

Appendix A: Initiatives and Projects Comparison

	Dollar General Literacy Foundation	Summer Learning	ALSC Logo Rebranding	ECRR2	Media Mentorship	Valuation Tools and Research	Día	Everyday Advocacy	Designing Youth Spaces White Paper	Babies Need Words
ALSC Resources										
FY18 Portion of ALSC budget allocated/external funding	No allocation from ALSC Funded by \$124,528 DGLF grant	\$100,000 Unrestricted Funds in support of operations	\$50,000 Operational Funds	\$25,000 allocated for promotion	No allocation from ALSC	No allocation from ALSC	\$2900 Operational funds	\$2,000	\$7,000 Operational Funds	No allocation from ALSC
Staff Time estimation	HIGH	HIGH	HIGH	MID	MID Suggest moving to MID as we explore the survey and possible grant in the fall	MID	LOW	LOW	LOW	LOW
Success Measures										
Website analytics (FY18 totals)	N/A	N/A	N/A	Sessions: 23,731 Users: 18,788 Pageviews per visit: 2.03	N/A	N/A	Sessions: 13,345 Users: 9,854 Pageviews per visit: 2.28	Sessions: 10,833 Users: 9,377 Pageviews per visit: 1.69	N/A	Sessions: 3,964 Users: 2,068 Pageviews per visit: 1.43
Sales (FY18 totals)				FY18 sales \$23,443 (as of Apr. 2018)						
Grants or Donation	DGLF – Year 8 \$124,528 in FY18	None	None	Grant concluded September 2017	None	None	None	None	None	None
Program/participant count	14 minigrants FY18 anticipated participants ≈5,000			FY17 Total Sales (ALSC&PLA) \$46,802			163 registered programs as of January 2018 anticipated participants 44,000			
Publicity	MID LEVEL Efforts to increase public awareness of	HIGH LEVEL Summer learning opportunities	HIGH LEVEL Ensuring that the new logo/branding is communicated to all	MID LEVEL ECRR has received national	MID LEVEL Continues to gain traction within library, early	MID LEVEL Promotion of the valuation tools and research	MID LEVEL Coordinated graphics and messaging,	LOW LEVEL EA serves more of an internal roll	MID LEVEL Publication of the white paper should receive	HIGH LEVEL Requires multi-layered approach

	ALSC in the Summer Learning and Reading/Out-of-School time space will require thoughtful promotion	in which ALSC engages, including research, webinars and conference presentations will require significant promotion	constituents will require intense marketing efforts	publicity. The final research report has received steady publicity	learning and tech fields.	updates to members	promotion of Día through Official Supporters	in grassroots mobilization	strong publicity to library and outside organizations	to public promotion
Supports External Relationships and Community Partnerships	HIGH LEVEL The grant project is structured to highlight libraries working with community partners and provide resources to support both with out-of-school time learning	HIGH LEVEL Opportunities to partner with members, libraries, schools, ALA divisions and organizations serving youth, also conference presentation partnerships	HIGH LEVEL Updated branding will provide greater visibility and facilitate development of external relationships and community partners	MID LEVEL Intentional efforts to connect with library systems and other key stakeholders will raise awareness of librarians in the area of early learning and family engagement	MID LEVEL Actively seeking connections with other organizations in the family engagement and tech areas	LOW LEVEL Largely supportive of ALSC member community	HIGH LEVEL Día has several external supporters including Pat Mora, REFORMA, CBC, First Book	LOW LEVEL Outreach to external advocacy partners includes connection to EA to demonstrate top of mind issues in for children’s librarians	LOW LEVEL Collaboration with consultants and experts in the field to create white paper content	HIGH LEVEL Actively seeking connections with other organizations committed to bridging the 30 million word gap
Supports Advocacy	MID LEVEL Primes librarians as key experts in Summer Reading and Learning/Out-of-School time	HIGH LEVEL Summer learning messaging will be incorporated in National Library Legislative Day activities and connection w/ organizations to research successful outcomes	HIGH LEVEL Rebranding will bring increased attention to ALSC programs and services and provide an opportunity to introduce/reintroduce ALSC to the library and wider community	MID LEVEL Information collected through ECRR libraries allows ALSC to show how libraries support early literacy and family engagement	LOW LEVEL Brings increased attention to issues of access	HIGH LEVEL ALSC and members will have access to reliable and current research and valuation tools to support advocacy efforts at the national, state and local levels	MID LEVEL Information collected through Dia provides stories and statistics on how libraries implement multicultural programs and the importance of diverse collections	HIGH LEVEL Provides a direct conduit to members on advocacy issues.	HIGH LEVEL White paper could be a tool for library administration to advocate for and evaluate current success in providing high quality library spaces for youth	HIGH LEVEL This public awareness campaign will increase awareness of libraries as early literacy resource and connectors
Supports Education and Professional Development	MID LEVEL The resources produced will supplement programming but may also serve as guides for those new to	HIGH LEVEL Summer learning best practices can be shared with members through webinars and	MID LEVEL Rebranding will bring increased attention to ALSC programs and services for member engagement	HIGH LEVEL The ECRR kit is a ready to go professional curriculum. ALSC members have also hosted several	HIGH LEVEL The white paper is an excellent professional resource and has spurred the development of a collaborative	HIGH LEVEL Updated research and valuation tools provide members with access to relevant information that	HIGH LEVEL ALSC has created toolkits and resources for librarians, hosted webinars and conducted programs	HIGH LEVEL The EA website and newsletter gives ALSC members tools/resources to further	MID LEVEL Tool will provide information to libraries seeking guidance on designing high-quality,	LOW LEVEL The Early Childhood Programs and Services committee eagerly support this project with

	Summer Reading and Learning programming	conference presentations		conference programs and webinars on ECRR.	webinar and recently released book on the topic	will inform their professional development and strategic directions within their libraries	including the Day of Diversity in FY15	develop advocacy skills.	accessible youth spaces	educational tips for fellow members
Supports Access to Library Services	MID LEVEL With a focus on community partnerships, this grant will encourage external partners to engage with their local libraries	HIGH LEVEL Summer learning programming provides high level access to library services to children, their families and other organizations serving youth	LOW LEVEL Rebranding will provide ALSC with greater visibility to library community and bring attention to library services to children	HIGH LEVEL Direct engagement of children and adults through literacy development during storytime	MID-LOW LEVEL So far no specific focus on access to technology, but developing librarians as new media mentors which should lead to increased tech access.		HIGH LEVEL Día supports multilingual and multicultural programming and library resources.	MID LEVEL The EA website indirectly supports access by giving members tools to advocate for more funding to ensure increased access.	HIGH LEVEL Developing best practices for designing youth spaces ensures greater accessibility to library materials and resources and encourages library attendance	LOW LEVEL Provides multiple points of contact with local libraries for additional support.
Upcoming or Potential Changes	Staff time maintained	Staff time increased Seeking strategic collaboration and facilitating presentation of summer learning research and best practices	Staff time increased Staff will work with consultant to rebrand and actively market new logo and branding	Staff time maintained	Staff time increased Seeking strategic collaboration and funding opportunities	Staff time maintained	Staff time maintained	Staff time maintained ALSC leadership and content editor evaluation of future goals and strategy for EA.	Staff time maintained	Staff time maintained