

MCEMSA Board Meeting
Thursday, November 12, 2009
6:45-8:00 p.m. – Pat Martinsen's home

Present:

Daria Taylor, Susie Treat, Kyra Kreinbrook, Lorraine Brunn, Pat Martinsen, June O'Connor, Nancy Bailey, Barb Hlavka, Brenda Young, Sarah Way, Anita Anderson, Marti Ladd, Cynthia Perley.

The following agenda items were discussed:

Mitali Perkins Program Evaluation:

The general consensus was positive towards Mitali's program and her message, although several people expressed disappointment at the relatively low turnout for the large outlay of funds and significant expenditure of effort. Despite having fliers mailed directly to them, principals did not seem to support the program by encouraging attendance and publicizing it. Media Specialists present felt that they had been the primary publicity agent for the program in their buildings. It was suggested that since Mitali is a relatively unknown author at this point, the turnout was not really surprising; although others commented that Jim Trelease (who is quite well known) also had a disappointing turnout when MCEMSA sponsored his visit. Low turnout could indicate that authors are not the best program to attract a broad audience and that upcoming speakers should be media rather than literature related.

Treasurer's Report:

Susie Treat presented the Treasurer's report (attached). Membership activity is slowing down, and Daria will check with Amy and Mary Sue (Membership Committee) to see what has been done recently to follow up with Media Specialists who have not yet joined MCEMSA. Anita mentioned that she often includes membership reminders in her Grade Level Rep emails and notes, which is a helpful support for the Membership Committee in their efforts to increase membership.

Winter Tea:

The Winter Tea will take place Thursday, January 14th at Richard Montgomery. Nancy and June have been working on arrangements, including pricing food at Costco, considering door prizes, and designing invitations. RSVPs will be required to help in accurately planning for food. Nancy has also been working on an ice breaker idea with a small prize included. Kyra noted that the Winter Tea is an informal, relaxing event and that the Winter Tea Committee does not need to repeat former activities, but instead has total control of how they wish to plan the event. This year, Media Assistants are being honored and will be invited to attend by means of a special half sheet invitation that can be sent out with the invitation to the Media Specialists. This will allow each Media Specialist to present the invitation personally. Usually new members (three this year) and

retirees are recognized at the Winter Tea as well. Often flowers have been given to honorees, although that is up to the discretion of the Winter Tea Committee. Daria will send the distribution list to Nancy and June and the Membership Committee can provide membership spreadsheets to them as well to facilitate making name tags and mailings.

MCEMSA Book Expo:

The Book Expo will be at Blake High School on Friday February 26 from 2:00-5:00 p.m. It is an early release day; it is hoped this will make it easier for all Media Specialists to attend since substitutes will not be needed. The event committee plans to send out vendor invitations next week.

Susie Treat asked the Board if there would be any interest in partnering with MCPS (and specifically Marji Geldon's Office) during the 2010-2011 school year to plan a full day vendor program as was done in the past. MCEMSA would provide the funding (on loan) for the deposit on the Shady Grove facility and provide volunteer manpower to plan the event. MCPS would repay MCEMSA for the deposit loan once vendor registration fees had been collected and would manage the operation of the event on the day it takes place. If there is sufficient interest on the part of the MCEMSA Board, the idea could be explored further with MCPS.

Board members expressed several concerns about the plan. They wanted to know how soon the money for the deposit would be needed and when it would be returned. There was also concern about having a full day event on a day when classes take place (which is what occurred in the past) because so many elementary Media Specialists cannot take Professional Leave of any sort on a day when students are present. It was suggested that a report card day of some kind be used to respond to this concern should the jointly planned event take place. Secondary Media Specialists expressed more of a desire than elementary Media Specialists to see the MCPS event revived because of the opportunity to speak with online services vendors and to see their product updates. Online services are a much larger part of secondary media programs, and not having contact with online services vendors was disappointing to many secondary Media Specialists. Elementary Media Specialists were more satisfied with the MCEMSA planned event and felt it met their needs in supporting collection development. It was decided to wait until after the February 2010 MCEMSA event (which it is hoped will include some online vendors) before making a final decision about whether or not to pursue the idea further.

Maryland Library Association Leadership Institute:

Gail Bailey has asked Daria if MCEMSA would be willing to sponsor a MCEMSA member's attendance financially at the Maryland Library Association Leadership Institute. The total cost to attend the week long program is \$850.00, and those who have gone in the past have found it to be very worthwhile. Applications are due February 19th. The Board decided to sponsor two scholarships of \$300.00

each for MCEMSA members who are selected to attend the program. Daria will be reading applications with Gail.

Constitution Committee:

The Board reviewed the proposed revisions to the constitution and by-laws as well as the changes made to Governing Board committee job descriptions that were presented by the Constitution and By-laws Revision Committee. The Constitution Revision Committee has worked for several weeks to remove outdated sections from the constitution and by-laws and to remove wording (such as specific dates) that would become dated in the future. A number of changes were suggested in the job descriptions of the officers and other board members. In the case of the Governing Board, position descriptions were written to make the committee's work be the responsibility of a committee rather than an individual committee chairperson to encourage more active participation from MCEMSA membership in planning and carrying out programs and activities. The Constitution Revision Committee further recommended that job descriptions for the elected Executive Board officers remain as part of the constitution and by-laws, but that job description for non-elected Governing Board members be made a separate document outside of the constitution to allow for flexibility in amending the non-elected committees and job descriptions to meet current needs without requiring a vote from the membership to do so.

There was extended discussion on the role of the Sunshine Committee, which was essentially dissolved by the Revision Committee proposal with previous Sunshine Committee responsibilities being distributed among remaining committees. The Board did not come to a final decision about whether or not the Sunshine Committee should continue to function as a separate entity in welcoming new members and outreach at significant times for membership (retirement, death in the family, etc.). The Constitution and By-laws Revision Committee will rework a final draft on the structure of the Governing Board and bring it back for approval. Since the Sunshine Committee issue under discussion is not part of the draft constitution, the proposed changes in the Constitution and By-laws are ready to bring to a vote of the full membership. The vote taken at the August Professional day was affirmative for allowing electronic voting in such cases, and so the changes may be presented electronically for vote before the full membership.

Vice President's Position:

Since the resignation of Anita Hardy, MCEMSA has been operating without a Vice President, who is intended to provide significant support to the President and should also be in training to assume the Presidency at the end of the President's term of office in June 2010. The proposed changes to the constitution include re-structuring the Executive Board to make the job of Vice-President, President and Past President a three rather than six year commitment, which should make the commitment less daunting than it has been in the past. If

the change is ratified, it should be publicized to help with recruitment in the spring. A volunteer for the Vice-President's job is needed immediately, and Board members are asked to consider taking the job themselves for the remainder of the year (until June 2010) or asking other MCEMSA members if they would be willing to do so.

AASL Conference Highlights:

Lorraine Brunn brought a one page summary of her conference highlights from the recent AASL conference in Charlotte, North Carolina and shared her impressions with the group.

The meeting was adjourned at 8:00.