

Date: December 14, 2018
To: ALSC Board of Directors
From: ALSC Program Review Task Force
Subject: Final Report

Task Force Charge:

In Phase 2 of our work, our task force was charged with looking at the consistency of the legacy of the honoree-in-name with ALSC's core values and the purpose of each of the following awards: Arbutnot, Batchelder, Caldecott, Geisel, Newbery and Sibert, as well the possible use of the Carnegie name for the new award for excellence in digital media for young children. We were charged with taking into account that the awards programs fund a majority of ALSC's operating budget, and that individual awards are tied to various sponsorships, endowments and partnerships, with related legal agreements.

We were also given leeway to make recommendations regarding future investigation of other ALSC-sponsored or co-sponsored book, media, professional awards and scholarships, if deemed necessary.

Overview of Task Force Work Plan:

We reviewed responses to the relevant question in the survey we conducted last April. While the majority of the survey related to what is now the Children's Literature Legacy Award, one question asked whether respondents thought there were inconsistencies between the legacy of individuals for whom other ALSC awards are named and ALSC's core values. Respondents were invited to identify specific concerns about ALSC awards and individuals for whom they are named. See Appendix A for a summary of these responses.

We conducted research into each of the 7 individuals we were charged with examining. This included publications within and beyond the library and education fields, both historical and contemporary.

We requested the ALSC fiscal officer provide us with financial information. See Appendix B for a summary of the Fiscal officer's report.

We each spent time reading and reflecting on all of the above, adding additional research and perspectives as we found them to our shared research folders.

We met virtually via Zoom to discuss our reading and reflection and decide on our recommendations. We worked online in Google docs to write and refine our recommendations.

Summary of Task Force Findings:

See recommendations.

Task Force Recommendations:

Our task force has 3 recommendations and one follow-up item from the 2018 annual conference.

The three recommendations are attached under separate cover in a confidential document, since some information is restricted due to various sponsorships, endowments and partnerships, and related legal agreements.

The follow-up item is below for your information.

Follow-up item:

At the ALSC board meeting in June, 2018, when the board voted to establish a new name for what is now the ALSC Children's Literature Legacy Award, and to adopt additional language we suggested for the terms of the award, we were asked to draft language for the manual to define the intent of the expanded award terms. The expanded Terms adopted in June, 2018, are below, with our proposed language for the expanded Definitions beneath (changes are underlined).

Terms (underlined changes adopted at June, 2018, board meeting)

The Children's Literature Legacy Award shall be awarded every year to an author or illustrator whose work, published in the United States, has over a period of years made a substantial contribution to literature for children through books that demonstrate integrity, and respect for all children's lives and experiences.

Definitions

The term "author or illustrator" can mean co-authors or co-illustrators, and persons who both write and illustrate. The person may be nominated posthumously. Some portion of the nominee's active career in books for children must have occurred in the twenty-five years prior to nomination. Citizenship or residence of the potential nominee is not to be considered. "Books" means more than one book.

1. "Published in the United States" does not indicate that first publication had to be in the United States. It means that children's books written and/or illustrated by the nominee have been published in the United States, and it is those books which are to be considered in the nomination process.

2. "Over a period of years" means that at least some of the books by the potential nominee have been available to children for at least ten years.
3. "A substantial and lasting contribution" means that the books, by their nature (and/or number), occupy an important place in literature for American children and that over the years children have read the books and that the books continue to be requested and read by children.
5. Books that “demonstrate integrity, and respect for all children’s lives and experiences,” means that the books, regardless of when they were published, should not diminish or denigrate any individual or group through stereotypes, whitewashing, or other derogatory content. The committee should evaluate works with the consideration of *all* children in mind rather than privileging the dominant culture to the exclusion of others. While the works of individual nominees do not have to include racially and culturally diverse characters, they should not disrespect or discredit diverse lives, experiences and histories.
6. The term "literature for children" indicates that the committee is to direct its attention only to the part of the potential nominee's total work which is books for children (up to and including age fourteen). It further indicates that the committee is to select on the basis of the literary or artistic merit of the books for children.

This expanded Definition applies to the annual Children’s Literature Legacy Award from the time of the name change forward. Changes made do not apply retroactively to past winners of the award under its prior name, whether or not they choose to be acknowledged under the new name.

Action to Be Taken: The Task Force asks the ALSC Board adopt the 3 recommendations attached under separate cover.

Thank you to ALSC Executive Director Aimee Strittmatter, our ALSC staff liaison; Elly Serrano, ALSC Membership Coordinator, for her assistance with the survey last spring; and ALSC fiscal officer Paula Holmes for their assistance in providing information we needed for our work.

Thank you for your consideration. Member(s) will be present at the Board meeting to answer questions.

List of the Task Force Members:

Rita Auerbach
Chrystal Carr Jeter
Sophie Kenney
Starr Latronica
Megan Schliesman (Chair)
Kristen M. Suagee-Beauduy

Appendix A: Summary of Relevant Survey Results

Our task force conducted a survey in early April, 2018. Most of the questions related to our work in considering whether to change the name of the (former) Laura Ingalls Wilder Award, which the board did at its June, 2018, meeting. The survey was promoted to ALSC members as well as members of ALA ethnic affiliates.

One question in the survey pertained to this second phase of our work:

“After the task force makes a recommendation regarding the Wilder Award, it will begin reviewing the John Newbery, Randolph Caldecott, Theodor “Seuss” Geisel, Robert F. Sibert, Mildred Batchelder and May Hill Arbuthnot awards for potential inconsistency between the legacy of the individual for whom the award is named and ALSC’s core values. Among the awards just listed, are there any you think pose a conflict with ALSC’s core values of diversity and inclusion? If so, which one(s) and why?”

There were 461 responses to this question, although some gave no indicator of an opinion (a dash, an NA). Some also spoke about the ALSC awards in general rather than citing specific awards.

Over 200 responses stated either “none” or that the individual responding did not know enough about the individuals named to have an opinion. Some of these responses welcomed ALSC doing this work; some strongly opposed the idea of changing an ALSC award name or evaluating people of the past by standards of today.

Some respondents expressed the desire to have award names that reflected the purpose of each award rather than being named for individuals.

Some responses noted that that the ALSC awards, when named for an individual are, with one exception (in conjunction with REFORMA), all named for white people.

Among the many other responses, there were mentions of specific awards in positive, negative, and nuanced terms. These responses as they informed our research and thinking are cited in the rationale attached to our recommendations.

Additional Survey Information

Survey respondents self-identified as follows:

ALSC/Ethnic Affiliate/Other Membership:

Respondents to the survey came from the following organizations:

ALSC: 297 (about 7.4 percent of ALSC membership)

AILA:	76
APALA:	29
BC:	21
CALA:	9
REFORMA:	59
CSK/EMIERT:	63
Other:	202 (includes AASL, state library associations, PLA, USBBY, NCTE, ILA, ABA, SCBWI, YALSA, GLBT-RT)

Race/Ethnicity:

226 individuals chose to self-identify their race/ethnicity.

Approximately half of these identified as White or Caucasian. Approximately 40 identified as Native. Approximately 20 identified as African/African American/Black; approximately 25 identified as Latinx. Approximately 15 identified as Asian. (Specific heritage was often noted within these broad identifiers.) Many identified or also identified as mixed heritage. Others identified or also identified as Jewish, Arab, Romany.

Note: we did not align or compare this optional self-identification to responses to individual questions or to professional affiliations.

Appendix B. Summary of ALSC Financial Officer's Report (October 15, 2018)

Note: This is a summary report due to the sensitive information related to endowments, legal agreements, sponsorships, and partnerships contained in the full report. The full report is available to the Board as an appendix in the separately attached confidential report.

This report will attempt to answer questions posed by the ALSC Awards Program Review Task Force. The information was requested for the following awards: Arbuthnot, Batchelder, Caldecott, Carnegie, Geisel, Newbery, and Sibert. Revenues from seal sales, physical or digital permission fees, does not pertain to the May Hill Arbuthnot Honor Lecture Award. The Arbuthnot Award will be covered separately at the end.

The awards involve two financial aspects – the operating budget and the endowments. *Seal sales are the largest revenue-generating project for the Association accounting for 78% of FY17 revenues.* The Association for Library Service to Children (ALSC) operating budget breaks out administration costs separately from other budgetary projects. Awards expenses under the awards project do not reflect staff costs. One staff member is officially assigned to the awards, but all staff put in time to administer and promote the awards. A conservative estimate is that the awards program utilizes the equivalent of three full-time staff.

In attempting to reflect the impacts of the seal sales, physical and digital, and by individual awards on the ALSC financial picture, it is important to note that ALSC is a division of the American Library Association (ALA). The award seal images are the intellectual property of ALA, not ALSC. ALSC administering the awards for ALA is a mutually beneficial arrangement; ALSC provides the staff and member expertise and in turn receives a portion of the sale of the seals. ALA receives public awareness and goodwill through the YMA's and charges an overhead rate of 13.5% on seal sale revenue. *ALA would need to be consulted on any changes to ALSC administered awards that would impact ALA's finances.*

Endowments are considered restricted funds and are accounted separately from the operating budget. Not all awards have endowments to support them. ALSC's endowment includes eleven funds, five are tied to awards: Arbuthnot, Belpré, Carnegie, Geisel, and the ALSC Media Awards Support Endowment, and some were formed with various donor restrictions to be addressed later in this report. ALSC does not have any role in the management, oversight, performance, investment philosophy, risk tolerance, or alignment of investment goals with our mission or strategic plan. These funds are managed by ALA, more specifically, the ALA Endowment Trustees. Additional information can be found here: [ALA Endowment Trustee Webpage](#) Currently ALSC is permitted to spend 5% of a 20 quarter rolling average (less any fees) of a fund's balance.

The following questions were submitted to the Fiscal Officer from the task force:

- Revenue generated by seal sales or any other aspect of the award
- How that revenue fits into the bigger picture of the ALSC Budget
- Whether the award and award name are tied to an endowment with restrictions (i.e. are there any legal agreements in place)
- Any other relevant information you think is necessary

Revenue generated by seal sales and permissions

Seal sales revenue contains two major categories: Seal sales (the physical sticker) and permission fees (the permission to use the image of the seal). For FY19 we are budgeting the gross revenue physical seal sales at \$665,500 and the permission fees at \$375,000, for total revenue of \$1,035,500, which is 73% of the gross revenue for the ALSC operating budget. ALSC incurs expenses related to the production and fulfillment of the physical seals that are budgeted at 37% of the physical seal revenue based on history. For FY19 expenses are budgeted at \$253,000. ALSC is assessed overhead from ALA that is budgeted at \$137,866. Gross revenues less overhead and expenses equal net revenue of \$644,634 or 75% of the net revenue for the ALSC operating budget. The Newbery, Caldecott, and Legacy Award Banquet is not designed to produce revenues. An extremely small amount of revenue is created from non-serial publications and discussed at the end of the report.

For FY19 our Administration expenses are budgeted at \$705,131 and Dues revenues are budgeted at \$170,131. *ALSC depends on the budgeted net seal sales revenue of \$644,634 to run our organization.* It would require increase in the membership of 12,893 new regular category members or an endowment of approximately \$13,000,000 to offset the loss of seal sales revenue.

Awards with Endowments

From the list of awards that the task force is researching the following awards have an attached endowment to help support the award, and as now required by ALA Awards Committee. Geisel and Carnegie have legal agreements and are beyond the scope of this fiscal officer's expertise.

Award	Value of Endowment	Funds Available	Agreements
Arbuthnot	\$337,959	\$4,618	None
Carnegie	\$187,405	\$5,404	Yes
Geisel	\$90,951	\$2,728	Yes

Arbuthnot Award

The Arbuthnot Lecture series was originally funded through the sponsorship of the Scott, Foresman Company starting in 1970 through the 1990s. Once the sponsorship ended, ALSC used operational funds to support the lecture. In 1999, an ALSC Arbuthnot Task Force made the recommendation to continue the lecture. In FY2002, the ALSC Board created the Arbuthnot Honor Lecture Fund, through funds from the operating budget's net asset balance. Transfers from the ALSC operating budget of

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\$45,000 created the endowment. Today, the lecture expenses include a \$5,000 speaker honorarium, plus travel and lodging, and \$2,000 to support the host site with their expenses. Additional net asset balances transfers were made in FY11 of \$24,000, FY15 of \$50,000, and FY16 of \$108,025. The goal is to grow the endowment to support all expenses of the award. Currently the ALSC Operating Budget covers approximately \$3,000 in expenses and the Arbuthnot Award Endowment covers the rest of the expenses. As the ALSC Board established this endowment there are no legal agreements or restrictions on the endowment funds.