

**SCASL Board of Directors  
Meeting Minutes  
November 15, 2014**

**I. Call to Order**

Diana Carr called the meeting to order at 10:00am at North Star Christian Center in Columbia, SC.

**II. Roll Call**

**In Attendance:** Diana Carr, Gloria Coleman, Jenny Dilworth, Angie Enlow, Diane Ervin, Donna Hagen, Jennifer Lanier, Susan McNair, Jennifer Tazerouti, Ida Thompson, Leigh Jordan, Gloria Coleman, Sherry Shewmaker, Dawn James, Cathy Jo Nelson, Vashti Summerfield, Lorena Swetnam, Pat Wilcox, Samantha McManus

**Not in Attendance:** Irish Anderson, Andi Fansher, Karen Gavigan, Anne Lemieux, Kathy Sutusky, Heather Thore Regina Thurmond, Jennifer Falvey

**III. Agenda Items**

a. Website Examination

- i. Thanks to Cathy Nelson for FAQs on site.
- ii. SCASL News area –Items should be given to Cathy or Jennifer. Currently recent items appear and older items disappear.
- iii. Discussion of possibilities; putting bylaws in the navigation area, overview of FAQs page,
- iv. Discussion of Polls
- v. Discussion of archiving new hires to additional page
- vi. Keep Committee Pages updated and encourage information, i.e. brochures, bookmarks (brief discussion of the possibility of cleaner, crisper bookmarks)
- vii. Banner pictures on website need to be solicited in high quality, high resolution, wide angle, consider 980 x 245 dimensions. Cathy will ask for submissions from regional people be sent to her gmail. It was suggested pictures show students engaged in library thinking and captions be added to show what we do as an organization.
- viii. Ida brought up the 40 year birthday of the organization and Jennifer will be researching to locate information that shows our history.

b. Impact Study

- i. On board forum, not yet open to the public.
- ii. Phase I completed, Phase II in draft.
- iii. GoToMeeting was held in November regarding examining elements of Impact Student with Advocacy, Steering and Public Awareness committees. Kathy and Diana met with Regina to organize a press conference to be held at the beginning of the year and considering Sanders documents as well.

- iv. Dawn James, Public Awareness, is working with teacher Dean Johnson on media to push out information. What information do we think should be included and can we create a theme? It was discussed we need a one minute, powerful, positive message. Advocacy and Steering committees will meet the first week after Thanksgiving break to discuss theme and promotional elements. We will pull from the Impact Student, and ask Kathy to contact Keith.
  - 1. Diana made a motion to approve a proposed theme. Jennifer seconded and the motion passed.
- c. Treasurer, Gloria Coleman
  - i. Gloria presented the treasurer's report.
    - 1. Income 77,717.19 Total Income.
    - 2. After all expenses deducted left income 33,869.01
    - 3. Last page, as of November 15, 2014, 8:30am, 59,664.19, market rate account 68,098, 76.
    - 4. Investment time account 22,000.98
    - 5. 77, 717.19 is 51% of where we of the 150,000 goal, one half of projected budget. We must get membership up.
    - 6. Angie asked regarding Editorial Committee budget concerning 8.1. The editorial budget is 5,840 for design, expenditure and income at top.
    - 7. Brief discussion of all out push for membership. Ida mentioned we do not want to go into reserves to be operational.
- d. Diane Ervin, Membership
  - i. Currently there are 783 members, more than last year with quite a few new members.
  - ii. Concern that just over 200 previous members are not current members. Look over list and see if board members can make contact.
  - iii. Gloria suggested possibly doing a contest, a door prize, a certain goal that members be put in a drawing.
  - iv. Suggestion that MCM headline shoot for members.
  - v. Encourage conference attendance.
  - vi. Diane mentioned 19 registered but no payment received. Suggestion that supervisors and local contact encourage members at meetings.
  - vii. Diane asked how long we should keep inactive members in our files. Kathy can ask regionals for input.
  - viii. Cathy made a motion for a standard to have members become basic after December 31. Motion passed
  - ix. If check is not received after two months membership is lost. The list will be examined and member weeded out, any that have not renewed will go into basic category.
  - x. Diane mentioned we have 23 more assistants as members than last year, many paid for by media specialist.

- e. Elections Committee
  - i. Anne submitted membership list.
  - ii. Discussion of nominees. They need to be SCASL members.
  - iii. We cannot accept slate personally, has to come from the President-elect.
  - iv. Vote to be in last MCM. Vote made electronically. Members will be checked.
- f. Jennifer Tazerouti – SCASL Conference Updates
  - i. Wednesday schedule change. Exhibit hall open earlier. Wine and Cheese reception.
  - ii. Extra call to conference to vendors.
  - iii. Will ask Diane Sweeney regarding free bags.
  - iv. Possible book committee booth.
  - v. History and archives to promote 40 year celebration flyer.
  - vi. Exhibit hall memorabilia. Possible collected old pictures, slideshow, old messengers, scrap books in lobby. Possible display with AV assistance to set up screen.
  - vii. 40 year celebration pix in program booklet.
  - viii. Professional photographer at conference. Photography of authors, awards, luncheons, action shots. Discussion of superhero shots, possible photo booth. Noted that superheroes from high schools will be there.
  - ix. Possible pins for the 40<sup>th</sup> discussed.
- g. Project Connect
  - i. Support is needed from the Advocacy and Legislative committee regarding set up of Project Connect.
  - ii. Incentives offered if members bring legislator or administrator. Former administrators and SC TOY to be invited.
  - iii. Virtual meeting scheduled next week, open to all ideas, to make cornerstone part of conference, Dr. Lance maybe could be there.
  - iv. Suggested that Saving dates cards be sent to MCM list, perhaps available at the press conference, ready to give at January supervisors meeting too.
- h. Donna Hagan –Library Supervisor Board
  - i. Candance Walsh as contact on Read to Succeed
  - ii. Kathy, Ida, literacy coordinators,
- i. Angie Enlow – MCM Editorial
  - i. Examination of MCM – discussion of new interactivity of the MCM, two different versions, one is printable.
- j. Ida – Read-sc.org
  - i. Date is reserved in 2016 Thursday.
  - ii. Darcy Strickland from WLTX will emcee.
  - iii. Characters on parade, please let Ida know contacts.
  - iv. Working on permits and licenses.

- v. More with Legislative committee for participation and organizing members.  
Possible Blitzes leadin up to Read-In.

**IV. Meeting Adjourned**

- a. Susan made a motion to adjourn.
- b. The motion was seconded.
- c. Diana adjourned the meeting at 12:15.

Minutes Submitted by: Andi Fansher, Secretary