

DATE: 04/06/2018  
TO: ALSC Board of Directors  
FROM: Angela Hubbard  
RE: ALSC Initiatives and External Relationships

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### **ALSC Initiatives**

*ALSC has two current national initiatives. The initiatives, the ALSC resources they require and their success measures are compared in Appendix A.*

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

ALSC has built upon the April 30 observance of El día de los niños, El día de los libros/Children's Day, Book Day to infuse diversity throughout our other projects and initiatives. Día is a nationally recognized initiative that emphasizes the importance of literacy for all children from all backgrounds. It is a daily commitment to linking children and their families to diverse books, languages and cultures. ALSC has intentionally connected Día and STEAM efforts because of the typical underrepresentation of minority groups in STEAM professions and educational experiences. Día activities this year will continue to focus on deepening engagement with Día supporters and organizations that are similarly committed connecting children's literacy with cultural diversity.

#### **Everyday Advocacy**

The purpose of Everyday Advocacy is to educate ALSC members about the importance of advocacy and what roles they can take in making advocacy seem important and feasible. The site is meant as a go-to resource for both day-to-day advocacy and crisis advocacy. Visitors will find that the site empowers librarians and library staff to make a difference in their communities and beyond.

### **ALSC Partnerships**

*ALSC has three current official partnerships with outside organizations. Overall, these partnerships do not take a significant amount of neither staff time nor resources to manage and are therefore not discussed in Appendix A.*

Lunar and Planetary Institute

*Accepted 2013 - 2018*

The Lunar and Planetary Institute's Explore program invites librarians to open doors to the universe to children – no prior experience in science is required! For each of eleven different Earth and space science and engineering topics, Explore provides step-by-step instructions for a selection of hands-on activities, as well as facilitator background information, correlating National Science Education Standards, and lists of related books, websites, handouts, and other resources. All materials can be accessed online — free for educational use! The activities are designed to be flexible and can be integrated into existing or new programs. The activities use inexpensive, easy-to-find materials — and, children can take their creations home with them. The activities are featured in free periodic in-person and online trainings for library professionals. The Explore program is funded by generous grants from NASA and the National Science Foundation.

USBY

*Approved Midwinter 2013 - ongoing*

The United States Board on Books for Young People (USBBY) is the U.S. national section of the International Board on Books for Young People (IBBY). The mission, to promote international understanding and good will through books for children and adolescents is accomplished through activities such as promotion of International Children’s Book Day to inspire a love of reading, publication of an annual Outstanding International Books List, presentation of the Bridge to Understanding Award to acknowledge the work of adults who create programs that use children’s books to explore cultures around the world in order to promote international understanding among children, nomination of the United States candidates for the Hans Christian Andersen Award, and support and funding of worthy projects, both domestic and abroad including the Children in Crisis Fund and twinning efforts to assist national sections maintain membership in IBBY. USBBY’s patron organizations—the Children’s Book Council (CBC), the American Library Association (ALA), the International Reading Association (IRA), and the National Council of Teachers of English (NCTE).

#### YALSA

The Young Adult Library Services Association (YALSA) is a national association of librarians, library workers and advocates whose mission is to expand and strengthen library services for teens, aged 12-18. Through its member-driven advocacy, research, and professional development initiatives, YALSA builds the capacity of libraries and librarians to engage, serve and empower teens.

### Grants

#### Dollar General Literacy Foundation – Strengthening Communities Through Libraries

ALSC has received eight years of funding from the Dollar General Literacy Foundation. In previous years, this has been directed toward the Día initiatives. To reflect the Board’s decision to increase efforts in Summer Reading and Learning, ALSC proposed and received a second year of funding to support out-of-school time STEAM programming in libraries. The FY18 grant was awarded in the amount of \$124,528 and has been used to provide fourteen \$5,000 minigrants to libraries and develop shareable resources to support out-of-school time and Summer Reading and Learning, including a webinar for librarians to share best practices for STEAM programming.

### Other Projects

*“Other projects” are larger scale temporary projects that ALSC is currently or plans to be involved in, but not to the level that they are one of our three current initiatives. The projects below are included in Appendix A as they do require ALSC resources to develop and manage.*

#### Media Mentorship

Building upon the work of the recently released book *Becoming a Media Mentor: A Guide for Working with Children and Families* and the white paper that preceded it, ALSC is actively identifying and connecting with external organizations for the purpose of heightening public awareness of librarians’ expertise in this area. ALSC staff are in discussions with several members of the original project team that developed and administered the 2014 Young Children, New Media and Libraries survey to begin exploring the option to conduct another survey to compare what has changed since 2014. This may result in opportunities for librarians to promote Media Mentorship through conference participation and presentation, identifying grant opportunities and providing continuing education for and/or by librarians.

#### Summer Learning

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. Additional activities for this project will include development of targeted messaging for National Library Legislative Day and a toolkit and webinar to disseminate best practices in summer and out of school time learning.

#### Youth Spaces White Paper

The Youth Spaces White Paper will provide guidelines on children's spaces in libraries and incorporate design principles for best practices in creating welcoming, innovative and supportive learning environments and community and family engagement spaces. Space planning for issues such as special and underserved populations and youth librarians as media mentors and designing tech spaces to facilitate engagement, policy development around spaces, safety and security are all areas that can be addressed in the white paper. ALSC is considering working with a consultant to identify contributors and facilitate a literature review of research and best practices and possibly a pre-survey.

#### ALSC Logo/Rebranding

The 2017-2020 Strategic Plan informs our priorities, activities and decisions. The strategic planning process provided ALSC with insight into how ALSC members and leaders view our division and see opportunities for our growth and relevance in the field of children's librarianship. In partnership with a hired consultant, ALSC will revisit its brand identity and marketing strategies to ensure that they effectively guide ALSC to achieving its strategic planning priorities and overall vision for the division in support of its members, children's librarianship and the children we serve. In partnership with ALSC staff, the consultant will facilitate a new brand identity design, which may include logo redesign, graphic identity and brand package, to strengthen the image of ALSC for internal and external stakeholders.

#### Valuation Tools and Research

In accordance with ALSC's 2017-2020 Strategic Plan Advocacy objective, ALSC staff seek to work with members and collaborate with individuals and organizations to develop an accessible content stream of valuation tools and research updates, including customizable content for members. The research and resulting tools will provide members with evidence-based information to support advocacy for libraries and library services to children and reinforce the value of libraries in their communities.

#### Babies Need Words Every Day

This public awareness project was developed as part of ALSC's commitment to bridge the 30 million word gap. The Early Childhood Programs and Services Committee successfully developed engaging content for the Babies Need Words Every Day posters and accompanying booklist. Effective FY2017, the Babies Need Words Every Day project is in maintenance mode.

*Appendix A: Comparison of Resources and Success Measures of Current Initiatives and Projects*