

**YALSA Board of Directors Meeting
Conference Call
February 29, 2012**

Topic: Approval of Minutes from the 2012 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 Sarajo Wentling, YALSA's Secretary, for the Board's approval.

Action Required: Consent

**YALSA BOARD OF DIRECTORS MEETING DRAFT MINUTES
JANUARY 20-24, 2012, Dallas**

YALSA is a national association of librarians, library workers and advocates whose mission is to expand and strengthen library services for teens, aged 12-18. Through its member-driven advocacy, research, and professional development initiatives, YALSA builds the capacity of libraries and librarians to engage, serve and empower teens.

Board I Sat. 1:30 - 5:30 in the Convention Center, room C143

Present: Nick Buron, Priscille Dando, Sarah Flowers, Sandra Hughes-Hassell, Penny Johnson, Monique le Conge, Jack Martin, Kim Patton, Shannon Peterson, Sara Ryan, Chris Shoemaker, Stephanie Squicciarini, Gail Tobin, Sarajo Wentling, Beth Yoke, Christian Zabriskie

Guests: Pam Berger, Linda Braun, Kelly Czarnecki, Franklin Escobedo, Catherine Haydon, Barbara Stripling

Board II Sun. 4:00 - 5:30 in the Convention Center, room C143

Present: Nick Buron, Priscille Dando, Sarah Flowers, Sandra Hughes-Hassell, Penny Johnson, Monique le Conge, Jack Martin, Kim Patton, Shannon Peterson, Sara Ryan, Chris Shoemaker, Stephanie Squicciarini, Gail Tobin, Sarajo Wentling, Beth Yoke, Christian Zabriskie

Guests: Mary Burkey, Francisca Goldsmith, Mary Hastler, Pam Spencer Holley, Gretchen Kolderup, Steve Matthews, Gina Millsap

Board III Mon. 1:30 - 3:30 in the Convention Center, room C143

Present: Nick Buron, Priscille Dando, Sarah Flowers, Sandra Hughes-Hassell, Penny Johnson, Monique le Conge, Jack Martin, Kim Patton, Shannon Peterson, Sara Ryan, Chris Shoemaker, Stephanie Squicciarini, Gail Tobin, Sarajo Wentling, Beth Yoke, Christian Zabriskie

Guests: Francisca Goldsmith, Erin Downey Howerton

A quorum was present for each session.

MINUTES (DRAFT)

Call to Order

Sarah Flowers called the meeting to order at 1:32 pm, on January 21, 2012.

Open Information Forums

Board I Forum

- Stephanie shared her question for the candidates for ALA President-Elect regarding capacity building.

Board II Forum

- Mary Hastler shared information about the Digital Literacy Taskforce and asked that the Board share any feedback regarding the document defining digital literacy with her via email.
- Sandra shared positive feedback from CORS on YALSA's Research Agenda ... there were some questions and suggestions regarding measurement
- Nick updated the board on nominations for the ALA Executive Committee.
- Steve Matthews, YALSA's rep to the ALA Executive Board, reported on ALA Executive Board discussions affecting YALSA. He shared that Midwinter registration and membership in general are slightly down.

Board III Forum

- Nick updated the group on the ALA Executive Board information forum and upcoming resolutions. Beth reported that there have been \$822 in donations for the Leadership Endowment \$243 in FOY for Printz calendar sales.
- Stephanie visited the Figment booth on Sunday and they told her "We love YALSA!"
- Christian shared that he had a conversation with Brain Fuse and they are excited to partner with YALSA.

Adoption of the Agenda

Motion #1. C. Shoemaker moved that the YALSA Board adopt the Midwinter agenda with flexibility. S. Ryan seconded. Motion passed.

Mission Moment -- Saturday

Item #1. Teen Read Week Grantee Report – Beth Yoke

Consent Items – Saturday

Item #2. Approval of Minutes from December 2011 phone meeting—Sarajo Wentling

Item #3. Slate for '12 YALSA Election –Linda Braun

Item #4. Executive Director's Goals for FY 12 –Beth

Item #5. YALS Editor Midwinter Report – Megan Honig

Item #6. JRLYA Editor Midwinter Report – Sandra Hughes-Hassell

Item #7. The Hub Blog Manager Midwinter Report – Gretchen Kolderup

Item #8. YALSAblog Manager Midwinter Report – mk Eagle

Item #9. Establishing the YALSA Academy – Eve Gaus & Linda Braun

Item #10. Creating Curriculum Kits – Eve Gaus

Item #11. Naming YALSA's Student Conference Scholarship – Sarah

Item #12. Board Fellow Confirmation – Sarah

Motion #2. S. Wentling moved that the YALSA Board accept consent items 1-12. K. Patton seconded. Motion passed.

Mega Issue – Saturday

Item #13. Mega Issue Discussion (20 min) – Sarah Flowers

How can YALSA connect with state library associations to strengthen advocacy efforts and impact?

N. Buron facilitated brainstorming and discussion of ways to connect at the state level.

Motion #4. K. Patton moved that the YALSA Board direct staff to compile a comprehensive survey to share with state library associations leaders to find out how YALSA can best help them to serve local library services to teens. G. Tobin seconded. Motion passed.

Action Items – Saturday

Item #14. Pre-Meeting Division Councilor Report – Nick Buron

Motion #5. N. Buron moved that the YALSA Board instruct Nick Buron, YALSA Councilor, to vote at Midwinter 2012 Council in the best interest of YALSA and its mission. S. Hughes-Hassell seconded. Motion passed.

Item #15. Marketing Proposal –Beth Yoke

Motion #6. S. Squicciarini moved that the YALSA Board approve up to \$10,000 in funds to cover the cost of a marketing consultant's services who will evaluate YALSA's current marketing efforts and develop a new marketing strategy and collateral; and direct the Executive Director to create, distribute, and vet an RFP to consultants. P. Johnson seconded. Motion passed.

Item #16. Use of Morris Funds – Penny Johnson & Beth

Motion #7. S. Hughes-Hassell moved that the YALSA Board use the Morris Endowment annual interest for the purpose of promoting YALSA's book and media awards and selected lists for FY12 through FY14, at which time the Board will review the use of funds. J. Martin seconded. Motion passed.

Item #17. Frequency of YA Lit Symposium – Nichole Gilbert & Beth

Motion #8. S. Squicciarini moved that the YALSA Board direct the President to establish a task force to explore the feasibility of an annual symposium beginning in 2014. C. Zabriskie seconded. Motion passed.

Item #18. Advocacy Benchmarks Taskforce Establishment – Sarah

Motion #9. K. Patton moved that the YALSA Board direct the President to appoint a task force in February 2012 to create advocacy benchmarks and submit an initial draft for Board consideration at their 2012 Annual Conference meeting. S. Peterson seconded. Motion passed.

Item #19. Fabulous Films: Request for Board Action—Sarah Sogigan

Motion #11. S. Ryan moved that the YALSA Board adopt the Fabulous Films for Young Adults policy and procedure updates in concept and direct Organization and Bylaws to work with the committee to refine and finalize the language by the time of the Board conference call in March so that the 2012-13 committee can operate with the updated version. S. Peterson seconded. Motion passed.

Item #20. Proposed Use of 2012 FOY Funds – Letitia Smith & Linda

Motion #12. P. Dando moved that the YALSA Board direct staff to work with Division and Membership Promotion and the Financial Advancement committees to use funds raised in 2012 to support the resource "YALSA Box" that would provide and promote a toolkit and materials free to members to host a YALSA-related event in their community. J. Martin seconded. Motion passed.

Item #21. Teen Space Guidelines Final Draft – Katherine Trouern-Trend

Motion #13. S. Peterson moved that the YALSA Board direct the Teen Space Guidelines task force to make the changes as discussed by the board in time for the March 2012 conference call. C. Shoemaker seconded. Motion passed.

Discussion Items – Saturday, Sunday and Monday

Item #22. Update from Executive Committee Meetings – Sarah

Sarah reported on the Executive I meeting.

- Future of joint YALSA/ALSC/AASL committee on school library cooperation and ways that could improve and strengthen the work of the committee. A theme will be selected each year. This year the focus will be on resources to address summer slide
- Idea of a possible joint program at ALISE
- YALSA will have a booth at the ICAC internet caucus technology Exposition and conference where the new iphone app will be demoed.
- Recruiting candidates for YALSA and ALA office

- Measuring and evaluating new strategic plan - having Strategic Planning Committee help with the evaluation piece.

Item #23.Environmental Scan: E-books – Gretchen Kolderup & Linda Braun

Motion #10. S. Squicciarini moved that the YALSA Board direct the President to establish a task force whose charge will be to monitor trends in e-content, including apps and enhanced e-books as outlined in Board Document 23. P. Dando seconded. Motion passed.

Item #24.FY12 Fiscal Year Update – Penny Johnson & Beth Yoke

Penny shared highlights from the FY12 update.

Item #25.FY13 Budget Priorities – Penny & Beth

The group had a brief discussion of the draft budget priorities. Board members are encouraged to contact Beth if they notice anything missing or have further questions.

Item #26.Action Plan Review – Sarah

Item #27.Piloting a Virtual Selection Committee—Jack Martin

Motion #15. C. Shoemaker moved that the YALSA Board extend the Midwinter meeting by 5 minutes. K. Patton seconded. Motion passed

Motion #16. C. Zabriskie moved that the YALSA Board direct the President to establish an ad-hoc committee of the Board to explore the possibility of piloting a virtual award and selection committee. G. Tobin seconded. Motion passed.

Item #28.Odyssey Manual Taskforce Report –Mary Burkey

Mary shared information about the Odyssey manual and that the taskforce was in the process of finalizing. The current Odyssey committee is using the manual and the taskforce will incorporate feedback.

Item #29.Awards & Selected List Evaluation Taskforce Final Report —P. Holley

Motion #14. Pam Spencer Holley moved that the YALSA Board direct the President to appoint a taskforce of 3-5 members, no later than the end of February 2012, to develop a chair's manual for the Excellence in Nonfiction Award Committee. The manual should be comparable to other YALSA award committee manuals and be submitted to YALSA's O&B Committee by the end of May 2012. Motion passed.

Item #30.DG/IG Evaluation Taskforce Preliminary Report – Stephanie Reynolds

Chris shared communications that he has had with the taskforce chair and some challenges that she has had. Chris will communicate board feedback with the chair to refine the survey

Item #31.Draft Committee Social Media Policy—Jamie Watson

The group discussed reactions and feedback on the draft policy received at leadership development. Sarah and Jack will revise the Social Media Policy to include feedback from the board discussion and will bring back to the taskforce and the board for approval.

Item #32.Engaging & Supporting School Library Members – Priscille Dando

Priscille shared some of the findings from surveying school media specialists. She also

mentioned that school librarians now make up 26% of YALSA's membership.

Motion #17. P. Dando moved that the YALSA Board direct the President to establish a taskforce made up of members from the school library community to make recommendations to the Board for raising awareness of YALSA resources and services and engaging school library members. S. Ryan seconded. Motion passed.

Item #33. Proposed State Library Grant—Grace Greene & Sharon Rawlins

Discussed the grant proposal and needed edits and clarifications including issues of sustainability. Concluded that revisions are needed before Board action is taken.

Item #34. STEM Resources Taskforce Update – Amber Creger

Due to time constraints, the board will discuss on ALA Connect after Midwinter.

Item #35. Board Role in Fundraising & Planned Giving – Sarah & Penny

- ALA is aiming to recruit 300 members to commit to various levels of planned giving.
- Sarah showed a publicity piece created by the ALA Development Office to show how materials could be tailored to a Division's needs.
- Beth shared that the Margaret A. Edwards Trust is in talks with YALSA and ALA about moving the trust into YALSA's hands.
- Beth and Sarah will continue to work on the targeted mailing on planned giving and resources to help the board have these conversations with members.

Item #36. Facilitating & Promoting Innovation – Jack & Beth

Due to time constraints, the discussion will be held on ALA Connect after Midwinter.

Item #37. Junior Board Concept—Christopher Shoemaker & Linda Braun

Motion #18. J. Martin moved that the YALSA Board direct the President to appoint an ad-hoc committee of the Board to create a menu of options to explore how YALSA could easily involve teens in the work of YALSA. K. Patton seconded. Motion passed.

Informational Items – N/A

Item #38. Guidelines for Board Meetings

Item #39. Board Responsibilities for Annual 12 & Midwinter 13

Item #40. FY '11 Final Close Figures – Penny & Beth

Item #41. 2013 Nominating Committee Rosters

Item #42. ALSC/YALSA Partnering Discussion – Sarah

Item #43. 2011 Friends of YALSA donors

Item #44. Report on Teen Spaces Project—Anthony Bernier

Item #45. Communications Report – Stephanie Kuenn

Item #46. Continuing Education Report – Eve Gaus

Item #47. Events & Conferences Report – Nichole Gilbert

Item #48. Membership Report – Letitia Smith

Executive Session -- Monday

Item #49. Executive Session – Sarah

New Business -- Monday

Item #50. Memorial Resolution for Dorothy Broderick – Nick

Motion # 3 K. Patton moved that the YALSA Board accept this Memorial Resolution for Dorothy Broderick and direct Nick Buron to present it at Council. J. Martin seconded. Motion passed.

Item #51. YALSA Councilor Midwinter Activities Update - Nick

Motion #19. P. Johnson moved that the YALSA Board adjourn its Midwinter 2012 meeting. S. Ryan seconded. Motion passed.

Adjournment -- Monday

S. Flowers adjourned the Midwinter 2012 YALSA Board Meeting at 3:27 pm, on January 23, 2012.

Respectfully submitted, Sarajo Wentling, Board Secretary