**Wisconsin Library Association**

**Youth Services Section Board Meeting**

**Friday, February 28th**

**2pm - 3pm**

**Present: Katherine Schoofs, Sue Abrahamson, Jenny Wegener, Anne Hamland, Katie Kiekhaefef, Katherine Freund, Florence LeBeau, Emily Zorea**

**Virtual Meeting link:** [**https://global.gotomeeting.com/join/427340229**](https://global.gotomeeting.com/join/427340229)

[**https://global.gotomeeting.com/join/352091589**](https://global.gotomeeting.com/join/352091589)

**Approve Agenda**

Motion-Sue Abrahamson, 2nd Jenny Wegener

**Welcome**

Sue Abrahamson motion to begin, Katherine Freund seconded

**Old Business:**

Public/School Libraries Group - Katie

* Katie presented at WLA Board Meeting on 2/14
* Proposed 2 items for approval: 1: complimentary registration for other’s annual conference 2. Asked for leadership to be included in ?

YSS Luncheon--Katie

* Michael Dahl has forms
* Hoping to get confirmed in next few days

YSS Powerhouse Presents - Katie

* Do one in August and one in November
* August--Collection Development-- Ashley Borman (YSS Blog) & others
* November--programming

Marketing Committee - Anne & Katherine

* WAPL meet-up Florence
* Have our own MailChimp account--remind people
* Why I Love YSS--popular, do more :  Go To favorite storytime read, etc.
* Infographics--good response
* Social media blasts about Michael Dahl for WLA

**New Business:**

Regional Meet Ups - Flo & Katherine

* Regional meeting at Lac Du Flambeau Library Indian Reservation Library March 13 @ 1:00 -3:30 pm
* Making libraries all inclusive, tour, activities/programs working in their community
* Reminder for sign ups next week --Anne add image to event, do another plug on blog
* Next meet up--early May, then fall
* Go to Northwest Wisconsin

Conference Committees

* WAPL - Katherine F. & Anne
  + After social--April 30, Thursday @ 5:30 at Boards and Blades in Oshkosh
  + It's Thursday the 30th of April at Boards and Blades in Oshkosh. Show time is 5:30pm and we can stay for as long as we want:-) There is going to be a Penworthy Rep there and a White Elephant with storytime props.
  + Sue Abrahamson will help Katherine F.
* WLA - Florence & Emily
  + How can the Board help?
  + Social--Program Swap
  + Add hook--Still working on
  + Meet offsite?--Star Wars place? Other ideas?
* Storytime Resource
  + What’s the best format for sharing this with library staff serving youth?
    - Keep in viewable Google Doc, not editable
  + Submission link on blog
    - <https://docs.google.com/forms/d/e/1FAIpQLSes5hjcpVJh7Z-pVrx3SodZzeWSe3RmzMClXVbBzQj_Gm8Z4w/viewform>
* Form Letter - Is anyone interested in creating this?
  + For Library systems about benefits of WLA/YSS membership
  + What we have to offer
  + Share with library directors
  + Postcard/Infographic card shareable on social media
  + Anne and Katherine S. will create
* YA SIG
  + Need a founder/contact--Jenny
  + Blog post/social media to find interested persons
* Marge’s blog thoughts and ideas - Katherine
  + Utilize the YSS blog to discuss section projects being worked on and/or how they came about.
  + Creation of surveys and other interactive posts
  + How can we boost the signal of the blog?
    - Perhaps board members could link to content and send out within their own systems or forward to their system consultant/liaisons and ask them to pass on the word?
    - Create an emailing group and someone push out info once a month on a few top targeted posts of interest in the last month. *(something to include in the YSS monthly email? - Katherine)*
    - Annual board-authored or blog-administrator-authored jazzy reminder to the system youth consultants email list about the blog. Then perhaps six months later, another jazzy reminder with slightly different content could be sent to Tessa to include in one of her statewide YS email list mailings.
  + Boosting signals on anything YSS does or has done (coding; blog; archived Powerhouse webinars; meet-up reports; teen programming) 1-2 times/year

WLA Board Report Liaison - Sue

**Adjourn**

Motion to adjourn--Jenny Wegener

2nd -- Sue Abrahamson

Respectfully submitted,

Susie Menk

YSS Secretary

March 19, 2020