

DATE: April 9, 2018  
TO: ALSC Executive Committee  
FROM: Angela N. Hubbard  
RE: Report on Projects & Partnerships

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## Initiatives

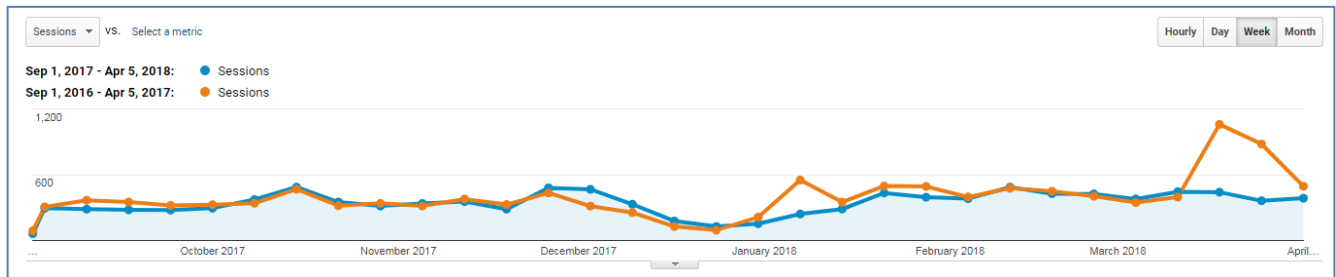
### Everyday Advocacy

*Supported by ALSC Operating Budget \$2,000*

The Everyday Advocacy initiative utilizes online tools and peer challenges to encourage librarians to act on behalf of the profession. Everyday Advocacy provides tips on engaging stakeholders and informing them of librarians' current and potential impact. Through Take Action Tuesdays and seasonal challenges, librarians have been encouraged to set advocacy goals, understand the range of ways that they are probably already advocating and sharing their successes and challenges with their peers. EA coordinates each year with ALSC's Advocacy and Legislation Committee to ensure that members receive timely information about the advocacy issues that are front and center at the time of National Library Legislative Day. After 5 years of dedicated service, in January 2018, Jenna Nemec-Loise stepped down as the EA Member Content Editor. In February 2018, Amy Martin became the new EA Member Content Editor ensuring EA continues to hold an important role in mobilizing librarians and library advocates to take action with their legislators. Throughout the transition period ALSC leadership will examine the strategy around the EA goals.

### Website Analytics

Below are the website analytics for the Everyday Advocacy website (<http://www.ala.org/everyday-advocacy/>) from September 1, 2017 – April 5, 2018 compared to the same period in 2016-2017.



### Overview:

- Sessions: 10,833
- Users: 9,377
- Pageviews per visit: 1.69

Top 5 States to visit the site:

State	% of total views
Texas	9.9%
California	9.2%
New York	7.1%
Illinois	6.3%
Florida	3.9%

Top 5 traffic sources (where visitors are coming from):

Sources	Referrals
Google/organic	60%
Direct/none	16%
Bing/organic	8%
Yahoo/organic	7%
Lookup.t-mobile.com/referral	4%

### Día - El día de los niños/El día de los libros (Children's Day/Book Day)

El día de los niños, El día de los libros/Children's Day, Book Day

Supported by ALSC Operating Budget \$2,900

During the Midwinter Meeting of 2016, the ALSC Board reaffirmed its commitment to serving as the national home of Día, a responsibility it assumed in 2008, to disseminate information to libraries and librarians about the importance of Día programs. The ALSC Board also decided to acknowledge the health of the initiative and its resources by choosing to support Día on maintenance level. The budgeted funds allow ALSC to maintain the online National Día Registry and provide for the development of Día themed booklists and promotional materials for libraries hosting Día programs. ALSC continues to integrate the values of Día throughout its work.

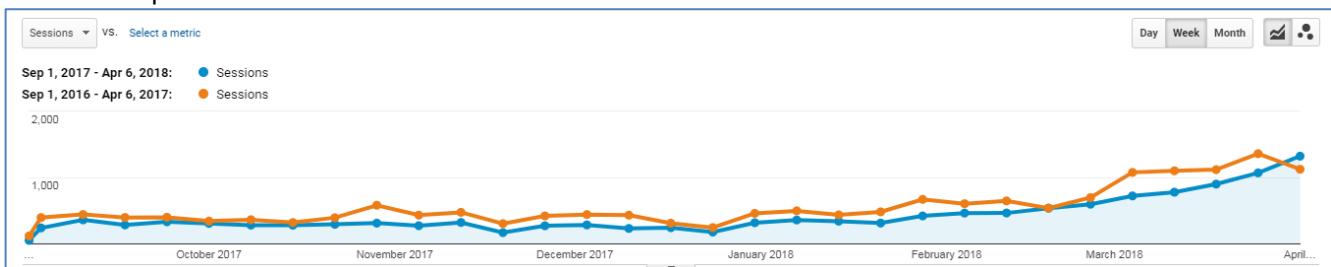
Día activities in FY17 capitalized on ways to maintain the momentum ALSC has built with the Día initiative while scaling back on the ALSC resources necessary for implementation. ALSC has worked to coordinate messaging and graphics with Día champions and similarly focused organizations. ALSC continues to build upon the growth of the Día National Program Registry and encourage the use and sharing of resource materials to increase awareness of the initiative.

In FY18 the Día National Program Registry opened in November 2017 and by the end of January there were 14 planned events registered. The Quicklists Committee has updated the Día booklists which will be available for downloading from the ALSC website. Social media promotion for Día will be underway by the end of January 2018.

More information about the Día resources made possible this year along with detailed information about website usage throughout the Día season may be found in the 2017 ALSC Día Report.

### Website Analytics

Website analytics for the Día website (<http://dia.ala.org/>) from September 1, 2017 to April 6, 2018 compared to the same period in 2017-2018.



Overview:

- Sessions: 13,345
- Users: 9,854
- Pageviews per visit: 2.28

Top 5 States to visit the site:

State	% of total views
California	19.0%
Texas	13.4%
Illinois	6.3%
New York	5.1%
Florida	3.9%

Top 5 traffic sources (where visitors are coming from):

Sources	Referrals
Google/organic	51.9%
Direct/none	22.9%
ala.org/referral	13.7%
Bing/organic	2.1%
cs.ala.org/referral	1.6%

## Grants

### **Everyone Reads – Year 8 Dollar General Literacy Foundation (DGLF)**

While this is the 8<sup>th</sup> DGLF grant, this is the second year ALSC has focused work around out-of-school time learning. For the second year, ALSC’s portion of the DGLF grant (\$124,528) will help libraries provide STEAM-focused learning for children during breaks and in after-school programs. ALSC successfully utilized our most recent proposal to the Dollar General Literacy Foundation to support the strategic decision of the Board to deepen our footprint in the area of out-of-school time, including summer reading and learning. ALSC awarded fourteen \$5,000 Strengthening Communities Through Libraries minigrants to members in public libraries and will develop supplemental resources, including a webinar for librarians who have implemented SCTL or similar out of school time programs to share their experiences and tips, that will be made widely available to support the out-of-school time programming of libraries and their community partners. The outcomes of these grants will inform the development of a research-based best practices toolkit in service to ALSC’s Strategic Plan (Learning and Development).

### **Welcoming Spaces National Forum - Institute of Museum and Library Services (IMLS)**

ALSC submitted a preliminary proposal to IMLS for a National Leadership Grant in the area of Community Anchors. ALSC, in collaboration with the Association of Children’s Museums (ACM) proposed a national forum to discuss the creation of welcoming spaces in libraries and children’s museums to best serve vulnerable community members. We were not invited to submit a full proposal to IMLS for this round, however, the feedback we received was positive and constructive. We plan to incorporate the suggested feedback and submit a new proposal in a future round (perhaps Fall 2018). ACM has indicated their eagerness to remain part of that process.

### **National Forums: Building an Alliance for Media Literacy in Early Childhood - Institute of Museum and Library Services (IMLS)**

The Erikson Institute - Technology and Children (TEC) Center, was invited to submit a full proposal for an IMLS National Leadership Grant as a National Forum Grant application in collaboration with several partner organizations including, ALSC, Association of Children’s Museums (ACM), Chicago Children’s Museum (CCM), and National Association for Media Literacy Education (NAMLE). Notification of awards are expected in September 2018. If awarded, the TEC Center and partners will lead their stakeholders in forming an alliance for media literacy in early childhood at a leadership forum and a consensus building forum with practitioners.

These two forums will enable organizations and leaders, individually and collectively, to identify and implement promising practices in media literacy for young children and families in libraries, museums, community programs and other beyond the classroom settings.

## Projects

### Media Mentorship

Media Mentorship is an identified area of priority for ALSC. With increasing attention on digital media use with children and media literacy, ALSC is actively seeking organizations with similar values for potential collaborations. During August 2014, the Young Children, New Media and Libraries survey was administered to children's librarians regarding the use of new media with young children in libraries. The survey was inspired by a survey created by early childhood education industry leaders and was a collaborative effort between ALSC, [LittleeLit.com](http://LittleeLit.com), and the [iSchool at the University of Washington](http://iSchool.at.uw.edu).

In December 2017 ALSC staff met with several members of the original project team and others with a strong background in youth media literacy to begin exploring the option to conduct another Young Children, New Media and Libraries survey to compare what has changed since 2014. Survey results can be shared by members via presentations at non-ALSC conferences using budgeted funds identified to support ALSC members' active participation in outside conferences. Survey results can also inform a future IMLS grant to extend the work beyond the survey.

### Quicklists Booklists

*Supported by ALSC Operating budget or external agreement*

One of the ways ALSC shares its expertise is through the development of booklists and other compilations of resources related to children's literature. ALSC lists are available for download via the "Publications and Resources" tab of the ALSC website.

The following lists are scheduled to be completed or have been completed by the Quicklists Consulting Committee (QCC):

- Día - Building STEAM with Día update – November 2017, yearly update to support Día initiative
- Graphic Novels List – December 2017, periodic
- CBC Building a Home Library List – January 2017, biennial
- ALSC Summer Reading Lists – February 2018, yearly update
- National Summer Learning Day List – May 2018, collaboration with NSLA

**Every Child Ready to Read (ECRR)**

During Midwinter 2018, the ALSC Board voted affirmatively to conclude ECRR as an initiative. Shared by ALSC and the Public Library Association (PLA), ECRR has an established track record as a tool for librarians to engage parents in the practices of early literacy development. The current ECRR materials will remain available for purchase and ALSC will monitor their replenishment. Use of the materials and online resources continue to be encouraged. ALSC made an investment of \$25,000 in FY 2018 to promote ECRR materials in conjunction with the release of new research on its impact. To modernize the user experience, ALSC and PLA also invested in updating the ECRR website at <http://everychildreadytoread.org/>. Launched in fall 2017, it incorporates a feed of the ECRR Facebook page, which has replaced the Ning page as a place for community resource sharing.

The National Leadership Grant awarded to ALSC and PLA in 2013 by the Institute of Museum and Library Services received a one-year extension that concluded in December 2017. The final evaluation report from Drs. Neuman, Moland and Celano is the result of a three-year study of the ECRR initiative. The research report points to relevant uses for the existing ECRR materials and resources and makes recommendations for additional areas to address in the field of early literacy. The complete evaluation report can be found on the ECRR initiative website at <http://everychildreadytoread.org/wp-content/uploads/2017/11/2017-ECRR-Report-Final.pdf>. ALSC will use information gained from this report, along with other sources of input to develop a plan for ALSC’s ongoing work in the area of early literacy.

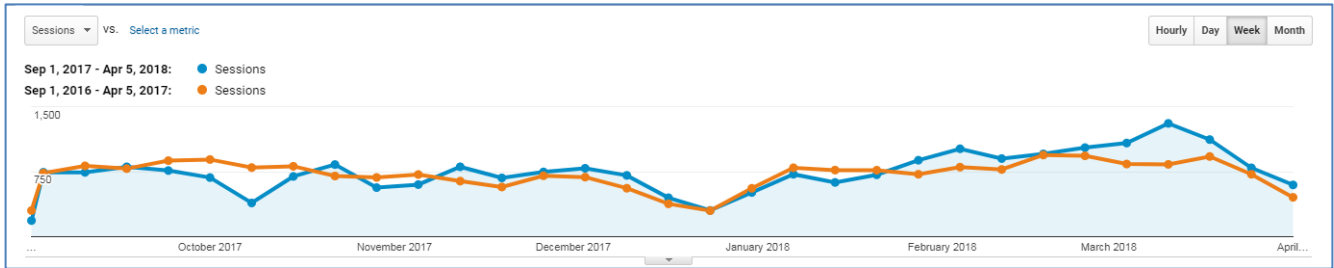
**Every Child Ready to Read FY 18 Sales Data**

Item Description	FY 17 Qty* 9/1/16 – 8/31/17	FY 17 Gross Sales* 9/1/16 – 8/31/17	FY 18 Qty* 9/1/17- 04/06/18	FY 18 Gross Sales* 9/1/16 – 04/06/18
Every Child Ready to Read 2 <sup>nd</sup> edition Kit	108	\$16,140	71	\$13,420
Every Child Ready to Read Brochures	500	\$11,223	293	\$6,447
Every Child Ready to Read Bookmarks	177	\$1,331	109	\$549
Every Child Ready to Read – Child Care Module	60 sales began 02/2017	\$5,940	15	\$1,436
Every Child Ready to Read Posters	210	\$1,169	90	\$189
Every Child Ready to Read® Spanish Toolkit	6	\$594	5	486
Every Child Ready to Read Spanish Brochure	109	\$2,994	23	\$683
Every Child Ready to Read Spanish Poster	33	\$300	7	\$65
Every Child Ready to Read Spanish Bookmarks	8	\$117	16	\$224

\*Gross sales do not factor the FY17 overhead rate of 26.4%, staff time and other operating expenses and sales quantities do not include returns.

*Website Analytics*

Below are the website analytics for the ECRR website (<http://www.everychildreadytoread.org>) from September 1, 2017 to April 5, 2018 compared to the same period in 2016-2017.



Overview:

- Sessions: 23,731
- Users: 18,788
- Pageviews per visit: 2.03

Updated Top 5 States to visit the site:

State	% of users
Illinois	7.0%
California	6.7%
New York	5.5%
Texas	5.4%
Ohio	5.1%

Top 5 traffic sources (where visitors are coming from):

Sources	Referrals
Google/organic	51%
Direct/none	23%
ala.org/referral	10%
Bing/organic	3%
Yahoo/organic	2%

**Babies Need Words Every Day Materials**

Expenses for targeted promotion covered through Operating Budget; The initial three-year project was funded with \$10,000 from Friends of ALSC and has concluded. Effective FY2017, the Babies Need Words Everyday project is in maintenance mode.

**Disney Donation - \$100,000 unrestricted donation**

In September 2016, after the successful implementation of the Curiosity Creates project funded by Disney, the corporation provided a one-time donation to ALSC of \$100,000. These funds will be used toward costs associated with conducting and/or supporting research on summer learning/out-of-school time projects, as part of the ALSC Strategic Plan - Advocacy objective. ALSC is considering options to work with a consultant to serve as a project manager to advance identified project goals.

**Partnerships, Collaborations and Letters of Support**

**The Lunar and Planetary Institute (2013-2018)**

*Accepted 2013 - 2018*

The Lunar and Planetary Institute informed ALSC of the August 2017 total solar eclipse as an opportunity for programming and materials curation. LPI also agreed to the sharing of its [Sky Tellers](#) materials in connection with ALSC’s Día initiative. Recently, LPI has contributed posts to ALSC Blog about the eclipse and shared information about a webinar for librarians to help with programming.

**University of Washington – Project LOCAL**

*Letter of Support approved and sent January 2017; IMLS grant awarded April 2017  
2017-2018*

The ALSC Board conducted an online vote in support of researchers from the University of Washington’s iSchool to study the capacity of libraries to serve as community anchors for families with children not currently use the library. This is a proposal for a \$50,000 planning grant was accepted in April 2017. ALSC has provided a representative for Project LOCAL’s Advisory Board and has shared Project LOCAL’s survey on the ALSC Listserv.

**WGBH Boston**

*Letter of Support Approved and sent October 2015; NSF grant awarded November 2016-2018*

WGBH Boston received a three-year grant from the National Science Foundation to create *Bringing Science Home with PEEP* materials as family engagement tools to support STEM learning. These digital and hands-on tools are specifically targeted for three and four-year-olds who do not attend preschool. WGBH Boston is collaborating with HIPPIY and AVANCE home-visiting organizations to create and pilot resources. ALSC has agreed to inform our membership about the availability of these tools, which are expected to be available in late 2018.

<b>Collaborations and Partnerships</b>	
# of collaborations/partnership requests FY18	5
# of accepted commitments	0
\$ ALSC funds invested	\$0
\$ incoming investment	\$0