

Appendix A: Initiatives and Projects Comparison

	Dollar General Literacy Foundation	Summer Learning	ALSC Logo Rebranding	Media Mentorship	Valuation Tools and Research	Everyday Advocacy	Día	Project LOCAL White Paper	Designing Youth Spaces White Paper
<b>ALSC Resources</b>									
<b>FY18 Portion of ALSC budget allocated/external funding</b>	No allocation from ALSC Funded by \$124,528 DGLF grant	\$100,000 Unrestricted Funds in support of operations	\$50,000 Operational Funds	No allocation from ALSC	No allocation from ALSC	\$2,000 Operational funds	\$2900 Operational funds	\$6,000 Operational funds	\$7,000 Operational Funds
<b>Staff Time estimation</b>	HIGH	HIGH	HIGH	MID	MID	LOW	LOW	LOW	LOW
<b>Success Measures</b>									
<b>Website analytics (FY19 totals)</b>	N/A	N/A	N/A	N/A	N/A	(page views)	(page views)	N/A	N/A
<b>Sales (FY19 totals)</b>									
<b>Grants or Donation</b>	DGLF – Year 9 \$124,528 in FY18	None	None	None	None	None	None	None	None
<b>Program/participant count</b>	14 minigrants FY19								
<b>Publicity</b>	<b>MID LEVEL</b> Efforts to increase public awareness of ALSC in the Summer Learning and Reading/Out-of-School time space will require thoughtful promotion	<b>HIGH LEVEL</b> Summer learning opportunities in which ALSC engages, including research, webinars and conference presentations will require significant promotion	<b>HIGH LEVEL</b> Ensuring that the new logo/branding is communicated to all constituents will require intense marketing efforts	<b>MID LEVEL</b> Continues to gain traction within library, early learning and tech fields.	<b>MID LEVEL</b> Promotion of the valuation tools and research updates to members	<b>LOW LEVEL</b> EA serves more of an internal roll in grassroots mobilization	<b>MID LEVEL</b> Coordinated graphics and messaging, promotion of Día through Official Supporters	<b>MID LEVEL</b> Publication of the white paper should receive strong publicity to library and outside organizations	<b>MID LEVEL</b> Publication of the white paper should receive strong publicity to library and outside organizations
<b>Supports External Relationships and Community Partnerships</b>	<b>HIGH LEVEL</b> The grant project is structured to highlight libraries working with community	<b>HIGH LEVEL</b> Opportunities to partner with members, libraries, schools, ALA divisions and	<b>HIGH LEVEL</b> Updated branding will provide greater visibility and facilitate development of external relationships	<b>MID LEVEL</b> Actively seeking connections with other organizations in the family	<b>LOW LEVEL</b> Largely supportive of ALSC member community	<b>LOW LEVEL</b> Outreach to external advocacy partners includes connection to	<b>HIGH LEVEL</b> Día has several external supporters including Pat Mora,	<b>MID LEVEL</b> Results of research may help libraries improve outreach to underserved	<b>LOW LEVEL</b> Collaboration with consultants and experts in the field to create white paper content

	partners and provide resources to support both with out-of-school time learning	organizations serving youth, also conference presentation partnerships	and community partners	engagement and tech areas		EA to demonstrate top of mind issues in for children's librarians	REFORMA, CBC, First Book		
<b>Supports Advocacy</b>	<b>MID LEVEL</b> Primes librarians as key experts in Summer Reading and Learning/Out-of-School time	<b>HIGH LEVEL</b> Summer learning messaging will be incorporated in National Library Legislative Day activities and connection w/ organizations to research successful outcomes	<b>HIGH LEVEL</b> Rebranding will bring increased attention to ALSC programs and services and provide an opportunity to introduce/reintroduce ALSC to the library and wider community	<b>LOW LEVEL</b> Brings increased attention to issues of access	<b>HIGH LEVEL</b> 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	<b>HIGH LEVEL</b> Provides a direct conduit to members on advocacy issues.	<b>MID LEVEL</b> Information collected through Dia provides stories and statistics on how libraries implement multicultural programs and the importance of diverse collections	<b>HIGH LEVEL</b> White paper could be a tool for library administration to advocate for and evaluate current success in conducting outreach to underserved populations	<b>HIGH LEVEL</b> White paper could be a tool for library administration to advocate for and evaluate current success in providing high quality library spaces for youth
<b>Supports Education and Professional Development</b>	<b>MID LEVEL</b> The resources produced will supplement programming but may also serve as guides for those new to Summer Reading and Learning programming	<b>HIGH LEVEL</b> Summer learning best practices can be shared with members through webinars and conference presentations	<b>MID LEVEL</b> Rebranding will bring increased attention to ALSC programs and services for member engagement	<b>HIGH LEVEL</b> The white paper is an excellent professional resource and has spurred the development of a collaborative webinar and recently released book on the topic	<b>HIGH LEVEL</b> Updated research and valuation tools provide members with access to relevant information that will inform their professional development and strategic directions within their libraries	<b>HIGH LEVEL</b> The EA website and newsletter gives ALSC members tools/resources to further develop advocacy skills.	<b>HIGH LEVEL</b> ALSC has created toolkits and resources for librarians, hosted webinars and conducted programs including the Day of Diversity in FY15	<b>MID LEVEL</b> Tool will provide information to libraries seeking guidance on outreach to underserved populations	<b>MID LEVEL</b> Tool will provide information to libraries seeking guidance on designing high-quality, accessible youth spaces
<b>Supports Access to Library Services</b>	<b>MID LEVEL</b> With a focus on community partnerships, this grant will encourage external partners to	<b>HIGH LEVEL</b> Summer learning programming provides high level access to library services to children,	<b>LOW LEVEL</b> Rebranding will provide ALSC with greater visibility to library community and bring attention to library services to children	<b>MID-LOW LEVEL</b> So far no specific focus on access to technology, but developing librarians as	<b>LOW LEVEL</b>	<b>MID LEVEL</b> The EA website indirectly supports access by giving members tools to advocate for	<b>HIGH LEVEL</b> Día supports multilingual and multicultural programming and library resources.	<b>HIGH LEVEL</b> Supports increased access to library services for those not currently visiting the library	<b>HIGH LEVEL</b> Developing best practices for designing youth spaces ensures greater accessibility to library materials

	engage with their local libraries	their families and other organizations serving youth		new media mentors which should lead to increased tech access.		more funding to ensure increased access.			and resources and encourages library attendance
<b>Upcoming or Potential Changes</b>	<b>Staff time maintained</b>	<b>Staff time increased</b> Seeking strategic collaboration and facilitating presentation of summer learning research and best practices	<b>Staff time decreased</b> With the initial logo redesign completed, staff can now focus on rebranding efforts	<b>Staff time increased</b> Seeking strategic collaboration and funding opportunities	<b>Staff time increased</b> Providing support to PAC to secure videographer, venue and spokespersons for PSAs will require effort	<b>Staff time maintained</b> ALSC leadership and content editor evaluation of future goals and strategy for EA.	<b>Staff time maintained</b>	<b>Staff time maintained</b>	<b>Staff time maintained</b>