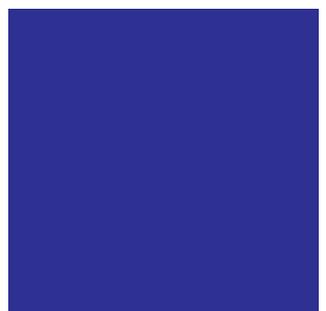
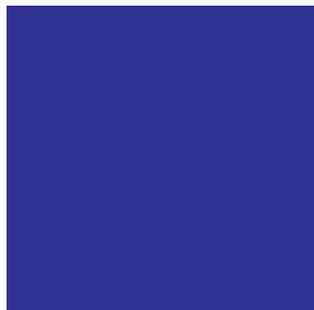
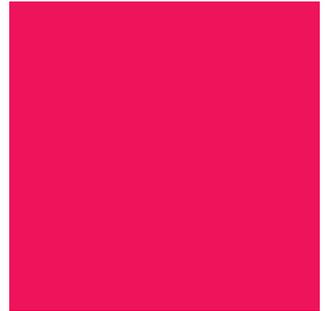
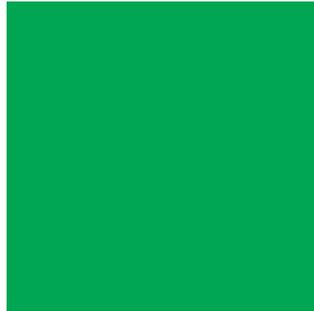




Association for Library Service to Children

# ANNUAL REPORT 2012-2013





# A MESSAGE FROM CAROLYN BRODIE, 2012-2013 ALSC PRESIDENT



The Association for Library Service to Children (ALSC) is dedicated to creating a better future for children through libraries. The focus on excellence in library service to children, tweens, their families, and caregivers can provide the catalyst to change young people's lives as they strive to achieve their very best.

Together as professionals we are the world's largest organization dedicated to the support and enhancement of library service to young people. ALSC is comprised of children's and youth librarians, youth literature experts, publishers, education and library school faculty members, and others committed to better library services and resources for all children. Our membership is vibrant, energetic, knowledgeable, and devoted.

We work together to move the association forward by meeting the goals and objectives of our 2012-2017 ALSC Strategic Plan. At the same time, we maintain constant focus on our core values of collaboration, excellence, inclusiveness, innovation, integrity, respect, leadership, and responsiveness.

We continue to strengthen our connections with communities by providing our ALSC membership with creative ideas that enhance children's learning and reading experiences; encourage the use of innovative technologies and creative applications by library professionals and the families we serve; foster cutting-edge ways to learn, participate, and network as advocates for children; and develop mentoring arenas so that current, dedicated leaders can help our forthcoming professionals.

We continue the enhancement of member communication, engagement, and transparency through community forums, print and electronic publications, and social networking venues. Engagement to members through virtual committee work and continuing education endeavors offers new opportunities and new learning experiences. ALSC launched a new website in May titled "Everyday Advocacy," a "go-to" site with advocacy information and tips for youth services librarians and others who seek to advocate on behalf of children and libraries. We will continue to enhance and develop this site as a place for members and advocates to share library and community stories and to read the inspirational stories of others.

We honor, through awards and celebrations, the successes of others. Our book, media, and professional awards recognize and celebrate excellence—an important aspect of our association's efforts. For example, this past year we celebrated the Caldecott Medal's 75th anniversary through many special events and activities that culminated at the ALA Annual Conference in Chicago, June 27-July 2, 2013.

ALSC has an historic tradition and commitment of building diverse communities of service and practice for children and their families through the library, in the home, out into the world, and into the future. We look forward to a future where libraries are recognized as vital to all children and the communities that support them.

Carolyn S. Brodie  
President, 2012-2013

## MEMBERSHIP

In the past few years, professional association membership in the library field has dipped slightly although ALA and ALSC have remained strong organizations. ALSC saw decreases in membership in 2010-11 and 2011-12, but in 2012-13 the division's prospects appear to be a bit brighter. As of April 2013, ALSC membership was at almost exactly the same place as it was in April of the previous year.

### Dues Restructuring

In the Spring 2013 election, ALSC members voted to pass a dues restructuring proposal to increase membership dues for some members, but lower the fee for others. Under the new structure, the number of individual dues categories increases from two (regular and student) to five (regular, support staff, non-salaried, retired, advocate, students). Also, under the approved proposal, the organizational membership rate increased and a new corporate membership category was added. The new system was set to go into effect on September 1, 2013. These are the first ALSC dues changes in 17 years.

### Emerging Leaders

In October 2012, ALSC chose Edward McCoy as its representative in the 2013 Emerging Leader program. McCoy is currently a library assistant at the Oakland (Calif.) Public Library and a candidate for Master of Library and Information Science (MLIS) at San Jose State University in San Jose, Calif.

### Membership Needs Assessment

In April 2013, the ALSC Membership Committee performed a membership needs assessment survey. The committee identified three survey objectives: 1) determine how the division can best serve its members; 2) find out how the organization is positioned in regards to member awareness; 3) solicit ideas for future actions/programs. More than 300 ALSC members participated in the survey. Sixteen survey respondents, chosen randomly, won a ticket to the 2013 Newbery-Caldecott-Wilder Banquet or an online learning opportunity.

The survey will be performed on a biennial basis, with the next scheduled for 2015.

## INITIATIVES

ALSC is home to four major national initiatives, each with a unique focus. Several ALSC committees including the Public Awareness Committee, Every Child Ready to Read Oversight Committee, and Quicklists Consulting Committee help develop and implement these initiatives, with the ALSC Board of Directors providing oversight.

### El día de los niños/El día de los libros (Día) – Children's Day/Book Day



The Día initiative had a very successful year in which 527 libraries, schools, and community organizations registered their Día programs in the National Día Program Registry, representing more than 125,000 expected Día program attendees across the country. This is a 17.46 percent increase over registered programs last year. More than 27.5 percent of the registered programs were from libraries or schools holding a Día program for the first time.

ALSC redesigned and distributed complementary stickers, bookmarks, and buttons (English and Spanish) to all libraries that registered events. The 2013 book list was updated by the Quicklists Consulting and Public Awareness Committees and REFORMA, Founding Partner of Día. English/Spanish and English/Chinese versions are on the Día website (<http://dia.ala.org>). The site also offers: English and Spanish Día event posters and a digital Publicity Toolkit, which provides numerous resources for publicizing Día programs. All the materials are free, downloadable, and customizable.

In August 2012, ALSC and the Young Adult Library Services Association (YALSA) received a third year of the Everyone Reads @ your library® Grant in the amount of \$226,876, funded by the Dollar General Literacy

Foundation. Through this grant, 12 Día mini-grants of \$5,000 each were awarded to public libraries. Libraries used the funds to host 82 Día Family Book Club Programs designed to engage children and families in shared reading and discussion of contemporary children's literature that reflects our common plurality. Overall, the mini-grants resulted in:

- More than 2,700 different participants attending one or more programs;
- 673 multilingual or multicultural books added to library collections; and
- More than 4,300 multilingual or multicultural books distributed to book club participants.

The grant also funded a Día Family Book Club Toolkit, created by members of REFORMA, the Black Caucus of ALA (BCALA), American Indian Library Association (AILA), and Asian/Pacific American Librarians Association (APALA). The "how-to" guide supports libraries in planning a Día Family Book Club and is available on the website.

2013 Día partners were: Abrams Books for Young Readers; Arte Publico Press; Charlesbridge; Cinco Puntos Press; Lorito Books; and Peachtree Publishers. 2013 Official Supporters were: Big Brothers Big Sisters; Children's Book Council; Colorín Colorado; The General Federation of Women's Clubs; National Center for Family Literacy; Mama Lisa's World; National Council of Teachers of English; and Reading Rockets.

Late in August 2013, ALSC was awarded a fourth year of funding from the Dollar General Literacy Foundation through the Everyone Reads @ your Library® Grant. The total awarded was \$246,806 to be shared by ALSC and YALSA. ALSC's grant activities will include 15 more mini-grants to public libraries, creation of curriculum for the Día Family Book Club, redesign of the Día website, and creation and distribution of Día-related resources for libraries.

## Every Child Ready to Read



ALSC and the Public Library Association (PLA) continue to administer this early literacy initiative. The Every Child Ready to Read® @ your library® 2nd Edition curriculum launched in 2010 and continues to enjoy great success. Work continues on a Spanish translation of the 2nd Edition manual. In January, more than twenty participants took part in an ECRR webinar. PLA and ALSC also co-sponsored an educational program titled, "What's Hot in

STEAM Education: How Using ECRR2 Supports Literacy, Common Core, and School Success," during the ALA Annual Conference in Chicago.

## Everyday Advocacy Website

In May, ALSC launched the Everyday Advocacy (<http://www.ala.org/everyday-advocacy>), a member-driven website providing straightforward, effective ways librarians and others can advocate for children and libraries. Everyday Advocacy features resources and tips for engaging community supporters, legislators, and stake-holders and effectively communicating the value of libraries and librarians, with emphasis on librarians serving youth.



## Read! Build! Play!



ALSC's partnership with LEGO® DUPLO® on the Read! Build! Play! initiative has continued to grow. Last fall, the Board adopted a white paper titled *The Importance of Play, Particularly Constructive Play, in Public Library Programming* ([http://ala.org/alsc/importance\\_of\\_play](http://ala.org/alsc/importance_of_play)), written by Early Childhood Consultant Sue McCleaf Nespeca.

During the last two weeks of March, libraries were asked to participate. Last spring, more than 35 libraries participated in National Reading Month by hosting Read! Build! Play! events. Starr Latronica, ALSC Vice-President/President-Elect, publicized the activities through a Read! Build! Play! radio tour. More than 25 media sites picked up the story.

ALSC and LEGO DUPLO announced in May the “Read! Build! Play! 2013 Summer Reading List,” which featured recommended titles that inspire play in children age 5 and under. In conjunction, LEGO DUPLO created a free, downloadable parent activity guide at their website (<http://readbuildplay.com>), which includes inspirational building projects, with instructions, that match the theme of each book. Titles were selected, compiled, and annotated by members of the Early Childhood Programs and Services Committee; publicity included a satellite media tour and phone interviews by Starr Latronica.

Late this past summer, ALSC and LEGO DUPLO kicked off the Read! Build! Play! Giveaway. ALSC and LEGO DUPLO invited the public to thank their local public library for the great children’s summer programming they offer by logging on to Facebook and voting for their library. The library or libraries with the most votes receive \$5,000 from LEGO DUPLO. Voting was open through October 15, 2013.

## ■ PROJECTS & PARTNERSHIPS

### Money as You Grow

ALSC continued its support of *Money as You Grow* ([www.moneyasyougrow.org/](http://www.moneyasyougrow.org/)), developed by the President’s Advisory Council on Financial Capability. The initiative provides 20 essential, age-appropriate financial lessons – with corresponding activities. An announcement about the resource appeared in the December 2012 issue of *ALSC Matters!* A special book list of titles to help improve financial literacy, created by ALSC’s Quicklists Consulting Committee in spring 2012, was promoted to libraries who participated in Money Smart Week @ your library® (April 20-27, 2013).

### United States Board on Books for Young People

During the Midwinter Meeting in Seattle, the ALSC Board approved a request from The United States Board on Books for Young People (USBYY) to collaborate on International Children’s Book Day (ICBD) as well as to work with ALSC’s Liaison with National Organizations Serving Children and Youth Committee. The Quicklists Consulting Committee updated the ICBD annual book list in the spring. Twenty-five titles, for Pre-K children through teenagers, are featured on the list, which is available on the USBYY website (<http://www.usbby.org/icbd.html>).

### The Lunar and Planetary Institute

By action of the Board of Directors, ALSC provided a letter of support for the Lunar and Planetary Institute’s (LPI) grant proposal to the NASA Solar System Exploration Research Virtual Institute (SSERVI). The Board also approved a partnership with LPI to collaborate on their *Explore* program, which aims to engage library patrons with current explorations of Earth and our solar system, thus bringing the excitement and opportunities of NASA and the broader science and engineering professions to young people.

### Baker and Taylor

Baker and Taylor assumed sponsorship of the Summer Reading Grant in fall 2012. The award formerly was sponsored by Follett/BWI from 2007 to 2012. The grant provides \$3,000 to a public library to assist in development of an outstanding summer reading program for children.

### Reading Rockets

A working group of ALSC members assisted in a review of the “For Librarians” section of the Reading Rockets website (<http://www.readingrockets.org/>). ALSC’s own collaboration webpage (<http://www.ala.org/alsc/current-collaborations>) identifies and describes several noteworthy resources with links to their home on the Reading Rockets site.

# ■ CONFERENCES & EVENTS

## 2013 ALSC Programs @ ALA Annual Conference (Chicago)

- Multicultural Programming for Tweens and Families
- DIY Video Creation
- What's Hot in STEAM Education: How Using ECRR2 Supports Literacy, Common Core, and School Success
- Understanding Leveling Systems
- Calde-Totts: Creating and Using Caldecott Books for Young Children
- Celebrating Poetry Fridays & Common Core Curriculum Connections
- Junk Food, Beer & Books: Intellectual Freedom in a Commercialized World
- Archives Alive: Caldecott at 75!

## Caldecott Preconference

ALSC's preconference to the ALA Annual Conference, entitled "A Wild Ride: 75 Years of the Caldecott Medal," took attendees on a trip through the past, present, and future of award-winning children's book art. Held at the Art Institute of Chicago, the event was part of the Caldecott Award 75th anniversary celebration. Past award winners, editors, art directors, and production managers shared insights on the creative process. Participants engaged in focus groups and interactive, critical discussions of Caldecott-medal books. Illustrators Peter Brown, Brian Selznick, Jerry Pinkney, Erin and Philip Stead, Chris Raschka, Kadir Nelson, Pamela Zagarenski, Paul O. Zelinsky, and Melissa Sweet were among the presenters.

## Charlemae Rollins President's Program

"Think with Your Eyes!" marked the conclusion of the year-long Caldecott anniversary celebration. The program, held during Annual Conference, explored a powerful method of engaging with pictures and the value of using the technique with children. Oren Slozberg, Senior Trainer/Recent Executive Director of Visual Thinking Strategies (VTS), introduced the method, which has proven highly effective in public libraries and schools in developing observation skills, critical thinking, and civil discourse. Library and museum partners demonstrated how collaborations can play a key role in supporting visual literacy projects.



## ALSC National Institute

The biennial National Institute in Indianapolis, September 20-22, 2012, was a great success. More than 250 participants enjoyed education programs; author/illustrator keynotes and panels; an off-site reception; networking events; and much more. Attendance was made up of 58 percent ALSC members, 8 percent ALA members, 29 percent non-members, and 5 percent students. Among the presenters were Peter Brown, Kevin Henkes, Eric Rohmann, Denise Fleming, Gary Paulsen, Bryan Collier, Doreen Rappaport, and April Pulley Sayre.

Oakland, California, was chosen as the destination of the 2014 Institute. Program proposals for the event were accepted through June 7, 2013.

## Community Forums

The division held four Community Forums, featuring news and information from the Board of Directors, hosted on Adobe Connect web conference software. Transcripts of the discussions are available on the ALSC website. Topics included:

- August 2013 – New Media in Libraries
- May 2013 – Caldecott 75th Anniversary
- February/March 2013 – eBooks and Children’s Services
- December 2012 – Advocacy

## » Morpurgo Delivers Spring Arbuthnot Lecture



British author Michael Morpurgo delivered the 2013 May Hill Arbuthnot Lecture, “War Boy to War Horse,” in May. The event was hosted by Nazareth College and the Youth Services Section of the New York Library Association in Rochester, N.Y. An archived copy of the address is available through the Nazareth College website.

## National Library Legislative Day

ALSC leaders participated in the 2013 National Library Legislative Day in Washington, D.C. The division was represented by ALSC President Carolyn S. Brodie, Vice-President Starr LaTronica, Advocacy and Legislation Committee Chair Penny Markey, and Executive Director Aimee Strittmatter. They met with key members of the House and Senate committees charged with education and library issues to impress upon them the critical role that children’s librarians and public libraries play in early learning development.

Brodie also participated in a presentation to President Obama’s staff of the White House Domestic Policy Council and Office of Public Engagement. The Institute for Museum and Library Services (IMLS) arranged the event, at which library leaders presented information on library priorities that dovetail with four focus areas of the Obama Administration agenda: Early Literacy, STEM, Immigration, and Health Care. ALSC focused on exemplary programs that members are offering on early childhood learning and parental engagement and also highlighted Every Child Ready to Read information.

## ONLINE LEARNING

### Online Courses

In 2012-13, ALSC presented 21 online courses, including several that were offered for continuing education units (CEUs) and certified with the International Association of Continuing Education and Training (IACET). Some courses were offered multiple times. Topics included:

- ALSC Core Competencies: Serving Children with Distinction and Commitment
- The Caldecott Medal: Understanding Distinguished Art in Picture Books
- Connecting with Tween Readers
- Graphic Novels 101: Selection, Evaluation, and Programming for Children
- Information Literacy – From Preschool to High School
- Integrating New Technologies into Your Collections
- Introduction to Graphic Novels for Children
- Out of This World Youth Programming
- Reading Instruction and Children’s Books



- Science, Technology, Engineering, and Math (STEM) Programs Made Easy
- Series Programming for the Elementary School Age

## Webinars

ALSC also offered over 25 hour-long, live webinar sessions. Each was offered multiple times to accommodate professionals' busy schedules. Topics included:

- Best Practices for Apps in Storytime
- Every Child Ready to Read: How to Train and Motivate Adults to Foster School Readiness
- Expanding the Caldecott Experience: Programming with Caldecott-winning and Honor Books
- The Fine Art of Children's Book Illustration
- Get to Know the Caldecott Winners
- Give Me Something to Read! When Social Networking Meets Readers Advisory
- The Power of Play for Early Childhood Learning in Your Library
- Seeing the World through a Different Lens: International Films for Youth
- Sensory Storytime: Preschool Programming That Makes Sense for Kids with Autism
- So You Want to Genre-fy your Library . . . and More
- Summer Science @your library®

ALSC offers webcasts, webinars that has already taken place, as on-demand video that can be watched at any time. In support of ALSC's goal of continuing education in 2012-13, a number of webinars and webcasts were offered free to ALSC members.

## Student Sessions

Revived in 2012, ALSC Student Sessions are quarterly hour-long workshops that are free to students and focus on topics of interest to students and early career professionals. Titles from 2012-13 included:

- Internships/Practicums: How to Turn Them into a Job!
- City Librarian, Country Librarian: Successful Practices in Children's Librarianship in Urban and Rural Settings
- Early Literacy in Action
- Emerging as a Leader: How ALSC Helped Us Become the Future

# PROFESSIONAL AWARDS & GRANTS

## Bookapalooza Award

- Pinson (Ala.) Public Library
- Fletcher (Okla.) Public School
- Ashland (Ohio) Public Library

## Baker & Taylor Summer Reading Program Grant

(Donor: Baker & Taylor)

- Hartford (Conn.) Public Library

## Bechtel Fellowship

(Donor: University of Florida's Endowment in memory of Louise Seaman Bechtel and Ruth M. Baldwin)

- Alison Anson, Woodside (Calif.) Public Library
- Susan Wackerbarth, Northland Public Library, Pittsburgh

## Maureen Hayes Author/ Illustrator Visit Award

(Donor: Simon & Schuster Children's Publishing)

- Salt Lake County Library Services, West Jordan, Utah

## Light the Way: Library Outreach to the Underserved Grant

(Donor: Candlewick Press, in honor of Kate DiCamillo)

- Burke County (N.C.) Public Library

## Penguin Young Readers Group Award

(Donor: Penguin Young Readers Group)

- Janet Vogel, Frederick (Md.) County Public Libraries
- Krissy Wick, Madison (Wis.) Public Library
- Heather Smith, Eastern Lancaster County Library, New Holland, Pa.
- Andrea Vernola, Kalamazoo (Mich.) Public Library



## ALSC Distinguished Service Award

**Cynthia K. Richey,  
Pittsburgh, Pa.**

Cynthia K. Richey began her career as a children's librarian in 1971 and for the past 17 years has served as director of the Mt. Lebanon Public Library in Pennsylvania. She has been a role model and mentor to many over the years. ALSC, libraries, children and their families have significantly benefited from her exemplary practical and visionary leadership and knowledge of both children and children's literature.

Richey was 1994 president of the Pennsylvania Library Association and served on the board of directors of the Allegheny County Library Association. In 2006, she won a *New York Times* Librarian of the Year Award. She is a frequent speaker and spokesperson for libraries in print and broadcast media throughout her state and the country.

She has been an active member of ALSC and ALA throughout her career. In addition to serving as ALSC President (2003-2004) and on ALA Council, she has served on numerous committees and as a priority group consultant. "I am deeply honored to be admitted to this distinguished group of colleagues who share a passion for the profession and an abiding commitment to the very best library service to children and their families. I absolutely love my service for ALSC and libraries and librarians everywhere. It is the most rewarding career," said Richey.

# SCHOLARSHIPS

## **Bound to Stay Bound Books Scholarship**

(Donor: Bound to Stay Bound Books, Inc.)

- Ashley Dean, Poquoson, Va.
- Marianne Dolce, Deltona, Fla.
- Rebecca Dunn, Lawrence, Kan.
- Casey Fox, Knoxville, Tenn.

## **Frederic G. Melcher Scholarship**

- Tina Groff, Pipe Creek, Texas
- Ginger Kirchmyer, Chattanooga, Tenn.

## **ALSC Spectrum Scholarship**

- Marco Veyna-Reyes, Mesquite, Nev.

## **ALSC Preconference Scholarship**

(Donor: Friends of ALSC)

Two members received a scholarship to attend the ALSC Preconference in Chicago in June. The scholarship supports ALSC's goal of continuing education for children's librarians.

- Pamela Mann, Morgan County (W.Va.) Public Library
- Angela Reynolds, Annapolis Valley Regional Library, Bridgetown, Nova Scotia, Canada

# LITERARY & RELATED AWARDS

## 2013 Winners

ALA's Youth Media Awards (YMA) press conference at the ALA Midwinter Meeting in Seattle was Webcast live; the archive presentation is at <http://cdnlive.webcastinc.com/ala/2013/live/>. ALSC winners included:



**Newbery Medal** – *The One and Only Ivan*, Katherine Applegate (Harper-Collins)

**Newbery Honor Books** – *Splendors and Glooms*, Laura Amy Schlitz (Candlewick); *Bomb: The Race to Build – and Steal – the World's Most*

*Dangerous Weapon*, Steve Sheinkin (Flash Point/Roaring Brook); *Three Times Lucky*, Sheila Turnage (Dial/Penguin)

**Caldecott Medal** – *This Is Not My Hat*, Jon Klassen (Candlewick)



**Caldecott Honor Books** – *Creepy Carrots!* Peter Brown (Simon & Schuster); *Extra Yarn*, Jon Klassen (Balzer + Bray/HarperCollins); *Green*, Laura Vaccaro Seeger (Neal Porter/Roaring Brook); *One Cool Friend*, David Small (Dial/Penguin); *Sleep Like a Tiger*, Pamela Zagarenski (Houghton Mifflin Harcourt)



**Batchelder Award** – Dial/Penguin for *My Family for the War* by Anne C. Voorhoeve, translated by Tammi Reichel

**Batchelder Honor** – Graphic Universe/Lerner for *A Game for Swallows: To Die, To Leave, To Return*, written and illustrated by Zeina Abirached, translated by Edward Gauvin; Eerdmans Books for Young Readers for *Son of a Gun* by Anne de Graaf, translated by the author

**Belpré Author Award** – *Aristotle and Dante Discover the Secrets of the Universe*, Benjamin Alire Sáenz (Simon & Schuster)



**Belpré Author Honor Book** – *The Revolution of Evelyn Serrano*, Sonia Manzano (Scholastic)



**Belpré Illustrator Award** – *Martín de Porres: The Rose in the Desert*, David Diaz (Clarion/Houghton Mifflin Harcourt)

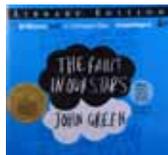
**Belpré Illustrator Honor Books** – No honor books named

**Carnegie Medal** – Katja Torneman for *Anna, Emma and the Condors*

**Geisel Award** – *Up, Tall and High!* Ethan Long (Putnam's Sons/Penguin)



**Geisel Honor Books** – *Let's Go for a Drive!* Mo Willems (Hyperion/Disney); *Pete the Cat and His Four Groovy Buttons*, Eric Litwin, James Dean (HarperCollins); *Rabbit & Robot: The Sleepover*, Cece Bell (Candlewick)



**Odyssey Award** – Brilliance Audio for *The Fault in Our Stars* by John Green, narrated by Kate Rudd

**Odyssey Honor Audiobooks** – Listening Library for *Artemis Fowl: The Last Guardian* by Eoin Colfer, narrated by Nathaniel Parker; Listening Library for *Ghost Knight* by Cornelia Funke, narrated by Elliot Hill; Macmillan for *Monstrous Beauty* by Elizabeth Fama, narrated by Katherine Kellgren

**Sibert Medal** – *Bomb: The Race to Build – and Steal – the World's Most Dangerous Weapon*, Steve Sheinkin (Flash Point/Roaring Brook)



**Sibert Honor Books** – *Electric Ben: The Amazing Life and Times of Benjamin Franklin*, Robert Byrd (Dial/Penguin); *Moonbird: A Year on the Wind with the Great Survivor B95*, Phillip M. Hoose (Farrar); *Titanic: Voices from the Disaster*, Deborah Hopkinson (Scholastic)

**Wilder Award** – Katherine Paterson

## 2013 Notable Lists

Also during Midwinter, ALSC's evaluation committees chose the best of the best books, recordings, and videos from 2012. The Notable Children's Books, Recordings, and Videos lists are available on the ALSC website.

## YMA Winners on YouTube

After the Midwinter Meeting, 2013 award winners, Katherine Paterson, Steve Sheinkin, Mo Willems, and Andrea Davis Pinkney, among others, shared their personal reactions to the award announcements on the YMA YouTube channel (<http://www.youtube.com/alayoutmediaawards>).



## » Davis Pinkney to deliver 2014 Arbuthnot lecture

The May Hill Arbuthnot Honor Lecture Committee chose award-winning author and publishing executive Andrea Davis Pinkney as the 2014 lecturer. The event will be hosted by the University of Minnesota Children's Literature Research Collections.

## Celebrating Caldecott

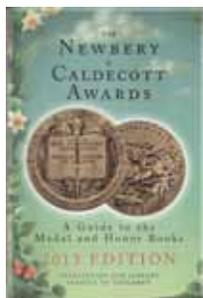
The year-long Caldecott Award 75th anniversary celebration, which kicked off at the 2012 Annual Conference, culminated at the 2013 Annual Conference in Chicago. Throughout the celebration, many special events and resources were offered, including:

- Webinars (Caldecott Uncovered: What You've Always Wanted to Know about the Caldecott Medal; Expanding the Caldecott Experience: Programming with Caldecott-winning and Honor Books; The Fine Art of Children's Book Illustration; and Get to Know the Caldecott Winners)
- Online course
- Caldecott-themed Issue of *Children and Libraries* (Spring 2013)
- Online Scrapbook (Visual history of the award)
- Seven Facebook Forums (Q&A sessions with Caldecott-winning artists)
- 2012 Institute Program (Breakfast for Bill: Caldecott Celebration)
- 2013 Preconference: "A Wild Ride: 75 Years of the Caldecott Medal"
- 2013 President's Program: "Think with Your Eyes!"
- 2013 Educational Programs: Calde-Totts: Creating and Using Caldecott Books for Young Children" and "Archives Alive: Caldecott at 75!"
- Red Carpet Anniversary Celebration (at the 2013 Newbery Caldecott Wilder Banquet), featuring live-from-the-red-carpet interviews, Caldecott-themed fashions, Banquet Bingo, photo ops, and more
- Two, unique Caldecott Trivia Bookmarks
- Buttons (featuring anniversary logo created by Caldecott-winner Brian Selznick)
- Facebook Cover (free image for libraries to use as their Facebook cover)
- EBadge (official badge image to use on blogs and email signatures)
- Merchandise available to ALSC members featuring the anniversary logo
- A special video produced for the close of the Newbery Caldecott Wilder Banquet



# PUBLICATIONS & COMMUNICATIONS

ALSC reaches its members and delivers information and resources in a variety of ways, including those that allow for two-way exchange, such as ALA Connect, the ALSC Blog, Facebook, Twitter, and wiki. We also connect via more traditional means—the ALSC website ([www.ala.org/alsc](http://www.ala.org/alsc)), *Children and Libraries: The Journal of the Association for Library Service to Children*, our quarterly, electronic newsletter, *ALSC Matters!*, and other publications.



## ALSC releases Newbery/Caldecott Awards Book

*Newbery and Caldecott Awards: A Guide to the Medal and Honor Books, 2013*, written by ALSC and published by ALA Editions, was released in the spring. The annual guidebook is a resource for quick reference, collection development, and readers' advisory. This edition features an essay by Ellen Fader, past ALSC president and retired youth services director, Multnomah County Library, Portland, Ore., that shines the spotlight on the Caldecott Medal Selection Committee. How do those 15 individuals arrive at this position of a lifetime? Fader shares insights into what it takes to prepare for the job of choosing the year's most distinguished picture book for children, and the highs and lows of a year in the life of a committee member.

## Common Core State Standards – Resources

In response to the adoption of Common Core State (education) Standards (CCSS) in the majority of states, the School-Age Programs and Services Committee compiled a list of essential resources (articles, blogs, websites), available online, that provide a starting point for gaining familiarity with CCSS in order to serve the educational community with more confidence.

## Children's Graphic Novel Core Collection

Last November, ALSC's Graphic Novels-Core Collection list was updated. This "core" list of titles is a collection development tool for public librarians, serving elementary school-age children (kindergarten through 8th grade), who are starting or maintaining a children's graphic novel collection. Compiled by ALSC's Quicklists Consulting Committee, the list includes classics as well as newer titles that have been widely recommended and well-reviewed, and books that have popular appeal as well as those that have received critical acclaim. The list is available online at <http://www.ala.org/alsc/compubs/booklists/grphcnvls>.

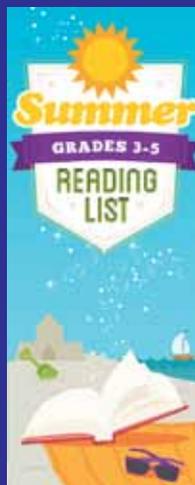
## Top Titles for Tweens

To support individuals serving tweens, ALSC provides a list of books of special interest to kids between ages 10 and 14. The current list was compiled from the 2013 award-winning titles and Notable Children's Books list and was released last February by the School-Age Programs and Services Committee.

## Quicklists Delivers

The Quicklists Consulting Committee also gathered titles this year on "visual literacy" for an ALSC President's Program handout and selected books for PBS Ready to Learn (<http://pbskids.org/readytolearn/>), a website for parents and teachers designed to help at-risk children, birth to age eight, develop math and literacy skills.

## » Summer Read Book Lists



The Quicklists Consulting and School-Age Programs & Services Committees compiled three lists of recommended titles to keep children engaged in reading throughout the summer. The lists, for K-2nd, 3rd-5th, and 6th-8th grade students, were professionally designed and are available online for free download in color or black and white. The project was supported by a Carnegie-Whitney Grant from the American Library Association.

## » Great Websites for Kids

The Great Websites for Kids Committee evaluated many sites over the past year and selected the following exemplary sites for the online database.

B.J. Pinchbeck's Homework Helper:  
[www.bjpinchbeck.com](http://www.bjpinchbeck.com)

Bedtime Math: [www.bedtimemath.org](http://www.bedtimemath.org)

The Brown Bookshelf:  
[www.thebrownbookshelf.com/](http://www.thebrownbookshelf.com/)

Butterflies and Moths:  
[www.butterfliesandmoths.org/](http://www.butterfliesandmoths.org/)

Chess Kid: [www.chesskid.com/](http://www.chesskid.com/)

Climate Kids: [climate.nasa.gov/kids/](http://climate.nasa.gov/kids/)

Common Core – State Standards Initiative:  
[www.corestandards.org](http://www.corestandards.org)

Computer Science Student Network:  
[www.cs2n.org/](http://www.cs2n.org/)

Dav Pilkey's Extra Crunchy Website-O-Fun:  
[www.pilkey.com](http://www.pilkey.com)

Engineer Girl: [www.engineergirl.org/](http://www.engineergirl.org/)

Eyes on the Solar System:  
<http://eyes.nasa.gov/index.html>

Fraboom: [www.fraboom.com/](http://www.fraboom.com/)

Fred Rogers Center Early Learning  
Environment: [ele.fredrogerscenter.org/](http://ele.fredrogerscenter.org/)

How to smile.org: [www.howtosmile.org](http://www.howtosmile.org)

Jet Propulsion Laboratory:  
[www.jpl.nasa.gov/education/videos/](http://www.jpl.nasa.gov/education/videos/)

KidsThinkDesign: [www.kidsthinkdesign.org](http://www.kidsthinkdesign.org)

Money As You Grow: [www.moneyasyougrow.org/](http://www.moneyasyougrow.org/)

National Center for Learning Disabilities:  
[www.nclد.org/](http://www.nclد.org/)

Olympic: Official Website of the Olympic  
Movement: [www.olympic.org/](http://www.olympic.org/)

Poisson Rouge: [www.poissonrouge.com/](http://www.poissonrouge.com/)

Science Kids:  
[www.sciencekids.co.nz/sciencefacts.html](http://www.sciencekids.co.nz/sciencefacts.html)

SciJinks: [scijinks.nasa.gov/](http://scijinks.nasa.gov/)

Start with a Book: [www.startwithabook.org/](http://www.startwithabook.org/)

TurtleDiary: [www.turtlediary.com](http://www.turtlediary.com)

Tween Tribune: <http://tweentribune.com>

Tween Tribune/Español:  
<http://tweentribune.com/spanish>

Wonderopolis: <http://wonderopolis.org>

## Social Media



**Facebook.** In honor of the Caldecott 75th Anniversary, ALSC hosted regular Facebook Forums with Caldecott-winning authors. The hour-long interviews were open to the public and focused on the Caldecott experience. Guests included David Ezra Stein, David Wiesner, Melissa Sweet, Laura Vaccaro Seeger, John Rocco, Peter Brown, and Kadir Nelson. Transcripts are available on the ALSC website.



**Twitter.** The Children & Technology Committee offered monthly Twitter discussions, one-hour chats focusing on various topics, including those that impact children and technology. Chats are organized under the hashtag #alscchat, moderated by the committee, and available as a transcript after each live session.



**ALSC Blog.** The 2012 calendar year was a remarkable one for the ALSC Blog. It was also the second year with a regular schedule of monthly blogging. In January, Blog Manager Mary Voors reported these statistics for 2012:

- 108,757 Unique Visitors (compared to 57,238 in 2011—an increase of 90%)
- 152,597 Visits (compared to 79,082 in 2011—an increase of 93%)
- 234,670 Page Views (compared to 132,119 in 2011—an increase of 78%)

In February 2013, the blog held an ALSC Blog Header Design Contest. Allison Tran, Teen Services Librarian at the Mission Viejo (Calif.) Library was the winner with her “Professional and Playfulness” design. Tran’s design received 94 votes on the ALSC Blog poll. She received a certificate for an ALSC online course and her design is now featured as the new header on the ALSC Blog.

## BOARD ACTIONS

Over the past year, the ALSC Board of Directors took the following actions.

### Midwinter – January 2013

Accepted, the 2013 Midwinter agenda with flexibility.

Approved, the consent agenda.

Accepted, the Sibert Poetry Eligibility Task Force report with corrections as noted.

Accepted, the draft Carnegie Medal/Notable Children's Videos manual with revisions.

Supported, sponsorship on an ongoing basis of the United States Board on Books for Young People (USBBY) International Children's Book Day, providing support to their booklists through the Quicklist Consulting Committee as requested and promoting the event, as ALSC resources allow, with recognition of this sponsorship to be developed in a Memorandum of Understanding.

Accepted, the clarification of purpose of and "New to ALSC" definitions for the New-to-ALSC Board of Directors position, as presented by the 2013 Nominating Committee chair.

Referred, ALSC Board Document #24, regarding the Caldecott 75th Anniversary celebration at the 2013 Newbery/Caldecott/Wilder Banquet, to the ALSC Budget Committee to determine budget implications.

Accepted, the recommendations of the ALSC Executive Committee with respect to changes in issuance frequency and format of *Children and Libraries*, with a request for further explanation of the value of HTML format for online journals.

Supported, the Every Child Ready to Read (ECRR) IMLS Grant Proposal, pending Budget Committee review.

Endorsed, an ALA Council memorial resolution honoring Dr. Kay Bishop.

Approved, the Organization and Bylaws Committee's motion to change: 1) the function statement of the Library Services to Special Population Children and their Caregivers Committee to read: "To advocate for special populations children and their caregivers. To offer leadership in discovering, developing, and disseminating information about library materials, programs, and facilities for special population children and their caregivers; to develop and maintain guidelines for selection of useful and relevant materials; and to discuss, develop, and suggest ways in which library education programs can prepare librarians to serve these children and their caregivers."; and 2) the Candlewick/Light the Way Award application to reflect the same language change.

Approved, the Organization and Bylaws Committee's proposed language changes to Bylaw X, Sec. 2 and Bylaw IV, Sec. 3, regarding the New-to-ALSC Board of Directors position, to appear on the Spring ballot.

Declined, regrettably, the ALA Intellectual Freedom Committee (IFC) request for ALSC co-sponsorship of the Joint IFC/COL program at the 2013 ALA Annual Conference because the program time slot conflicts with the ALSC Membership Meeting.

Accepted, the dues adjustment proposal as submitted by the ALSC Budget Committee, and placement of the dues adjustment on the Spring ballot.

Approved, an allocation of up to \$3,000 for the Newbery/Caldecott/Wilder Banquet project to highlight the celebration of the Caldecott 75th Anniversary.

Accepted, the ALSC Budget Committee's recommendation to fund the Every Child Ready to Read grant proposal up to \$100,000 to be distributed over a three-year period.

Accepted, the ALSC Budget Committee's recommendation for the distribution of Friends of ALSC monies for: digitizing *Children and Libraries* archive (up to \$6,000); marketing to new members (up to \$1,000); ten tickets for the Newbery/Caldecott/Wilder Banquet (\$1,000); and up to \$440 for two preconference scholarships.

Agreed, to the establishment of a task force to create an online, multimedia Budget Committee manual.

Directed, the ALSC Councilor to vote to place the dues adjustment proposal on the ALA ballot given general agreement in Council that the Executive Board has effectively addressed concerns regarding a review and has plans to communicate to ALA membership cost reduction measures.



**ALSC Board of Directors** *Seated, l to r:* M. Schliesman, J. Watkins, R. Auerbach, T. Balas, E. Cox, A. Medlar  
*Standing, l to r:* M. Santangelo, S. LaTronica, C. Brodie, N. Lindsay, M. Fellows, A. Strittmatter, J.C. Naidoo (L. Von Drasek, not pictured)

### Annual – June 2013

Accepted, the 2013 Annual Conference agenda with flexibility.

Approved, proposal to initiate a formal planned giving program to coordinate with ALA's 15x15 campaign.

Approved, the creation of a task force to study the possibility of the Laura Ingalls Wilder Award being given annually.

Approved, the creation of a joint task force between ALSC and REFORMA to address concerns about the Belpré Manual raised by the 2013 Belpré Award Committee.

Accepted, the Every Child Ready to Read Oversight Committee's report with the understanding that the committee will move forward in the framework of the ALSC bylaws.

Accepted, the following recommended language revisions from the Organization and Bylaws Committee regarding the Liaison to National Organizations Serving Children & Youth Committee's name and function statement:

#### Liaison to National Organizations

To explore, recommend, initiate and implement reciprocal ways of working with national organizations that serve children and youth or work for their benefit; to communicate to these organizations the role libraries and reading play in promoting education, development and civic engagement of youth; to promote the services and resources of ALA and ALSC to these organizations; to promote awareness of these organizations, activities, services, and informational materials to ALSC members.

Accepted, the following recommended language (additions/changes in bold) from the Organization and Bylaws Committee, regarding Bylaw V, Sec. 3, to appear on the spring 2014 ALSC Ballot:

In the event that the office of president becomes vacant, the vice-president shall become president and shall continue to fulfill the duties of the vice-president until the results of the next election are certified. In the event that the office of vice-president becomes vacant, the Board of Directors shall elect from among its members in the second or third year of service a person to assume the responsibilities of vice-president and succeed to the presidency. In the event that the office of fiscal officer becomes vacant, the Board of Directors shall elect from among its members in the second or third year of service a person to assume the responsibilities of fiscal officer for the remainder of the three-year term. **In the event that the office of ALA/ALSC councilor becomes vacant, the Board of Directors shall elect from among its members in the second or third year of service a person to assume the responsibilities of ALA/ALSC councilor for the remainder of the three-year term. Due to the unique nature of the position, the New-to-ALSC director shall be excluded from eligibility for interim appointments.**

Accepted, a proposal to transfer \$262,271 in Fiscal Year 2017 to Endowments/Long Term Investments.

Accepted, the 2014 proposed budget with removal of \$2,000 from Service to Members for Arbuthnot host site support.

Approved, the creation of a task force to address issues of pricing and access for web continuing education.

Supported, the creation of an ALSC mentoring program as presented.

Approved, the ALSC Corporate Sponsorship Guidelines.

Approved, transition to executive session for the purpose of evaluating the ALSC Executive Director's performance.

Approved, a call to end the executive session and resume the regular session.

## Online

Approved, a request for partnership from the Lunar and Planetary Institute (LPI). (May 2013)

Approved, revisions to the Selection Criteria for Great Websites for Kids (GWS) as submitted, with the following change: the sentence, "We will be selective in choosing sites that offer reviews from other sources for any type of media." is modified to read: "We will be selective in choosing sites that offer reviews from other sources for any type of media. Sites must be consistent with the Library Bill of Rights." (May 2013)

Approved, changes to the membership statement of the Budget Committee to read: "Six members plus chair. The chair is appointed for two years, with the option to be reappointed, from among members with Board or Budget Committee experience and familiarity and interest in fiscal management." "The committee will consist of the Chair, three Members-at-Large, the Fiscal Officer, and the Past President. The Executive Director and Vice President are ex-officio members." (May 2013)

Approved, providing a letter of support for the Lunar and Planetary Institute's proposal for a grant to the NASA Solar System Exploration Research Virtual Institute (SSERVI). (March 2013)

Approved, ALSC's Emerging Leaders Project Proposal: Get-to-Know ALSC Roadshow. (September 2012)

Accepted, an ALSC letter of support for an IMLS grant project proposed by Dominican University-GSLIS. (September 2012)

Approved, the adoption of the white paper, "The Importance of Play, Particularly Constructive Play, in Public Library Programming," to post on the ALSC website, and distribute in conjunction with the partnership between ALSC and LEGO® DUPLO®. (September 2012)

# ALSC FINANCES

In consultation with the Executive Director, the ALSC Board of Directors and Budget Committee continued to carefully review and monitor ALSC's budget performance over the course of the 2012-13 fiscal year (FY13).

## ALSC Budgetary Performance – as of August 31, 2013

	Budgeted	Actual
Total Revenues	\$1,112,110	\$1,463,952
Total Expenditures before Overhead & Taxes	\$1,042,193	\$1,060,102
Contribution Margin	\$69,917	\$403,850
Overhead to ALA	\$128,968	\$170,451
Taxes	\$240	0
Net Revenue for FY13	\$-59,291	\$233,399
Beginning Net Asset Balance (as of September 1, 2012)		\$1,538,653
Ending Net Asset Balance (as of August 31, 2013)		\$1,772,052
Net Gain		\$233,399

## Major Factors Affecting Outcomes

ALSC has seen another year of growth despite budgeting for a loss. Net revenue was helped along by positive Every Child Ready to Read, award seal, and non-serial publication sales, dues revenue performing ahead of budget, salary savings from an open position, and other tight expense controls.

Expenses came in \$17,909 over budget. The overage was the result of several factors. Expenses for the seals project were over budget by 86%. Caldecott 75th anniversary merchandise cost \$10,000 to produce; \$4,000 of that has been recovered through sales. In addition, the Board approved a post-budget appropriation of \$3,000 to cover additional Caldecott 75th anniversary celebration expenses. The Banquet ended with a net expense of \$7,723, in part due to the high cost of audio/visual equipment in Chicago, which also impacted other project lines. Overages in travel expenses also affected the bottom line. Additionally conference equipment rental was over budget due to high cost of a/v in Chicago and the equipment required for Notable Children's Books Committee meetings.

## Conclusion

ALSC remains in a strong financial position, thanks to diverse revenue sources, managed expenses, and keen fiscal oversight on the part of the ALSC Board, Executive Director, and Budget Committee. Endowment interest income, Friends of ALSC support, and salary savings from an open staff position and grant support, along with product sales, dues revenue, grants, and sponsorships resulted in a better than expected bottom line for FY13. We continue to appreciate the endowments and Friends of ALSC contributions, which help subsidize projects we undertake, such as the Arbuthnot Honor Lecture, the Morris Seminar, and Institute scholarships, among others.

## » Budget Highlights

Total revenue for FY13 was \$1,463,952, exceeding the budgeted net revenue by \$351,842. The FY13 revenue total was \$264,856 higher than in FY12, which ended with total revenue of \$1,199,096.

Total expenses, including overhead, for FY13 were \$1,230,553; this is \$59,392 higher than the total budgeted for expenses, which was \$1,171,161. FY13 expenses were \$211,672 higher than FY12 total expenses, which were \$1,018,881.

Net revenue for FY13 was \$233,399, which exceeded the budgeted net of \$-59,291 and was greater than FY12's net revenue (\$180,241) by \$53,158.

## ALSC Board of Directors, 2012-2013

### President

**Carolyn S. Brodie**  
Kent State University, Ohio

### Vice-President/President-Elect

**Starr LaTronica**  
Four County Library System, N.Y.

### Past President

**Mary Fellows**  
Upper Hudson Library System, N.Y.

### Division Councilor

**Andrew Medlar**  
Chicago Public Library, Ill.

### Fiscal Officer

**Tali Balas**  
Ethical Culture Fieldston School, N.Y.

### Ex-Officio

**Aimee Strittmatter**  
ALSC Office, Chicago

### Directors-at-large

**Rita Auerbach**  
New York, N.Y.

### Ernie Cox

Prairie Creek Intermediate School, Iowa

### Nina Lindsay

Oakland Public Library, Calif.

### Jamie Campbell Naidoo

School of Library and Information Studies  
University of Alabama, Tuscaloosa

### Michael Santangelo

Brooklyn Public Library, N.Y.

### Megan Schliesman

Cooperative Children's Book Center  
University of Wisconsin, Madison

### Lisa Von Drasek

Children's Literature Research Collection  
University of Minnesota, Minneapolis

### Jan Watkins

Skokie Public Library, Ill.

## ALSC Staff

### Aimee Strittmatter

Executive Director

### Marsha Burgess

Program Coordinator

### Joanna Ison

Program Officer, Projects & Partnerships

### Caroline Jewell

Awards Coordinator

### Jenny Najdich

Program Officer, Continuing Education

### Dan Rude

Marketing Specialist, Membership

### Laura Schulte-Cooper

Program Officer, Communications



Association for Library Service to Children

**American Library Association**  
**50 E. Huron St., Chicago IL 60611**  
**[www.ala.org/alsc](http://www.ala.org/alsc)**