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Date: May 21, 2018
To: ALSC Board of Directors
From: Digital Media Award Implementation Task Force
Subject: Final Report and Recommended Next Steps

Task Force Charge:

To guide and support the pilot implementation of three ALSC Digital Media Awards:

- A. The evolution of the Carnegie Medal/Notable Children's Videos Committee into the Excellence in Early Learning Digital Media (EELDM) Committee with the charge of selecting a winner of an annual medal for digital media created for an early learning audience,
- B. The additional charge for the Children and Technology Committee to include the responsibility of selecting a recipient of an annual "ALSC Media Mentorship Leadership Award," (MMLA) and
- C. The expansion of the Great Websites for Kids Committee's charge to include digital media as the Notable Children's Digital Media (NCDM) Committee.

Overview of Task Force Work Plan:

The Task Force has functioned primarily virtually, serving as resources and support for the committees during this development and early implantation period. We have used e-mail and held regular conference calls together with the ALSC Awards Coordinator. At Annual 2017 the Task Force appeared before the ALA Awards Committee (ALAAC) to review the proposals for EELDM and MMLA, as these required their approval. Building on that group's requests and questions we worked with those award committees to refine the award proposals and at Midwinter 2018 the ALSC Awards Coordinator appeared before ALAAC again and received official approval for these awards. (As a "list" rather than an "award," NCDM did not require the same ALA approval.)

Since Midwinter 2018 work has continued to refine and strengthen the plans for all three recognitions.

Summary of Task Force Findings:

Working closely with the ALSC Awards Coordinator and the ALA Awards Committee, the current status of these three awards is as follows:

- A. EELDM: As stated above this has been approved by ALAAC and a trial run committee process was completed in 2017; the current committee is concentrating their efforts on assessing the next steps and further developing a Manual; plans are in place for a press release announcing the award and soliciting suggestions for the inaugural award to be announced at Midwinter 2019
- B. MMLA: As stated above this has been approved by ALAAC; ALSC's Awards Coordinator has put together a draft Manual placing this award in the context of ALSC's other Professional Awards
- C. NCDM: The inaugural list was unveiled in April 2018 and a proposed draft of a committee Manual has been completed

For EELDM and MMLA, addressing financial needs was completed as part of the ALAAC approval process, and there has been regular communication on this point for NCDM with the PGC, Task Force chair (who is serving as Task Force liaison to that particular committee), and Awards Coordinator. Across the board, some additional development is on hold pending ALA-wide review of named awards.

Next steps which have been identified and inform the Task Force's recommendation below include ensuring consistency across these awards and final development of award committee service and conflict of interest policy proposals for the ALSC Board's review, as well as finalizing Terms & Criteria. The Task Force would like to continue consistent support to these committees through the first announcements of EELDM and MMLA winners from now through Midwinter 2019.

Task Force Recommendation:

Based on this work and timeline, and recognizing the original charge's term of appointment ending at the conclusion of the 2018 Annual Conference, we recommend the following:

Recommendation: Extend the term of this Task Force through Midwinter 2019 with its existing charge and members

Action to Be Taken: The Task Force asks the ALSC Board adopt the recommendation above

List of the Task Force Members: Andrew Medlar (chair), Angelique Kopa, April Mazza