the Region to update membership list, elicit information about change in membership status, welcome new members and encourage lapsed member to renew their memberships.

Westborough High School hosted a Legislative Breakfast and was able to bring to the attention of the attending legislators the importance of our access to the databases for students and for the continuing education of teachers.

Both directors spoke at Legislative Breakfasts to encourage the attending representative and senators to fund the MBLC programs and to bring the issues facing school libraries to the attention of the legislature.



## Western Region Area Directors' Report

By Sue Crowther, ChicopeeComp High School, and Donna Guerin

Western region librarians have met as a group this year in November 2006 and have a second meeting scheduled on May 22, 2007.

At our November meeting we discussed the following:

- The importance of being part of MSLA
- Integrating library instruction into the class curriculums
- More effective collaboration with teachers
- Collaboration with public libraries

All members attending were asked to talk to other colleagues about joining MSLA. From that initiative six more members from the Western joined.

Janet Eckert from WMRLS spoke to the group about the B&N fundraiser, and the possibility of school libraries using promotional software to promote what they do. (Envision ware)

One of our members (Rochelle Garfinkel) created a wiki for our group.

Our May meeting agenda is still being set. Some of the items so far are:

- Discussion of individual library budgets and how to keep them viable

- Planting the seed to implement Literary Information programs district wide
- Library Legislation - MTA article

Susan Crowther was invited to speak representing school librarians on a reference panel at the Simmons - West GSLIS program. Discussion of attaining school library certification, trends in school libraries and the importance of networking were hot topics.

As a member on the executive board of the Friends of WMRLS, Susan Crowther will help in a fundraiser to promote more school librarians to collaborate with their public libraries.

On April 26th, Susan Crowther, Rochelle Garfinkel, Jordan Funke, Leslie Lomasson, and Joanne Marcotte from the Western region attended the WMRLS workshop, Sustainable Technology in Libraries.

Susan Ross, Greenfield High School Librarian, spoke to eight school librarians that attended the WMRLS workshop for Long Range Planning in the Library Media Center.

