

YALSA Board of Directors Meeting
Conference Call
February 25, 2010

Topic: Approval of Minutes from the 2010 Midwinter Meeting

Background: Minutes are the official record of the Board. It is important that they be as accurate as possible. Any oversights or errors should be identified and corrected for the permanent record. The minutes below have been submitted by Linda Braun and Francisca Goldsmith, YALSA's Secretary, for the Board's approval.

Action Required: Consent

MINUTES
YALSA BOARD OF DIRECTORS MEETING
JANUARY 15-19, 2010, Boston

The mission of YALSA is to advocate, promote and strengthen service to young adults as part of the continuum of total library service, and to support those who provide service to this population.

Board I Sat. 1:30 - 5:30 in the Convention Center, room 161

Present: Linda Braun, Kimberly Patton, Francisca Goldsmith, Sarah Cornish Debraski, Mary Hastler, Jerene Battisti, Michele Gorman, Shannon Peterson, Dawn Rutherford, Sara Ryan, Stephanie Squicciarini, Gail Tobin, Cindy Welch, Sarajo Wentling, Nick Buron, Beth Yoke

Visitors: Franklin Escobedo, Melissa Rabey, Cindy Dobrez, Lynn Rutan, Matthew Moffett, Erin Downey Howerton, Sarah Flowers, Alexandra Annen, Jamie Watson, Kate Pickett, Elizabeth Burns, Renee C. McGrath, Krista McKenzie, Sharon Rawlins, Alex Villagran, Susan Person, Mary Olive Thompson, Robyn Vittek, Amy Barr, Anna Koval

Board II Sun. 4:00 - 5:30 in the Convention Center, room 160B

Present: Linda Braun, Kimberly Patton, Francisca Goldsmith, Sarah Cornish Debraski, Mary Hastler, Jerene Battisti, Michele Gorman, Shannon Peterson, Dawn Rutherford, Sara Ryan, Stephanie Squicciarini, Gail Tobin, Cindy Welch, Sarajo Wentling, Nick Buron, Beth Yoke

Visitors: Krista McKenzie, Steve Matthews, Kelly Czarnecki, Sara Kelly Johns, Heather Booth, Amy Barr, Robyn Vittek, Amanda Murphy

Board III Mon. 1:30 - 3:30 in the Convention Center, room 160B

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Present: Linda Braun, Kimberly Patton, Francisca Goldsmith, Sarah Cornish Debraski, Mary Hastler, Jerene Battisti, Michele Gorman, Shannon Peterson, Dawn Rutherford, Sara Ryan, Stephanie Squicciarini, Gail Tobin, Cindy Welch, Sarajo Wentling, Nick Buron, Beth Yoke

Visitors: Sarah Ludwig, Ben Carter, Molly Raphael, Franklin Escobedo, Heather Booth, Holly Cole

The Board paused in the agenda to accommodate information exchanges with:

- *BARC Representative, Alex Villagran at 2:00 on Saturday*
Villagran noted the Association's membership size and commented positively about YALSA's Friday evening Games, Gadgets & Gurus program. He spoke about the upcoming BARC Division Leaders' Meeting; challenges within the body of ALA which will require cooperation; and suggested that the economy is likely to remain unstable for five to ten years more.
- *Candidate for ALA President-Elect, Molly Raphael at 2:15 on Saturday*
Raphael presented her platform for election.
- *ALA Executive Board Representative, Steve Matthews at 4:10 on Sunday*
Matthews reported:
 - ALA membership down, but new members joining and membership steady at 62,000+
 - Advance registration down for Midwinter but registration at this point is 1,000 more than in Denver, at about 10,000
 - ALA is working on ways to more effectively use CapWiz
 - Advocacy University taking place at Midwinter
 - ALA strategic plan in draft form and feedback from membership being sought
 - Library Advocacy Day is scheduled for June 29
 - Library support certification being launched Jan 18
 - Networking Uncommons available at Midwinter
 - Economic outlook is unsteady
 - Spectrum Scholar fundraising initiative taking place
- *Candidate for ALA President-Elect, Sara Kelly Johns at 4:25 on Sunday*
Johns presented her background and plans if elected.

Call to Order

Saturday - Linda Braun called the meeting to order at 1:30pm

Sunday – L. Braun called the meeting to order at 4:00pm

Monday – L. Braun called the meeting to order at 1:30pm

Information Forum – 10 minutes allotted at the beginning of each session

Saturday - No information items brought forward

Sunday – L. Braun informed Board members of items brought up at the Division President's Breakfast:

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- 2011 Conference, 4:00-5:30 time slot on Friday may become no conflict, which means we would need to move YALSA 101
- Divisions solicited for program material for 2010 Annual virtual conference

Monday - L. Braun informed Board members of ALSC's Board voted to change their scope from birth to 13 and it will be placed on the 2010 ALSC ballot for member voting

Adoption of the Agenda

Motion #1. Jerene Battisti moved that the YALSA Board adopt the agenda with flexibility. Seconded by Nick Buron. Motion passed.

Consent Items (5 min.) – Saturday

Item #1. Approval of Minutes from 2009 phone meeting—Francisca Goldsmith 12/14/09

- *Administrative task*

Motion #3. Stephanie Squicciarini moved the YALSA Board move the approval of the minutes from 2009 phone meeting out of Consent into Action. Seconded by Kimberly Patton. Motion passed.

Item #2. Conflict of Interest Policy for Publications – Mary Hastler 12/14/09

- *Goal #3 Research Goal #2 Marketing*

Item #3. Slate for '10 YALSA Election –Nominating Committee 12/14/09

- *Goal #5 Member Recruitment & Engagement*

Item #4. Interest & Discussion Group Petitions (TAGS & Tech) 12/21/09

- *Goal #5 Member Recruitment & Engagement*

Item #5. Executive Director's Goals for FY 10 –Beth Yoke 12/14/09

- *All goals*

Item #6. YALS Editor Midwinter Report – Sarah Flowers 12/10/09

- *Goal #2 Marketing, Goal #4 Continuous Learning, Goal #5 Member Recruitment & Engagement*

Motion #2. Cindy Welch moved that the YALSA Board move Item #6 to Discussion. Sarah Debraski seconded. Motion passed.

Item #7. YAttitudes Editor Midwinter Report – Erin Howerton 12/18/09

- *Goal #2 Marketing, Goal #5 Member Recruitment & Engagement*

Item #8. Blog Manager Midwinter Report – mk Eagle..... 12/14/09

- *Goal #1 Advocacy, Goal #2 Marketing Goal #4 Continuous Learning, Goal #5 Member Recruitment & Engagement*

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Item #9. Confirmation of Computer Expenditure – Mary 12/14/09
• *Goal #2 Marketing*

Item #10. Research Journal Name – Linda Braun 12/14/09
• *Goal #3 Research*

Item #11. Board Member Contract – Linda 12/14/09
• *Goal #5 Member Recruitment & Engagement*

Motion #4. Dawn Rutherford moved that the YALSA Board move Item 11 out of Consent into Action. C. Welch seconded. Motion passed.

Motion #5. Kimberly. Patton moved that the YALSA Board approve the remaining Consent items. J. Battisti seconded. Motion passed.

Mega Issue – *Saturday*

Item #12. Mega Issue Discussion – Linda 12/20/09
• *Goal #5 Member Recruitment & Engagement*

How can YALSA effectively deal with increased competition for members' time & money?

Discussion included the following points:

- YALSA should explore expanding or creating new opportunities for school librarians, and consider virtual methods for reaching the group.
- YALSA should continue pushing out free, ready-made, deliverable resources via the web.
- Pushing out YALSA information and resources at any regional or state level conference helps reach those who don't come to ALA .
- New member welcome emails can be followed up by later phone or email check-ins for feedback.
- Make sure messages are clear and concise.
- Once appointments are completed, communicate with volunteers that did not get placed on a member group about other ways to get involved in the organization. Could be an appropriate task for the Appointments Task Force.
- Remind others who are interested in becoming active that beyond committee work there are other ways to become involved: blogging, etc. See Get Involved page on wiki.
- Encourage those who are looking for information to get in touch with the YALSA Office.
- Make connection between work being done for YALSA with benefits to day to day job to elicit employer support
- Communicate with YALSA-sponsored Spectrum Scholar and Emerging Leaders' Directors and Boards to highlight the achievements of those selected.
- Be aware of information being shared via Web 2.0 for "free" which can serve to both undercut and promote YALSA initiatives.

Action Items – *Saturday*

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- Item #13. Pre-Meeting Division Councilor Report – Nick Buron 1/16/10
- *Administrative task*

Nick Buron noted:

- ALA Connect space has been created for Youth Division Council to share concerns/issues
- Motions coming forward to Council that the YALSA Board may need to be aware of:
 - Prison libraries
 - Indigenous language
 - Vote for ALA Executive Board candidates

Items #1 and #11 moved from consent to action

- Item #1. Approval of Minutes from 2009 phone meeting —Francisca Goldsmith 12/14/09

Motion # 6. S. Squicciarini moved that the YALSA Board approve the Minutes from 2009 Phone Meeting with the correction of the spelling of her last name under the Discussion items. Seconded by J. Battisti. Motion passed.

Motion #7. J. Battisti moved that the YALSA Board correct the spelling of Karyn Silverman’s name in the Minutes of the 2009 Phone Meeting. S. Wentling seconded. Motion passed.

- Item #14. Item #11 Board Member Contract—L. Braun..... 12/14/09

Motion #8. D. Rutherford moved that the YALSA Board change the YALSA Board Member Contract’s Item 5 (regarding supporting Friends of YALSA) to read: “As a visible show of support, I will make an annual personal financial contribution to the Friends of YALSA at a level that is comfortable and meaningful to me. I will also actively support and promote Friends of YALSA fundraising activities.” Seconded by Sarah Debraski. Motion passed.

Motion #9. S. Debraski moved that the YALSA Board adopt Item 11 Board Member Contract as amended. K. Patton seconded. Motion passed.

- Item #15. Selected List Portfolio Proposal – Francisca & Linda..... 11/16/09
- *Goal #2 Marketing, Goal #4 Continuous Learning, Goal #5 Member Recruitment & Engagement*

Motion #11. Gail Tobin moved that the YALSA Board approve the Selected List Portfolio Proposal as written. Seconded by J. Battisti. Motion passed unanimously.

Motion #12. Sara Ryan moved that the YALSA Board direct the O&B Committee to update appropriate committee policies and direct the YALSA staff to brand all YALSA’s lists and awards according to the proposal in Board Document 14. Changes to be effective with the start of the 2011 selection committees. Seconded by Shannon Peterson. Motion passed.

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Motion #13. S. Squicciarini moved that the YALSA Board direct the appropriate Board liaisons to work with affected committees to ensure a smooth transition to the new policies. Seconded by C. Welch. Motion passed.

Motion #14. Sarajo Wentling moved that the YALSA Board direct itself, one year after the changes have been implemented, to evaluate the success of the changes and make adjustments as necessary. Seconded by Francisca Goldsmith. Motion passed.

Item #16. Selected Lists Committee Policy Alignment – Shannon Peterson 12/4/09

- *Goal #2 Marketing, Goal #4 Continuous Learning, Goal #5 Member Recruitment & Engagement*

Motion #15. N. Buron moved that the YALSA Board adopt the Selection List Committee Policies Template as provided in the document and direct the O&B Committee to revise the policies using the template as a guide. Work is to be completed by June 2010. F. Goldsmith seconded. Motion passed.

Item #17. ALA Committee Participation Policy Change –Linda 12/4/09

- *Goal #5 Member Recruitment & Engagement*

Motion #16. S. Debraski moved that the YALSA Board accept the proposal in Item 16 and begin implementing the actions outlined therein. Seconded by D. Rutherford. Motion passed.

Item #18. Request for Spectrum Donation – Linda 12/30/09

- *Goal #1 Advocacy, Goal #4 Continuous Learning; Goal #5 Member Recruitment & Engagement*

Motion #20. N. Buron moved that the YALSA Board continue to support the Spectrum Scholarship at our current level of \$6500 annually. If and when the economy improves, the YALSA Board may reevaluate our level of support. Seconded by G. Tobin. Motion passed.

Item #19. Member Recognition Effort – Linda 12/2/09

- *Goal #5 Member Recruitment & Engagement*

Motion #21. Michele Gorman moved that the YALSA Board direct the President to create an ad hoc committee to create a proposal that looks at chair/leader/member group or team of the year membership recognition award to be submitted to YALSA Executive Committee for their spring 2010 call, followed by final submission to the Board for Annual 2010. Seconded by S. Wentling. Motion passed.

Motion #22. F. Goldsmith moved that the YALSA Board direct the Executive Committee to prioritize the suggestions put forward in Proposal 18, by Annual 2010. Seconded by J. Battisti. Motion passed.

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Motion #23. F. Goldsmith moved that the YALSA Board direct the YALS Editor and Communications Specialist to revive and revise the article of the year proposal by Annual 2010 and place it on the Board agenda for that meeting. Seconded by Mary Hastler. Motion passed.

Item #20. Supporting Members During the Recession – Linda 12/2/09
• *Goal #1 Advocacy; Goal #5 Member Recruitment & Engagement*

Motion #24. M. Hastler moved that the YALSA Board direct the President to work with YALSA staff to come up with an improved plan for promoting member features and benefits. Motion passed.

Item #21. 2011 Midwinter Institute Recommendation – Linda 12/14/09
• *Goal #4 Continuous Learning*

Motion #10. C. Welch moved that the YALSA Board direct the President to appoint a taskforce to plan and implement a 2011 Midwinter Institute on teen services and the whole library experience, keeping in mind the feedback from the Board. Seconded by S. Debraski. Motion passed.

YALSA Webinar Proposal – Beth 12/14/09
• *Goal #4 Continuous Learning*

Motion #26. C. Welch moved that the YALSA Board extend Board Session on January 16, 2010 by ten minutes. Seconded by M. Hastler. Motion passed.

Motion # 27. J. Battisti moved that the YALSA Board direct the YALSA Program Officer for Continuing Education to develop and launch a webinar program as outlined in the proposal, including recommended webinar hosting service and registration fees. Seconded by C. Welch. Motion passed.

Item #22. Updating YALSA’s Bylaws – Linda & Shannon 1/5/10
• *Administrative task*

Motion #25. N. Buron moved that the YALSA Board direct the Executive Director to work with the O&B Committee and appropriate staff to place Proposal 22’s listed by-laws changes on the 2010 ballot so that the membership can vote on individually. Seconded by M. Hastler. Motion passed.

Discussion Items

Item #6 moved from consent to discussion

Item #6. YALS Editor Midwinter Report—Sarah Flowers

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Motion #18. C. Welch moved that the YALSA Board direct the President to appoint a task force to investigate archiving institutional information for the organization. Seconded by G. Tobin. Motion passed.

Motion #19. K. Patton moved that the YALSA Board accept Item 6 as written. D. Rutherford seconded. Motion passed.

Item #23. Update from Executive Committee Meetings – Linda 1/14/10
• *Administrative task*

L. Braun provided a brief summary of the Executive Committee meeting that took place on Friday.

Item #24. Pre-Conference Committee Report Concerns – all Board Members 1/4/10
• *All goals*

Concerns were shared by Board Liaisons and directions suggested to liaisons for next steps

Item #25. FY10 Fiscal Year Update – Mary & Beth 1/4/10
• *All goals*

Motion #28. C. Welch moved that the YALSA Board carry Item 25 over from the January 17, 2010 (Board II) meeting to the January 18 (Board III) meeting. Seconded by J. Battisti. Motion passed.

Discussion continued on Sunday.

Motion #30. F. Goldsmith moved that the YALSA Board approve the continued support of the Emerging Leader program by supporting up to two Emerging Leaders in FY 2011. Seconded by N. Buron. Motion passed.

Item #26. Moving Forward with Foundation Concept –Linda 12/14/09
• *Goal #1 Advocacy; Goal #2 Marketing; Goal #3 Research*

Motion #31. J. Battisti moved that the YALSA Board direct the President to contact the Association’s Executive Board’s representative to explore the feasibility of establishing a foundation. Seconded by M. Hastler. Motion passed.

Item #27. Competencies Taskforce Recommendations – Sarah Flowers 12/14/09
• *Goal #1 Advocacy; Goal #4 Continuous Learning*

Motion #17. J. Battisti moved that the YALSA Board accept and approve the Draft Revision of “YALSA’s Competencies for Librarians Serving Youth: Young Adults Deserve the Best.” Michele Gorman seconded. Motion passed

Item #28. Morris Fund Use Evaluation – Mary 12/21/09

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- *Goal #1 Advocacy; Goal #4 Continuous Learning*

As discussion time at the meeting was limited, L. Braun shared plans to continue the discussion after Midwinter via the Board’s ALA Connect space in order to make it possible to continue moving forward with this evaluation.

- Item #29. Readers’ Choice List Proposal – Sarah Ludwig 12/14/09
- *Goal #5 Member Recruitment & Engagement*

Motion #29. S. Debraski moved that the YALSA Board direct the Readers Choice Proposal Task Force to modify their proposal, incorporating the feedback from the Board during Item 29 discussion and submit a final proposal by the Executive Committee Spring Conference call. Seconded by F. Goldsmith. Motion passed.

- Item #30. Updated Chair Responsibilities – Sarah Debraski 12/11/09
- *Administrative task*

- Item #31. 2010 – 2011 President’s Theme & Related Programs – Kim 12/18/09
- *Goal #4 Continuous Learning, Goal #5 Member Recruitment & Engagement*
- As meeting time was limited, the discussion moved by L. Braun to the Board’s ALA Connect space following Midwinter.

- Item #32. Action Plan Update – Linda & Beth 1/5/10
- *All goals*

As meeting time was limited, the discussion moved by L. Braun to the Board’s ALA Connect space following Midwinter.

- Item #33. ALA Draft Strategic Plan – Linda 1/5/10
- *All goals*

As meeting time was limited, the discussion moved by L. Braun to the Board’s ALA Connect space following Midwinter

- Item #34. Email Communications to Members – Linda 12/14/09
- *Goal #2 Marketing; Goal #5 Member Recruitment & Engagement*

Motion #32. K. Patton moved that the YALSA Board direct staff to move forward in implementing a new monthly email format for *YAttitudes*. Seconded by G. Tobin. Motion passed.

Motion #33. F. Goldsmith moved that the YALSA Board extend the time of this meeting by ten minutes. Seconded by C. Welch. Motion passed.

- Item #35. YA Lit Symposium Virtual Component – Heather Booth 1/5/10
- *Goal #4 Continuous Learning; Goal #5 Member Recruitment & Engagement*

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As meeting time was limited, the discussion moved by L. Braun to the Board’s ALA Connect space following Midwinter.

Informational Items

- Item #36. Guidelines for Board Meetings 12/14/09
 - *Administrative task*

- Item #37. Board Responsibilities for Annual 12/14/09
 - *Administrative Task*

- Item #38. FY '09 Final Close Figures 12/14/09
 - *All goals*

- Item #39. 2011 Nominating Committee Roster 12/14/09
 - *Goal #5 Member Recruitment & Engagement*

- Item #40. 2009 Friends of YALSA donors 1/5/10
 - *Goal #1 Advocacy; Goal #3 Research; Goal #4 Continuous Learning*

- Item #41. Communications Report – Stephanie Kuenn 12/31/09
 - *Goal #2 Marketing*

- Item #42. Continuing Education Report – Eve Gaus 12/31/09
 - *Goal #4 Continuous Learning*

- Item #43. Events & Conferences Report – Nichole Gilbert 12/31/09
 - *Goal #4 Continuous Learning; Goal #5 Member Recruitment & Engagement*

- Item #44. Membership Report – Letitia Smith 12/31/09
 - *Goal #5 Member Recruitment & Engagement*

- Item #45. ALA Committee Appointments Update – Kim 12/29/09
 - *Goal #5 Member Recruitment & Engagement*

Executive Session

- Item #46. Executive Session– Linda Braun 1/18/10
 - *Administrative Task*

As meeting time was limited, there was no Executive Session.

New Business

- Item #47. YALSA Councilor Midwinter Activities Update (5 min.) - Nick 1/18/10
 - *Administrative Task*

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Motion #36. J. Battisti moved that the YALSA Board direct our ALA Councilor to vote for Linda Williams, a YALSA member, for ALA Executive Board. Seconded by M. Hastler. Motion passed.

Item #48. Merritt Fund Resolution (5 min.) – Vivian Wynn 1/8/10

- *Goal #1 Advocacy*

Motion #34. M. Hastler moved that the YALSA Board direct Nick Buron, Councilor, to request rewording its “and urges its members to financially support the Merritt Fund” to reflect the wording in the Board member contract and to vote yes regardless if the requested revision is accepted. Seconded by S. Debraski. Motion passed.

Motion #35. C. Welch moved that the YALSA Board extend the January 19 meeting for ten additional minutes. Seconded by K. Patton. Motion passed.

Adjournment – *Monday*

Motion #37. M. Gorman moved that the YALSA Board adjourn its meetings for Midwinter 2010. Seconded by D. Rutherford. Motion passed.

Meeting adjourned at 3:35 pm.