

CLA Literacy Section Meeting at Conference Center, Pasadena on Nov 5, 2005

Attendees: (60)

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Lynne Price, Benicia (President); Monica O'Hara, National City (Vice President); Susan Lynn, Contra Costa County (Assembly Representative); Carey Gross, Butte County (Legislative Representative); Cheryl Dunn, Newport Beach; Bernadette Bernardi, San Luis Obispo; Randy Weaver, San Francisco; Rodney Ferguson, Richmond; Christine Brusco, Alameda Free Library; Carla Lehn, Valerie Reinke, Cindy Tackett, Jacqie Brinkley, Suzanne Flint, State Library; Jackie Clary, Placer County; Ginny DeVries, Lake County; Ruth Maloney, Sonoma County; Holly Fulghum-Nutters, South San Francisco; Tina Oshaana, San Jose; Peaches Ehrich, Stockton/San Joaquin County; Kathryn Bornhauser, Santa Paula; Jerry Edwards, Santa Fe Springs; Sandy Phillips, Oceanside; Paula Miller, San Bernardino; Lori Eastman, Hemet; Kathy Endaya, Redwood City; Melissa Ramos, Butte County; Patrice O'Halloran, Chula Vista; Rod Williams, Palmdale; Ellen Cunningham, L.A. County; Rosalie Jacques, Pasadena; Jane Zikratch, Tulare; Joyce Wong, Oakland; Carole Talan, Literacy Consultant; Caroline Beverstock, San Mateo; Jose Cruz, SCLLN; Brian Reynolds, San Luis Obispo City-County Library; Valerie Hardie, Nancy Norcross, San Diego Public Library; Amanda Schukle, San Diego County; Maria Roddy, Salinas; Amy Crepeau, Rose Saylin, Huntington Beach; Jackie Miller, Sacramento; Sandy Tosti, Joanne Wright, Solano County; Melanie Liu, Glenn Avon, Riverside; Ruth Kohan, San Jose; Carol Chapman, Meg Thackoorie, Ventura County; Mary Wright, Plumas County; Kathy St. John, ProLiteracy America; Frances Houser, (formerly)Napa City-County Library; Lynn McCormick, Tuolumne County; Marjo Mello, Susan Manger, Brawley; Mary Pat Dodson, Glendora; Liz Barbee, Upland; Rosie Manela, Rancho Cucamonga; Bev Schwartzberg, Santa Barbara; Shanti Bhaskaran, Santa Clara City (Secretary).

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Lynne Price introduced the new executive committee members and outlined the Section's strategic goals drafted at the outgoing committee's meeting in January. The major accomplishments of the Literacy Section in the first year of its existence include sponsoring the Literacy Strand with nine workshops at the CLA conference as well as the award for the Outstanding Librarian in Support of Literacy. Lynne explained that the executive committee will meet frequently during the year and invites feedback from members on how the Section can best meet their needs.

***Action Items:***

1. ***The Need:*** Members felt the Section is vital for literacy programs:
  - to have a collective voice in CLA, as literacy becomes integrated into library services
  - to boost advocacy and awareness of adult and family literacy issues among librarians and legislators
  - to provide professional development opportunities to existing members, as well as newcomers to the field

***The Challenge:*** Increase membership from 85 (currently) to 150, the minimum required to remain a CLA Section

***The Solution:***

- Urge Librarians and others who supported our petition to become a Section to renew their section membership. (*The section membership is free for CLA members, if this is the only Section they have opted for. It costs only \$20 to add Literacy Section membership if they are members of another Section already.*)
  - Post on the CLLS Listserv and at regional network meetings to remind literacy programs to include CLA membership in their annual budget, if possible.
  - Plan activities for professional development that benefit literacy program staff so they see the value of retaining their section membership
2. ***The Need:*** Increase visibility for adult literacy at the CLA conference (and throughout the year) to promote awareness of our work among librarians

***The Challenge: To Have or not have a literacy reception?***

In the past, the Literacy Reception on the Friday night before the conference has been a big draw. It was not possible to do it this year as there was a conflict with the reception hosted by Exhibitors. Opinion was divided among members as to whether the Reception was the best option to showcase literacy at CLA, considering the cost, venue and other logistics involved or if other less expensive options could be explored. No consensus was reached.

***The Solution:*** The following ideas emerged in the brainstorming:

- ***If we have a Reception:***
  - Find a slot where there is no conflict with the exhibitors' reception. Our reception could be from 7:00-9:00 pm as the exhibitor's reception is from 5:00-7:00 pm. Offer dessert instead of wine and cheese? Have a treasure hunt in the exhibit hall with prizes handed out at the Literacy Booth?
  - Find literacy vendors to sponsor the reception, to minimize cost. It might attract them to exhibit at CLA conferences.
  - Partner with other agencies such as Center for the Book to host the event jointly.
  - Offer breakfast/lunch at other times when there are no other special events scheduled at the conference.

Frances Houser will help figure out the best time slot/venue for the event as she is part of the CLA's Conference Planning Committee for next year.

**Members who volunteered for the 2006 Event Planning Committee: Meg Thackoorie, Jackie Miller, Rosalie Jacques, Carole Talan, Valerie Reinke, Frances Houser, Kathy Endaya and Melissa Ramos.**

- ***Other ways to gain visibility:***
  - The State Librarian's breakfast this year was a wonderful platform to provide visibility for literacy through the award for the Outstanding Librarian in Support of Literacy. Rosie Manela explained the process for the award. Members supported continuing presentation of the award each year and were appreciative

of the support for literacy from State Librarian Susan Hildreth and Margaret Miles, the incoming CLA President. Members appreciated how the Everyday Heroes theme of this year's conference helped highlight literacy volunteers, among others, at the State Librarians Breakfast.

- **Discuss on CLLS listserv how to participate in next year's CLA conference (theme: Raise Your Voice! )** Following suggestions emerged:
  - Run short literacy clips (Libraries Change Lives) in the background at as many special events at the conference as possible
  - Invite a celebrity who is learning disabled/advocate of literacy as conference keynote speaker
  - Have speeches by adult learners (Henry Huffman Institute graduates?) at a conference event. Have readings from learner writings in the exhibit hall?
  - Invite community partners to showcase our outreach: medical staff, after school programs etc.
  - Apart from Legislative day in April, since the conference is in Sacramento, have a group of learners and staff meet with Legislators
  - Have displays/presentations for librarians to grasp how our work benefits libraries: statistics and stories of individual learners to show the relationship between low literacy rates and library usage; increase in circulation and library card applications among those who have not used libraries before. Get the message across that libraries can use our success stories/outcomes to advocate for fundraising at state/ local levels.
  - Continue to have a Literacy Strand for workshops sponsored by the section. We need to plan early as CLA workshop proposals get approved as early as February.

**Members who volunteered for the 2006 Workshops Committee: Connie Barrington, Kathy St. John, Frances Houser, Rodney Ferguson and Jose Cruz.**

***In the long term:***

- Advocate within CLA to make Literacy the central theme of the conference in 2007: Suggested theme: "California Libraries: Literacy and Access for All." This would drive home that literacy is part and parcel of all aspects of library services for patrons (whether they are in need of basic literacy skills, information literacy, health literacy, computer literacy and so on.)
  - Celebrate our anniversaries at the conference (25<sup>th</sup> anniversary of CLLS)
  - Last year, Frances Houser and Carey Gross presented to classes of MLIS students at San Jose State and Helen Fisher and Tracey Carignan to classes at UCLA. Since then, the classes have become mostly online. Frances will explore whether these presentations can be taped and available as streaming video that these online classes can link to.
  - Members are urged to contribute stories to the ALA journal.
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