Form C
Board of Directors Action Form

To: ALSC Board of Directors

Subject: Virtual Toolkit: Championing Children’s Services

Submitted by: Christy Estrovitz, Chair, Public Awareness Committee

Date submitted:

BACKGROUND: ALSC Public Awareness Committee (PAC) received approval for a two-year project to develop a virtual toolkit to champion the expertise of children’s librarians at ALA Annual 2017. This was inspired by the Libraries Transform campaign and ALSC Strategic goal to increase targeted messaging to the wider library profession and the public about the expertise of ALSC and our members to demonstrate the purpose and value of strong and meaningful children’s librarians.

In year one, PAC is actively working on the one-page document to pilot at National Library Legislation Day in May 2018. Elected officials are the target audience for the first deliverable in the two year project. At ALA Annual 2018, PAC will review feedback and modify messaging to bring to a wider audience in year two. To inform this resource, PAC conducted a member survey and benchmarked other virtual toolkits and existing resources.

With this groundwork, PAC requests two additional assets to complete the virtual toolkit:

1) Video with Dr. Carla Hayden – completed Winter 2018/2019
   a. Press photo of Dr. Hayden
   b. Quotes about value of children’s librarianship; call to action to connect with “your” children’s librarian
   c. Personal quotes
   d. Video posted on shareable YouTube channel
   e. Budget: up to $5000 video production, $1500 travel to DC (ALSC Office staff; otherwise schedule filming during conference), $500 photography
   f. Resources: Production team, Communications, graphic design and time from ALSC Office; and storyboard script from PAC

2) Toolkit webpage with toolkit components – completed Spring 2019
   a. Customizable infographic handout/flyer for use by libraries to personalize and distribute to stakeholders and elected officials
b. Customizable PowerPoint for use by libraries to personalize and use when presenting to stakeholders and elected officials

c. Printed postcard with infographic/message on one side, blank address side, for toolkit users to write personal message and send to stakeholders

d. Links to helpful resources

e. Budget: up to $1000 for website design and $2000 printed collateral

f. Resources: Web resources, time and graphic design support from ALSC Office

ACTION RECOMMENDED:

That the ALSC Board of Directors approve and fund the second year of the Virtual Toolkit that includes partnership to pitch PSA project with Dr. Carla Hayden by Summer 2018 so that it can be scheduled and completed by Winter 2018/2019.

HAVE OTHER STAKEHOLDERS BEEN CONSULTED:

This idea was suggested by several ALSC members. PAC has connected with ALSC Advocacy and Legislation Committee Chairs and conducted a survey in November 2017 to gather input.

DESCRIBE POTENTIAL FISCAL AND STAFFING IMPACT AND SUSTAINABILITY:

This project requires leadership, communications and time from the ALSC Office to submit the proposal to Dr. Hayden, provide production assistance and webpage support. It also requires partnership with ALA Washington Office for data.

DESCRIBE IN DETAIL HOW STRATEGIC GOAL AREA(S) WILL BE SUPPORTED:

This project was inspired by ALSC Strategic Goal of Advocacy objective #4: Increase targeted messaging to the wider library profession and the public about the expertise of ALSC and our members to demonstrate the purpose and value of strong and meaningful children’s librarianship by September 2019.

By creating a variety of tools, ALSC members will strengthen their voice to elected officials (year one), new partners, library leadership, managers, and other key stakeholders. These resources will help children’s librarians advance their message to elected officials and garner more support for the critical work libraries do in their communities.
Select the goal area and circle the objectives that will be affected most by this action.

☐ **Goal Area: Diversity and Inclusion**

ALSC will become more diverse and inclusive, acting to promote these values in all aspects of library service to children.

**Objective 1:** Increase diversity in ALSC membership and reduce barriers to participation as measured against the Diversity in ALSC baseline survey by September 2019. *Transforming ALSC*

**Objective 2:** Expand opportunities for existing members from underrepresented experiences to serve in ALSC activities, as measured by longitudinal studies and/or focus groups, by September 2020. *Transforming ALSC*.

**Objective 3:** Increase the cultural competency of library staff serving youth by developing an accessible online cultural competency training series by September 2018. *Transforming Children’s Librarianship*

☐ **Goal Area: Advocacy**

ALSC will champion the value of library service to children and the resources necessary to deliver on our vision.

**Objective 1:** Establish an accessible content stream of valuation tools and research updates, including customizable content for members, by September 2018. *Transforming ALSC*

**Objective 2:** Articulate a prioritized research agenda, including but not limited to summer learning/out-of-school time, by September 2018, and pursue avenues for conducting and/or supporting the research by September 2020. *Transforming Children’s Librarianship*

**Objective 3:** Amplify librarians’ essential role as information literacy experts through advocacy outputs, including communications, webinars, and establishing collaborations, by September 2018. *Transforming Communities through Libraries*

**Objective 4:** Increase targeted messaging to the wider library profession and the public about the expertise of ALSC and our members to demonstrate the purpose and value of strong and meaningful children’s librarianship by September 2019. *Transforming Communities through Libraries*

☐ **Goal Area: Professional and Leadership Development**

ALSC will actively develop new generations of leaders.

**Objective 1:** Build a discernible pathway, along with opportunities for training and mentorship, to develop ALSC members as leaders in their libraries, the profession, and/or the association by September 2020. *Transforming ALSC*

**Objective 2:** Provide at least two educational opportunities in media mentorship and child development, ideally developed and/or presented with collaborative partners from other ALA units, by September 2018. *Transforming Children’s Librarianship*

**Objective 3:** Organize and promote ALSC activities to position the core competencies as central to library service to children, by September 2018. *Transforming Children’s Librarianship*

**Objective 4:** Develop a toolkit of research-based best practices for out-of-school time learning and disseminate the toolkit and practices to members by September 2019. *Transforming Communities through Libraries*
MOTION: ☐ Above recommendation moved ☐ No motion made ☐ Motion revised (see motion form)

ACTION TAKEN: ☐ Motion Approved ☐ Motion Defeated ☐ Other: