



## Advisory Council Minutes

July 11, 2017

1:00-5:00 PM

### Attendance:

Officers: Jennifer Bates, Allison Burrell (acting secretary), Allison Mackley, Cathi Fuhrman, Natalie Hawley (Patricia McNeill- absent)

Board Members: Robin Burns, Mary Schwander, Craig McFeely, Jamie Scott  
Caitlin Linsenmann- Conference Exec. Director

Lauren Strohecker- Awards Co-Chair (Melissa Daugherty- absent)

Ann Schmidt, Laura Ward- Communications Co-Chairs

Kristen Crans, Dustin Brackbill- Teaching & Learning Co-Chairs

Eileen Kern- Past President

Susan Pannebaker- representative from State Library

- I. Call to Order
- II. Introductions
- III. Minutes (Tricia McNeill)—posted in Schoology
  - A. Craig moved to approve the minutes from the March 2017 Advisory Council meeting. Allison Mackley seconded the motion. The motion passed.
- IV. Treasurer's Report-- \$175, 368.78, subject to audit
- V. AASL Report (Allison Mackley/Jennifer Bates)
  - A. Chicago, IL
  - B. Cathi and Allison attended AASL Leadership Summit (4 hr session)
    1. What it means to be affiliate assembly member
    2. Regional round tables, roles and responsibilities
    3. Leadership stories
    4. ESSA Updates (Eileen Kern did this)
    5. Supporting through AASL
    6. OIF

7. Advocacy
8. Media Round Tables
9. Need writers for Knowledge Quest

C. Affiliate Assembly meetings

1. Affiliate Assembly I
  - a. Nominations
  - b. Advocacy
  - c. ALA Connect tutorial (changes being made)
  - d. Concerns and Commendations Updates from AACT (Affiliate Assembly Coordinating Team)- each region has rep on AACT
    - a. Discussion of concerns and commendations
2. Affiliate Assembly II
  - a. Regional rep selection
  - b. Audrey Church- Task Force—School librarians as learning leaders (big push to administrators—infographic available on AASL website)
  - c. Chair-elect elections
  - d. Concerns and Commendations presentations and voting
    - a. Commendations: Book festival, unlock student potential, reading program, book 'em, weekly Twitter chat
    - b. Concerns: Future Ready needs to include reading, LGBTQ
  - e. Election results
3. AASL standards being presented (Allison Mackley and Jennifer Bates will be trained) in November
  - a. Discount on pre-orders (free shipping)—we can order before conference; figure out logistics to get at conference

VI. Committees

- A. Awards (Lauren Strohecker/ Melissa Daugherty)
- B. Communications (Ann Schmidt/Laura Ward)
- C. Conference (Caitlin Linsenmann/Cathi Fuhrman)
- D. Operations (Bob McConnell/ Vickie Saltzer)
- E. Teaching and Learning (Dustin Brackbill/Kristin Crans)

VII. Old Business

- A. LSTA Grant-Regional Leaders Academy

1. Mary Kay Biagini will be sharing info tomorrow at Summit
  2. Currently meeting and will continue tomorrow
  3. Will be presenting at conference
  4. Next LSTA grants are due Aug 11
  5. RLA members will join us in committee work tomorrow—chairs should encourage them to make commitment to committee
- B. PSLA Staffing Survey-2016-2017 Results
1. Details tomorrow
  2. Eileen Kern reported that 500 out of 500 districts responded
    - a. 3 additional pages were shared beyond the usual presentation of data: by IU, by ethnicity/ disadvantaged, by student population
- C. Strategic Communications- Quantum
1. Updates tomorrow
  2. Continuing newsletters
    - a. Need ideas to highlight
    - b. Op-eds
      - a. Parents would be really helpful
  3. Table 1:
    - a. Game Plan needed
    - b. What keeps you up at night? How are we the solution? All audiences will have different answer
    - c. Checklist of what librarians can do
    - d. Various talking points for different audiences
    - e. IUs- get people to talk to superintendents, curriculum directors, etc—provide package to be presented at one of these meetings
    - f. PSBA
    - g. AASL Standards—need to be ready to roll out—need tagline (like Info Power)
  4. Table 2:
    - a. PR advocacy training from Quantum for Adv. Council—to put together session for conference
    - b. Who do we need to contact to get on agendas?
    - c. Sales training from library vendor —Cathi Fuhrman
    - d. Targeted advocacy—PSBA, Principals

- e. Dealing with shortages- recruiting next generation
- f. Mentor program for new librarians (Praxis, new, non-PSLA members)
- g. PASSHE- teacher leader endorsement (possible for librarians—core library classes)
- h. Future Ready—don't care how you got there, this is where we want you to be
- i. AASL offerings
- j. PDE endorsements (gifted, online, possible library???)
- k. Increase rigor of PRAXIS??
  - a. Some questions have been updated
  - b. New standards—Praxis should be examined as a result
- l. Publicize possible interview questions to principals

5. Table 3:

- a. What services can we provide to superintendents to help you get/ support good librarians?
- b. Educate administrators—they are not trained to deal with librarians! (checklist)
- c. New superintendent/ principal institute??
- d. Find different term than “Future Ready Librarian” because district must sign on before its librarians can be called “Future Ready Librarians” (only 129 PA SDs have signed)
- e. Partnerships with other organizations (PSBA, Principals, PTA)—what can we DO FOR those groups—make personal connections
  - a. Find current leadership of those organizations (Save the Date for pres. reception at conference)
- f. Phone conference for Quantum update mid-year (November? January?)

D. HB 740 Update

- 1. Cosigners going well
- 2. Kevin Harley is working with Deb Kachel
- 3. Featured on Everylibrary.org, saveschoollibrarians.org

E. Other Old Business

VIII. New Business

- A. Staffing Survey 2017-18
  - 1. Looking for helper to run staffing survey for 2018-19 (train with Eileen 2017-18)—Allison Burrell was suggested as possibility, others will be asked to volunteer to assist
- B. PSEA The Voice- Library issue came out this week- entire first half of the issue
- C. Evaluating 2018 Conference Proposals-Conference Co-Chairs Will Alert
  - 1. Round table about PSLA leadership/ presenting/ meet the officers on Thursday night in Fireplace Lounge or in lobby
- D. Recruitment of new board member and committee chair/member possibilities
  - 1. Issues
    - a. Fewer options of known people because of fewer co-chairs
    - b. Faster turnover of officers means we need more officer candidates
  - 2. Nominations?
    - a. Self-nomination form
- E. Committee Membership Lists
  - 1. How do we maintain an up to date list?
    - a. Add required question to RegOnline
      - a. Interested in serving on...
      - b. Choose committee
    - b. Generate report and link
    - c. Schoology
      - a. Naming conventions (professionalism)
    - d. Jennifer Bates will send email (and All Members Schoology post) by Friday telling membership that committee chairs will be sending out emails in next 2 weeks to describe committees; afterwards, each committee chair will send email and post in Schoology by end of July to recruit new members
  - 2. Where do we house it?
    - a. Add names to Google doc
    - b. Committee Chairs—check periodically, send Schoology committee code
    - c. Send quarterly reminder—please update personal info in PSLA account
- F. Planning for Summit

1. Task group responsibilities
  2. Reports requested about 2 weeks before each Board meeting plus Annual at Conference (due by April 15—to be shared with public)
- G. Organization Management Program Comparison (website, membership, survey tool, registrations)
1. Member Clicks
  2. Star Chapter
  3. Decision will be made on Thursday at Board meeting
  4. Will not be shared at Summit, because of decision to be made on Thurs.
  5. Timeline should be fine for Conference use
- H. Conference Partnerships for the Future—start thinking; will be discussed more tomorrow

IX. Future dates

- A. PSLA Board Meeting—October 14, 2017—Hampton Inn, 140 International Drive, Lewisburg, PA
- B. AASL National Conference—November 9-11, 2017 (Phoenix, AZ)
- C. PSLA Board Meeting—January 20, 2018—Hilton Garden Inn State College—1221 E. College Ave, State College, PA
- D. ALA Midwinter Meeting—February 9-13, 2018—Denver, CO
- E. PSLA Conference Board Meeting—May 3, 2018—Hershey Lodge
- F. PSLA 45<sup>th</sup> Annual Conference—May 3-5, 2018—Hershey Lodge
- G. PSLA Board Conference Call—TBA
- H. ALA Annual Conference—June 21-26, 2017—New Orleans, LA
- I. PSLA Summit (Advisory Council & Summit)-- July 10-12, 2018

- X. Adjournment Craig McFeely made a motion to adjourn the Advisory Council meeting at 4:03 PM. Laura Ward seconded the motion. The motion passed.

Dinner @ 5:00 PM Empire B