

**ASSOCIATION FOR LIBRARY SERVICE TO CHILDREN**

**COMMITTEE REPORT FORM #3 - PRE-ANNUAL CONFERENCE REPORT**

NAME OF COMMITTEE: ALSC @ Your Library Advocacy Task Force

COMMITTEE CHAIRPERSON: Stephanie Bange DATE: 06/15/2005

**OBJECTIVES OF COMMITTEE FOR THIS CONFERENCE YEAR:**

1. Discuss Focus Group Final Report, relating findings to member survey
2. Conduct member survey of themes
3. Compile list of components desired in toolkit
4. Assemble toolkit
5. Identify how we wish to market/provide training
6. Soft launch of campaign at Midwinter, still possible?
7. Major push at Conference 2006

**TIMETABLE/ACTIVITIES TO ACHIEVE THESE OBJECTIVES:**

1. Survey out to members, back within 1-2 months
2. Toolkit sketched out within 3 months
3. Marketing campaign outlined within 2 months; ID personalities/authors to join campaign; seek partnerships
4. Campaign ready to be introduced by 6 months
5. Campaign ready to roll out in 12 months

**TASKS & OBJECTIVES ACCOMPLISHED SINCE THE MIDWINTER MEETING:**

1. New chair in place, beginning of May
2. Focus groups held; final report written
3. Survey tentatively written
4. List of contacts for children's services at state agencies

PLANS FOR ANNUAL CONFERENCE:

1. Discuss Focus group report, adjusting survey questions to match (if needed)
2. Adjust proposed timeline, given delays
3. Break out into sub-groups – toolkit, personalities/authors, training/conference programs, and marketing campaign

DO YOU NEED TO APPEAR BEFORE THE BOARD AT ANNUAL CONFERENCE?

IF SO, PLEASE INDICATE THE PREFERRED DATE:

\_\_\_\_\_ 1st Board Session

\_\_\_\_\_ 2nd Board Session

\_\_\_\_\_ 3rd Board Session

MATERIALS TO BE INCLUDED IN THE BOARD DOCKET  
MUST BE RECEIVED IN THE ALSC OFFICE BY JUNE 5.

NOTE: Submit one copy of this form to the following individuals: your Priority Consultant, ALSC Executive Director, President, and Vice President/President-elect. Retain one copy to share with your committee members.