

**TBA Task Force  
February 9, 2015**

**TLA President Yvonne Chandler, upon the request of TLA president-elect Sharon Amastae, created a TBA task force to address the following;**

- **Examine the option of awarding the Bluebonnet Award to more than one title. For example, the selection may be divided by different types of literary categories such as genre (determined by technique, tone, content, or length such as picture books or fiction) or intended age (picture books, early readers, chapter books)**
- **Task # 2: Outline the selection process of members of the TBA Program and Selection Committees, including responsibilities of those involved and a timeline for completion of the appointments.**
- **Task #3 Align the selection criteria in the TBA policy manual and the TLA Standing Rules.**

**Committee members were:**

1	Chairperson	Cindy Buchanan	District 8
2	Outside Representation	Carole McCollough	N/A
3	TBA Coordinator	Martha M Edmundson	District 7
4	CRT Chairperson	Debra H. Marshall	District 5
5	CRT Member	Sheila A Acosta	District 10
6	TASL Chairperson	Karen Kessel	District 7
7	TASL Member	Karin Perry	District 8
8	LIS Educator	Barbara Immroth	District 3
9	TLA Representation	Angelia Johnson	District 10
10	TLA Representation	Nora Galvan	District 4
11	TLA Representation	Patricia L Hernandez	District 6
12	TLA Representation	John Trischitti	District 9
	Executive Board Laision	Jennifer LaBoon	District 7
	TBA Staff/Coordinator	Mary Jo Humphreys	District 3
	TLA President- Elect	Sharon Amastae	

The committee met at the end of Annual Conference (April 11, 2014) and during Annual Assembly (July 9, 2014). During the first meeting, committee members were given a task and timeline for gathering and reporting information to the committee. Members present at Annual Conference: Cindy Buchanan, Karen Kessel, Sheila Acosta, Debra Marshall, John Trischitti, Anji Johnson, Mary Jo Humphreys, Nora Galvan, Martha Edmundson and Dr. Carole McCollough. Members present at Annual Assembly: Cindy Buchanan, Karen Kessel, Sheila Acosta, Debra Marshall, John Trischitti, Anji Johnson

The committee brings the following recommendations to the TLA Executive Board:

- 1. Examine the option of awarding the Bluebonnet Award to more than one title. For example, the selection may be divided by different types of literary categories such as genre (determined by technique, tone, content, or length such as picture books or fiction) or intended age (picture books, early readers, chapter books)**

Bluebonnet is unique in that it is a children's choice and is the only children's choice associated with a nationally recognized award. The committee felt that it would dilute the list if it were divided by genre, grade level, etc. Also, there are so many reading lists associated with TLA, the task force sees no need to add to that by dividing the Texas Bluebonnet Award into multiple lists.

This charge of the task force was the result of the TBA community's reaction to the winning book for 2014. Committee members suggested that perhaps the membership's reaction was due to lack of knowledge of the TBA process -- how selection and voting work, how the librarian should promote it on the campus, etc.

#### **Suggestions from the committee for the TBA committee:**

- TBA committee members should work with librarians in your TLA district, or **regional service center** to do a workshop on the "nuts and bolts" of the Bluebonnet Award; the process of book selection, what the campus librarian should do/not to do to promote the books and the program.
- Conduct a workshop **at Annual Assembly** for CPE and then go observe the selection committee.
- Reach out to school district library coordinators and lead librarians and share this information with them, ask them to share with their librarians through staff development.
- Use social media and/or create videos that librarians could watch on their own. Perhaps the committee could do this instead of the TBA video: create a video with various sections -- readers' advisory, how to vote, read five then decide..
- Continue with preconference on Bluebonnet 101.
- Need to do things not just at TLA.

\*\*\*These informational events would also give a chance to talk about the need for applicants for the TBA committee\*\*\*\*

**Recommendation: The award will remain one award. Sixth grade will remain a part of the Texas Bluebonnet Award program. Participant education should help with the misunderstandings about how the winner is selected.**

## **Task # 2: Outline the selection process of members of the TBA Program and Selection Committees, including responsibilities of those involved and a timeline for completion of the appointments.**

The following is the text of current policy and procedures manual, with edits by the committee in red:

### **Process of Selection of New Texas Bluebonnet Award Committee Members**

**By Martha Edmundson**

The TBA Policies and Procedures provide a timeline for the appointment of TBA Committee Members, as follows:

#### **APPENDIX B**

##### **TBA COMMITTEE MEMBER APPOINTMENT PROCESS AND TIMELINE**

1. The chairs of CRT and TASL have a responsibility to make sure that their unit members know of the vacancies on the TBA Program Committee and the TBA Selection Committee through their units' newsletter, membership electronic mail distribution systems, and any other means available.
2. TBA Coordinator meets with the TASL and CRT executive boards and the President-Elect at Annual Assembly to announce the open districts and discuss the timeline. Applications are available at the Annual Assembly registration desk. The TBA Coordinator again notifies the chairs of the vacancies in September preceding the application deadline.
3. The applications for both committees are available on the TBA website. Those interested in serving on the committees must complete the applications and send them to the chair of either CRT or TASL by November 1.
4. The TLA/TBA liaison will receive all applications and forward them to the TASL and CRT chairs, the TLA Chair Elect, and the TBA Coordinator. Once the applications are received, the CRT and TASL chairs must confirm that the applicants are indeed members of their respective units and, in the case of the TBA Selection Committee, that the applicant's membership district is one of the TLA districts for which there is a vacancy.
5. If there are not applications for the TBA Selection Committee from a district in which there will be a vacancy, the chairs should contact the TLA President-Elect for assistance in recruiting applicants from the affected district.
6. Once all applications are received, each chair should select the best two or three for each vacancy, and send them to the TLA President-Elect by November 15. ~~They should be sent by FAX or registered mail to ensure delivery.~~ CRT and TASL Chairs should retain a copy of those applications in case there is any problem with delivery.
7. The TLA President-Elect will select the new TBA Committee members and notify them in writing by January 1.
8. The TBA Coordinator will also notify those who have been selected as new committee members.
9. The CRT and TASL Chairs should send congratulatory letters to those selected as well as letters of regret to those who applied for the committee but were not selected by February 1.

#### **Timeline:**

- June/July –At Annual Assembly the TBA Coordinator meets with the TASL and CRT Executive Boards to announce the vacancies and discuss the timeline. The TBA Coordinator also meets with the TLA Chair Elect to discuss vacancies and timeline.
- September—TBA Coordinator informs CRT and TASL chairs of upcoming committee vacancies; TBA Coordinator/TLA Liaison sends out notifications of online applications to TBA, CRT, and TASL listservs
- November 1—applications to serve on TBA Committees due to CRT and TASL chairs
- November 15 30—chosen applications sent to TLA President-Elect

- January 1—new committee members selected and notified in writing by TLA President-Elect and TBA Coordinator
- ~~February 1~~ January 5 —CRT and TASL chairs send congratulatory or notes of regret are sent to all who applied for positions.

(From the 2012 TBA Policies and Procedures, Red indicates edits)

**Recommendation: Make date changes as listed above. The committee suggests that if the TBA committee members do summer/early fall staff development on TBA posting and accepting applications right after those sessions would make sense.**

### Task #3 Align the selection criteria in the TBA policy manual and the TLA Standing Rules.

*Subcommittee provided the following document (from the standing rules) that highlighted (in yellow and gray) discrepancies in these two documents.*

#### H. Texas Bluebonnet Award Program

1. Monitor the financial accountability of the TBA Program as a self-sustaining committee. This includes directing an annual audit of the TBA Program.
2. Monitor the use of the TBA trademark/logo and take legal action against infringements associated with its use.
3. Appoint a liaison to the TBAC to communicate the concerns/interests of the Board and the TLA Office to the TBAC.
4. Appoint the Coordinator of the TBAC from a list of candidates provided by a joint committee of the Executive Boards of TASL and CRT. Based on an annual evaluation of this Coordinator, approve or reject the continuation of this appointee.

#### R. TEXAS BLUEBONNET PROGRAM

##### 1. Purpose

- a. The Texas Bluebonnet Program Committee coordinates the activities associated with the Texas Bluebonnet Award Program (TBA), which is jointly sponsored by the Texas Association of School Librarians and the Children's Round Table of TLA. This Committee administers a reading award program designed for Texas children in grades 3-6, who vote for a favorite book from a selected reading list prepared by the TBA Committee.
- b. The mission of the Texas Bluebonnet Award program, since 1979, is to promote reading by children in grades 3-6. Its goals are to introduce children to a variety of quality books, develop critical reading, honor and encourage imaginative authors.

##### 2. Membership

- a. The Texas Bluebonnet Program Committee is **composed of [no space in rules online]** 11 members: the Texas Bluebonnet **(Award?)** Coordinator, 10 members from CRT or TASL. These 10 members are appointed by the TLA Chair-Elect.
- b.
- c. **Texas Bluebonnet Award Program Committee**
- d.
- e. The TBA Program Committee is charged with the responsibility of creating programming
- f. and support for the TBA Program.
- g.
- h. **Membership**
- i.

- j. The TBA Program Committee is comprised of members: 10 voting members from CRT
- k.
- l. and TASL, and the TBA Coordinator, a non-voting member. [I cannot find the non-voting member information in the rules]

**The 10 district representatives of the Texas Bluebonnet Program Committee should have present or past experience in the delivery of library services to children.**

- m. Ex-officio, non-voting members are: the TLA Executive Director, the TLA Executive Board Liaison appointed by the TLA President-Elect, the TASL Chair, the CRT Chair, and the **TBA Intern Coordinator.** [called Coordinator Intern in Rules]

3.

4. Responsibilities

- a. Participates in guiding and directing the educational focus of the TBA Program.
- b. Publicizes the TBA selected reading list.
- c. Monitors the production and distribution of all publicity and promotional materials associated with the program.
- d. Assists in coordinating arrangements for the Awards ceremony at Annual Conference with the host unit for that particular year.
- e. Assists in monitoring the use of the TBA trademark/logo and apprise the TLA Executive Board of any infringements associated with its use.
- f. Creates activities that will generate publicity and promote the TBA.
- g. Participates in continuing education activities devoted to children's reading habits.

1. Purpose

- a. The Texas Bluebonnet Selection Committee coordinates the activities associated with the Texas Bluebonnet Award Program (TBA), which is jointly sponsored by the Texas Association of School Librarians and the Children's Round Table of TLA. This Committee administers a reading award program designed for Texas children in grades 3-6, who vote for a favorite book from a selected reading list prepared by the Texas Bluebonnet Selection Committee.
- b. The mission of the Texas Bluebonnet Award program, since 1979, is to promote reading by children in grades 3-6. Its goals are to introduce children to a variety of quality books, develop critical reading, honor and encourage imaginative authors.

2. Membership

- a. The Texas Bluebonnet Selection Committee is composed of 11 members: the Texas Bluebonnet **(Award?)** Coordinator, five members from CRT and five members from TASL. **These 10 members represent each of the 10 TLA districts and are appointed by the TLA Chair-Elect.**
- b.
- c. Texas Bluebonnet Award Selection Committee
- d.

**S. TEXAS  
BLUEBONNET  
SELECTION**

- e. The TBA Selection Committee is charged with the annual selection of twenty books to
- f. appear on the TBA Master List.
- g.
- h. Membership
- i.
- j. The TBA Selection Committee is comprised of 11 members: Five voting members
- k. from CRT , five voting members from TASL, and the TBA Coordinator, a non-voting
- l. member.

**m.**

**n. On page 7 of the manual it states**

1. Ex-officio, non-voting members are: The TLA Executive Director; the TLA Executive
- 2.
3. Board Liaison appointed by the TLA President-Elect; the TASL Chair; the CRT Chair;
4.
  - h. and, when appropriate, the TBA **Coordinator Intern.[called Intern Coordinator in Rules]**
5.
  - a.
  - b. represents one of the ten TLA library districts.
  - c. The 10 district representatives of the Texas Bluebonnet Selection Committee must be involved in the delivery of library services to children **AT TIME OF APPOINTMENT.**
  - d. Ex-officio, non-voting members are: the TLA Executive Director, the TLA Executive Board Liaison appointed by the TLA President-Elect, the TASL Chair, the CRT Chair, and the TBA Intern Coordinator.
6. Responsibilities
  - a. Participates in guiding and directing the educational focus of the TBA Program in conjunction with the Texas Bluebonnet Program Committee.
  - b. Prepares a selected reading list for the TBA Program, based on extensive reading and outside suggestions submitted to the Committee.
  - c. **Holds at least two book suggestion meetings each year to coincide with the TLA Annual Conference and Annual Assembly where members have an opportunity to suggest titles for consideration on the upcoming TBA master list. These meetings should be advertised to the general membership prior to the Conferences and in the Conference program.**
  - d. Assists with the production and distribution of all publicity and promotional materials associated with the program.
  - e. Assists in coordinating arrangements for the Awards ceremony at Annual Conference with the host unit for that particular year.
  - f. Assists in monitoring the use of the TBA trademark/logo and apprise the TLA Executive Board of any infringements associated with its use.
  - g. Participates in annual continuing education activities devoted to the issues of literary quality and merit, materials selection, and intellectual freedom.

## Rule 10. EXECUTIVE OFFICE AND SERVICES

- A. The office of the Association is located at 3355 Bee Cave Road, Suite #401, Austin, Texas 78746. The telephone number is (512) 328-1518.
- B. The office is operated by the Executive Director with clerical assistance as budgeted.
- C. The office is open from 8:00 a.m. to 5:00 p.m. except during the week of Annual Conference when the office operates from the Conference city.
- D. The office sends all press releases on awards and elections following Conferences.
- E. **Texas Bluebonnet Award Program**
  - a. Register participating schools and libraries in the TBA Program.
  - b. Collect all monies received from the TBA Program, and provide for accounting procedures necessary for the TLA Executive Board to monitor this committee as a self sustaining entity including the necessary arrangements required for the annual audit of this program's funds.
  - c. Provide the necessary information on activities in which the Office is directly involved (i.e. staffing and mailings) for the TBAC's annual budget.
  - d. Assist in the distribution of the publicity/promotional packets for the TBA Program.
  - e. Coordinate the advertising for the position of TBAC Coordinator with TASL and CRT.

**The TBA Manual also includes these points, but the task force does not believe they have to be in the rules, too:**

The Texas Library Association Staff

Responsibilities

- Order and direct the engraving for the Texas Bluebonnet Award
- Provide assistance and support to the TBA Program in utilizing technology to promote and administer the TBA Program
- Negotiate for the purchase of services needed to carry out the mission of the TBA Program
- Maintain both electronic and paper copy records of meetings, agendas, board actions, subcommittee reports, budget summaries, sales data, registration data, and TBA voting records
- Archive all appropriate TBA documents

**Recommendations: Make changes so that standing rules and policies and procedures are the same, with the exception of items that do not need to be in standing rules to be part of the policy manual.**

### **Additional recommendations from the committee:**

- \* The member selection committee needs to make an effort to actively select a more diverse committee.
- \* Encourage applicants from smaller districts and remote districts.
- \* Need to reach out to prospective members that don't normally get involved.
- \* Send out survey (see below) and then discuss a change to the standing rules so that committee members can be from any TLA district -- emphasize need for diverse members from a variety of school types. (i.e. urban, Title I, suburban, small town, etc)

## Survey Questions:

1. What is your TLA District?

Multiple choice a-j corresponding to 10 districts

2. Select all groups in which you are a member:

- a. TLA
- b. TASL
- c. CRT

3. Have you ever applied for a position on a TBA committee?

If yes, which committee did you apply for?

- a. Selection
- b. Program
- c. both

Were you selected for a TBA committee?

If yes, which committee did you serve on?

4. If you have never applied for a TBA committee, why not? (Select all that apply)

- a. Don't attend annual conference
- b. Don't attend Annual Assembly
- c. Finances/travel is an issue
- d. three year commitment is too long
- e. I don't think I'll be selected
- e. no interest
- f. not a member of either CRT, TASL, or TLA
- g. Other \_\_\_\_\_