

**American Association of School Librarians
Affiliate Assembly I
June 23, 2006**

Welcome and Introductions

The Affiliate Assembly of the American Association of School Librarians met June 23, 2006, at the Morial Convention Center in New Orleans, LA, from 8:00 to 10:00 p.m. There were 67 delegates in attendance (see list at back of minutes). Chair Diane Chen welcomed everyone and recognized the regional directors and directors-elect. Delegates from each region were introduced. Approval of minutes was postponed until later in the meeting.

Introductions and Updates

- **AASL Director Julie Walker** announced that First Lady Laura Bush was confirmed to preside over a town meeting on Monday, thus pushing back the Award Luncheon to an Award Brunch from 10:30-12:20. Attendees of this event will be escorted to the site of Mrs. Bush's session. Doors will lock at 11:30 and session will start at 1:00.
- **Jen Habley** thanked everyone for all of their hard work.

Nomination Process and Petitions

- **Chair-Elect Carl Harvey** reviewed the nominations process for electing officers of the Affiliate Assembly. Nominations require at least ten signatures, and those are needed prior to leaving the meeting tonight. Two officers are needed: Chair-Elect and Secretary. For more information on nominations, see pages 11 and 52 in the Affiliate Handbook. Carl also announced that there would be one official Affiliate Assembly meeting at Midwinter in Seattle on Sunday morning and one informal Roundtable meeting at an unspecified time.

Committees Requesting an Audience

- **Appointment Chair Veanna Baxter** requested that the Affiliates encourage their membership to volunteer to serve on committees by filling out a Committee Volunteer Form.
- **Rosina Alaimo** announced that the Annual Celebrate Conference for first-timers would be held in Room 393 at 8:00 Saturday morning. There will be goody bags and books for new attendees. There will be plenty of time to attend this event and still get to the President's Program at 10:30. They are looking for volunteers to staff the Membership Booth at Midwinter 2007 in Seattle, and there is still time to volunteer for this conference; check at Lobby J.
- **Cathie Marriott** updated the group on the AASL Fall Forum taking place Oct. 13-15, 2006, in Warwick, RI, "Assessing Student Learning." There are already more signed up than there were at the last forum.
- **Carrie Russell and Carrie Lowe** conducted a brief survey to rate the relevance or importance of topics relating to copyright issues. They have developed copyright curriculum modules.
- **Diane Chen** passed around a master list of Affiliate members and email addresses to be updated and reminded everyone of the importance of having correct information.
- **Ann Dutton Ewbank** gave an update on the progress being made on the instructional classification of school librarians. Ann reported that she, Linda Williams, and Diane Chen

met with officials from the National Council on Educational Statistics and they were sympathetic, but changing definitions will take time. Further action will be discussed when the NCES Task Force meets again. There are four products available in a wiki online piece: an FAQ, fact sheet for decision-makers, letter to editor, opt. ed. piece (600-word piece for editorial page).

- @ *your library*, The Campaign for America's Libraries from the ALA Public Awareness Committee requested input and suggestions from the Affiliate in three areas: campaign goals and objectives, key messages, and strategies. The Assembly worked in groups and generated lists of suggestions in the three identified areas (see notes at end).
- **Diane Chen** demonstrated the use of the Online Community web site, showing how to navigate many of the helpful features available to the membership. Members can check it out at <http://communities.ala.org/affiliateassembly/DiscussionForum/AAForums/tabid/6411/Default.aspx>

Regional Discussion of Concerns and Commendations

The concerns and commendations that were approved during the Executive session were presented to the Assembly for discussion in regional groups. Each group was to decide which ones they were willing to support. Action will be taken on the concerns and commendations at Sunday's meeting.

Meeting was adjourned at 10:00 p.m.

Respectfully submitted,

Karen Lowe, Secretary
AASL Affiliate Assembly, 2005-2006

Diane Chen, Chair
AASL Affiliate Assembly, 2005-2006

**American Association of School Librarians
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Attendance Roster**

Region I

Irene Kwidzinski, Director
Marilyn Joyce, Director-Elect
Chris Barlow, CEMA
Janet Roche, CEMA
Merlyn Miller, VEMA
Kathy Lowe, MSLMA
Sandy Kelly, NEEMA
Ann Perham, MSLMA
Kelley McDaniel, MASL
Sylvia Norton, MASL

Region II

Sara Kelly Johns, Director
Hilda Weisburg, NJASL
Dorothy D'Ascanio, MEMO
Jay Bansbaut, MEMO
Janet Shaw, DSLMA
Margaret Foster, PSLA
Fran Roscello, NYLA
Marcia Eggleton NYLA
Cathie Marriott, NYLA
Veanna Baxter, Mansfield Univ.
Mary Moyer, NJASL
Rosina Alaimo

Region III

Floyd Pentlin, Director
Karen Lemmons, Director
JoAnn Corr, WEMA
Val Edwards, WEMA
John McDonald, AIME
Kim Carr, AIME
Sue Rahn, OELMA
Vicky Schmarr, OELMA
Becky Robinson, ISLMA
Marsha Lambert, MAME
Jo Kirkbride, MAME
Leslie Forsman, ISLMA
Dea Borneman, MASL
Marianne Fries, MASL
Linda Weatherspoon, MASL

Region IV

Nancy Dickinson, Director-Elect
Darlah Carman, KSMA
Angie Hawkins, KSMA
Margaret Hausauer, TASL
Lawren Hammond, SCASL
Kathy Lehman, VEMA
Dee Griffith, VEMA
Sandra Andrews, NCSLMA
Jackie Pierson, NCSLMA

Region V

Melissa Johnson, GLMA

Region VI

Barbara Ray, Director-Elect
Maribel Garza-Castro, TASL
Mary Jo Humphreys, TASL

Region VII

Mary Ann Harlan, CSLA
Robbie Nickel, NSCLS
Sally Roof, AzLA
Linda Renfro, AzLA
Ann Ewbank, AzLA
Judy Moreillon, AzLA

Region VIII

Jim Hayden, OEMA
Lynn McNamara, AKASL
Jan Weber, WLMA
Alan Kaph, OEMA

Region IX

Janice Ostrom, Dir-Elect
Gwen Giddens, CASL
Martha House, KASL
Linda Roberts, KASL
Gail Formanack, NEMA
Glenda Willneed, NEMA

@ *your library* Feedback

(8 out of 9 groups responded)

June 23, 2006

Region I

Campaign goals and objectives:

- Problem- associated with public library; doesn't help in school library arena
- Connecticut uses "@ your library" as title of school library conferences
- Program doesn't help differentiate between school and public libraries
- Dominated by public libraries and doesn't give school libraries a voice

Suggestions:

- Modify slogan to communicate school libraries
e.g.: "Every student achieves @your library."
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Region III

Campaign goals and objectives:

- Does not have a lot of publicity in Illinois
- Central Ohio – used a lot
- Seen as a public library
- Cannot add school library
- Restrictive font size
- Rejuvenate list of slogans to use before "@ your library"
- Ads? PSAs?

Key Messages:

- Lacking – libraries as partners and collaborators
- Message remote access (virtual implications)
- "24/7" @ your library

Strategy:

- Need to specify library
- Increase media partnership
- Loosen the restrictive font size
- Not ADA compliant
- ETF file, so you use and adjust

- Easier to download
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Region VIII

Campaign goals and objectives:

- Alaska – use bookmarks – states that are division of state library
- Do not feel any problem with “@ your library”

Key Messages:

- Feel not an issue

Suggestions:

- Group feels not enough information to suggest anything for second phase.
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Region IX

Campaign and objectives:

- Problem exists with lumping “@ your library” (including all kinds)
- Good, common marketing tool
- Recognizable by general public – but can be changed
- Some libraries don’t use slogans because state dept. of ed. was trying to say students could be served by public libraries in small communities instead of having a school library

Suggestions:

- Recommend a slogan including the words “school library” (and include its varieties of title)
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Region VI ? (Texas and Oklahoma were written on back of sheet)

Campaign and objectives:

- Target library/community networking together: (school, academic, public)

Key Messages:

- We are all in this together.
- Need to share resources

Suggestions:

- Billboards promoting school librarians

NOTE: THE REST OF THE REGIONS DID NOT IDENTIFY THEMSELVES.

Region IV

Campaign and objectives:

- Too divisive ?
- Trying to be more united

Suggestions:

- Public recognition, but needs to be refreshed
 - TV – PSA's –(going to the library for information)
 - Way we access libraries electronically 24/7 – show image we are evolving
 - @ your library 24/7 Any time, Any place, Anywhere
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Region ?

Campaign and objectives:

- like different sizes
- Freedom fighter @ your library
- Didn't achieve the librarian piece
- Focus on individual librarians
- Librarians are key @ your library
- Librarians are the future @ your library

Suggestions:

- Don't focus on Library program or opposition to facility – people need to be aware of personnel
 - Focus on the individual
 - Identify the missions of the different types of libraries; e.g. Professional school librarians impact student achievement @ your library
 - Reach administrators, school boards, students
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Region ?

Campaign and objectives:

- Additional item for long-term improvement
- Stop and reverse trend to eliminate professional teacher-librarian positions
- Secure teacher-librarian positions because most U.S. children begin their life-long relationship with libraries at school
- Target pre-K, k-12 educators through their associations (ALA)

Key messages:

- PBS – relationships between their programming and ALA's – key messages could be made

Suggestions:

- TV commercials could improve public relations