YSS Executive Board Meeting  
Thursday, April 12, 2018 @ Community Library of DeWitt and Jamesville

In attendance: 
Liz Anastasi, Jennifer Burke, Pat Connor, Krystina Dippel, Mary Fellows, Kim Hazen, Christina Ryan-Linder, Chrissie Morrison, Lisa Neuman, Angela Newman, Laura Panter, Chinasa Seyse

Board Meeting called to order at 10:25 a.m.

1. Welcome and Introductions
2. Approval of Agenda
   • Motion to approve the agenda (1st Motion: Christina Ryan-Linder; 2nd motion: Jennifer Burke); motion carried.
3. Approval of Minutes from February 2, 2018 board meeting – Kim Hazen
   • Motion to approve the minutes (1st Motion: Christina Ryan-Linder; 2nd motion: Laura Panter); motion carried.
4. Treasurer’s Report: Pat Connor (see attached financial report)
   • There was a slight change since the printing of the report for the YSS Board Meeting. The current balance is now $105,225.82 (as of 4/12/18).
   • We are fairly in-line with the 2017-2018 Expenses. The incurred expenses ($17,369.38 as of 4/12/18) are below the projected expenses because bills were not received yet for the YSS Spring Conference. Jenny Burke will get bills to Pat Connor by mid-June.
   • Pat Connor states that we will probably be going with the Genesee Brew House for the Ann Gibson Scholarship Reception this year.
   • Kristina will need to talk to Jeremy about getting a space for the YSS Board Meeting for the NYLA Annual Conference.
   • The budget will be prepared by June 20th.
   • Motion to approve the treasurer’s report (1st Motion: Laura Panter; 2nd Motion: Kim Hazen); motion carried.
5. Past President’s Report: Christina Linder
   A. Past-President’s Dinner
   • There will be 25 attendees for the Past President’s Dinner. Many of them are past presidents.
   • Christina Linder received many lovely written responses to her invitation and it was nice to hear from some long-past presidents.
   B. Nomination Slate
   • Slate is all set for the summer elections.
   • Christina Linder states that the director position is a lot of work. A possible solution would be to take away some of the responsibilities making it easier to fill the position.
   C. Youth Services Leadership Academy
   • There will be two scholarships.
   • Rates:
     o $349 tuition rate
     o $439 non-member rate
   • It was suggested that one of the scholarships be named after Stephanie Squicciarini.
• Motion to name the scholarship in honor of Stephanie Squicciarini (1st Motion: Lisa Neuman; 2nd motion: Laura Panter); motion carried.
• The deadline for the scholarship will be June 30th.
• To be considered for the scholarship applicants must submit a letter of support from his/her current supervisor or an employee.
• They also must write a personal statement.
• Christina Linder will write the guidelines and email it out for this year. The Scholarship Committee will then take over after 2018-2019.
• Publicity
  o Definitely has to be targeted to youth services but maybe take out Yancey? Leadership and Yancey may send a mixed message?
  o Christina Ryan-Linder will do a different marketing piece for the directors without the inclusion of Yancey.

6. President’s Report: Laura Panter
• Leadership Academy is set and promotions will start at the YSS Conference tomorrow Friday, April 13, 2018. We are still working on confirming facilitators.

A. Committee Structure
  a. We need to think about changing the Scholarship Committee duties to include the Ann Gibson Scholarship fundraising planning. It was decided by the Board that the Ann Gibson fundraising event would be included in the duties of the 3rd year Conference Planning Committee member.
     Discussion to address changing the Scholarship Committee
     o Remove Telling Tales information and put in the scholarship duties for the Ann Gibson Scholarship Reception.
     o The 3rd year Conference Planner (chair) needs input on the Ann Gibson Scholarship Reception. They need to revise or update any changes as they occur.
     o Lisa Neuman will write up changes and she will present it at the summer board meeting. She will provide a handout or send out an email ahead of time.
  b. We need to address the Pied Piper Award and how to purchase the gift card moving forward. NYLA can do this for us and bill YSS. Have this changed in the committee duties to reflect the procedure.
  c. Update the CE Liaison Duties to include the webinar work.
  d. Slate of committee nominations.
  e. Announcements at the YSS Spring Conference figured out-ESA, Pied Piper, Scholarship
  f. Newsletter
     1. Krystina Dippel will submit the description with location “TBA” for the time being or go with the Brew House.
     2. Chrissie Morrison will be vacating her post as newsletter editor, we will need to find someone to fill that position as of the fall conference.

B. NYLA Council Update
  a. Elections begin June 15, 2018
  b. Intellectual Freedom Committee condensed their duties as some items really don’t pertain to them. This is still under review. Sections have not been asked for a representative. Mary Jo Smith will be the YSS representative.
7. **2nd Vice-President’s Membership Report: Chinasa Seyse**
   - As of March 2018, the total membership stands at 6,388 and our sectional membership is 815, an increase of 51 members since December.
   - The NYLA Membership Committee is still collecting survey questions. Once all sections have submitted their questions a meeting will be scheduled. Geoff will compile a list of questions and distribute to all sections so if we want to use some questions others have generated we can make amendments to what he has on file.
   - The YSS brochure is an insert in the YSS Conference attendee folders. The active member bookmark with the jotform url were also made available.
   - Correspondence was sent to New YSS members and ALA-NYLA joint members, with no responses to note. A call for room monitors for the YSS Conference to the general membership elicited a number of volunteers, and one member electing to opt out of communication.
   - Two new entries were submitted to the Active Member Jotform website between February and March. Both submissions expressed interest in working the booth. A problem that is occurring is that individuals are filling out forms but they are not NYLA members or YSS members.
   - Currently seeking names of YS librarians to interview for a membership spotlight in the next newsletter. The intention is to highlight a member in each region of NY. The librarians must be NYLA-YSS members.

8. **President-Elect/Vice President’s Report: Lisa Neuman**

A. Committee Reports

**Three Apples Committee**
   - Amanda Schiavulli provided contact information for the 3rd Committee Member, Tara Montoney.
   - The board would like to ask Amanda Schiavulli to write up responsibilities and job duties for each of the people on the committee.
   - Ciro Scardina has been working on designs for the generic poster. They would like to have the posters printed over the summer.
   - Jeremy gave prices for printing. It would be about $800 total to get a sturdy poster to every location throughout New York.
   - Motion to approve moving $100 in the Marketing Line to the Three Apples Committee (1st Motion: Lisa Neuman; 2nd motion: Jennifer Burke); motion carried.
   - Voting is currently underway. Please promote voting at your libraries if you have not already. We have been using the 3 Apples Facebook Page to post images for folks to download. Sharing has been heavy from SSL members. Please share on your Facebook pages as well.
   - The winners will be announced on the website, via email, and on social media this May.

**Conference Planning Committee: Krystina Dippel**
   - YSS will be sponsoring the following programs:
     1. **YSS Membership Meeting Featuring Bob Shea**
        - Bob will be receiving a $500 honorarium, 1 night at the conference hotel (usually $150ish), and a ¼ page ad in the print conference brochure, which will cost us $125. Total YSS expense for this program: $775ish.
• Looking for area schools to host Bob for school visits, as our honorarium is significantly lower than he usually receives.

2. YSS Table Talks
• There are 6-7 table talks, let Krystina Dippel know if you want to do a table talk.
• Topics will include Working with Tweens, Summer Reading 2019 Crafts, Raising a Reader, VolunTeening @ Your Library, Create Your Own I Spy Page, Teen Program Tips, and Summer Lunch @ Your Library.

3. Storytime for the Early Literacy Newcomer by Angela Newman, North Country Library System

4. Promoting Compassion Through Radically Inclusive Storytimes by Matt Kreuger and Amy Holland, Irondequoit Public Library

5. Teen Volunteers Make Great Tech Tutors by Carly Dennis, Fairport Public Library

6. Attracting Award-Winning Authors for Teens by Matt Kreuger and Craig Marasco, Irondequoit Public Library and Deena Viviani, Brighton Memorial Library

• Please see report for a list of programs that YSS will be co-sponsoring. The front of the report has more information on the programs YSS is sponsoring and the back has information on the programs that YSS will be co-sponsoring.

**Empire State Award Committee**

2018 ESA Business
• The committee worked together to determine which of Ann M. Martin’s books to include on this year’s ESA bookmark. Ms. Martin was contacted to give her input. 400 bookmarks will be printed at a cost of $111.48. They will be distributed to 2018 YSS Spring Conference attendees during lunch. The balance of the bookmarks will be distributed at the ESA Luncheon at the NYLA conference in November.
• Committee member Terry Rabideau will be making the announcement of the 2018 ESA recipient, Ann M. Martin, at the YSS Spring Conference on Friday, April 13, 2018.

2019 ESA Business
• A confirmation letter via email and snail mail has been sent to the 2019 recipient of the Empire State Award. In it the winner was congratulated as the 2019 recipient of the Empire State Award and informed that they would be receiving a $1,000 honorarium and engraved medallion.

2020 ESA Business
• The 2020 ESA Nomination Form will be in the 2018 YSS Spring Conference attendee folders. Nomination information will be updated online. Last year all nominations were submitted online.

**ESA Webpage Update**
• Committee member Terry Rabideau has continued to work with Amy Holland to update the ESA website.
• The ESA Committee would like input from the YSS Board as to when it would like to see the page go live. Laura Panter said it would be when all the photos and bios are uploaded.

**ESA Medallions**
• During the 2018 Spring Conference, Terry will hand the supply of ESA medallions to Kelsey Dorado, who will bring them to the NYLA office in Guilderland. They will be stored there permanently. We will be using the engraver that NYLA uses. Jeremy will coordinate the engraving when we need it done each year.
Pied Piper Award

- Winner was notified and will be at the YSS Conference.
- The Pied Piper Award winner will be doing a table talk.
- The winner receives a $200 gift card. The chairman sends the RR to the YSS President (YSS President gives it to the Treasurer) for the gift card to be rewarded.

Marketing

Short-term goals:
- Continue posting to Facebook and Twitter.
- Promote YSS Social Media through NYLA News You Can Use.
- Develop a clear message on NYLA/YSS to non-members.

Longer-term goals:
- Start connecting with the social media contacts for other sections to arrange for cross promotion. For this piece, it will probably make sense to connect with the NYLA Communications Committee.
- Start developing a clear message about the benefits of NYLA/YSS to pitch to non-members. This may involve developing a "members-only" resource with the help of a sub-committee or other YSS members.
- Develop connections with ALA-accredited library schools in NYS - give them info about NYLA/YSS that they can pass along to new graduates.
- Start developing a list of channels outside of NYLA we can use to reach non-members.
- Work on developing more content for the Pinterest Page.

Committee Successes

- The Marketing Manual has been completed and approved.
- Successful promotion of the YSS conference.
- A flyer promoting the YSS list-serv and YSS Social Media has been created for the YSS Spring Conference folder.
- An email regarding, “how to use the YSS list-serv” was sent out to list-serv subscribers, in order to explain how it can be used.
- Consistent posting to social media via Pinterest, Facebook, and Twitter.
- 1st year member has been added as another admin on Facebook, and will eventually take over 3rd year member’s responsibility of posting daily.
- YSS Pinterest account – According to the Pinterest analytics page, the page isn’t really “reaching” anyone in the US.
- YSS Facebook account – We’ve gained 4 followers in the last 30 days, which brings us to 441.
- YSS Twitter account – We’ve gained 4 followers in the last 30 days, which brings us to 88 (76 at the last report).

Questions for YSS board:

- Despite Lindsay’s best efforts, Pinterest is just not getting a lot of attention. Do you think the account is worth the time and effort? The board felt that the committee should continue to find interesting pins that could be promoted on the Pinterest page.
- List-servs are becoming outdated, and perhaps we should be looking elsewhere for people to connect with? Should we be looking into how people prefer to communicate and then focus on that?
The board felt that if listservs were used more than they would thrive.

- The committee is working on a Marketing message, and has been brainstorming. Here is what they have come up with so far:
  - The YSS spring conferences always have valuable workshops and networking opportunities. The YSS Executive board liked this and thought the wording was good.
  - Awards and scholarships provide all librarians opportunities to build their resumes and earn a sense of professional accomplishment.
  - Serving on the Board or a committee is a great learning experience. You meet and work with other librarians from all over the state, which is great for exchanging ideas and gaining new perspectives. This is also a great resume-builder, especially for newer librarians. The YSS Executive board felt the last sentence should be removed. Also, it was brought up that it should say Youth Service Professionals instead of Librarians as not everyone is a librarian.

**Scholarship Committee**
- Nothing to report except that the next thing up is the Ann Gibson Scholarship award, which you should have all the info for.
- The board would like for Anne Marie to say something about the Ann Gibson Scholarship at the conference.
- Lisa Neuman will email Anne Marie about the scholarship award information.
- The YSS Executive board also would like for the winners to be on the website. Contact Amy Holland.

**B. Liaison reports – CE (Geary), Legislative (Fellows) & Web (Holland), Communications (Brenner) Liaisons**

**Continuing Education Liaison Report**
- The webinar, Beyond Bilingual: Making Storytimes ELL Friendly, sponsored by the YSS (Youth Services Section) will be held on May 16 from 2:00 to 3:00 PM.
- The learning objectives for the webinar are as follows:
  1. Learn strategies to make user-friendly storytimes for English Language Learner families.
  2. Incorporate visual schedules, simple props, translated resources and Plain Language into storytimes.
  3. Discover how using multilingual content will enhance your programming.
- Presenters are Rachel Payne, Jessica Ralli and Eva Raison of the Brooklyn Public Library.
- The webinar is coordinated through NYLA and is listed on their continuing education calendar. NYLA will be sending out publicity and the webinar is listed on [www.summerreadingnys.org](http://www.summerreadingnys.org). Flyers will also be put inside folders of attendees at the YSS Spring conference.

**YSS Legislative Liaison Report – Mary Fellows**
- We had the best advocacy day ever.
- Best of all. Our advocacy paid off. As you no doubt know from reading your NYLINE and YSS digest messages, we received an increase on library funding! The final budget restored the Governor’s proposed cut and added $1 million. Total State System Aid will be $96.6 million. Library construction aid also increased. Total State Library Construction Aid will be $34 million, a restoration of the Governor’s proposed cut and addition of $10 million.
• Libraries are education!
• NYLA has three bills that we’re working on:
  1. A request for library systems to be authorized to use 90 aid/10 library match for construction projects, at system staff’s discretion.
  2. TAPIR—the nutshell version: a request that publicly funded research be available free one year after publication.
  3. School Librarians bill—the “Ensure Access to School Libraries and School Librarians” bill would require every elementary and secondary school in NYS to provide students with a school library staffed by a certified School Library Media Specialist.
• You may remember, at our last meeting, I mentioned some conversation I had at the Leg Committee meeting about a joint YSS/SSL task force to explore advocacy collaborations.
• At Laura’s direction, I reached out to the SSL rep, the SLSA rep, and two school librarian-connected members at large about the idea of forming a joint SSL/YSS task force to explore avenues to support and promote the value of both public youth services and school librarians, with the larger focus being on school librarians, as they are under siege right now.
• Please see YSS/SSL Advocacy Task Force handout.
• The proposed task force will be amended to have four members plus a chair. Two members will be appointed by SSL and two members plus a chair will be appointed by YSS.
• The chair will be Mary Fellows.
• The interest level is there so Mary Fellows will contact SSL President to get two people from their section.
• Motion to put an YSS/SSL Task Force together (1st Motion: Laura Panter; 2nd motion: Christina Ryan-Linder); motion carried.

Web Liaison – Amy Holland
Accomplishments
• Cleaned up the following pages (this entails making sure style/formatting are consistent, checking all links, making sure content/contact info is current, looking at back end code and removing unnecessary clutter)
  • About YSS
  • Get Involved
  • Awards and Scholarships
• Updated the following pages:
  • Pied Piper Award – added info for 2018 winner, cleaned up home page and page for past winners.
  • Events – added May webinar

Work in Progress
• Work is coming along nicely on the ESA page. There’s a lot of content on the page, so Amy made a menu at the top so it’s easier to navigate. There are 9 more author profiles to complete – once those are done, the site should be ready to go live.

Longer-term goals
• Have discovered that there are some “dead” pages – ie they’re outdated and not linked to anything…there are also pages w/content that could easily be consolidated w/other pages. Want to work on clearing out the dead pages and consolidating content.
- Clean up Google Drive
  - Make sure all documents are in appropriate folders, encourage committee members to purge any outdated or unnecessary documents.
  - Clean up permissions – make sure that only current board/committee members have access.
- Revamp homepage for YSS site.

**Questions for YSS board**
- Under the main YSS menu, there’s a link for “Highlights/News,” but when you click on the link it takes you to a blank page with the heading “YSS History and Timeline.” Something got mixed up at some point, and Amy would like to know how the board would like her to fix it:
  - Do you want a “Highlights/News” link? In my opinion, it’s redundant since we have our social media pages. **Answer: Yes**
  - Do you want a “History and Timeline” link? I think that could be really useful, and I’d love the opportunity to work with Lisa to get that going. **Answer: Yes**

**Communications**
- Nothing to report.

9. **Third Year Director Report – Jenny Burke**

**2018 YSS Spring Conference Planning Progress**

**Board Members – Grab your folders and bags!**

**Online Registration:**

**The Good**
- Easy to keep track of who received a free registration
- Very few cancellations
- All the information is exported into Excel, which makes it easier to edit.

**The Bad**
- People completed registration without choosing their lunch option.
- People completed registration without choosing their workshop choices.

**Social Media:**

**Hashtags:**
- NYLAYSS
- NYLAYSS2018

Jenny made a poster with all the hash tags for the registration desk.

**Vendors:**
- All the vendors will be in Comstock A, except Barnes & Noble and book signing will be in Comstock B. YSS Booth and raffle baskets will be in the lobby, near registration table.
- Museum of Intrigue-donated free passes as a raffle basket.
- Usborne Books and More – donated raffle basket
- Play the Game Read the Story – donated two raffle baskets
- SEBSCO Books – donated two raffle baskets
- Central New York Library Resources Council – non-profit
- Findaway – donated raffle basket, which they are bringing to conference
- Librarystamper’s Creations – donated raffle basket
- Possible LuLuRoe consultant will be there.

**Speeches, Announcements:**
Look at the attached speech graph. Any changes?
Chrissy Ryan-Linder will do the tribute sheet on Stephanie Squicciarini.

Raffle Baskets
- We have 16 baskets, many donated by vendors, others through donations from local businesses and purchased with booth funds.
- One of the “baskets” is a free carpet donated by Kaplan Learning Company!
- Each donation for the service project receives one free raffle ticket
- We need help selling raffle tickets at lunch.
  - 1 - $1
  - 7 - $5
  - Sheet - $10
- Tickets will be pulled by committee members while Tamora is doing her presentation.
- When Jenny goes back to the podium to thank Tamora, Jenny will have all the tickets ready and announce the winners.

Speaker Gifts:
- Jenny Burke purchased O-Snap Bins from Thirty-One via Chrissie Morrison.
- Each presenter is receiving one of these wrapped in a gift bag with a thank you card.

Tech and Pictures
- Jenny Burke rented AV through a company the Sheraton uses. She is renting LCD projectors. Extension cords and power strips.
- Jenny Burke is bringing 4 laptops from her library, HDMI cables, dry erase board with eraser and markers and her personal laptop.
- Jenny Burke will do her best to take photos throughout the day but any help is welcome!

Setup:
- We won’t be able to set-up until tomorrow, there are events in both ballrooms tonight until 11 p.m. Jenny is planning on beginning setup at 7:00 a.m. on Friday.
- After the board meeting we have use of Adams Room tonight for storage until tomorrow morning. If anyone is willing and able to help Jenny bring things over, she would greatly appreciate it!!

10. Second Year Director’s Report – Liz Anastasi

Updates on YSS Conference Planning Committeee 2019:
- Rough timeline for conference planning has been approved by committee.
- Hoping to have date and venue selected by Mid May.
- Possible venues are being investigated and contacted.
- 6 possible venues being examined at this time.
- Westchester and Rockland counties with special consideration being given to location, parking, proximity to public transportation (Metro North Railroad, bus lines, etc.) and bridges/highways.
- Keynote and luncheon speakers as well as possible topics for break-out sessions have been discussed.

11. First Year Director’s Report: Angela Newman
- There are many new items for the YSS Booth. New items include: Libraries Rock Sunglasses, Yancey Window Clings, Libraries are for Everyone/Punk Rock Bock Jockey Buttons, and Libraries are for Everyone Postcards.
Clearance merchandise for mystery grab bags includes yaks, zipper pouches, mismatched socks, lanyards, and umbrellas.

There will be a limited number of grab bags, to be sold for $5 each.

The tumblers and cozies will be given as a membership gift.

The pedometers will be thrown in with the grab bags and will be free with purchase.

Booth workers have been taken care of, Angela Newman will be at the booth the whole time.

12. **NYS Library Liaison Report:** (Sharon Phillips was absent; Laura Panter gave report)

1. **Ready to Read at New York Libraries**
   a. OCLC and WebJunction’s Supercharged Storytimes for All program and training opportunity is well underway. NY State has 5 trainers who have confirmed their participation in the 6-week training session that begins on May 9 and concludes on June 14.
   b. Update on Early Literacy summit: will be held on May 10 at Clifton Park-Halfmoon Public Library. Invitations have gone out to Training Cohort and former Advisory Group members and registration is open now; Dorothy Stoltz is the keynote speaker (co-author of The Power of Play) and there are many exciting sessions planned to highlight EL new and best practices and discuss building partnerships.
   d. Don’t forget to promote DayByDayNY in Spanish to your libraries and community organizations! See [http://daybydaynysp.org/](http://daybydaynysp.org/)

2. **Summer Reading at New York Libraries**
   a. Teen Video Challenge: The winning TVC entry and runner up will be announced in April. (tomorrow)
   b. 2018 posters: Customized posters for Libraries Rock! have shipped from Demco and State Library staff will be following up with systems soon to ask for confirmation of quantities received.
   c. 2018 Explore NY Reading lists and bookmarks and School Library and Early Literacy Partner Manuals will be available later in April.
   d. Share Your Programming Ideas with CSLP! Does your system or library have a great programming idea for *Libraries Rock*? Invite your libraries to send photos and informative details to Luke Kralik, CSLP Organizational Coordinator at: luke.kralik@cslpreads.org and they may be shared in the next CSLP newsletter.
   e. 2018 Summer Reading PSA’s are now on the CSLP site in English and Spanish at [https://www.cslpreads.org/2018-psas/](https://www.cslpreads.org/2018-psas/)
   f. Summer Reading Themes for 2021 and 2022 - The CSLP Annual meeting is scheduled to take place April 9-12 in Denver, CO. Libraries submitted their input recently on upcoming themes, with the following results: 2021: Theme/Animals; Artist/Salina Yoon; 2022: Theme/World-Social Justice-Unity-Kindness-Inclusion-Change-Diversity-Equity-Make a difference-Embrace different cultures; Artist/Sophie Blackall.
g. Online Registration product update: Systems Technology Group/READsquared is the successful bidder and a five-year contract is being finalized. The State Library is making every effort to have this new product available to libraries for use with the 2018 program and will keep systems and libraries informed with additional information and any delays in the timetable.

h. myON Partnership: In partnership with and in support of Summer Reading at New York Libraries, MyON will be providing free, unlimited 24/7 access to MyON’s Digital Library and Middle School Classics for children from Birth through Grade 8. The State Library will be sharing information about this initiative with the 41 school library system directors and the 23 public library systems (through the Youth Services consultants/Summer Reading Coordinators). Access to the MyON Digital Library will be available from May through September 2018 for students and families with young children through both their schools and public libraries.

13. Unfinished Business

NYS Battle of the Books
- SSL is interested.
- We will come back to this at another meeting.

14. New Business

Treasurer’s Job Description
- Pat Connor made some corrections to the treasurer’s job description.
  - The position runs from July 1 through June 30.
  - #4 the membership does not approve.
  - #7 there is no separate report.
  - #10 The treasurer may investigate.
  - #11 Needs to be taken out.
- Chrissy Ryan-Linder will make changes and give them to Pat Connor and then to Kim Hazen.

Membership Gift Ideas
- Chinasa gave the YSS Executive board ideas for membership gifts. These included: Cell Phone Holder w/ Pocket & Lanyard, ID Card Wallets with Key Ring & Lanyard, Tech Wallet/Phone Stand, Full Color Digital Lapel Pins, and Jumbo Receipt Clips.
- Members of the YSS Executive Board loved the Jumbo Receipt Clips. Chinasa Seyse will buy these!

15. Adjournment
- Motion to adjourn (1st Motion: Laura Panter; 2nd Motion: Angela Newman); motion carried.