

Youth Services Section
Executive Board Meeting
March 14, 2016

The Executive Board met for the first meeting of the 2015-2016 Biennium at High Point Public Library at 12 noon. Attending were: Chair Tanika Martin, Vice-Chair Meg Smith, Sec/Treasurer Helen Yamamoto, Scholarship Director Julianne Dunn, NCCBA Chair Janet West, Past Chair Debbie Shreve, State Library Youth Consultant Lori Special, and Directors Brytani Fraser and Juli Moore.

Agenda

Tanika called the meeting to order at 12:15 p.m. Debbie asked that December minutes be amended to show that she is not responsible for updating the brochure. Tanika moved that amended December minutes be approved, and Meg seconded. The motion passed.

Tanika will send Helen information on how to upload minutes to the NCLA website.

YSS Blog

Brytani provided an update on the YSS Blog.

Brytani used WordPress to create a mockup of the blog and emailed it to the group for review. The blog will include articles such as:

1. U in Youth Services
2. Guest blogging about issues and solutions
3. Guest blogging about successful programs/initiatives
4. Information about YSS scholarships

WordPress features include:

1. Members can sign up for updates/RSS feed
2. The blog can auto populate a twitter feed
3. The blog can have an automatic mail feed

Lori suggested Mailchimp to manage the blog.

The group agreed to sign members up for the mail feed automatically and allow them to opt out, if they wish.

Biennium Report

Debbie shared the report for the 2015-2016 Biennium with the group. The report was sent to Dale and NCLA, and Debbie received positive feedback regarding the quantity and quality of the YSS's achievements.

Scholarships

Juli shared her proposal on what opportunities the YSS scholarships should fund over the coming year:

1. NCLA Leadership Institute (2 scholarships)
2. YSS Retreat
3. ALSC

The group agreed that ALSC is not really in the interest of the YSS, since it is a national, rather than state, conference. Lori suggested that the YSS review and provide input on applications for the State Library's ALSC scholarship, considering the following:

1. What outcomes do we (YSS) want from the ALSC scholarship?
2. What do we want the attendee to get out of it/YSS to get out of it?

The group discussed the benefits of YSS membership:

1. Membership in NCLA allows us to keep on giving back to NCLA members
2. Advocacy/support
3. Eligibility for Scholarships
4. Networking – YSS members can share how this has personally benefitted us on the blog
5. Blog – sharing with peers around the state and learning from their experiences

Chair's Report

Tanika shared her vision for the YSS, with a strong interest in succession planning and mentoring/training. She would like to include strategic planning as a part of our quarterly meetings.

Tanika sees an opportunity for partnership with NCLA's newly formed STEM Roundtable, which includes representation from public libraries, colleges, and businesses. Lori thinks the YSS should have a liaison to that committee.

Tanika requested that all email subject lines from YSS Board members include the prefix "YSS –".

The group agreed to change the August 29th meeting in Durham to August 22nd, in order to avoid the first day of school in Cumberland County. Location will stay the same.

PLS/YSS Partnership

Tanika defined the role of the YSS liaison to PLS:

1. Attend PLS meetings and report to YSS on their activities
2. Look for opportunities for partnership, including Fabulous Fridays. Joan will send Tanika the dates, times, and places for this October's Fabulous Fridays, and we will consider sending a representative to make a presentation.

Meg volunteered to be the YSS Liaison to PLS.

YSS Brochure/Benefits of Membership

Debbie suggested the YSS Brochure be posted on our website. The group agreed that we need to improve it as a sales tool. **Everyone will send Tanika 5 thoughts about the benefits of membership. Deadline is March 28th.**

Tanika will order swag for membership.

Lori asked the group to consider how we will motivate paraprofessionals who cannot leave their branches to join YSS. **Brytani will talk to library assistants attending May's Paraprofessionals Conference to get some feedback about this.**

NCCBA

Janet reported that NCCBA is currently receiving nominations for next year's ballot. The website had been blocking nomination submissions but has recently opened and already has 82 picture book and 118 junior book nominations.

NCCBA voting has been extended through April 8th this year to accommodate weather-related school closings. The NCCBA committee will begin narrowing down the votes on April 30th.

Promoting YSS/Scholarships

Brytani and Julie proposed creating a catchy hashtag members can use on Twitter or our Facebook page to promote the great things they do every day, with the idea that "a high tide raises all ships". **Brytani will try to come up with a hashtag—email her if you have any ideas.**

Julianne is looking for scholarship opportunities for people who are not comfortable or interested in Leadership Institute.

The group discussed how to engage the recipient after the scholarship is awarded. The scholarship application should ask how the recipient will use what they learn to benefit YSS and include suggestions, such as:

1. Become a board member
2. Present at a Fabulous Friday event
3. Be involved in a webinar promoting LI when we send out the next call for applications (sharing their testimonies about how they benefitted)

The group also decided that the scholarship should go only to applicants involved in youth services. Applicants should:

1. Have a youth services related LI project proposal
2. Be a member of YSS
3. Present at the retreat, Fabulous Fridays, NCLA, or the Summer Reading Workshop (these will be suggested as examples to refine the scholarship question, "How will your project benefit YSS?")

Debbie and Julianne will refine the wording of the questions on the LI scholarship application.

Retreat Planning

Tanika proposed a theme of “Connecting the Dots” for the 2016 retreat. The focus would be professional development, and the “dots” represent things that help us become better librarians—everything matters/connects:

1. How networking benefits us
 - a. Speed networking event
2. Adding value to the profession
 - a. Making everything purposeful
 - b. Professional development
3. Adding value to your community
4. Maximizing resources
 - a. Taking advantage of what is already available
 - b. Preventing burnout/recharging
 - c. Forging partnerships

Lori suggested we consider adding a session about evaluating programs/initiatives and interpreting the data, since the LSTA grants are heavily dependent on clear, measurable outcomes.

Tanika also has an interest in including a 30-45 minute session about YSS, with members sharing why they joined, what they are getting out of it, etc.

Financial considerations:

Helen reported that the cost for this retreat will be much higher than the 2014 retreat and suggested charging a higher rate of \$159 for members and \$179 for non-members. Other data to consider in projecting possible revenue:

1. The 2014 registration shows only 63 overnight attendees and 14 commuters.
2. YSS membership has been dropping and is now 81 (less than the 100 person guarantee in the 2016 contract with YMCA)
3. The cost of speakers, additional refreshments, and supplies for the 2014 retreat was approximately \$2,200.

Tanika signed the YMCA retreat contract, with the knowledge that changes to the contract may be made without penalty until 90 days before the event.

Presenters:

Tanika gave a goal date of April 15th for contacting potential presenters, and a deadline of May 15th for finalizing the contracts.

Brytani suggested Marge Loch-Wouters, who is a dynamic speaker on issues specific to libraries, including preventing burnout, passive programming, and simplifying Summer Reading.

Lori shared the results of the State Library's training survey, which indicated that library staff are most interested in learning how to form partnerships and how to conduct evaluations and interpret/use the data. Helen suggested contacting Susan Brown and/or the Chapel Hill Library's User Experience Librarian to speak about promoting libraries and forming partnerships in the greater community.

Other ideas for topics included maker spaces and how to use Legos in library programming.

Meg and Tanika will work on the parameters for presenters this week and send them to the group to call potential presenters. Then we can send out the call for proposals to YSS members. We will also ask members for successful programs to share.

The group also began brainstorming NC authors to invite as speakers, including John Bemis, Beth Revis, and others.

State Library News

Summer reading:

Lori shared that the Summer Reading workshops are being presented right now throughout the state.

Library visitation and circulation statistics:

Lori shared data for youth services in North Carolina. Visitation and circulation are dropping after an increase during the economic downturn. Lori thinks library hours may contribute to the decrease, since 70% of libraries are open only during workday hours (8 a.m. to 5 p.m.) and not on weekends.

Youth Services usually drives the numbers. Lori suggested the YSS look into the decrease and ask our peers throughout the state to consider who we are serving and how we can better advocate for libraries.

State Parks partnership:

The State Parks are celebrating their 100 year anniversary during 2017. There is a statewide collaboration between parks and libraries called "Stories in the Park after Dark" and is looking for libraries/librarians interested in participating. YSS could email its members to recruit storytellers. **Lori will email the board with details on the State Parks collaboration later.**

Tanika motioned to close the meeting and Meg seconded. The meeting adjourned at 3:04 p.m.

Upcoming Meeting Dates:

Meetings are usually held quarterly on the 2nd Monday of the month.

March 14th, 12-3p.m. in High Point

June 6th, 12-3 p.m. in Iredell County, 201 N. Tradd St., Statesville

August 22nd, 12-3 p.m., in Durham (***Note date change**)

December 12, 12-3 p.m. at West Regional Library in Cary

Respectfully submitted

Helen Yamamoto, Secretary Treasurer