

**CLA Literacy Interest Group Conference Call Minutes**  
**Tuesday, July 28, 2009, 9:30-11:00a.m.**

**Participants:** Alan Archer, Carey Gross, Jane Curtis, Leslie Payne, Lynne Price, Beverly Swartz berg, Beatrice Sarmiento, Cheryl Weiss and Valerie Hardie.

**Name Change** - Alan reminded that effective July 1, 2009, the CLA Literacy Section will now be referred to officially as the Literacy Interest Group. Though the name has changed the purpose has not changed nor the standing of the group.

**Election of Officers** - Alan Archer reminded that the Election of Literacy Interest Group Officers is coming up and asked all to consider volunteering for office or nominating outstanding candidates.

**CLA E-newsletter** - Some coordinators are receiving e-news blast and some are not. Alan will troubleshoot the dissemination breakdown and will work to ensure that all CLA Literacy Members are included.

**CLA Up-date** – Lynne Price informed that Stephanie Brasley, Mgr of Info Literacy at CSU/Fresno was appointed to the ICT Digital Literacy Advisory Committee. This is a group composed of legislators. Stephanie will join Acting State Librarian Stacey Aldrich to ensure legislators are more informed as to the importance of libraries and digital literacy. Also, a special election for VP/President of CLA closed on 7/13/09. Results will be announced by CLA President in the near future.

**Web 2.0 Training @ CLA** – Lynne Price reported that she will follow up with Acting State Librarian Stacey Aldrich to recommend a trainer with a strong background in Web 2.0 tools. She also mentioned that BALIT 's July meeting featured a very good speaker, librarian Jessica Goodman at the Palo Alto City Library, who presented on the "Technology Petting Zoo" which included a few social networking sites. Based on the response from the group, Lynne will contact Stacey Aldrich and Jessica Goodman about presenting at the Literacy Section.

**Brief Updates**

**CLA Conference Planning** -

Bev Swartzberg reported that the Southern California Library Literacy Network (SCLLN) is moving their annual Professional Development Day to coincide with the CLA Conference in Pasadena. By direction of the Convention Committee, the plans for the Southern California Library Literacy Network Professional Development Day at CLA's Annual Conference are as follows:

- The SCLLN sessions will be held Friday, October 30, 2009 in two rooms at the Pasadena Conference Center. (there is no additional cost to CLA)
- The SCLLN registration fee will be \$175.00 for the day.
- As previously agreed:

- SCLLN registration will be included in the CLA registration material.
  - CLA will receive \$5.00 for each registration CLA processes.
  - If a SCLLN attendee registers for the CLA Conference, they will receive a \$15.00 discount at time of registration.
  - If a CLA attendee registers for the SCLLN Professional Development Day, they will receive a \$15.00 discount at time of registration.
  - Should anyone register for the SCLLN program using CLA registration (online or hard copy), CLA will collect the fee and reimburse SCLLN, less \$5.00 processing fee and related credit card transaction fee. This procedure may be handled at the close of the conference.
- The SCLLN fee includes continental breakfast, lunch and mid-afternoon break
  - The SCLLN program offers two concurrent sessions in the morning and two in the afternoon
  - SCLLN organizers anticipate 60-70 attendees and hope that there will be crossover and several CLA attendees will participate in the SCLLN Professional Development Day, and SCLLN attendees will participate in the CLA Conference.
  - The SCLLN program will be included in the CLA Pre-Conference Program and Registration brochure – as will the CLA Conference in the SCLLN promotional material.

SCLLN's Professional Development Workshops at CLA will include four workshops:

- *Phonics-Basic Concepts & the Orton-Gillingham Approach* led by Tracy Block-Zaretsky
- *The Importance of Including Job Finding Skills in Your Literacy Program* led by a panel from library and literacy programs
- *Fundraising* led by Scott Ullman
- *Simple Strategies to Make Technology Accessible, Relevant and Engaging for Adult Literacy Learners and their Tutors* led by Brian Castagne

See the attached PDF for full descriptions of the workshops and presenter bios.

Beatrice Sarmiento also reported that the Annual Literacy Interest Group Meeting will again follow the Writer to Writer Awards this year. The 2009 events will be held at Bar Celona Ristorante, (40 East Colorado Blvd, Pasadena CA 91105, [www.barcelonapasadena.com](http://www.barcelonapasadena.com)), which is two blocks from the Convention Center and a site highly recommended by the Pasadena Chamber of Commerce. The Writer to Writer Event is scheduled from 12:00 to 2:00 and the Literacy Interest Group Meeting from 2:00-4:00p.m.

SCLLN's Professional Development committee was acknowledged for their foresight in scheduling professional development to coincide with the CLA conference. There was

discussion about BAYLIT organizing a professional development series when the conference rotates to the Northern California area next year.

**Outstanding Librarian** - Carey Gross mentioned that the committee is meeting next the first week of August to plan the award timeline and promotion. Nomination forms will go out to the field shortly. The committee welcomes any suggestions for increasing the visibility of this award.

**Writer-to-Writer Awards** - Beatriz Sarmiento reported that the venue, time and menu details are confirmed for the W2W event which will be held at the Barcelona Restaurant in Pasadena, 12:00 to 2:00p.m., Saturday, October 31, 2009. Beatriz utilized the list of Statewide Literacy Networks to solicit contributions to cover the costs of hosting the awards event. Andrea Freeland sent letters of acknowledgment to all who mailed in entries. The entries will soon be given to the screeners for initial review and rating. Many adult learners have expressed excitement about getting their letters of acknowledgement and Beatriz is working to ensure another outstanding event.

Beatrice is working on getting publicity as well as securing a high profile, celebrity host for the event. Bev suggested that we bring our Library directors and suggested that "it's the best internal PR that we can do." There was also discussion about video taping the event and perhaps linking it to U-Tube. The feasibility of this will be discussed at a future meeting.

**Mentoring of New Coordinators** - Alan mentioned that the topic of mentoring was added to the agenda of the NCLC Network meeting. Beatriz emphasized the importance of mentoring and encouraged experienced literacy staff to take the initiative in contacting, welcoming and offering support to new coordinators in the field.

**PSA Responses** – Alan inquired as to how programs are using the ads developed by Gary Schaffer? Are people responding to the ads? Are the PSA's impacting the flow of tutors and students? Are people using the toll free number? Monterey has made contact with radio stations. Santa Barbara sent out a PSA's, but no one has mentioned that they've seen the PSA's. It was mentioned that the current rate generated may not yet justify the expense, and that more should be done at the Regional Network level to build strong relationships with the media.

**Question:** Alan posed the question, "What can we do to assure that the complete story of literacy is being taught in the MLIS programs?" The complete story is not simply that we teach people to read, but we see what literacy is able to do in freeing people and opening access. Beatrice questioned if there is a way to contact professors about adding a literacy component to their lesson plans and questioned, "Why is this valuable? Why is this important? Why do librarians need to know?" Beatriz suggested that we start with one library school and explore what they are teaching about literacy? How is it being presented? The tutor/learner panel is critical for giving people the essence of what we do. How can we educate aspiring librarians? What tools can we provide aspiring librarians? This would be a great service to the community.