

**CLA Board Meeting Minutes
Las Vegas, NV
Nov. 17, 2012**

Attendees:

Trish Bandre, Deb Wooten, Mary Lee Hahn, Diana Porter, Diane Sekeres, Joan Zaleski, Wendy Kasten, Miriam Martinez, Sharon O’Neal, Jim Stiles, Lettie Albright, Claudia Haag, Deanna Day, Ruth Lowery, Evie Freeman, Lillian Webb, Thomas Crisp, Kathy Short, Amy McClure, Janelle Mathis, Jonda McNair, Deb Marciano, Ted Kesler, Catherine Kurkjian.

Jim welcomes Thomas Crisp and Ruth Lowery.
Introduction of members around the table

Officially Welcome Three New Board Members

- Pam Jewett
- Ruth Lowery
- Cathy Kurkjian

Jim gives Lettie postcards of appreciation to her service
Evie motions to approve the minutes. Approval of the Minutes
Jim reviews the new chairs of the committees.

Lillian Webb: Shares Treasurer’s Report.

Noticed that we are spending more than we are bringing in according to the report.

[Deb: 135 lunch bags here to sell for profit.]
Motion to accept; 2nd; accepted the budget report

Evie: Membership Report

Thanks to Trish and Jonda to ensure all journal reviewers were members and Trish to send out welcome/thank you membership cards.

Renew in Feb. and August.

Need to retain members. New members, especially. Our student memberships are solid.

Need one more printing of the membership in its current form. Distribute at Books for Children luncheon.

Three Items for Consideration:

1. How might we change current brochure?
2. How can we retain members and increase renewal rate?
3. How can we increase institutional and individual memberships?

There is a suggestion of creating business cards. Trish suggests a perforated card. Kathy suggests just a direct connection to a website. Add scan (e.g. for phones, etc. to scan. I'm unsure of the word here). There was a discussion of printing out the form (serves as a form of repository when they return the form with their dues) versus virtual membership.

Deb Wooten agrees to be the point person for PayPal for online membership subscription. Discussion whether or not we increase membership cost due to PayPal Percentage (3%). Printing costs also have risen. Should we raise membership to \$35.00? However, due to recent printings of the brochure, the membership costs should remain the same. Evie suggested that any increase in dues should be for the NCTE convention in 2013. Membership Committee will present a proposal for membership increases at our board meeting at IRA. Online membership will continue, hopefully by the 1st of the year or IRA at the latest we'll have our online membership option up and running.

Evie: Election Results

1st year that we fully implemented by-laws with a nominating committee (see by-laws; members). Instituted something new this year that was effective. Sent out a call to the entire CLA membership to nominate others or self-nominate based on a standard form created by Nancy Roser.

Elections via Survey Monkey—with 2 reminders. Fifty-one percent (51%) of the members voted. Process took longer but worked well b/c more inclusive and expansive. Will modify process next time; however, specifics were not provided at this time.

Jenn Graff: Endowment and CLA Research Award

Asked how to increase funds. No one had any thoughts. Requested that people email us with ideas.

Speak with Lisa Nadel (Currently on maternity leave)

Will seek out JCL reviewers to add to the pool.

How to reach out to international audience is something we'd like to discuss in the future.

Jim: Bonnie Campbell Hill Award

Use Social Media more with both awards (CLA and BCH award). Flier and brochures are somewhat helpful but we need to use more social media/virtual worlds.

Deanna Day: Notables

Provided an overview of Sunday's session. April was chair.

Jonda: JCL Report

Really pleased with copy editor (also works for RRQ)

Meet the Editors session (Sat.)

Mary Lee Hahn: Communications

Spoke of new sidebar

Added historical minutes and historical financial reports

Reminder about our ability to use Flickr.
QR codes to be used
Looking forward to working with Thomas Crisp.
Thomas will focus on Facebook

Other Discussion Points: We need to do more and reach out to our teacher members. We tend to focus on university level initiatives and interests. Would like CLA to expand and focus on classroom teachers. Sharon O'Neal shared about a session she did with teachers and how she generated a session around a JCL journal and teachers wanted to become members as a result.

Discussed how we could include snippets of our presentations, etc. on our website so people can see/view what is online. Use previous Slideshows of notables, breakfast, etc.

Deb spoke about how the Facebook page needs to become more of a business-oriented FB page. Deb says that the membership needs to be culled. People who post on our CLA page may not be related to CLA.

Amy: Historian

Documented historical minutes and treasury reports on the website. Program lists are the next step (e.g. who were our speakers at each events). We are still missing historical documents from the mid-1990s. Anyone who has those, please send to Amy. When Amy was president, she sent it on to the next person and it disappeared with that person. We begin in 1999, so there is a gap (anything before 1999). Amy has late 1980's information. Amy would like to obtain 1990s info before uploading 1980s information.

Deb: Ways and Means

Bags cost \$2.53; Profit is \$2.47 per bag. We've made a profit: Potential of over \$300; currently at \$284.00. Used \$25 for luggage at conference. Brought 10 bags at IRA2012; 100 at NCTE2011. Sold all of those. Have \$125 worth to sell.

We don't have anything for the future with regard to fundraising.
Approx. \$600 in profit over the past two years.

Major problem is that people who agreed to help Deb could not follow through due to illness. Deb cannot be part of the raffle and sell bags outside this year. Competition with the raffle and silent auction. Consider rethinking the "hawking" of tickets, etc. at the breakfast.

Diane Sekeres will take over Ways and Means.

We might want to sell fundraising items at the Master Class (Evie suggested this). Deb said that she has done this; however, people are not inclined to purchase items at the Master Class. We have a public relations return but fiscal return seems low with labor very high. Amy stated that image and PR are major incentives of selling merchandise. However, given costs of shipping/bringing to conferences, fund raising possibilities are something to revisit. Think about small, easy to ship items.

Evie and Amy recall times when we sold T-shirts (discussions involved ordering the correct number for each size, knowing how many of each size to bring, etc). When we go to Paypal, we can sell items online.

Bought 250 in total, but we have 135 left to sell. 35-40 were sold and shipped.

Suggestions

Tad Hills' shirts for babies (at Texas Book Festival) sold like hotcakes (based on Read to Me book—Rocket character). Thus, we may want to consider targeting items to sell for kids, babies, toddlers. Claudia agrees with Sharon's suggestion about baby, etc. Ornaments might be a good idea. We could also think of something similar to the ALAN pins that can be attached to NCTE badges (\$5). Renewed interest in fundraising is expressed.

Sylvia (absent)—Auction

Lettie sharing Auction news on behalf of Sylvia. Sylvia sent a card thanking us.

Lettie: "We have 11 pieces of artwork and they are amazing." Encourages us to bid at the auction. Ted has agreed to take over the auction since Sylvia's term is up. They will work together as a way of transitioning. Kathy has seven table top easels and book stands with her so we can borrow for the auction, if desired.

Diane Sekeres: Raffle ticket sales. Would like help with this. She has both tickets and envelopes. Would like two people to circulate and Claudia and Trish have agreed to circulate to sell tickets. There is a suggestion to use our lunch bags to carry tickets and money.

Ad Hoc Committees

Janelle: Met at IRA; 4-5 people. One person took the lead and created a written response to our discussion. She received it late in the summer, so now working on organizing three sessions. Due to personal reasons, had to delay this organization. Plan is to touch base with committee members and send out a document to everyone and solidify end result by the end of this semester (Dec. 2012). Outlines separate segments of scholarship and then post on the website.

Kathy and Joan: Teaching Child Lit. area. Both short and long term. Focus on short-term. Fabulous committee. Worked with the values/rationale for children's literature courses. Posted on Web. Syllabi are amazing resources. Would love people to keep contributing.

Joan: Exciting things after the value statement posted. Committee who met at IRA will meet with joint leaders of ALAN and IRA CLR and Adolescent groups to discuss possibility of a joint statement by all organization that are invested in children's literature. Will meet Sat. morning at NCTE. Will also have an Ad Hoc Committee meeting on Sat. to discuss where we go from here. Short term goals have been met. So now what about long term goals? Continue to post syllabi, post Common Core statement. Where do we see this committee going and continuing to provide information to a larger audience? This is can continue to be a wonderful resource for teachers. Mary Lee Hahn wonders how we can reach to K-12 teachers; "Professional Development on the

go” so that practicing teachers can benefit. Perhaps blog posts to help connect Common Core and Child Lit.

Discussion of posting vignettes from the classroom on the website. Lettie wonders how we can get this information out to policy makers. Use research and work to affect change (local level and government level—policy implications). Third Grade Reading Guarantee: Ohio Policy is another policy to consider addressing with regard to children’s literature.

Further Discussion of Membership: Claudia and Joan Williams: Joan will now be helping. Thanks to those who have been sponsoring members; however, we are thinking too small. We need 5-10 new members per board member. Claudia has created a packet of our events and will have a sign-in sheet at each event to obtain contact information of those who have attended our events. Claudia plans to invite any non-members at our events to become members from the sign-in sheet. She will also seek out information about the state, school affiliation, personal invitations to those who attend our events. This is aligned with what ALAN has done (thanks, Joan Kaywell!). New member vignettes have been wonderful. What do we need to capture on these forms? (Think iPads on site in the future). We will have a drawing at each of our events for a membership.

We want to invite a state representative or regional representative. Thanks to ALAN sister and brotherhood for the suggestions. Lisa Nadel would love to get publishers involved on Facebook. Publishers would become more involved with CLA and thinks FB would be a great venue for this. Sign-in sheet at each table (with table hosts in charge).

Notables Dissemination: April absent. Trish B. will be chair for the next Notables session.

2012 NCTE Programs

Breakfast: We’re in good shape. It takes a village to create the breakfast. Trish and her sister helped with decorations. Diana made bookmarks. Jim helped with the program.

Scholastic was out of commission for three weeks due to Sandy. Scholastic will give hardcover copies of Jangle (new book by David Shannon) rather than paperback copies. We may be receiving posters. 160 pre-conference; 180 expected to attend. This is a buffet breakfast and announcements will occur throughout the breakfast due to the buffet arrangement. Jim has created a special challenge at the breakfast. There is a need for approximately 20 table hosts and a need for volunteers to help set up the room. Volunteers should arrive at 6:45am. Amy has to transport ten (10) boxes of books among other things to the location for set-up. Trish has minor art decoration for the centerpieces.

Notables Session: Read off author names. Will be on Sunday.

Master Class: Barbara K. & Deanna Day: Fantasy for children. John Stevens (Emerald Atlas) will be talking about fantasy on Sat. at 5:45-7pm. Next year, Deanna (2013 chair) would like to return to doing a session/Master Class similar to how she was pulled into CLA (Denver). At that

session, roundtables learned about activities and articles using in courses. Would like to do something similar. Perhaps Ad Hoc committee could help. One idea is to come up with a survey (electronic) and find out five favorite articles used in classes and do a lot of other things. This helps create a session. She would like volunteers at each roundtable to oversee various aspects. She also wants to ensure K-12 teachers and their interests/needs are included in the Master Session.

Board approves sending survey to members.

Aside: Trish created business cards to go inside the folders for the workshop. Trish passed around ribbon and stickers (might extend to ALAN-like badge we could sell).

Workshop (Cyndi, Kathy, Ruth): Kathy S. shared with us the packet and logo. We have 47 people signed up thus far. This number is expected to increase to at least 50 by the workshop date.

Kathy shared that it really helps to have a local person and suggests this be thought out for Boston. Publishers shipped directly to Cyndi. This approach helped offset handling fees accrued when shipping to the Convention Center/NCTE. Cyndi also helped with the lunch orders.

Kathy discussed the format of the workshop: individual talks and then a panel discussion. A range of formats will also be present. Taking a 1 hour lunch and ordering in. They will have a lot of resources to give to participants.

BOSTON (Looking Forward to 2013)

Jim hopes to have students from his university help.

Breakfast: (Diana) Nic Bishop and Sy Montgomery are on board. Steve Jenkins is also interested, but declined b/c we had already secured two people.

Notables: Format of the presentation in 2013 will be the same as 2012. Everyone likes that (show annotation, art, and then speed dating version). This year, themes will organize the books; same as 2013. Application for the Notables on the website to download and return to Trish (under the Notables link).

Master Class: (Deanna): Already shared. See above.

Workshop (Ruth): Refugees and Border Crossing

ADDITIONAL NEWS

ALA Caldecott Celebration (Lettie): Email from ALA celebrating 75th Caldecott; do we want to join their celebration? They are inviting us to participate. Create a committee of people to

communicate with ALA to participate in the 75th Anniversary of the Caldecott. This would be great for membership.

Mary Lee Hahn and Thomas will help with this.
Deb would also like to work on this.

Approached by Whole Language Umbrella to put in proposal for their Summer Institute. Would have a slot if we promote and endorse the session. It's at Hofstra University in July. Proposals are due late June, CLA requests that the proposal be sent in a few weeks prior to review the proposals. We could do the Notables session at the institute. Right audience. Everyone seems to be in agreement. Sessions are 60-75 minutes. Could we snag a few authors at the session? Deb Goodman is the contact person. No call for proposals. Our suggestion is to include the Notables Session as the session for the Whole Language institute. Would need to change application to include Whole Language Institute.

Will be making a few changes in the bylaws to keep them up-to-date.

Would like CLA books for children lunch. Be there at 11am. Help with set-up; meet with colleagues, and distribute brochures at the tables. Ted Kesler is on the Elementary Steering Committee person, so he is the go-to person. Help escort authors to the table. Also wants reviewers to help with the proposals. Diane Sekeres volunteered to review for Ed.