

**NEEMA Board Minutes**  
**Thursday, November 30, 2006**  
**Virtual Meeting**

DRAFT as of January 15, 2007 Revised: Jan. 16, 2007 Anne Gallivan  
Minutes Approved February 13, 2007

**Present:**

Susan Ballard, Marilyn Joyce, Merlyn Miller, Nancy Grant, Jen Smolnik, Chris Barlow, Katrina Palazzolo, Alexis Baker

**Absent:**

Doug Maitland, Carolyn Markuson, Irene Kwidzinski, Charlie White, Kathy Lowe, Janet Roche, Sue Eblen, Teri Caouette, Valerie Diggs, Sandy Kelly, Diane Beaman, Jacquelyn Lamoreaux, Anne Gallivan

**Call To Order:**

The meeting was called to order at 5:04.

**Secretary's Report:**

Postpone approval of Sept. 30 minutes until the next Face-to-Face meeting.

**Treasurer's Report:**

- \$12,790 is NEEMA balance.
- We have been reinstated as a corporation as of 10-31-06 with the state of NH.  
**Now we have to find out why we were dropped off.**
- Still not sure about 501c3. Jen has made some calls to insurers to see if this would be to our advantage, but doesn't have firm answers. One benefit would be if someone were to donate a large sum of money to NEEMA, but they could donate it thru AASL. (See further discussion about this in New Business under NEEMA Credit Card).

**State Reports:**

**Connecticut-CEMA** reported by Chris Barlow, CEMA rep to NEEMA  
From Chris, CT did a survey of membership regarding whether CEMA should consider a name change. The survey results were positive. But CEMA is looking for feedback on name-change process and also information about web and listserv hosting. **Katrina will forward information to Janet Roche regarding site hosting.** (We use Intermedia to host the NEEMA site for \$45.95/monthly because it can support Cold Fusion. We paid for our domain name through Network Solutions).

Susan B. stated that NEEMA was first incorporated as the NESLA – New England School Library Association. Seems like the trend is for the organizations about “going back to our roots.”

## **Massachusetts-MSLA** No report

## **New Hampshire-NHEMA** reported by Alexis Baker, NHEMA rep to NEEMA

- At their last meeting, NHEMA continued to discuss the term information literacy versus information fluency. Decided to stick with information literacy term for now.
- They are still working with the Dept. of Ed. on their survey and getting ready to “push it out” to school libraries in NH. NHEMA is interested in the following questions: budget, circulation, collection, visits to library media centers. Trying to get an idea of usage, how money is being spent, connecting curriculum to DOE standards and Information Power. Still over 40 districts in NH without electronic cataloging. 82 question survey (based off Colorado study) – and they are looking forward to data.
- Trying to work with DOE, trying to get a librarian on every committee for every curriculum area that is making curriculum changes at the state level.
- May 17 & 18 Conference at Mt. Washington Hotel.
- NHEMA listserv is not just members only – and great conversations on information literacy and fluency.

## **Vermont-VEMA** reported by Merlyn Miller, VEMA rep to NEEMA

Considering name change too. VEMA is holding group discussions at regional meetings, and listserv discussions. The vote would have to go through the entire membership at their annual meeting in May at their conference.

In addition, VEMA is reviewing their mission statement and brainstorming initiatives that will update VEMA's vision for the future. A survey to evaluate Vermont School Libraries is currently under consideration.

VEMA Conference (joint with Vermont Library Association) will be May 15 & 16, 2007 at Sheraton in Burlington, VT. Speakers will be Archer Mayor and Tracey Campbell Pearson.

Note: Marilyn Joyce and Merlyn have both been invited by AASL President Cyndi Phillip to serve on an AASL Task Force that will address the concern we brought to the Affiliate Assembly last June.

## **Rhode Island-RHEMA** No report

## **Maine-MASL** reported by Nancy Grant, MASL rep to NEEMA

- Maine Conference is November 4-7, 2007.

- The tax bill that they were concerned, the Taber Bill, about did not pass.
- Their last association meeting was held in the State Archives with an hour tour. It was very beneficial in that they networked with the archives people and found out about their resources.
- Maine History Media Resource Group is donating videos by Jeff Dobbs about Maine sites: Mt. Katahdin, Acadia, LLBean, Lighthouses. They are donating a set of videos to each school. They also invited three Library Media Specialists and nine teachers to design lesson plans for each of the videos. This is called Project Mermaid.

## **AASL** No report

In the meantime, Jen had a conversation with Sara Kelly Johns at the CEMA conference in November about advocacy, especially in terms of NCLB and our status as teachers. Sara sent back an email about the ALA Washington Office survey. Jen completed this survey on behalf of NEEMA. ALA will use the survey results to shape library campaign for use for New England legislators. No specific timeline on initiatives. Sara suggested we stay tuned with press releases on AASL home page. We should also tap in AASL Forum and Hotlinks. Also consider participating in the Legislative Day. There is also a National Virtual Library day – this has been growing – in terms of creating and shaping lobbying campaign. Jen doesn't know when this Virtual Library Day is. **Jen will send a link to** professional learning community and there are some legislative updates on there.

## **AECT** No report

### **Leadership Conference:**

Susan B. says that she and Carolyn have a sponsorship package, a flyer, and registration form almost completed. Should be done very soon.

Jen started the discussion of what should we charge for registration. Susan B. emailed drafts of the forms to help our discussion. After discussing past history of rates, and using postmark to determine what rate people should pay—early bird vs. regular rates, a motion (Katrina/Nancy) was made to approve the conference rates as follows:

\$135 for either day (members)

\$165 for either day (non-members)

\$199 for symposium and conference (members)

\$229 for symposium and conference (non-members, includes membership)

\$75 per day for retirees

Also note on form regarding late registration penalty for registrations postmarked after 2/28/07 includes \$30 late fee.

Motion passed.

The registrar for conference will be Merlyn at her school address.  
Also discussed Sponsorship fees based on past practice, actual costs, and what is customary.

Motion (Merlyn/Marilyn) was made to approve the following regarding sponsors at Leadership:

Sponsors listed in all pre-printed materials  
Logo placement in Spring edition of Views and/or Web Site  
5 free registrations for sponsoring a meal

Motion passed.

Discussion on who is interested in sponsoring. Now that we have a rate schedule, **Susan B. reported that Carolyn was willing to take on finding sponsors. Jen and anyone else will pass to Carolyn any leads they have on potential sponsors – Booksource and Lord Furniture.**

Scholastic is sponsoring breakfast at Leadership. Motion for price approval

---

## **Old Business:**

**Membership** reported by Merlyn Miller, Membership Chair

As of today, we have 111 active NEEMA members. This is a 1287.5% increase from last meeting. We had 43 members last year at this time. We completed last year with 112 members. Part of the increase is due to the mailing (160 letters with membership forms) she sent out 11/10/06. Since the letter, memberships have arrived every day. The memberships by state are as follows: 39 Massachusetts, 29 Vermont, 18 New Hampshire, 16 Connecticut, 3 Rhode Island, and 4 Maine. By library type: 35 high school, 34 elementary, 12 middle school, 12 retirees, 4 from colleges, and 14 that she couldn't tell what type of library they represented. Merlyn confirms new members and sends Susan B. a mailing label so Susan B. can immediately mail members a copy of Views.

Merlyn sent Doug receipts and requests for reimbursement. **Jen will forward that information to Carolyn because Carolyn sees Doug on a regular basis. Chris suggested distributing membership information at state conferences still to come. Put links to NEEMA web site regarding membership on various state listservs.** Alexis says that we need to emphasize benefits of NEEMA membership beyond a state association. Answer question why do you need to be in the New England Association? Advantage of more than just being local.

**Nancy suggested that we put list of active members on the web site.** Grant made a motion (Nancy/Alexis) to print members last name, first initial on the web

site as paid and to **add a note to the membership form that last name, first initial of paid members will be posted on the web site, and allow members an option on the membership form to opt out. Motion passed. Merlyn will send a postcard to existing members to let them know that their last name, first initial will be posted on the web site because not all members have email.**

### **NEEMA Credit Card:**

Jen brought up whether we should have a credit card for NEEMA because this came up when she was making arrangements with Intercall because we might have been eligible for a discount. Katrina said that CEMA has a credit card.

**Check with CEMA President Janet Roche for more information.** Susan B. thinks we should try to get a credit card. It would be great to charge the association directly. This would be great for Susan B., and Merlyn, and Intercall. **We should discuss acquiring a credit card in addition to PayPal and also revisit the 501c3 issue.**

**FOSL:** no report

### **Web Site:**

- NEEMA Views is not up yet, but it will be soon.

Katrina looked into PayPal (spoke to Celeste at PayPal 866-445-3167, x3536) so that we could offer payment for conferences and membership online. There are at least 3 levels of PayPal business accounts. It seems that we would want the “middle level” of PayPal. We would set up our account connecting our NEEMA checking account to our PayPal account so the money gets routed to our account. And basically, we would put a PayPal button on our site wherever we wanted to offer people a chance to pay – regardless of our form. We would work with tech-guy Jay at PayPal who works 8:30-5:30 CST. He would set up the button for our site to our specifications. He would send us the code. There is a processing fee per transaction for using PayPal but we could build those fees into our fees. The fees would be .30 x 2.9% per transaction. To set this up, this would require Doug to have an active email account. All of the PayPal business is done via email. Every transaction and billing details comes via email. In addition to banking information, this would require a SSN and tax information. To apply for an PayPal account, this must be done online. We would also want to set-up a prototype page to test this prior to using this for conference.

We have a quorum (at least 8 people). Motion was made (Katrina/Chris) to pursue with Carolyn and Doug the details of setting up and testing PayPal on the NEEMA web site. Motion passed.

- **Suggestions to update web page for Save The Date for Conference and NEEMA Views.**

## **New Business:**

**Advocacy:** Jen had a recent discussion with Ross Todd about a regional Ohio Study here. She asked for feedback on this idea. Concern about spending money on repetition of Colorado studies vs. Ohio studies. We need examine methodology. Joyce suggested that we look at School Library Media Research article from Vol. 8 in 2005 because it poses good questions. Ballard mentioned that in data-driven times it would be good to collect and present data from “our backyard.” **Marilyn mentioned that she will send a link to the School Library Media Research article to the Board.**

Jen mentioned that she and Carolyn had mentioned a source of funding that is available to public and school libraries. **Jen tabled this discussion for our next meeting.**

Jen also briefly talked to Allison Zmuda from ASCD (speaker at AASL Fall Forum) about exploring other possibilities for Advocacy. Marilyn loved the idea of working with ASCD regarding Advocacy.

Marilyn went to New England Reading Association Conference this past fall and she made contact with Julie Coiro from UCONN who did a presentation Mon evaluating web sites as part of their research on “new literacies.” UCONN includes librarians in their research, and Marilyn reports that there was a definitely interest in a partnership. **Marilyn stated that she will send out information regarding connecting with New England Reading Association.**

### **AASL Vision Summit**

Diane Beaman, Valerie Diggs, Susan Ballard, David Bilmes, Merlyn Miller, Peggy Dexworth will be representing New England at the AASL Vision Conference in Chicago. **Susan will keep us posted about the Vision Conference.**

**SLJ Summit** none

**NEEMA Views** Fall 2006 was mailed out last week.

**Constitution Revisions:** none

**News** none

### **Adjournment:**

Meeting adjourned at 6:35 p.m.

## **Proposed Meeting Dates**

- February Virtual, Tuesday, February 13 at 5:00 p.m.
- March 29<sup>th</sup> & 30th Leadership Conference, Boston
- May 5<sup>th</sup>, NEEMA Face-to-Face Dublin, NH at Carolyn's @10:00

## **State Conferences:**

- Connecticut Oct. 23, 2007 (Joint with CECA) Hartford, CT
- Maine November 4-7, 2007
- Mass. November 11 & 12, 2007
- New Hampshire May 17 & 18, 2007 Mount Washington Hotel
- Rhode Island April 27, 2007 Warwick, RI
- Vermont May 15 & 16, 2007 Burlington, VT
- AASL October 25-28, 2007 Reno, NV
- AECT Oct. 23-27, 2007 Anaheim, CA
- ALA June 21-27, 2007 Washington, D.C.
- NELA October 14-16, 2007 Sturbridge, MA

Respectfully submitted,

Katrina Palazzolo, Secretary