

MCEMSA Board Meeting ~ Highlights

Wednesday, July 7, 2010 ~ 3:30-7:30 ~ Home of Susie Treat

Present: Daria Taylor; Jeanette Marin; JoAnn Floyd; Maureen Larson; Susie Treat; Richard Ashford; Lorraine Brunn; June O'Connor; Karina Hirschhorn; Cynthia Perley; Marti Ladd; Pat Martinsen.

The following agenda items were discussed:

Revised Board Position Descriptions (posted on Web page):

Two current vacancies:

- the Elementary Representative for the Blair, Einstein, Kennedy, Northwood, and Wheaton clusters
- Membership Co-Chair

Recently added line item requiring board members to attend a minimum of 1 board meeting per year.

Proposed Budget:

Presented the proposed budget for 2011, with the following changes:

- All County breakfast increased \$350
- Spring Banquet increased to \$750
- Sunshine line item be updated to reflect the more current term, Outreach; decreased to \$50
- Walker award budget increased to \$125.
- Web page fund decreased to \$100

Two new separate line items:

- Office (formerly Administrative) budget to \$75.
- Scholarship funds with \$600.

Calendar of Events:

Pursuant to our Advocacy theme for this year, our events will focus on a social as well as a public relations aspect. We will support SLMP as it advocates for a stronger SLMP presence on the secondary levels.

After discussion regarding having separate primary/secondary events, it was agreed to look in to the possibility of doing breakout sessions with the whole group meeting together for part of the time and the elementary and secondary levels also meeting separately.

The following are the events agreed upon for this coming year:

- All County breakfast preceding the professional meeting at Quince Orchard HS on 8/19. A Board meeting will be held directly after the professional meeting.
- Community Outreach event on Tuesday 10/5 at North Bethesda Middle School; Maureen and Karina host -- sharing our best practices for communicating with parents and the school communities.
- Book Bites on Tuesday 11/16 at Farquhar MS; members will be encouraged to bring one adult book and one children's book to share. A board meeting will follow at 6:30.
- Winter Tea Thursday 1/20., location to be announced.
- Board meeting on Tuesday 2/22 at Candlewood ES with a snow date scheduled for Tuesday 3/1.
- "Hot Topics/School Solutions" Wednesday 3/30, JoAnn and Pat will host at Bells Mill ES. Focusing on current advocacy issues and concerns, specifics to be determined at a later date.

Meeting with County Council Members:

It was suggested to Daria by MCEA leadership that MCEMSA leadership should try to meet with County Council members to educate them about the role of the Media Specialist in the educational program of an MCPS school. The MCEMSA executive board will work on a plan to create a video presentation informing Council members of the Media Specialist's role, which will include testimonials from all stakeholders (i.e., students, parents, teachers, administrators). Media Specialists at all levels from SLMP to technology trainers who serve Media programs to building level Specialists will be featured in the video. The final video will be presented to Council members as part of a larger presentation by Daria and Jeanette.

SLMP/Professional Sharing/Communication:

The need for additional training on My MCPS was cited. It also would be helpful for SLMP to delineate in an official way what types of communication should properly occur through My MCPS and what types are appropriate networking uses for the Media Conference.

Task list for major events:

In order to help members who have accepted the responsibility for planning a major event for the first time, the people responsible last year for those events will write up a detailed list of steps needed to organize the event.

August Professional Day Breakfast:

Because it is such a large event, there should be four rather than just two people organizing and setting up for the August Professional Day Breakfast. Marti Ladd and Cynthia Perley will coordinate the event. Daria will email absent board members to find two additional people to help set up the breakfast. June O'Connor will help Pat Martinsen man the Membership table until the first session begins, and Lorraine Brunn will represent MASL at the Membership table. The Middle and High School representatives on the board will help Pat with follow up and other membership reminders throughout the year.

Cash flow for events:

The board discussed whether or not the MCPS Pony should be used to transmit money since at least two checks were lost in the Pony last year. It was decided that any other system would be too cumbersome and so MCEMSA would continue to use the Pony for the most part. To help minimize the possibility of lost checks, membership checks sent to Pat would be held and passed to Maureen as a group at meetings when practical to do so. Members sending checks directly to the treasurer would be asked to send an email indicating that the check was on the way as a tracking measure.

SLMPLAC Secondary Member from MCEMSA Board

SLMPLAC is an advisory board for SLMP, and Gail and Myra have asked the board to appoint a secondary member to the board to replace a person who is rotating off. Daria serves as MCEMSA President and represents elementary. Meetings are held every two months starting in October on Wednesdays from 4-6 at CTI, and there is a three year rotation. Susie Treat has volunteered to serve as MCEMSA Board secondary representative.

Associate Membership:

Associate Memberships were approved as part of the constitutional revision and are intended to allow media assistants, library school students, administrators and other supporters of SLMP to participate in MCEMSA's programs and to strengthen MCEMSA's voice as we advocate for our programs. For the \$10.00 membership fee, associate members may attend MCEMSA functions. This opportunity will be advertised through membership emails on the Media Conference and with follow-up emails from membership coordinators at all levels using distribution lists of Media Specialists to spread the news. Media Specialists will then spread the news in their buildings.

Item	By Whom	By When
E-mail board member list and job descriptions to Karina for website	Daria	Done
Revise membership form to reflect new information, including \$10 associate membership; send revised membership form to board for feedback; send final copy to Karina to post to web & post to media conference and media support conference	Pat	before July 30
Revise FY11 budget to reflect discussed changes and e-mail to all board members	Maureen	soon
Compile list of MCEMSA advocacy to share with Pat for membership & share at PDD in August	Daria	ASAP
Create calendar of events to hand out at membership table and make into poster for PDD; e-mail to Karina	Daria	August 19
Share calendar of board meeting dates with all board members	Daria	before August 19
Talk to Gail and Myra about clarifying use of Media Conference and sharing demo of basic navigation of myMCPS at PDD in August	Karina	soon
Send ideas to Karina about benefits of Media Conference	all board	ASAP

	members	
Talk to Margie about idea/technical aspects of advocacy video to be shared with county council and BOE	Karina	In process
Update Nancy Walker application and have copies available at membership table at PDD	Richard	August 19
Ask Anita about having Winter Tea at her school	June	soon
Contact Tragara about banquet date & price	Lorraine	soon
Prepare materials to inform MS about advocacy video (statement of purpose, permission for students)	exec board	late August/ early Sept
E-mail those not at meeting for assistance with PDD breakfast	Daria	ASAP
E-mail Myra that Susie will serve on SLMPLAC on behalf of MCEMSA	Jeanette	soon
Let MS & HS reps know that will be assisting with membership as Mary Sue has retired	Pat	soon
Post links to conference scholarship information for ALA, AASL, MASL, ISTE to website	Karina	Done
Arrange for retirement gifts and/or cards for Mary Sue and Maria Mondell	Cynthia & Marti	soon
Share information from last year's breakfast receipt with Cynthia & Marti	Maureen	ASAP
Arrange for donuts, water and coffee for PDD (Daria will bring MCEMSA paper products for backup)	Cynthia & Marti	before August 19
Compile list of tasks for PDD breakfast (Cynthia & Marti), Winter Tea (June & Anita) and Banquet (June & Lorraine)	see left	ongoing
Compile meeting minutes, e-mail to exec board for feedback; send final minutes to Karina for posting to website	JoAnn	Done