

## **Collaborative Summer Library Program 2014 Conference Highlights**

Karren Reish, April 24, 2014

The CSLP Conference was the week of April 7<sup>th</sup> in Biloxi, MS. Karren Reish, library grants coordinator at the Library of Michigan and Jen Wrzesinski, youth librarian from Marshall District Library, attended as Michigan's delegates. The conference is an extended meeting at which the state delegates in the collaborative and other volunteers discuss and vote future slogans, current and future manual contents, current and future incentives, policies, etc. The majority of CSLP materials are developed in committees, which then meet in person at the conference to finalize their work and to ask the full membership for input and feedback on what they are working on. Finally, the group approves slogans, themes and other policies

Those who provided feedback through the summer reading surveys on possible slogans, program manual contents and incentives helped a great deal. We were able bring up your ideas in the discussions and to vote for Michigan libraries' preferences.

The rest of this report will hit the important highlights, including:

- Staying up to date with CSLP
- Manuals on DVD/In Print/Online
- 2016 Slogans
- 2017 Theme
- 2015 Theme & Slogans
- 2014 PSAs & Creative PSA Usage
- YouTube and other Advertising/Teen Video Challenge
- Parent and Teacher Advertising Flyers
- CSLP & Other Webinars
- Rules of Use of CSLP materials
- Signing Videos, Tactile Graphics & Other Diversity Materials
- Accessing the Member Sections of the CSLP web site
- Partner Organizations and their resources
- Literacy Materials from Other States
- CSLP Involvement by Michigan Librarians
- Incentives Shipping Costs and Delivery

### **Staying up to date with CSLP**

CSLP has a Facebook page where they post updates and new information on materials, partners, etc. If you are on Facebook, like them to stay on top of new Summer Reading information.

## **Manuals on DVD/In Print/Online**

The Collaborative is actively researching ways to provide the manuals online as well as on DVD in a way that allows for easy access to members, but control of the proprietary content. For 2014, this has still not been resolved.

For now, the Library of Michigan buys and mails a DVD copy of the manual for each public library LOCATION (i.e. one set to every building). We also purchase a small amount of paper manuals that libraries with difficulties using the DVDs can request. When the supply is exhausted, these are also available directly from CSLP for \$10 including shipping.

The PSAs, signing videos and large graphics are available in the member section of the CSLP website as well.

## **Slogans**

CSLP is considering the option of having one slogan each year, but a decision on this will happen after the current vendor contract runs out in 2016 as that impacts the decision on the number of slogans. With one or three slogans, there will still be four programs (Early Literacy, Children, Teen, and Adult) each with their own artwork and program. If CSLP does go to one slogan, there may be artwork that is the same across each program and some artwork specific to each program.

## **2016 Slogans**

The 2016 theme is **Health/Wellness/Sports** and the slogans selected at the conference are

- Children's & Early Literacy – Move, Play, READ
- Teen – Get in the Game: READ
- Adult – Exercise Your Mind: READ

## **2017 Theme**

The 2017 theme will be **Build a Better World**. Specific language for the slogans will be developed and voted on next spring. Please let us know your ideas!

## **2015 Theme & Slogans**

As a reminder, the 2015 general theme is **HEROS** and the slogans are:

- Children's & Early Literacy – Every Hero Has a Story

- Teen – Unmask!
- Adult – Escape the Ordinary

### **2014 PSAs & Creative PSA Usage**

CSLP has produced public service announcements for the 2014 summer reading children's program. The Library of Michigan has a limited number of DVD and VHS copies available for libraries available on request. You can download these from the CSLP web site and also purchase them from Upstart either online or by phone (1-855-255-2757). The PSAs are in English and Spanish and are closed captioned. The PSAs are not just for sending to local television stations; they can also be used on computer monitors and televisions in your library or local school. iPhone and iPad optimized files are available.

You can also download audio and video digital files of the PSAs from the member section of the CSLP web site. You can find the PSAs at the Proprietary Downloads link and then the PSAs link after logging into the CSLP site.

If you need a direct link to the PSA files for television station, please contact me and I can provide those to you.

### **YouTube and other Advertising/Teen Video Challenge**

The national Teen Video Challenge for Summer Reading contest is now an annual part of the Summer Reading program. In participating states, teens can submit YouTube videos about the Summer Reading program. To view this year's winning videos, please visit CSLP's website at [www.cslpreads.org](http://www.cslpreads.org). Michigan does participate, but if you are interested in getting a group together to allow our teens to participate for 2015, please contact me at [reishk@michigan.gov](mailto:reishk@michigan.gov).

You can also use the Teen Video contest videos for local promotion. They are posted on YouTube. You can locate these with the search "collaborative summer library program teen video challenge 2014." There are some very creative videos out there done by the teens themselves.

### **Parent and Teacher Advertising Flyers**

The Library of Michigan sample flyers for teachers and parents about summer reading programs are updated for the 2014 year. You can personalize these for your library and/or staff. The flyers are on the Summer Reading page at the Youth Library Services section of the Library of Michigan website, [www.michigan.gov/youthlibraryservices](http://www.michigan.gov/youthlibraryservices).

## **CSLP Webinars**

CSLP will be continuing webinars reviewing the manual content. You can watch the recorded webinar, download the presentation slides and download the booklists and idea swap documents at the Upstart site. The book lists are organized by the chapters in the program manuals. To find these, log in to the CSLP site, select the Shop Now link at the top of the page and then click on the Webinars banner on the Upstart catalog site.

Indiana has also done a webinar on last minute ideas for Fizz Boom Read. You can find it at <http://webinar.isl.in.gov/p7gosesbw9c/>. The related PowerPoint presentation was uploaded to Slideshare as well and you can see it here as well: [http://www.slideshare.net/isl\\_pdo/fizz-boom-readwebinar](http://www.slideshare.net/isl_pdo/fizz-boom-readwebinar).

## **Rules of Use of CSLP materials**

The CSLP graphics and manuals are governed by rules of use. For the current rules of use, there is a chart detailing what members may do and may not do with CSLP art and materials at [www.csllpreads.org](http://www.csllpreads.org) under About CSLP and the Rules of Use. The Library of Michigan also has a handout on Rules of Use on the Summer Reading page at the Youth Library Services section of the Library of Michigan website, [www.michigan.gov/youthlibraryservices](http://www.michigan.gov/youthlibraryservices).

CSLP is a consortium of states working together to provide high-quality program materials at the lowest cost for members. The materials designed are for the exclusive use of CSLP and CSLP members. As such, there are copyright restrictions regarding the use of all CSLP art/graphics and the CSLP program manuals.

Libraries have commented on wanting incentives with SR slogans from other vendors. Within the rules, you have 2 options. 1.) You can go to another vendor if you do not use the Summer Reading GRAPHICS or FONTS. You can still use the slogans. 2.) You can contact Upstart/Highsmith and request what you want. If they are not able to provide it, you can go to another vendor or local printer.

The purpose of the restrictions is to maintain the value of the art for CLSP and the exclusive vendor. CSLP's exclusive vendor contracts with artists to create art for the youth, teen, and adult summer library programs each year to create a poster, bookmark, and spot art in black and white and color. The exclusive vendor negotiates with each artist a worldwide exclusive use of their art for CSLP for a limited time. The copyright for the art rests with the artist.

The value to CSLP and its exclusive vendor is the exclusivity of the art and its use. The exclusive vendor must know there will be a market to justify their large investment in inventory before a single product is sold. CSLP derives the majority of its income from a license fee (for the use of the CSLP Name and logo) paid to CSLP by the exclusive

vendor, based upon the gross sales of all products produced by the vendor. This fee structure supports the development of the Collaborative Summer Reading Program materials at a minimal cost for members.

### **Signing Videos, Tactile Graphics & Other Diversity Materials**

The Diversity Committee has a wealth of materials and suggested site for a range of physical and developmental disabilities. Tactile graphics for blind or limited sight children are coming soon. These are also a good item for all toddler programs.

In the Diversity section of the CSLP site, you can also find sign language videos, materials for working with children with limited English; learning, emotional and mobility disabilities; children who have vision disabilities or are deaf and hard of hearing. You find all this and more at the Learning Tools tab, Diversity section after logging into the CSLP site. See notes below on how to access the member section of the site.

### **Accessing the Member Sections of the CSLP web site**

The CSLP web site has additional materials you use, forums you can post on to talk with other children or teen librarians around the country, and organizational information. Most of the additional materials are under the Learning Tools link in the first row of links across the top of the page and the Proprietary Downloads link in the second row of links across the top of the page (available after logging in). This includes logos in color and black and white, Spanish language slogans, signing videos, the public service announcement video and audio files, web banners using CSLP artwork, code to prevent people from using copyrighted images from your web site, and other resources.

You can also view organizational documents such as committee lists and contact information; the Board directory, minutes and budget; and a program request form. In the open section of the web site you can find organizational documents such as the Rules of Use, bylaws and Organizational Handbook under the About Us tab.

Employees of public libraries in member states can access all this by creating an account at the CSLP web site.

#### **Creating a Member Account**

1. Go to [www.csllpreads.org](http://www.csllpreads.org)
2. Click on Create An Account underneath the Search box on the home page
3. Enter the required information and click Register
  - a. For Library Agency, please list your library name.

You will receive a message confirming your registration in a day or two. At this point, your request is not automated so please give the person checking the requests a few days to respond.

If you have any problems registering, please go to the CSLP contact page at <http://www.cslnreads.org/contact.html> or contact Karren Reish from the Library of Michigan at 517-241-0021 or [reishk@michigan.gov](mailto:reishk@michigan.gov).

### **Partner Organizations and their resources**

CSLP is stepping up partnerships with other organizations. There is a more detailed partnership document on the Summer Reading page at the Library of Michigan. In brief, the partners for 2014 are:

1. Xist Publishing – A source for DRM free children’s ebooks that can used as incentives in your Summer Reading program.
2. Bedtime Math – A summer math program that works alongside Summer Reading. Now contains three levels in each math activity for a range of ages.
3. TeachingBooks.net
4. National Geographic – catalog included in Summer Reading manual mailing
5. Movie Licensing USA – Now has a Summer Reading section.
6. National Park Service
7. Lunar and Planetary Institute
8. Wordsworth Publishing Group – Fit4Fun materials

CSLP will have information on the partner organization on their website at [www.cslnreads.org](http://www.cslnreads.org). Check back for more information as it gets closer to summer.

### **Literacy Materials from Other States**

The Allegheny County Library Association has a Best Practices in Early Literacy site at [http://aclalibraries.org/general/best\\_practices\\_early\\_learning.html](http://aclalibraries.org/general/best_practices_early_learning.html). The New York public libraries continue to have a great consolidated Summer Reading site. You can find their 2014 reading lists at <http://www.summerreading.org/booklists.php>.

### **CSLP involvement by Michigan Librarians**

Michigan librarians can be involved in CSLP committees. CSLP committee work is done primarily by email, although some committees do have an occasional in person meeting. If you are interested in serving on a CSLP Committee, please contact me and I’ll try to arrange that. The committees are:

- Children’s Manual

- Young Adult Manual
- Adult Manual
- Membership
- Diversity
- Marketing & PR
- Budget & Finance
- Vendor
- Website
- Rules of Use

### **Incentives Shipping Costs and Delivery**

Upstart/Highsmith is the official, exclusive CSLP vendor for the Summer Reading program. Their catalog is included in the manual mailing to library buildings in the fall. You can order by phone or online through the CSLP site ([www.csllpreads.org](http://www.csllpreads.org) in the Show Now section).

There are some issues with items not being available when orders are placed in late spring and summer. Upstart encourages EARLY ordering in the winter and early spring to avoid this. You DO NOT need to have funds or space available if you order early. You will not be charged until the items are shipped and they will be shipped in the spring, with the delivery date depending on when you order.