

**MINUTES**  
**YALSA BOARD OF DIRECTORS MEETING**  
**JANUARY 15-19, 2010, Boston**

*The mission of YALSA is to advocate, promote and strengthen service to young adults as part of the continuum of total library service, and to support those who provide service to this population.*

**Board I** Sat. 1:30 - 5:30 in the Convention Center, room 161

Present: Linda Braun, Kimberly Patton, Francisca Goldsmith, Sarah Cornish Debraski, Mary Hastler, Jerene Battisti, Michele Gorman, Shannon Peterson, Dawn Rutherford, Sara Ryan, Stephanie Squicciarini, Gail Tobin, Cindy Welch, Sarajo Wentling, Nick Buron, Beth Yoke

Visitors: Franklin Escobedo, Melissa Rabey, Cindy Dobrez, Lynn Rutan, Matthew Moffett, Erin Downey Howerton, Sarah Flowers, Alexandra Annen, Jamie Watson, Kate Pickett, Elizabeth Burns, Renee C. McGrath, Krista McKenzie, Sharon Rawlins, Alex Villagran, Susan Person, Mary Olive Thompson, Robyn Vittek, Amy Barr, Anna Koval

**Board II** Sun. 4:00 - 5:30 in the Convention Center, room 160B

Present: Linda Braun, Kimberly Patton, Francisca Goldsmith, Sarah Cornish Debraski, Mary Hastler, Jerene Battisti, Michele Gorman, Shannon Peterson, Dawn Rutherford, Sara Ryan, Stephanie Squicciarini, Gail Tobin, Cindy Welch, Sarajo Wentling, Nick Buron, Beth Yoke

Visitors: Krista McKenzie, Steve Matthews, Kelly Czarnecki, Sara Kelly Johns, Heather Booth, Amy Barr, Robyn Vittek, Amanda Murphy

**Board III** Mon. 1:30 - 3:30 in the Convention Center, room 160B

Present: Linda Braun, Kimberly Patton, Francisca Goldsmith, Sarah Cornish Debraski, Mary Hastler, Jerene Battisti, Michele Gorman, Shannon Peterson, Dawn Rutherford, Sara Ryan, Stephanie Squicciarini, Gail Tobin, Cindy Welch, Sarajo Wentling, Nick Buron, Beth Yoke

Visitors: Sarah Ludwig, Ben Carter, Molly Raphael, Franklin Escobedo, Heather Booth, Holly Cole

*The Board paused in the agenda to accommodate information exchanges with:*

- *BARC Representative, Alex Villagran at 2:00 on Saturday*  
Villagran noted the Association's membership size and commented positively about YALSA's Friday evening Games, Gadgets & Gurus program. He spoke about the upcoming BARC Division Leaders' Meeting; challenges within the body of ALA which will require cooperation; and suggested that the economy is likely to remain unstable for five to ten years more.
- *Candidate for ALA President-Elect, Molly Raphael at 2:15 on Saturday*  
Raphael presented her platform for election.

- *ALA Executive Board Representative, Steve Matthews at 4:10 on Sunday*  
Matthews reported:
  - ALA membership down, but new members joining and membership steady at 62,000+
  - Advance registration down for Midwinter but registration at this point is 1,000 more than in Denver, at about 10,000
  - ALA is working on ways to more effectively use CapWiz
  - Advocacy University taking place at Midwinter
  - ALA strategic plan in draft form and feedback from membership being sought
  - Library Advocacy Day is scheduled for June 29
  - Library support certification being launched Jan 18
  - Networking Uncommons available at Midwinter
  - Economic outlook is unsteady
  - Spectrum Scholar fundraising initiative taking place
- *Candidate for ALA President-Elect, Sara Kelly Johns at 4:25 on Sunday*  
Johns presented her background and plans if elected.

### **Call to Order**

Saturday - Linda Braun called the meeting to order at 1:30pm

Sunday – L. Braun called the meeting to order at 4:00pm

Monday – L. Braun called the meeting to order at 1:30pm

**Information Forum** – 10 minutes allotted at the beginning of each session

**Saturday** - No information items brought forward

**Sunday** – L. Braun informed Board members of items brought up at the Division President's Breakfast:

- 2011 Conference, 4:00-5:30 time slot on Friday may become no conflict, which means we would need to move YALSA 101
- Divisions solicited for program material for 2010 Annual virtual conference

**Monday** - L. Braun informed Board members of ALSC's Board voted to change their scope from birth to 13 and it will be place4TBDDsoll virtual conference t / outlook isaCah0dnSC's Board andting (aila



**Mega Issue** – Saturday

- Item #12. Mega Issue Discussion – Linda ..... 12/20/09
- *Goal #5 Member Recruitment & Engagement*

***How can YALSA effectively deal with increased competition for members' time & money?***

*Discussion included the following points:*

- YALSA should explore expanding or creating new opportunities for school librarians, and consider virtual methods for reaching the group.
- YALSA should continue pushing out free, ready-made, deliverable resources via the web.
- Pushing out YALSA information and resources at any regional or state level conference helps reach those who don't come to ALA .
- New member welcome emails can be followed up by later phone or email check-ins for feedback.
- Make sure messages are clear and concise.
- Once appointments are completed, communicate with volunteers that did not get placed on a member group about other ways to get involved in the organization. Could be an appropriate task for the Appointments Task Force.
- Remind others who are interested in becoming active that beyond committee work there

**Motion # 6.** S. Squicciarini moved that the YALSA Board approve the Minutes from 2009 Phone Meeting with the correction of the spelling of her last name under the Discussion items. Seconded by J. Battisti. Motion passed.

**Motion #7.** J. Battisti moved that the YALSA Board correct the spelling of Karyn Silverman’s name in the Minutes of the 2009 Phone Meeting. S. Wentling seconded. Motion passed.

Item #14.      Item #11 Board Member Contract—L. Braun..... 12/14/09

**Motion #8.** D. Rutherford moved that the YALSA Board change the YALSA Board Member Contract’s Item 5 (regarding supporting Friends of YALSA) to read: “As a visible show of support, I will make an annual personal financial contribution to the Friends of YALSA at a level that is comfortable and meaningful to me. I will also actively support and promote Friends of YALSA fundraising activities.” Seconded by Sarah Debraski. Motion passed.

**Motion #9.** S. Debraski moved that the YALSA Board adopt Item 11 Board Member Contract as amended. K. Patton seconded. Motion passed.

Item #15.      Selected List Portfolio Proposal – Francisca & Linda..... 11/16/09

- *Goal #2 Marketing, Goal #4 Continuous Learning, Goal #5 Member Recruitment & Engagement*

**Motion #11.**



experience, keeping in mind the feedback from the Board. Seconded by S. Debraski. Motion passed.

YALSA Webinar Proposal – Beth ..... 12/14/09  
• *Goal #4 Continuous Learning*

**Motion #26.** C. Welch moved that the YALSA Board extend Board Session on January 16, 2010 by ten minutes. Seconded by M. Hastler. Motion passed.

**Motion # 27.** J. Battisti moved that the YALSA Board direct the YALSA Program Officer for Continuing Education to develop and launch a webinar program as outlined in the proposal, including recommended webinar hosting service and registration fees. Seconded by C. Welch. Motion passed.

Item #22. Updating YALSA’s Bylaws – Linda & Shannon ..... 1/5/10  
• *Administrative task*

**Motion #25.** N. Buron moved that the YALSA Board direct the Executive Director to work with the O&B Committee and appropriate staff to place Proposal 22’s listed by-laws changes on the 2010 ballot so that the membership can vote on individually. Seconded by M. Hastler. Motion passed.

**Discussion Items**

**Item #6 moved from consent to discussion**

Item #6. YALS Editor Midwinter Report—Sarah Flowers

**Motion #18.** C. Welch moved that the YALSA Board direct the President to appoint a task force to investigate archiving institutional information for the organization. Seconded by G. Tobin. Motion passed.

**Motion #19.** K. Patton moved that the YALSA Board accept Item 6 as written. D. Rutherford seconded. Motion passed.

Item #23. Update from Executive Committee Meetings – Linda ..... 1/14/10  
• *Administrative task*

L. Braun provided a brief summary of the Executive Committee meeting that took place on Friday.

Item #24. Pre-Conference Committee Report Concerns – all Board Members ..... 1/4/10  
• *All goals*

Concerns were shared by Board Liaisons and directions suggested to liaisons for next steps

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Item #25. FY10 Fiscal Year Update – Mary & Beth ..... 1/4/10  
• *All goals*

**Motion #28.** C. Welch moved that the YALSA Board carry Item 25 over from the January 17, 2010 (Board II) meeting to the January 18 (Board III) meeting. Seconded by J. Battisti. Motion passed.

Discussion continued on Sunday.



Item #31. 2010 – 2011 President’s Theme & Related Programs – Kim ..... 12/18/09  
• *Goal #4 Continuous Learning, Goal #5 Member Recruitment & Engagement*  
As meeting time was limited, the discussion moved by L. Braun to the Board’s ALA Connect space following Midwinter.

Item #32. Action Plan Update – Linda & Beth ..... 1/5/10  
• *All goals*  
As meeting time was limited, the discussion moved by L. Braun to the Board’s ALA Connect space following Midwinter.

Item #33. ALA Draft Strategic Plan – Linda ..... 1/5/10  
• *All goals*  
As meeting time was limited, the discussion moved by L. Braun to the Board’s ALA Connect space following Midwinter

Item #34. Email Communications to Members – Linda ..... 12/14/09  
• *Goal #2 Marketing; Goal #5 Member Recruitment & Engagement*

**Motion #32.** K. Patton moved that the YALSA Board direct staff to move forward in implementing a new monthly email format for *YAttitudes*. Seconded by G. Tobin. Motion passed.

**Motion #33.** F. Goldsmith moved that the YALSA Board extend the time of this meeting by ten minutes. Seconded by C. Welch. Motion passed.

Item #35. YA Lit Symposium Virtual Component – Heather Booth..... 1/5/10  
• *Goal #4 Continuous Learning; Goal #5 Member Recruitment & Engagement*  
As meeting time was limited, the discussion moved by L. Braun to the Board’s ALA Connect space following Midwinter.

**Informational Items**

Item #36. Guidelines for Board Meetings..... 12/14/09  
• *Administrative task*

Item #37. Board Responsibilities for Annual..... 12/14/09  
• *Administrative Task*

Item #38. FY ’09 Final Close Figures..... 12/14/09  
• *All goals*

Item #39. 2011 Nominating Committee Roster ..... 12/14/09

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- *Goal #5 Member Recruitment & Engagement*

Item #40. 2009 Friends of YALSA donors ..... 1/5/10

- *Goal #1 Advocacy; Goal #3 Research; Goal #4 Continuous Learning*

Item #41. Communications Report – Stephanie Kuenn ..... 12/31/09

- *Goal #2 Marketing*

Item #42. Continuing Education Report – Eve Gaus ..... 12/31/09

- *Goal #4 Continuous Learning*

Item #43. Events & Conferences Report – Nichole Gilbert ..... 12/31/09

- *Goal #4 Continuous Learning; Goal #5 Member Recruitment & Engagement*

Item #44. Membership Report – Letitia Smith ..... 12/31/09

- *Goal #5 Member Recruitment & Engagement*

Item #45. ALA Committee Appointments Update – Kim ..... 12/29/09

- *Goal #5 Member Recruitment & Engagement*

**Executive Session**

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**Motion #37.** M. Gorman moved that the YALSA Board adjourn its meetings for Midwinter 2010. Seconded by D. Rutherford. Motion passed.

Meeting adjourned at 3:35 pm.