**Wisconsin Library Association**

**Youth Services Section Board Meeting**

**Friday, March 26, 2021**

**1:30 - 3:30 (or earlier)**

**Present: Jenny, Marge, Taylor, Claire, Katherine, Susie, Melissa, Florence, Linda**

**Virtual Meeting link: Please join my meeting from your computer, tablet or smartphone.**

[**https://global.gotomeeting.com/join/444061917**](https://global.gotomeeting.com/join/444061917)

**You can also dial in using your phone.**

**United States: +1 (872) 240-3412**

**Access Code: 444-061-917**

**YSS Meeting**

**Fri, March 26, 2021**

**Begin meeting: Motion Taylor, 2nd Florence,**

**Approve Agenda: Motion Katherine, 2nd Florence**

**Welcome**

**Old Business:**

* YSS Board Google Drive Link: <https://drive.google.com/drive/u/1/folders/14nlYDP3zTzbwrIG8HVz4eVC-El19KxIJ>
* Feel free to look at information, please don’t change anything

Lapsed Members (The stuff below was from our discussion last time, let’s continue to look at it and discuss ways to retain and recruit YSS members)

* Updated list?
  + Link to new list of lapsed members: <https://docs.google.com/spreadsheets/d/1ulZpdFHktHmcxB3UZ-OPLZUk-a6PHif7/edit#gid=55085113>
  + Less lapsed members, helps when we reach out personally
  + Feel free to utilize Sue’s sample email when reaching out to folk
  + Continue working on this? -- any way to know if our efforts were successful?
  + Try to contact members that you know or have connections to
  + Reach out to others that have never been WLA members or not recent members
    - Tessa would be willing to email system people, connecting them with a YSSer - - Linda will be the filter, either contacting the interested person or passing the message along to another Board member
    - Check with system people to find out who is new and then board members can reach out to them
  + Claire will type something up for recruiting new members
    - See email from Claire (send 2/26/2021)
  + As people rejoin/re-sign up or sign up for the first time send a Welcome letter from a current YSS member (make it personal)
  + For next meeting share experience with lapsed and new members
  + Contact Hannah and get a list of new members to reach out to
* Linda discusses what type of value we can offer people who are YSS members, a reason to be a member. We should be thinking about what we can do as members?
* Future: plan some sort of new member welcome (Florence)
  + Make part of WAPL MadLibs?
  + Discounted admission price?
  + Prizes to attend/Scholarships?
  + Do separate program for new members in fall -- celebrate the end of summer
    - Meet for coffee?
    - Game/social about end of summer?
    - Talk about doing this annually or several times per year--spring and fall?
    - Encourage new members to go to conference
    - “Meet the Board”? Plan for September

**New Business:**

DPI Youth Update: Tessa unable to attend

Committee Reports

Marketing Committee - Katherine, Melissa, Sarah

* create marketing materials for WAPL goodies
  + Teen panel--Taylor send Katherine info to put out
  + Mad Libs After Hours-- 7:00 pm on May 4!

Conference Committee

* WAPL: 4-person teen panel discussing how to find social media and digital platforms to find teens
* Virtual Youth Lit Mad-Lib Social event
* Promote the wazoo out of WAPL & WLA - - get those YSSers there!

Children’s Book Award Committee

* Reading, reading, reading
  + How many books? started with 97 books
  + Board books up to teen
  + Put together a book list to share out on YSS blog
* \*Who are members? Can we add their names here?
  + Katherine Schoofs--chair
  + Julia Lee--chair elect
  + Ashley Borman - aborman@clintonvillelibrary.org
  + Sara Christopherson - sara@grantsburg.wislib.org
  + Murray Johnson - MJohnson@marshfieldlibrary.org
  + Julia Lee - jlee@manitowoc.org
  + Katherine Schoofs - aramkids@aramlibrary.org
  + Emily Stueven - eastuev@milwaukee.gov
  + Briony Zlomke - briony.zlomke@mcfls.org

YSS Blog--Marge

* WLA newsletter - - blog posts shared there to help promote YSS and our awesomeness - - double dip action
* Letter to lapsed members/new members
* Share out exceptional posts in an email blast
* Keep pushing out our AWESOME stuff!

YSS Virtual Meet Ups--Florence

* Nobody lined up as of right now
* Looking for May 20th @ 2:30 p.m. (need two)

School-Public Libraries Group

* Next meeting: Wednesday May 12 4-5pm
* Join Zoom Meeting <https://us02web.zoom.us/j/88205890421>
* Working hard to bring in more school libraries
* Larger invitation going out to talk about collaboration between school and public libraries
* Changing focus: trying to get WLA, YSS and WEMTA to have a closer working relationship, collaborations, and networking
* Sharing examples of what we can do out to others throughout the state
* WEMTA overwhelmed, keep working with YSS
* Blog post on April 12th--contact information available

WLA Liaison report--Linda Jerome

* Plummer’s last day was February 26
* Interview for new executive director
* Offer from a consultant from Illinois pro bono to get candidates
* Hoping for new person to start this summer
* WLA conference in person in Green bay as of now

Meeting dates

* April 16th at 1:30 p.m.
* May 14th at 1:30 p.m.

Adjourn: Motion-Katherine, 2nd Taylor

Approved

Respectfully submitted,

Susie Menk

YSS Secretary

March 30, 2021