## Appendix A: Initiatives and Projects Comparison

<table>
<thead>
<tr>
<th>ALSC Resources</th>
<th>Dollar General Literacy Foundation</th>
<th>Summer Learning</th>
<th>ALSC Logo Rebranding</th>
<th>Media Mentorship</th>
<th>Valuation Tools and Research</th>
<th>Everyday Advocacy</th>
<th>Dia</th>
<th>Project LOCAL White Paper</th>
<th>Designing Youth Spaces White Paper</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY18 Portion of ALSC budget allocated/external funding</td>
<td>No allocation from ALSC Funded by $124,528 DGLF grant</td>
<td>$100,000 Unrestricted Funds in support of operations</td>
<td>$50,000 Operational Funds</td>
<td>No allocation from ALSC</td>
<td>No allocation from ALSC</td>
<td>$2,000 Operational funds</td>
<td>$2,900 Operational funds</td>
<td>$6,000 Operational funds</td>
<td>$7,000 Operational funds</td>
</tr>
<tr>
<td>Staff Time estimation</td>
<td>HIGH</td>
<td>HIGH</td>
<td>HIGH</td>
<td>MID</td>
<td>MID</td>
<td>LOW</td>
<td>LOW</td>
<td>LOW</td>
<td>LOW</td>
</tr>
</tbody>
</table>

### Success Measures

<table>
<thead>
<tr>
<th>Website analytics (FY19 totals)</th>
<th>N/A</th>
<th>N/A</th>
<th>N/A</th>
<th>N/A</th>
<th>N/A</th>
<th>(page views)</th>
<th>(page views)</th>
<th>N/A</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales (FY19 totals)</td>
<td>DGLF – Year 9 $124,528 in FY18</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Program/participant count</td>
<td>14 minigrants FY19</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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**Publicity**

- **MID LEVEL**
  - Efforts to increase public awareness of ALSC in the Summer Learning and Reading/Out-of-School time space will require thoughtful promotion
  - HIGH LEVEL
    - Summer learning opportunities in which ALSC engages, including research, webinars and conference presentations will require significant promotion
  - HIGH LEVEL
    - Ensuring that the new logo/branding is communicated to all constituents will require intense marketing efforts
  - MID LEVEL
    - Continues to gain traction within library, early learning and tech fields.
  - MID LEVEL
    - Promotion of the valuation tools and research updates to members
  - LOW LEVEL
    - EA serves more of an internal roll in grassroots mobilization
  - MID LEVEL
    - Coordinated graphics and messaging, promotion of Dia through Official Supporters
  - MID LEVEL
    - Publication of the white paper should receive strong publicity to library and outside organizations

**Supports External Relationships and Community Partnerships**

- **HIGH LEVEL**
  - The grant project is structured to highlight libraries working with community
  - HIGH LEVEL
    - Opportunities to partner with members, libraries, schools, ALA divisions and
  - HIGH LEVEL
    - Updated branding will provide greater visibility and facilitate development of external relationships
  - MID LEVEL
    - Actively seeking connections with other organizations in the family
  - LOW LEVEL
    - Largely supportive of ALSC member community
  - LOW LEVEL
    - Outreach to external advocacy partners includes connection to
  - HIGH LEVEL
    - Dia has several external supporters including Pat Mora,
  - LOW LEVEL
    - Collaboration with consultants and experts in the field to create white paper content

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**Success Measures**

- **N/A**
  - Website analytics (FY19 totals)
  - Sales (FY19 totals)
  - Grants or Donation
  - Program/participant count

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    - Collaboration with consultants and experts in the field to create white paper content
| Supports Advocacy | MID LEVEL | Rebranding will bring increased attention to ALSC programs and services for member engagement. |
| Supports Education and Professional Development | MID LEVEL | The white paper is an excellent professional resource and has spurred the development of a collaborative webinar and recently released book on the topic. |
| Supports Access to Library Services | MID LEVEL | The EA website and newsletter gives ALSC members tools/resources to further develop advocacy skills. |

**Supports Advocacy**
- **MID LEVEL** Promotes librarians as key experts in Summer Reading and Learning/Out-of-School time.
- **HIGH LEVEL** Brings increased attention to ALSC programs and services and provide an opportunity to introduce/reintroduce ALSC to the library and wider community.
- **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.

**Supports Education and Professional Development**
- **MID LEVEL** The resources produced will supplement programming but may also serve as guides for those new to Summer Reading and Learning programming.
- **HIGH LEVEL** Updated research and valuation tools provide members with access to relevant information that will inform their professional development and strategic directions within their libraries.
- **HIGH LEVEL** The EA website and newsletter gives ALSC members tools/resources to further develop advocacy skills.
- **HIGH LEVEL** ALSC has created toolkits and resources for librarians, hosted webinars and conducted programs including the Day of Diversity in FY15.

**Supports Access to Library Services**
- **MID LEVEL** Supports Access to Library Services for those not currently visiting the library.
- **LOW LEVEL** So far no specific focus on access to technology, but developing librarians as.
- **LOW LEVEL** Dia supports multicultural and multicultural programming and library resources.
- **HIGH LEVEL** Developing best practices for designing youth spaces ensures greater accessibility to library materials.
<table>
<thead>
<tr>
<th>Upcoming or Potential Changes</th>
<th>Staff time maintained</th>
<th>Staff time increased</th>
<th>Staff time increased</th>
<th>Staff time increased</th>
<th>Staff time maintained</th>
<th>Staff time maintained</th>
<th>Staff time maintained</th>
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<tr>
<td></td>
<td></td>
<td>With the initial logo redesign completed, staff can now focus on rebranding efforts</td>
<td>Seeking strategic collaboration and funding opportunities</td>
<td>Providing support to PAC to secure videographer, venue and spokespeople for PSAs will require effort</td>
<td>ALSC leadership and content editor evaluation of future goals and strategy for EA.</td>
<td></td>
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