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Meeting Minutes
June 27, 2011

In Attendance: Anita Anderson, Richard Ashford, Melissa Brown, Karina Hirschhorn, Jennifer Lauchlan, Maureen Larson, Jeanette Marin, Pat Martinsen, Joyce Miller, Daria Taylor, Brenda Young

Walker Award Richard Ashford

Debbie Munley (Kingsview) has agreed to be a judge for the secondary level. Richard is searching for an elementary judge to replace Tamah.

ACTION: **Richard Ashford will stay on as chair of Walker Committee for 2011 – 2012.**

Richard will continue to reach out to elementary media specialists to recruit a new elementary level judge.

The new elementary Walker Award judge is Lauren Lynn from Georgian Forest ES.

Back to School Fair Joyce Miller

Back to School Fair will be held on Saturday, August 27, 2011. MCEMSA will be organizing the School Library Media Programs table for the event. Joyce Miller and Anita Anderson will work together on this project with several other volunteers. There was discussion about the location for the SLMP table. We would like our table to be located near other academic services.

ACTION: **Jeanette Marin will contact the central office organizers to request a table location near academic services.**

Table near academic area does not have internet but area by Chief Technology Officer does. Will request location near internet to showcase online databases and advocacy video.

Joyce Miller and Anita Anderson will meet to discuss and plan this event prior to the PDD day and MCEMSA Board meeting.

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MCEMSA Board 2012 and Cluster Representatives

Daria Taylor

Karina Hirschhorn will be stepping down as elementary school representative. Marty Fry will also be stepping down and Anita Hardy has volunteered to replace her. There was discussion about the responsibilities of cluster representatives. It was suggested that cluster representatives create cluster representative distribution lists and be the main point of contact for all media specialists in the cluster. We all discussed the possibility of asking elementary cluster representatives to encourage informal gatherings for lunch and/or dinner for during professional development days or before collection development meetings like the secondary media specialists do.

ACTION: **Brenda Young will contact Karen Crossley directly to ask whether she will be a middle school cluster representative.**

Karen Crossley will continue as MS rep.

Daria Taylor will email all elementary cluster representatives to clarify responsibilities and ask for a commitment for 2011 – 2012.

Daria will do that next week!

Winter Tea

Anita Anderson

Winter Tea is a membership only event. However, after a vigorous discussion of this topic, it was decided that each MCEMSA event would be used as a mini-membership drive. For each event, the event chairs will send **only** one message to media conference with a link to the membership form and a reminder to join MCEMSA.

ACTION: **Anita Anderson will continue to be Winter Tea co-chair for 2011 – 2012. Anita will book her school for a date during the week of January 17th?? for the Winter Tea in January and report the date to Jeanette so she can add it to the event calendar prior to PDD.**

June O'Connor has also agreed to continue on as co-chair.

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Video Project

Jeanette Marin

Video project is going according to schedule. The filming has begun, interviews are scheduled and the project should be finished by the end of the summer.

ACTION: Jeanette Marin will contact Brenda Anderson to see if she would be willing to be interviewed for the advocacy video.

Video is going GREAT – thanks Jeanette!

If the video production goes according to schedule, we will show the video as part of MCEMSA's remarks at PDD in August.

Daria has requested time on the agenda to present remarks and show the video.

Future Advocacy Efforts

Daria Taylor

Future advocacy efforts must be productive and positive because media specialists are seen by some central office staff and union staff as angry and aggressive due to things that happened in the past. We need to have unified, positive advocacy efforts. Also, we need to focus our advocacy on the budget committee, not the Board of Education. We don't need a new brochure – the video will be our main advocacy tool. Advocacy for .5 media specialists will be an important focus for next year. Karina Hirschhorn suggested having a .5 cluster rep for the Board.

ACTION: Daria will investigate the MCEA Labor Management Collaboration Committee.

Cynthia Perley reported to Daria that there is a joint committee but it appears to be sponsored by SEIU, not MCEA. Daria keeps playing phone tag with Jon Gerson from MCEA to clarify this.

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At PDD, Daria Taylor will begin a courageous conversation with all school library media specialists to encourage us to remain positive and unified.

Cluster representatives could encourage positive advocacy.

Pat Martinsen has volunteered to be the .5 cluster representative.

Jeanette Marin will talk to the new SLMP Director about making sure that everyone is fulfilling committee responsibilities by communicating with their cluster before and after advisory committee meetings in the fall.

Daria Taylor will organize a meeting to discuss future advocacy efforts with the new SLMP director.

New SLMP Director

Melissa Brown

Melissa Brown proposed creating an online survey to determine priorities for the new SLMP director. As a follow-up, she proposed interviewing the new director and distributing the interview via web or newsletter. It was cautioned that this might not be the best way to welcome the new director.

ACTION: Daria Taylor will request a meeting to discuss future advocacy efforts with the new SLMP director and content specialist, set for some time in September, with the MCEMSA exec board. We will decide about a survey with the new director and content specialist.

MCEMSA Events

Daria Taylor

Despite the fact that attendance at MCEMSA events is low, attendees find the events helpful and productive, therefore, we will continue to have the tea, the banquet, book bites, an advocacy session, and a tech event.

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ACTION: Anita Anderson will discuss dates with the principal and choose a date for the Winter Tea.

The banquet will be the 2nd week of May.

Brenda Young volunteered to host Book Bites at Redland Middle School. Book Bites will be at the end of November. Brenda will check the school calendar and let us know. There will also be a board meeting after the event.

[Book Bites is booked for November 10th, 2011 at Redland MS.](#)

The advocacy session will be in October.

[It will be hosted by Michelle Hunsicker-Blair at Wood MS.](#)

The tech event will be in late March. Daria will talk to Lori Miller, to schedule two labs (one elementary, one secondary). We will decide on the topic based on feedback from PDD break-out sessions. Board meeting after tech event to discuss staffing.

[This event is booked for Wednesday, March 28th, 2012 for two labs at CTI, thanks to Margie Gaudino.](#)

Jeanette Marin will create a list of events for the PDD.

Jennifer Lachlan will investigate a catered breakfast for PDD.

Anita will contact Myra to ask about the having the breakfast, registration, and MCEMSA tables in the cafeteria.

Jeanette Marin will finalize the calendar and send dates to board members.

Membership
Pat Martinsen

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Daria Taylor recommended reducing dues for next year because of financial hardship. The Board approved the measure, and dues for next year only will be \$20 for full-time media specialists and \$10 for half-time media specialists and associate members.

- ACTION:** **Pat Martinsen will create a new membership form with reduced membership fees and no birthdays.**
- Karina Hirschhorn will create a list of MCEMSA's accomplishments on behalf of members in 2011 – 2012.**
- Daria Taylor will ask Michael Warner to sponsor a logo design contest and use Café Press to set up polo shirt purchases for media specialists.**
- [Michael has drafted a design to upload to CafePress and will share the link and ordering info to be shared at PDD and linked to the MCEMSA website.](#)**

Treasurer's Report and FY 12 Budget

Maureen Larson

We were at 90% of projected income for the year, despite a late start with membership. We will need to increase the projected cost for the banquet because it was above this year. We will also double the cost for the PDD breakfast so it can be catered. Outreach budget will be used for advocacy. This budget should be increased to include the cost of the advocacy video, flowers for new SLMP staff, and Back-to-School Fair.

- ACTION:** **Pat Martinsen will arrange to have flowers delivered to the new director and content specialist on their first day of work. She will also have flowers delivered to Helen Ruff on July 1.**

[Flowers were received and appreciated – Thanks!](#)