I. Call to Order - Melody Kellogg
President Kellogg called the meeting to order at 12:20.

II. Roll Call – Secretary Tassey Beeson
Roll was called by Secretary, Tassey Beeson. Members present are as follows: Kay Boies (Executive Director), Melody Kellogg (President), Linda Pye (Vice President/President elect), Tassey Beeson (Secretary), Misty Long (Treasurer), Tim Miller (Audit Committee Chair, Legislative Co-Chair, MPLA Representative), David Olberhelman (University and College Division Chair), Lynda Reynolds (Public Libraries Division Chair), Shay Beezley (Marketing Chair), Kelsey Gourd (OKSL Chair), Charles Brooks (Webmaster), Nicole Sump-Crethar (ALA Councilor), Michael Hull (Communications Chair) Members absent: Jill McFall (Oklahoma Librarian Editor), Karen Neurohr (FOLIO Representative), Susan McVey (State Library Coordinator).

III. Minutes of the September Meeting – Tassey Beeson
The minutes of the September 16th meeting, were sent out electronically. Linda Pye made the motion to accept the minutes, David Oberhelman seconded. Motion carried.

IV. Treasurers’ Reports
a. OLA – Misty Long
The OLA treasurers’ report was sent electronically. Lynda Reynolds asked if we needed a motion to move money from the Legislative Advocacy. Discussion was to wait for the hiring of the new RFP. Lynda Reynolds made the motion to accept the OLA Treasurers’ report. Tim Miller seconded. Motion carried.

b. OKSL – Kelsey Gourd
OKSL Treasurer Report

September 15, 2016

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*Deposit from OLA
*Deposit for Encyclomedia luncheon

Prepared by Emily Baker
Shared with Kelsey Gourd on 9-15-16

The OKSL report was sent electronically. They are currently collecting tickets for OTA luncheon. Tassey made the motion to accept the report for OKSL. Linda Pye seconded. Motion carried.

V. Executive Directors Report – Kay Boies

The report was sent electronically. There was discussion about where the repost was in the packet. The current registrations are listed in her report, as well as the Festival of the Books. The current membership is at 774, she reported that we are getting a lot of renewals, thanks to OTA/Encyclomedia, if you are an OLA member you get a discounted rate for them. She reported that she has the shelving for the OLA store. She made travel for the Festival of the Book. All three authors will be here. She has worked on organizing the OLA office, we can throw a lot of things away.

New Business
a. **ESSA Event – Kathryn Lewis**

This is to train librarians to be advocates in their libraries. ESSA provides funds for librarians to attend OLA/OTA. She comes today to ask OLA to help sponsor this free workshop, and $50 to help provide snacks on November 1st, 2016.

Lynda Reynolds made the motion to provide the above mentioned. David Olberlham seconded. Motion carried

**See attachment below:**
To: OLA Board
From Kathryn Lewis, Region 6 Representative to the AASL Board of Directors
Date: 9/9/16
RE: Free ESSA Event from AASL hosted by OLA & OKSL

Date of Program: November 1, 2016
Times: 9:00 AM-Noon
Location: Midwest City Public Library
Target Audience: School Librarians (Public librarians who work closely with schools may also be interested.)
Participant Numbers: 75

From AASL to state affiliates:

AASL is working with ALA’s Office for Library Advocacy (OLA) to create a comprehensive workshop event on ESSA, building off of the two ESSA sessions presented at ALA Annual. The content is still under development but we envision a section from ALA’s Washington Office, giving the most current information on developments at the Federal Level and recommendations of what you can see at the state level; working through the sections of ESSA that can be directly linked to the school librarian/library program; connecting ESSA language to school librarian’s role; and then hands on small group work in identifying stakeholders, building coalitions, message crafting and elevator speech development. While the content will be directly related to ESSA the tools and exercise portion is really advocacy for school librarians in general too.

This workshop/event is free, AASL will provide the presenter, and any materials that are developed will be shipped (so no printing). The only thing we are asking of state affiliates is to provide a location, A/V, and marketing within your state.

Kathryn Lewis will be the presenter on behalf of AASL. Kathryn will attend event training in September.

Considerations for OLA: We would very much like OLA’s support in marketing this important event and providing light snacks and drinks for participants.

Estimated snack and drink cost: $50.00

If there is overwhelming interest, event could be repeated.

b. 2017 Marketing Plan – Shay Beezley
Attachments were sent electronically. She reported that it’s pretty much what they have been doing with formal guidelines to view and
update every year. Kelsey Gourd made the motion to accept the new marketing plan. Misty Long seconded the motion. Motion carried.

c. **Social Media Usage Guideline. -Shay Beezley**
Attachments were sent electronically. They have developed Facebook and Twitter Guidelines. Need to add Executive Director to dealing with negativity, (page5). Shay will update that paragraph. Lynda suggested that we get this information out to the membership via; Oklahoma Librarian, email blast ect. Shay will edit with account access. Lynda Reynolds made the motion for approval of Social Media Guidelines. Linda Pye seconded the motion. Motion carried.

d. **Update OLA Letterhead – Michael Hull**
Michael reported that we are not changing the letterhead, just updating and adding a tag at the bottom of the page. Kelsey Gourd made the motion to approve the new update letterhead. David Olberlham seconded the motion. Motion carried.

e. **LinkedIn for OLA – Michael Hull**
Michael reported that he has made an OLA Company page on LinkedIn. This is so that we can promote upcoming workshops and OLA Conference ect. Nicole Sump-Crethar made the motion to approve the OLA LinkedIn Company page. Tassey Beeson seconded the motion. Motion carried.

f. **Other –**
None

g. **New Business –**
None

Meeting adjourned at 1:10

Minutes respectfully submitted by Secretary, Tassey Beeson