

## **Collaborative Summer Library Program 2015 Conference Highlights**

Karren Reish, July 13, 2015

The CSLP Conference was in April in Newport, Rhode Island, hosted by the Rhode Island State Library. Karren Reish, library grants coordinator at the Library of Michigan and Cathy Lancaster, children's librarian from the Traverse Area District Library, attended as Michigan's delegates. The conference is an extended meeting at which the state delegates and other volunteers discuss and vote on future slogans, current and future manual contents, current and future incentives, policies, etc. The majority of CSLP materials are developed in volunteer 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.

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

The meeting highlights included the following:

- Staying up to date with CSLP – New website/Facebook/Pinterest
- Manuals on DVD/In Print/Online
- Manual Suggestions and New Manual Elements
- 2016 Theme & Slogans Reminder
- 2017 Theme & Slogans
- 2018 Theme
- 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

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

CSLP has a presence on Facebook and Pinterest, where they post updates, program ideas and new information on materials, partners, etc. The website at

[www.csllpreads.org](http://www.csllpreads.org) has also been redesigned to be cleaner and have more materials for you. If you have any difficulties with the site, contact me at [reishk@michigan.gov](mailto:reishk@michigan.gov).

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

The Collaborative continues to look at 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. This has not been resolved to date, but I will keep everyone informed.

For now, the Library of Michigan continues to buy and mail a DVD copy of the manuals for each public library LOCATION (i.e. one set to every building). We also purchase a small amount of paper and CD manuals that libraries with difficulties using the DVDs can request. When the supply is exhausted, these are also available directly from CSLP for \$12.50 including shipping.

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

### **Manual Suggestions and New Manual Elements**

After logging in to the CSLP site, you can make suggestions for future manuals in the gold CSLP Program Manual Submission Form box to the left of the screen. The committees are also working hard at including inclusive and welcoming programming to all levels of the program. For the early literacy section of the manual, beginning in 2016 the activities will be aligned with Every Child Ready to Read, 2<sup>nd</sup> edition.

### **Slogans**

CSLP has not settled the question of having one slogan each year, as this depends on a vendor contract that runs out in 2016. However, the voting for the 2017 slogans ended up selecting the same slogan for each level.

### **2016 Theme & Slogans Reminder**

As a reminder, the 2016 theme is **Health/Wellness/Sports** and the slogans are:

- Children's & Early Literacy – Move, Play, READ
- Teen – Get in the Game: READ
  - Matt Tavares is the illustrator
- Adult – Exercise Your Mind: READ
  - Larry Jones is the illustrator

### **2017 Theme & Slogans**

The 2017 theme will be **Build a Better World**. The slogans for each of the four program levels are Build a Better World as well.

- Children's & Early Literacy – Build a Better World
- Teen – Build a Better World
- Adult – Build a Better World

## **2018 Theme**

The 2018 theme will be **Music**. Specific language for the slogans will be developed and voted on next spring. Please let us know your ideas!

## **2015 PSAs & Creative PSA Usage**

CSLP has produced public service announcements for the 2015 summer reading children's program with author Kate DiCamillo. The Library of Michigan has a limited number of DVD available for libraries available on request.

You can download these from the CSLP webs site as well. You can find the PSAs at the Proprietary Downloads link and then the PSAs link after logging into the CSLP site. 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. Mobile device optimized files are available.

## **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).

Libraries must participate as a state, not individually. Currently Michigan does not participate, but if you are interested in getting a library group together to allow our teens to participate for 2016, please contact me at [reishk@michigan.gov](mailto:reishk@michigan.gov) and I can facilitate that.

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 2015."

## **Parent and Teacher Advertising Flyers**

The Library of Michigan sample flyers for teachers and parents about summer reading programs are updated for the 2015 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 has continued to do 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. 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.

### **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 Membership & Sponsorship and then Rules of Use. The Library of Michigan also has a link to the 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.

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 many additional materials you use and organizational information. Most of the additional materials are under the **Membership & Sponsorship** in the first row of links across the top of the page and then **State & Territory Representatives** in the pop out menu and then **Proprietary Downloads** in the next pop out menu. 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.cslnreads.org](http://www.cslnreads.org)
2. Click on Login/Register in the upper right corner
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 continuing to maintain and develop national partnerships. There is a more detailed partnership document on the Summer Reading page at the Library of Michigan. In brief, the partners for 2015 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. CWIST – Free online learning activities
5. TEI LandMark Audio – Audio books for a range of ages
6. Bearport Publishing
7. Ellison – Die Cut equipment
8. Starwalk Kids Media – ebook resources linked to Summer Reading
9. AWE – early literacy stations
10. Lunar and Planetary Institute & NASA

CSLP has information on the partner organization on their website at [www.cslnreads.org](http://www.cslnreads.org) in the Membership & Sponsorship section.

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

The Allegheny County Library Association has a Best Practices in Early Literacy site at [http://acllibraries.org/general/best\\_practices\\_early\\_learning.html](http://acllibraries.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.cslnreads.org](http://www.cslnreads.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.