

DATE: September 25, 2018  
TO: ALSC Board of Directors  
FROM: Angela N. Hubbard  
RE: ALSC Initiatives and External Relationships

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### **ALSC Initiatives**

*ALSC has two current national initiatives. These 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)**

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

*Supported by ALSC Operating Budget \$2,900*

Día is supported at a maintenance level. ALSC maintains 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. 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.

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. In FY18 the Día National Program Registry opened in November 2017 and there were 324 programs registered by the end of May. 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. The Quicklists Committee will update the Building STEAM with Día booklists which will be available for downloading from the ALSC website. The National Program Registry will reopen to accept submissions on November 1, 2018.

#### **Everyday Advocacy**

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

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.

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.

#### **ALSC Partnerships**

*ALSC has four 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.

#### **USBBY**

*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**

*Ongoing*

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.

National Summer Learning Association

*Collaboration around National Summer Learning Day*

ALSC collaborated with the National Summer Learning Association (NSLA) to promote National Summer Learning Day (July 12). ALSC joined NSLA and the Association of Children's Museums (ACM) to present a webinar about how to incorporate this year's national read-aloud selection of Trombone Shorty into library programming. The webinar also featured Caldecott winning illustrator Bryan Collier; this year's official ambassador. ALSC will continue to coordinate with NSLA around NSLD in 2019.

**Grants**

Dollar General Literacy Foundation – Strengthening Communities Through Libraries

In 2018, ALSC used its portion of the DGLF grant (\$124,528) to help libraries provide STEAM-focused learning for children during breaks and in after-school programs. This supports 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 developed supplemental resources, including a webinar for librarians who have implemented SCTL or similar out of school time programs to share their experiences and tips. These resources 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). ALSC has recently been informed that the ninth year of funding has been granted. The application process for the third round of SCTL grants will open soon.

**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.*

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.

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 design firm, ALSC has revisited 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 design firm has facilitated a new brand identity design, which includes logo redesign, graphic identity and brand

package, to strengthen the image of ALSC for internal and external stakeholders. The updated logo was launched publicly at the 2018 ALSC National Institute.

#### 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 to heighten public awareness of librarians' expertise in this area. Several members of the original project team that developed and administered the 2014 Young Children, New Media and Libraries survey conducted another survey to compare what has changed since 2014. The 2018 survey was conducted in August 2018 and results will be shared in ALSC/ALA and non-ALA conferences. Survey results 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.

#### 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. ALSC's Public Awareness Committee is actively working toward this objective.

#### Project LOCAL White Paper

The Project LOCAL research team of the University of Washington's iSchool will work with ALSC to create a white paper that focuses on developing and delivering library outreach for children and families in underserved communities. The team will seek input from ALSC's Library Service to Underserved Children and Their Caregivers Committee.

#### 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.

#### 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*