

**YALSA BOARD OF DIRECTORS MEETING
MINUTES
JANUARY 25-29, 2013, Seattle**

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 309

Present: Linda Braun, Priscille Dando, Sarah Flowers, Sandra Hughes-Hassell, Penny Johnson, Carrie Kausch, Candice Mack, Jack Martin, Renee McGrath, Shannon Peterson, Chris Shoemaker, Sarah Sogigian, Gail Tobin, Sarajo Wentling, Beth Yoke, Christian Zabriskie
Regrets: Vicki Emery

Guests: Jerene Battisti, Franklin Escobedo, Franny Gaede, Maureen Hartman, Barbara Immroth, Susan Maldonado, Linda Plevak, Katie Salo, Wendy Stephens, Aleck Williams

Board II Sun. 4:30 - 5:30 in the Convention Center, room 309

Present: Linda Braun, Priscille Dando, Sarah Flowers, Sandra Hughes-Hassell, Penny Johnson, Carrie Kausch, Candice Mack, Jack Martin, Renee McGrath, Shannon Peterson, Chris Shoemaker, Sarah Sogigian, Gail Tobin, Sarajo Wentling, Beth Yoke, Christian Zabriskie
Regrets: Vicki Emery

Guests: Clara Bohrer, Ana Elisa de Campos Salles, Mario Gonzalez, Krista McKenzie

Board III Mon. 1:30 - 3:30 in the Convention Center, room 309

Present: Linda Braun, Priscille Dando, Sarah Flowers, Sandra Hughes-Hassell, Penny Johnson, Carrie Kausch, Candice Mack, Jack Martin, Renee McGrath, Shannon Peterson, Chris Shoemaker, Sarah Sogigian, Gail Tobin, Sarajo Wentling, Beth Yoke, Christian Zabriskie
Regrets: Vicki Emery

Guests: Robert Banks, Kelly Czarnecki, Franklin Escobedo, Mary Hastler, Gretchen Kolderup, Jennifer Korn, Carla Land, Krista McKenzie, Matt McLain, Ken Petrilli, Sharon Rawlins, Katie Salo, Andrea Sowers, Courtney Young.

We'll pause in the agenda to accommodate information exchanges with:

- *ALA Candidate for President-Elect, Barbara Immroth, Sat. at 2:15*
- *BARC Representative, Clara Bohrer, Sun. at 4:45*
- *ALA Executive Board Representative, Rob Banks, Mon. at 1:30*
- *ALA Candidate for President-Elect, Courtney Young, Mon. at 2:30*

A quorum was present for each session.

MINUTES (DRAFT)

Call to Order

J. Martin called the meeting to order at 1:33 pm, on January 26, 2013.

Information Forum

Board I

- Christian shared that his non-profit organization, Urban Libraries Unite, has officially gotten 501(c)(3) status as of yesterday.
- Priscille shared her impressions of the success of the National Forum on Teens & Libraries.
- Sandra mentioned that she was able to touch base with some Forum attendees at YALSA 201.
- Sarah F. shared talking points for “School Libraries: at the Common Core of Education” and a questionnaire that Board members should fill out and return to her before the end of conference.
- Jack shared from the President’s lunch that ACRL is considering changing their name, focus, and marketing. Many other Divisions are having a focus on advocacy.
- Jack shared that the president of ASCLA had given out copies of an advocacy tool from the CA State Library called “The Emerging Story of California Public Libraries” which shows the importance and history of libraries.

Board II

- Chris shared that he, Linda, Beth, and Nicole Munguia met with new tech partner to talk about the badge infrastructure. He also shared that the badges program this morning thanked everyone who came out for it.
- Sarajo shared that Scottie Bowditch from Penguin commented that she was interested in attending and supporting the YALSA Literature Symposium but that its timing was problematic.
- Sarah F. commended Francisca and the rest of the group in the Coffee with the Candidates program. The session was a nice mix of statements from the candidates and time for questions from the audience.
- Jack reported that Wendy Stephens, YALSA Blog member manager, informed him that many Divisions are sunsetting wikis.
- Jack shared from BARC meeting that ALA staff will be getting a 1% raise for the first time in five years.
- Sandra shared that at the Youth Council Caucus discussion focused on school libraries.
- Clara Bohrer, YALSA’s BARC representative, expressed that Divisions often don’t get the credit they deserve for what they bring to big ALA. YALSA provides a home for members with the parent organization, provides programs and services that bring attention to issues surrounding teens and libraries which drive revenue to ALA. Also, interest from YALSA’s net asset balance goes to ALA. The benefit is more than just the overhead YALSA pays to ALA. She also shared that there is a deficit in ALA’s net asset balance and that they are trying to manage the general fund budget. BARC is in favor of staff raises and has communicated that to management. As a whole, Division finances collectively are in a good place.

Board III

- Sandra shared an article from Cognotes about PLA getting \$50,000 to help high school students from the Open Society Foundations and administered by ALA’s Office of Intellectual Freedom.
- Gail shared that there is a memorial resolution for Kay Bishop before Council. She also shared that a review element will be added to the dues proposal and it will come back to Council.
- Jack shared that over 200 people attended the Morris/Nonfiction program today. He encouraged board members to thank the publishers for their support and the books donated to give away.
- Rob Banks, YALSA’s rep to the ALA Executive Board, updated the group on several items including: getting support and information for the taskforce on school libraries; the Digital Content Working Group has been working hard on issues surrounding ebooks and it seems that there is

beginning to be some progress and action; Maureen Sullivan's is community engagement initiative; and the Neal-Schuman acquisition specifically that it was purchased with a loan which will be paid back from profits from publishing. He also reminded the Board about the 15 by 15 planned giving campaign and encouraged members to participate.

- Jack shared that there was an article in Cognotes about the National Forum on Teens & Libraries.
- Mary Hastler shared that the Digital Literacy Taskforce has just wrapped up and a report will be on OITP's web site. The taskforce is recommending that all information and resources be collected in one place. She also reminded the group that Digital Learning Day is coming up. She shared information from the ALA Conference Committee including their plan to record all programs at Annual if permission is given and that they are looking at changing the way programs are scheduled. Email Mary with any suggestions to put forward. Proposed changes would go into effect for Annual 2014 in Las Vegas.

Adoption of the Agenda

Motion #1. S. Wentling moved that the YALSA Board adopt the agenda with flexibility. P. Johnson seconded. Motion passed.

Mission Moment – Saturday

Item #1. YA Literature Symposium – Jack Martin

- Board members who attended the Symposium shared their thoughts and observations on the event.

Consent Items – Saturday

Item #2. Approval of Minutes from November 2012 phone meeting—Sarajo Wentling

Item #3. Slate for '13 YALSA Election –Jerene Battisti & Sarah Debraski

Item #4. Executive Director's Goals for FY 13 –Beth Yoke

Item #5. YALS Editor Midwinter Report – Linda Braun

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

- Sandra shared that she and Linda, as YALS editor, have discussed some concerns about the direction of the two journals and possible future direction including strategies for increasing awareness and submissions. One idea they shared was connecting the two journals via an online presence. Ongoing problems with attracting quality submissions are linked in part to where JRLYA is indexed.

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

Item #8. YALSAblog Manager Midwinter Report – mk Eagle

Item #9. 2014 Symposium Site Confirmation – Nichole Gilbert

Item #10. YALS Advisory Board Charge Update – Linda Braun & Laura Pearle

Item #11. YALSA Blogs Policy Update – Linda & mk

Item #12. Establish a Teen Read Week Evaluation Taskforce – Jack

Item #13. Establish a Teen Tech Week Evaluation Taskforce – Jack

Item #14. Establish a Program Guidelines Taskforce – Jack

Item #15. Writing Award Evaluation – Sarah Flowers

Item #16. Confirmation of Appointee to Fill Upcoming Board Vacancy – Jack

Item #17. Board Fellow Confirmation – Jack

Motion #2. C. Shoemaker moved that the YALSA Board move items 5 and 6 from the consent agenda to the discussion agenda. C. Zabriskie seconded. Motion passed.

Motion #3. S. Hughes-Hassell moved that the YALSA Board adopt items 2-17 from the consent agenda with the exception of items 5 and 6. P. Dando seconded. Motion passed.

Motion #4. L. Braun moved that the YALSA Board direct the JRLYA Advisory Board to explore strategies as were discussed at the Board meeting and report to the Board prior to Annual 2013. C. Mack seconded. Motion passed.

Mega Issue – Saturday

Item #18. Mega Issue Discussion – Jack

- Does YALSA’s name clearly and accurately communicate what the organization does?
 - The group discussed the fact that “young adult” means 20 somethings to those outside of the library world and that there are challenges in trying to describe who we are and what we do.
 - The group agreed that there are some things to be cognizant of when exploring this and pitfalls we want to avoid.
 - Next steps in exploring this idea include reaching out to the membership and those outside of libraries and discussing at Jack’s next virtual town hall meeting.

Motion #6. C. Shoemaker moved that the YALSA Board direct the YALSA President and Executive Director to explore the topic of a YALSA name change. P. Johnson seconded. Motion passed.

Action Items – Saturday

Item #19. Pre-Meeting Division Councilor Report – Vicki Emery

- Gail reported on the business before Council in Vicki’s absence.

Item #20. Awards & Selection Committee Policy Update —J. Kim, S. Grover

Motion #7. S. Flowers moved that the YALSA Board accept the proposed changes to the award committees and BFYA committee Policies and Procedures as presented in document

20, and 1) direct the Executive Director to see that the policies are updated on the YALSA web site, and 2) direct the Board Liaisons to the committees to inform both the outgoing and incoming chairs of the change. G. Tobin seconded. Motion passed.

Item #21. Virtual Committee Manual Final Draft – Valerie Davis

Motion #8. P. Dando moved that the YALSA Board adopt the manual with edits as discussed and direct the Board Liaisons to the PPYA and Edwards committees to disseminate it to chairs. S. Sogigian seconded. Motion passed.

Item #22. Establish a YA Lit Section – Chris

Motion #9. S. Sogigian moved that the YALSA Board approve the pilot of a member section to begin Sept. 1, 2013, and to evaluate the success and impact of the section after it has been in existence for two years. S. Sogigian further moved that the YALSA Board approve the bylaws changes presented in this document and will put the bylaws changes to a vote of the membership on the 2013 ballot. P. Dando seconded. Motion passed.

Item #23. DG/IG Ad-hoc Committee Recommendations – Chris

Motion #10. C. Shoemaker moved that the YALSA Board direct the Executive Director to work with ALA's Membership Department to have the Intellectual Freedom Interest Group listed on YALSA's membership and renewal forms, beginning Sept. 1, 2013, as a free, opt-in group. After one year of implementation, the President will appoint an ad-hoc board committee to evaluate the success of this approach. C. Shoemaker further moved that the YALSA Board direct the Organization & Bylaws Committee to revisit the language in the bylaws about Interest & Discussion Groups and to present a revision of the bylaws with the Discussion Group language omitted for member consideration on the 2013 ballot. C. Mack seconded. Motion passed.

Item #24. Proposed Bylaws Revisions – Linda

Motion #12. L. Braun moved that the YALSA Board accept the updates to the bylaws as presented other than Article V Section i and language related to elections. C. Shoemaker seconded. Motion passed.

Motion #13. L. Braun moved that the YALSA Board accept the addition of Section i under Article V of the bylaws. J. Martin seconded. Motion passed.

Motion #14. L. Braun moved that the YALSA Board accept the changes to Article VIII of the bylaws. S. Sogigian seconded. Motion passed.

- The proposed bylaws revisions voted on and approved by the Board will appear on the 2013 YALSA ballot for a vote of the membership.

Item #25. Integrating Fundraising into YALSA's Board – Linda

- The group discussed that having a fundraising person on the Board would be beneficial to the Board as well as the organization. Including a Board role for the Financial Advancement Committee chair may also attract qualified individuals to the position.

Motion #11. C. Mack moved that the YALSA Board includes the FAC Chair as an ex-officio, non-voting member of the Board. L. Braun seconded. Motion passed.

Discussion Items – Saturday, Sunday and Monday

Item #26. Update from Executive Committee Meetings – Jack

- Jack shared information about what the committee had discussed.
- The group was reminded to give names of potential candidates for board and awards positions to the appropriate nominating committee and to talk with member leaders about running for governance positions.
- Sarah F. shared Exec Committee discussion about spacing out the the election of Fiscal Officer, Secretary, and Division Councilor by having the Secretary be elected for a two year term one time only.

Motion #15. S. Flowers moved that the YALSA Board direct the 2014 Governance Nominating Committee to seek a candidate for a two year Secretary position in order to balance the rotation of the Executive Committee positions. S. Wentling seconded. Motion passed.

Item #27. Action Plan Progress & Highlights – Jack

- Due to time constraints, there was no discussion on this item. Board members should email Jack and Beth if there is anything that has been overlooked on the plan.

Item #28. FY13 Fiscal Year Update – Penny Johnson & Beth

- Penny and Beth shared highlights from the first quarter of FY13 and reminded us to be thoughtful and accurate with messaging to members about YALSA's financial health. It is important to note that all revenue goes to support YALSA members and dues only cover roughly 30% of YALSA's expenses.

Item #29. FY14 Budget Priorities – Penny & Beth

- The group began discussing priorities for the FY14 YALSA budget.

Item #30. Frequency of YA Lit Symposium – Franklin Escobedo

- Franklin reported out on his task force's findings. The group discussed the pros and cons of holding the event annually and how to possibly broaden the focus of the symposium.

Motion #5. C. Zabriskie moved that the YALSA Board make the YALSA Symposium an annual event with a review of the viability of an annual event after the 2015 Symposium and again after three years of annual events. S. Peterson seconded. Motion passed.

Item #31. September Survey Results & Implications – Jack

- Differences in how we reached out to different groups may have affected response numbers. Beth shared that she and Letitia have been talking about doing a lapsed member campaign in the spring.
- Jack shared that the Division and Membership Promotion Committee will be providing an analysis of the survey and recommendation for Board consideration.

Item #32. Marketing Project Update – Jack

- The group discussed the wording of the YALSA Brand Positioning draft statement. Beth will share Board comments with the marketing consultant for another draft to the Board.

Item #33. Evaluating Selection Committee Processes – Chris Shoemaker & Sarajo Wentling

Motion #23. S. Flowers moved that the YALSA Board direct the YALSA President to establish an ad-hoc committee of the Board to evaluate the processes of YALSA's selection committees. C. Zabriskie seconded. Motion passed.

Item #34. YALSA Road Trip Reboot – S. Peterson & S. Sogigian

- Discussed past road trip efforts and member desire for its re-establishment. There is little ALA presence at state conferences. The group agreed that evaluation of success is an important component.

Motion #18. S. Hughes-Hassell moved that the YALSA Board approve the establishment of a State Conference Road Trip Taskforce and direct the President to appoint members to a virtual group by March 1, 2013. S. Peterson seconded. Motion passed.

Item #35. O&B Committees Evaluation Report – Linda

- The Board discussed the concerns of the Strategic Planning Committee during off years when a new plan is not being developed. The current committee will work on developing a tool for evaluation.

Motion #17. P. Dando moved that the YALSA Board direct the President to appoint an ad-hoc committee of the Board to develop a handbook for the Strategic Planning Committee. G. Tobin seconded. Motion passed.

Item #36. Student Chapter Proposal – Rebecca Tischler

- The group discussed the proposal and excitement around the pilot idea.

Motion #24. C. Mack moved that the YALSA Board adopt the proposal for a YALSA Special Interest group as a pilot program as a subdivision of the ALA Student Chapter at the University of Alabama to be evaluated at the end of two years. Sandra seconded. Motion passed.

Motion #25. C. Shoemaker moved that the YALSA Board extend the YALSA Board Meeting by ten minutes. S. Sogigian seconded. Motion passed.

Item #37. School Library Member Engagement Taskforce Report – Vicki Emery

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

Item #38. Reaching Library Administrators – Linda

- Discussed possible next steps to plot the best course to deliver information to administrators about the importance of employing teen services librarians and providing quality teen services in general.

Motion #20. C. Zabriskie moved that the YALSA Board instruct the executive director to begin finding members of LAMA who could serve as a focus group on the discussion of increasing buy in from administrators on YALSA's efforts. S. Flowers seconded. Motion passed.

Item #39. Fabulous Films List Proposal – Jack

Motion #21. S. Flowers moved that the YALSA Board limit comments on the Fab Films discussion to two minutes per person, in the interest of time and of moving through today's agenda. L. Braun seconded. Motion passed.

- Jack set the tone of the discussion and explained that this discussion was not about the quality of the committees' work but about changing mediums and a need to focus YALSA resources in the most effective way.
- Shannon shared that this has been difficult to appoint members to this committee.
- Shifting focus of this content to the Hub could allow for more frequent and timely film coverage and would be more visual and engaging.
- Concerns were expressed about authority of a list on the Hub versus a selection list, but stats do not indicate heavy use of the list.

Motion #22. C. Zabriskie moved that the YALSA Board sunset the Fabulous Films Committee and list at the conclusion of the 2014 committee in January 2014 and direct the Hub Manager and Advisory Board to develop a plan for incorporating films into the content of the Hub, which is ready for implementation in February 2014. C. Shoemaker seconded. Motion passed.

Item #40. Readers' Choice List Proposal – Jack

- Jack shared some background for this list and comments from Sarah Debraski regarding concerns and thoughts from her committee.

Motion #16. C. Shoemaker moved that the YALSA Board sunset the Reader's Choice list, effective immediately, and to direct the President-Elect to find other member engagement opportunities for the current Reader's Choice Taskforce members. C. Zabriskie seconded. Motion passed.

Informational Items – N/A

Item #41. Guidelines for Board Meetings

Item #42. Board Responsibilities for Annual 13 & Midwinter 14

Item #43. FY '12 Final Close Figures – Penny & Beth

Item #44. 2014 Nominating Committees Rosters

Item #45. E-Content Ad-hoc Committee Update

Item #46. 2012 Friends of YALSA Donors – Kate Pickett McNair

Item #47. Report on Teen Spaces Project—Anthony Bernier

Item #48. IFLA Conference Report – Leslie Farmer

Item #49. Communications Report – Jaclyn Finneke

Item #50. Continuing Education Report – Beth

Item #51.Events & Conferences Report – Nichole

Item #52.Membership Report – Letitia Smith

Executive Session -- Monday

Item #53.Executive Session – Jack

New Business -- Monday

Item #54.YALSA Councilor Midwinter Activities Update - Vicki

Motion #19. G. Tobin moved that the YALSA Board endorse the memorial resolution for Dr. Kay Bishop. S. Hughes-Hassell seconded. Motion passed.

Motion #26. S. Flowers moved that the YALSA Board adopt the Resolution in honor of Penny Johnson. P. Dando seconded. Motion passed.

Adjournment -- Monday

Motion #27. S. Sogigian moved that the YALSA Board adjourn the 2013 Midwinter Meeting.
C. Mack seconded. Motion passed.

J. Martin adjourned the Midwinter 2013 YALSA Board Meeting at 3:37 pm, on January 28, 2013.