

MEMO Board Meeting
February 7, 2004 - 9:00 am - noon
ITV Locations at Mankato, TIES and Park Rapids

Call to Order

- 1. Adopt agenda**
- 2. Introductions**
- 3. Approve minutes of October 2, 2003 board meeting**
- 4. Treasurer's report.**
 - Treasurer's Report (submitted by Margaret Meyer)
 - I didn't attach the proposed budget because as I looked at it, it's really for planning the next year. But, one item caught my eye. In 2001-2 membership dues were \$20,248, 2002-3 dues were \$22,159 and this year they were \$15,510. That's a significant drop, but our budget does look good.
 - I did have a question for you. Who is supposed to sign Deanna's vouchers? I have a bunch of unsigned vouchers because Deanna has to take care of a lot of things--postage, telephone, mileage, internet access, printing, refunds, Deanna's salary, Fall Conference displays and facilities, and MEMO store items. I have receipts for everything--just thinking about audits.
 - Also, please print and keep (maybe mailing would be a good idea) a copy of the agenda for me. For our official audit, I'm supposed to have a copy of the agenda. Thanks,
- 5. Presidents' report (Johnson)**
 - First, thanks much to Dale Carrison, Marla Davenport, Mary Garlie, and the COMET folks for help setting up the teleconference. Despite a echo problem in Park Rapids, I was impressed at how well business could be done over the system. I will be anxious to hear back from those participating if we should have more "virtual" board meetings.
 - Congratulations to Laurie Conzemius and Mary Garlie for chairing not just an educational, but profitable, fall conference. Revenue from the fall conference will be a big help in keeping MEMO in the black. Thanks also to Margaret Meyers and Deanna Sylte for keep excellent accounting records for the organization.
 - We will continue to improve our communication and collaborative efforts with other educational entities in the state, including Education Minnesota, Department of Education, the LDS Advisory Committee, and the Minnesota Library Council. Judy Bull sent a report on a brainstorming session held with folks at the DOE on ways to advocate and support school libraries. Having a representative on the interview committee for the new state librarian and having school libraries recognized as a part of the new 3 year district tech plans were seen as positive.
 - Johnson thanked those who had worked on the publication of the new membership directory.
- 6. Past Co-Presidents' report (Beck and Galles)**

- Galles thanked MEMO for paying for her registration to a conference.
7. **President-Elect report** (Prestebak)
- Prestebak has been working on the Summer Leadership Conference scheduled for July 21 - 23, at the MN Humanities Commission. David Loertscher has been booked to be the presenter.
 - A draft of Minnesota Information Literacy Standards has been put together and Steltzner will post the documents on MEMOweb. The committee welcomes comments.

Committee reports (establish committee commitments)

8. **Awards and Professional Development**

- Awards Committee Report (submitted by Jill Nysse and Sally Mays)
- Lars Steltzner is programming an online version of our nomination forms for administrator and paraprofessional awards. It should be online by late winter. Everyone is encouraged to consider submitting nominations. It would be great to get at least one from each region.

9. **Communications** (Anderson, M. Johnson, Steltzner, Conzemius)

- Conzemius has been working on MN Media and she is looking for more manuscripts.
- Moving website. Steltzner asked for permission to move the website to a provider with more reasonable costs and more support. Permission was granted.
- Increasing use of print communications. There is some concern with how much communication should be done in print through snail mail, and how much should be done electronically. One argument for printed materials being sent out is that members would receive a "tangible" benefit from membership. A proposal was suggested that the number of issues of MEMORandom and M/T News be reduced and sent in hardcopy and the MEMO e-mail lists and web could be then used for more time-sensitive communications. The membership will be polled on their preferences.
- MT News, could it be incorporated into MEMORandum?

10. **Conference Committee.**

- Report: MEMO 04 Conference Committee (submitted by Becky Beck)
- Committee Members: Chair: Becky Beck, Administrative Assistant: Deanna Sylte, Exhibits/Vendors: Donna Winder, Finance: Kelly Sharkey, Publicity: Sue Hage, Registration/Program: Monica Kunkel, Session Facilitator/Eval.: Sue Meyer/Kathy Wortel, Tours: no chair yet, Equipment: Gary Ganje, Local Arrangements: Brooke Berg, Hospitality/Decorations: Brooke Berg, Author Visits: Joan Larson, Web Page: Lars Steltzner, Photographer: no chair yet.
- Our first meeting took place Saturday, February 24th at the Kelly Inn. We met with Alan Good and Sue Thompson (representing the Kelly Inn).
- We have an excellent committee and we accomplished tons at the meeting. Our MEMO 04 theme is:
- Information Power Boosts Student Achievement. The keynote speaker is Keith Curry Lance. We also have
- Nancy Polette author and seminar leader joining us as well.

- Our next meeting will be on April 3rd. We will be doing a Kelly Inn/Civic Center walk through.
11. **Intellectual Freedom** (Steltzner, Shirley)
- Lars reported that the MCAC is trying to get reestablished. Our role as intellectual freedom fighters is among our most important. Please contact Lars if you have an interest in helping with this vital work.
12. **Legislative.**
- MDE: Advocate and support school library media programs 1/04 (Judy Bull)
 - Minnesota school census
 - Report out data, such as budgets, size of collections, staffing and best practices.
 - Issue white papers or position papers on the role of the media program and its influence on student achievement and on the pros and cons of preps vs flexible schedule.
 - Have a website with links to:
 - School census
 - Library media Minnesota standards
 - State space standards for new media centers
 - Average price of books & annual update
 - Links to other major library media sites
 - AASL
 - Best practices identification and publication
 - Compile list of contacts for:
 - Schools remodeling media centers
 - Schools building new centers
 - Schools updating their AUP
 - Schools updating their Selection policies
 - Compile a sampling of standard media documents: selection policy, AUP, library/media scope & sequence,
 - Define role of media specialist & program in NCLB
 - List online learning opportunities and links to Mankato, St. Cloud, St. Kates, etc. programs and special courses.
 - Connection to ELM & ways that media specialists are training teachers & students and integrating into the curriculum
 - Integration of media/technology/media literacy skills into the new ILA & social student academic standards.
 - Remind media specialist that they are Powerful People!
 - List of media specialist or others who are willing to give presentations to media groups, such as Doug, Susan Baxter, etc.
 - Quicktime movies of media specialists giving exemplary lessons.

Attached is a summary report from our December 11th Advisory Committee meeting for the LSTA grant that deals with assessing the training needs of K-12 media personnel. Just a reminder that this is the grant that you had written a letter of support for, and we had agreed that MEMO would partner through the participation of regional chairs on the Advisory Committee. We decide on a name

for the project, which is: **PUMP It Up! Pumping Up Media Personnel: School Library Media Training Needs' Assessment.** CMLE is acting as lead agency with this one, and I must say, I believe we are off to a great start. The dynamics of the group were very healthy and positive and we got some good work done. It was especially interesting to have the four colleges dealing with licensure at the table. Please report on this as you see fit.

Library Legislative Day -- Members are strongly encouraged to attend Library Legislation Day in St. Paul this week and are reminded that sub costs can be covered by MEMO for those who apply.

ELM online databases are now being included in the governor's budget.

13. **Membership** (Light, Meyer)
 - Light reported the membership databases have been updated and hard copy directories have been sent out to the membership. An e-mail message will be sent out to check the accuracy of the directory. An inactive status will be created for those who do not pay memberships after six months.
 - The committee has a goal of putting together a packet for new members.
14. **Nominations** (Beck, Galles)
 - Laure Conzemius and Mary Garlie have agreed to serve as co-presidents-elect. An election will be held.
15. **Policies, Procedures, Bylaws** (Prestebak)
 - No report.
16. **Red Fund** (Beck, Galles) No report.
 - Ad hoc committee
 - Exec committee decisions
 - No request
17. **Program** (Theirl)
 - 2004 Fall Conference - St. Cloud – Becky B.
 - 2005 Fall Conference - Mankato
 - The question was raised whether to find a location where the fall conference could be held every year or to continue moving the site. It was decided that the membership should be polled.
18. **Internal Auditing** (Kelly, Steltzner) No report.
19. **Archives/History** (Hanson)

Liaisons

20. **AASL Affiliate Liaison** (Filipiak)
21. **ISTE Affiliate Liaison** (Heidt)
22. **Minnesota Library Council** (Steltzner, Smalley)
 - New members are being sought for the LDS Advisory board, Lars reported. He encourages applications from parents who may be volunteers in your media centers. There is no honorarium for being on the committee, but travel expenses are paid.
23. **Digital Library** (Solie)
24. **Online Learning** (Finsness)

25. **Education Minnesota*** (priority)
- Johnson would like to see a task force created to present MEMO's concerns to Education Minnesota.
 - Johnson was asked to write an article for EM publications to express our concerns

SID Reports

26. **Information Technology** (Hoistad)
- Johnson read a report sent by Wayne Hoistad, chair of the SID. The next scheduled meeting of the IT is February 19.
27. **Commercial** (Kuehl)
- No report
28. **Literature** (Erickson)
- The MYRA group remains active and is being chaired by Leslie Erickson. The board encourages more information from that group to appear in the MEMORandom.

Region Reports

29. **Southeast** (Haugen, Carlson)
- On Tuesday, October 21st, Gayle Collins of Northfield High School hosted the SE Region MEMO meeting in her new media center. Following a tour, former MEMO President Lars Steltzner presented "Books for Boys." Gayle also shared some information about web pages. The SE Region will be holding its second meeting of the 2003-2004 year on Tuesday, February 24th at 5:30 pm at Austin High School. Following a tour and social time, MEMO President Doug Johnson will present "The Indispensable Librarian." Meeting will be followed by dinner at a local restaurant for those interested.
 - Co-Chairs: Jane Carlson (Austin High School) and Melanie Haugen (Hastings High School)
30. **East –central** (Lilke, Bestick, Post)
31. **South-central** (Krautbauer)
- The South-central MEMO Region met on Thursday, January 22, 2004 in Mankato.
32. **Southwest** (Duncan, Halvorson) – need new (SSU-Marshall)
33. **Metro** (Sharkey, Weinand)
34. **West Central** (Edwards, Berg)
35. **Northeast** – Kelsey
36. **Northwest** (Orv Haugen?) Julia Toriseiva is the new region chair of the Northwest region.

Unfinished Business

37. **Student Standards Task Force** (Prestebak)
- A task force, headed by Jane Prestebak, has been working diligently on Information Literacy and Technology Standards for MEMO. Watch for a link to a draft of them on MEMOweb soon (or go to www.rdale.k12.mn.us/media/Projects/infolit/index.htm now). A discussion of

having these as a viable means of satisfying the NCLB requirement that all students be technologically literate by the end of the 8th grade was held.

38. MEMO database/print membership directory.

- A big thanks went to Gina Light and Deanna Sylte for getting a new membership directory out. The board advised Gina and Deanna to keep currently non-active members in the database, but not send general mailings. Membership is down and we hope to be able to bring former MEMO members back into the organization. The membership committee is working on a set of new member materials.

39. Alliance for Student Achievement (Evans)

40. LSTA (Post, Baxter, Wroblewski) Report attached

- MEMO members are encouraged to apply for LSTA grants and to collaborate with regional library systems who may have already received them.

41. Emerging leader awards

42. Lifetime achievement award

43. MEMO resource page

New Business

44. Letter of support for Susan Baxter's new recruiting tool DVD.

- I plan to apply for LSTA funds to make a second DVD with younger librarians and media specialists. I'm hoping that both disk 1 and 2 will be used as a recruiting tool for media specialists and librarians. Would MEMO and you as President write a letter of support for the application? Susan J. Baxter
- The board agreed to a letter of support for Susan Baxter's LSTA grant application for a second recruitment to the profession DVD, featuring younger librarians. Patricia Post sent a report about the progress the K-12 training needs assessment (funded with LSTA monies).

45. Request for funds from Sally Mays

- I need \$1000.00. Would MEMO ever consider giving this money to a demonstration project? In St. Louis Park (SLP), working with Community Education we created a program to help students get to the public library. We run a SLP school bus through the district and to the Hennepin County, SLP community library. We wait 45 minutes and then run the school bus back to take the kids home. We have run this program two years and it works like a charm and the results are very positive for sustaining reading level(keep the gains made during the year!) and pushing ahead. With a gift of \$1,000 we could run the program all summer and we would be able to document the reading gains. No, I'm not crazy. But this program is so simply and effective it could be replicated all over the state and the nation. But I need some help with seed money. Could MEMO do this? I have many folks I'd like to ask and WILL but I need fallback so I can begin to plan. I will make my plea to next executive board meeting and I do have research data and pictures!
- Sally Mays, Media Specialist
- Plymouth Creek Elementary

Adjournment. The meeting ended at 11:45 am

Respectfully submitted,

Douglas Howard
MEMO Secretary

Item 40.

**Summary Report of the K-12 Training Needs Assessment for School Media
Advisory Group Meeting (submitted by Patricia Post
December 11, 2002 -- Saint Cloud, Minnesota**

*Meeting Hosted by the Central Minnesota Libraries Exchange (CMLE)
as part of the LSTA Grant to Assess School Media Training Needs*

Meeting Objectives

- Collective commitment and enthusiasm about the Needs Assessment project
- Agreement on the value of the data to be collected
- Recommendations for survey question categories, parameters and logistics

Participants

Patricia Post (Meeting Coordinator,) Brenda Hough (Survey Research Consultant,) Susan Baxter (Metronet,) Jane Carlson (Austin High School,) Robin Chaney (SAMMIE,) Gay Galles (Moorhead Public Schools,) Susan Halvorson (Redwood Valley Middle/High School,) Jill Hietala (Tower-Soudan Resource Center,) Marie Kelsey (College of St. Scholastica,) Judy Krautbauer (Lake Crystal Welcome Memorial Watowan & Oakland,) Sharon Lilke (Big Lake Middle School Media Center,) Mary Mehsikomer (Mn Department of Education,) Barbara Misselt (SELS,) Patty Ploetz (College of St. Catherine,) Ruth Solie (Northern Lights Library Network,) Nancy Steele (SMILE,) Mert Thompson (St. Cloud State University,) Melissa Weinand (Waconia High School)
Meeting facilitated by Sue Hall, The Milestone Group, LLP

Meeting Summary

The overarching goal of the meeting was to collect input from meeting participants that will shape the needs assessment so that the data collected provides meaningful, directive information about the training needs of K-12 staff.

Participants addressed a number of questions including:

1. What do we want to learn from the survey?
2. Who should participate in the survey?
3. Should survey participants be anonymous or identified?
4. What are challenges to adequate survey participation?
5. What training areas should the needs assessments include?
6. Are there other opportunities for tie-in with the Needs Assessment project?

What do we want to learn from the survey?

Data from the survey should be used to generate multi-county, regional and statewide reports about the K-12 training needs of both licensed and non-licensed school media staff. It is also critical that the information collected should address delivery tools, methods and logistics (time, setting, etc.)

The survey should also seek information about professional development budgets, CEU credits and specific training topics. This data could be used to design training series that would be targeted, affordable and valuable to school media staff, whether licensed or unlicensed.

Who should participate in the survey?

Meeting participants agreed that the survey should be directed at “school media teams” and be as inclusive as possible. The survey should be “job description-driven,” targeting licensed and non-licensed school media staff, paraprofessionals including staff assistants, aides, and secretaries (if appropriate). If there are media technology specialists at school sites, they, too, should be surveyed.

Should survey participants be anonymous or identified?

The survey should be confidential but not anonymous. Survey participants should give their job title, identify whether they are licensed or non-licensed and indicate how many years they have held their current position.

The survey should include a “drop-down menu” to indicate county and zip code and public/nonpublic schools in order to provide quality aggregate data.

What are challenges to adequate survey participation?

Meeting participants identified the following as challenges to obtaining adequate response to the survey:

- Apathy
- Fear that topics are “too big”
- Survey participants too busy/not enough time to take the survey
- Inability of potential participants to “see themselves” in the survey

To overcome these challenges, the Advisory Group (which includes not only meeting participants, but those who could not attend the meeting) made the following suggestions.

7. Design the survey so that it is user-friendly, interesting and make sure that questions are quantifiable and actionable. Consider a “catchy” name for the survey and topic areas.
8. Give survey participants an overview of what the data will be used for and show relevance to their work and professional development.
9. Inform survey participants that survey results will be shared with a broad audience, including school principals, superintendents, state and local decision- makers, etc. and may be used as a tool to promote investment in school media centers.
10. Take caution to avoid duplication of other surveys (e.g., School Media Census.)
11. Promote the survey through mailings, MEMO, e-mail, word-of-mouth, superintendents/principals.

What training areas should the needs assessments include?

The survey should include (at a minimum) the following training topic areas:

- Literature (Books)
- Technology (Machines)
- Library Management (Getting It Done)
- Competency & Diversity (All Those Literacies)
- Communications (Getting Along)
- Policies and Ethics (The Law)

Are there other opportunities for tie-in with the Needs Assessment project?

Meeting participants discussed “what comes after the needs assessment is completed?” and suggested these opportunities for using and/or leveraging the data collected.

1. The survey instrument could belong to the Department of Education and can be replicated or expanded for future purposes.
2. The summary report will be shared with public libraries in order to foster partnerships between school media centers and public libraries.
3. Data/reports can be used as a foundation for creating other strategic partnerships, including academic libraries, corporations, government organizations, etc.
4. Data/reports can be shared with educational institutions at the state and local levels to inform curriculum planning.
5. There is potential tie-in with other funding opportunities such as the Gates Foundation Equal Access Libraries project (should it be funded in Minnesota.)

Next Steps

Survey Research Consultant, Brenda Hough, will take participants’ recommendations and draft a sample survey that will be shared with the Advisory Group for their further input. After edits are incorporated, the survey will be further developed online for usability testing.

The Advisory Group will promote the survey through their own networks using various means.