A MESSAGE FROM MARY FELLOWS, 2011-2012 ALSC PRESIDENT

ALSC’s greatest strengths lie in its energetic, committed members and its savvy and mission-driven staff. During this exciting yet challenging time for libraries, ALSC is leading our members into transformation. We’re communicating in multiple modalities, and offering members incentive and opportunity to try out new social media tools. We’re also shifting more division work to virtual operation, which allows a greater number of members to engage in our mission. We’re promoting learning through nontraditional avenues, and we’re poised to launch a new advocacy effort that will help our members find their voices and communicate the value of children, libraries, and the importance of literacy.

Just as we anticipate and embrace the innovations of the future, ALSC also nurtures the initiatives that have helped to define us and continue to express our quality and core values—our awards. As we begin our yearlong celebration of the 75th anniversary of the Caldecott Award, we remember those whose vision and generosity still serve as our inspiration.

ALSC is a strong, vibrant organization with a solid base supporting vigorous growth. Our achievements this year are built on the vision, commitment to excellence, and hard work of members and staff—and those same essential resources will lead us into a bright and interesting future. I eagerly anticipate it, and thank you for the opportunity to lead ALSC on this part of our path.

Mary Fellows
President, 2011-2012
MEMBERSHIP

While the field of librarianship continues to suffer budget problems and staffing cuts, ALSC membership has held steady. In previous years, falls in membership were greater. This year, ALSC is less than 1% behind membership statistics from last year.

ALSC honors long-serving members

In December 2011, ALSC launched a program to recognize the hard-work and dedication of members with 25 years or more cumulative membership. ALSC sent out more than 350 letters of commendation to acknowledge these members and created a special “long-serving” ribbon to be worn at conferences. A list of these individuals was printed in the December 2011 newsletter. Also, with the December newsletter, we began featuring the profile of one of our long-term members in each issue.

ALSC participates in Emerging Leaders program

2012 was ALSC’s sixth year sponsoring an Emerging Leader (EL). Ingrid Abrams is this year’s leader. She holds an MLIS from Queen’s College in New York and is the children’s librarian at the Greenpoint Branch of Brooklyn (N.Y.) Public Library. She has been active in Urban Librarians Unite, an advocacy group that supports libraries and library staff in metropolitan areas.

ALSC’s proposed EL project, a mentoring program, was selected by Rocco DeBonis, University of Maryland—University College; Kimberly Castle-Edwards, Hudson (Ohio) Library & Historical Center; Maria Pontillas, Tacoma (Wash.) Public Library; and Debbie Zimmerman, Worthington (Ohio) Public Library. The group researched existing mentoring programs and submitted a report with recommendations for a future ALSC mentoring program.

PROJECTS & PARTNERSHIPS

Money as You Grow

ALSC is a partner in Money as You Grow (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. Written in down-to-earth language for children and their families, Money as You Grow helps equip kids with the knowledge needed to live fiscally fit lives. In addition to promoting the initiative, ALSC provided a themed book list, compiled by the Quicklists Consulting Committee, for the campaign.

LEGO® DUPLO®

ALSC partnered with LEGO® DUPLO® in a campaign to celebrate children’s librarians—the community stewards of storytime. Together LEGO DUPLO and ALSC worked to provide inspiration for storytime in libraries and at home by offering engaging activities and creative ideas. The two organizations hosted the “Read! Build! Play!” project through which 200 libraries will receive a special LEGO DUPLO Read! Build! Play! toolkit chock full of cutting edge, early literacy programming that combines preschool books with a versatile collection of DUPLO bricks.

JumpStart/Read for the Record

A record-breaking 2,184,155 people enjoyed Llama Llama Red Pajama by Anna Dewdney, on October 6, 2011, as part of Jumpstart’s Read for the Record campaign, which highlights the importance of early education and reading through a one-day challenge to get as many individuals as possible to read the same book. ALSC supports the annual initiative by promoting it in various venues.
INITIATIVES

ALSC is home to two 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 providing oversight.

El día de los niños/El día de los libros (Día) - Children’s Day/Book Day

The Día initiative had a very busy year. In September 2011, ALSC and REFORMA co-sponsored a Día education program during the REFORMA National Conference. A proposal for a Día-focused program, also to be co-sponsored by ALSC and REFORMA, was accepted for the Joint Conference of Librarians of Color, scheduled for September 2012. In addition, multiple sessions of three webinars, “Making Every Day a Día Day: Incorporating Día into Current Youth Programming,” “Connecting with Many Children from Many Cultures: Cultural Literacy @ your library,” and “Día 101: Community Partnerships, Marketing and Additional Funding,” were held in the winter and spring.

A completely redesigned and expanded Día website was launched in late 2011. The new site includes a free, downloadable tool kit containing programming and outreach ideas, book lists, activity sheets, and other resources, and features a new section with resources directed at parents, caregivers, and children. In addition, parts of the website have been translated to Spanish and Chinese. For the first time, the 2012 Día brochure was available in Chinese, as well as English and Spanish. The Día book list was updated for 2012 by ALSC’s Quicklists Consulting Committee.

For Día 2012, libraries registered more than 435 events via the online database at dia.ala.org. On April 21, author and Día Founder, Pat Mora, participated in an event in Houston: Día at Discovery, sponsored by Houston Public Library, Houston PBS, Arte Publico Press, and Discovery Green (an urban park). ALSC distributed free stickers (English, Spanish, Chinese), bookmarks (English and Spanish), and “Ask Me about Día” buttons (English, Spanish, Chinese) to all libraries that registered events in the database. For more about Día, please visit: http://dia.ala.org.

Every Child Ready to Read

ALSC and the Public Library Association (PLA) continue to administer this early literacy initiative. Every Child Ready to Read® @ your library® 2nd Edition (http://www.ala.org/everychild), launched in June 2010, has enjoyed great success over the past year. The new edition includes a tool kit with customizable PowerPoint presentations/workshops, handouts, reading lists, brochures, posters, and bookmarks, designed to enable public libraries and other early literacy centers to present workshops that help prepare parents/caregivers for their critical role as their child’s first teacher.

PLA, in partnership with ALSC, hosted a live, hour-long Facebook Forum with guest Saroj Ghoting, early childhood literacy consultant, on the Every Child Ready to Read Facebook page (www.facebook.com/everychild). The forum provided a free, easy, and convenient opportunity for busy practitioners to learn more about ECRR 2nd Edition.

ALSC produced a 90-minute ECRR webinar, “Every Child Ready to Read—New Conversations on Research, Relationships, and Partnerships,” hosted by Elaine Meyers and presented three times last spring. The presentation addressed intermixing materials from ECRR’s first and second editions and strategies for community partnerships. The ECRR Oversight Committee presented “ECRR in Action” at the PLA National Conference in Philadelphia in March. A moderator and panel of library practitioners shared real-world experiences based off the ECRR workshop “Fun with Science and Math for Parents and Children,” which is part of the tool kit.
CONFERENCES & EVENTS

2012 ALSC Programs @ ALA Annual Conference (Anaheim, Calif.)
- Exploring Rainbow Family Collections
- How to Save Your Library: Advocating on Multiple Fronts during Economic Crisis
- I Want a Truck Book! Reorganizing Your Picturebook Collection to Meet the Needs of Young Patrons and Their Caregivers
- The New Nonfiction: What Is It and Does It Matter?
- Nonfiction Book Blast: Booktalks and Activities for Your Library
- Science in the Stacks
- There's an App for That: Using Technology to Enhance Children’s Librarianship
- You Want Me to Circ WHAT?! Or How to Best Utilize Toys as a Literacy Tool in Programs and as a Fun Part of Your Lending Collection

ALSC/YALSA Joint President’s Program
ALSC and YALSA presented “The Digital Lives of Tweens and Young Teens” at the Anaheim Conference. The event featured Stephen Abram, MLS, author of Out Front with Stephen Abram, and Michelle Poris, PhD, researcher and Quant Savant at Smarty Pants, a market research and strategic consulting firm. The speakers were followed by a presentation of videos submitted by librarians, documenting experiences and projects centered on tweens/young teens and technology at the library.

Sís delivers Spring Arbuthnot Lecture
In April, Czech-born author and illustrator Peter Sís, a three-time Caldecott Honor recipient, delivered the May Hill Arbuthnot Honor Lecture. The event was hosted by Miami University, Oxford, Ohio, and titled “Reading in the Dark.” The archived webcast is available at: http://sc.lib.muohio.edu/handle/2374.MIA/4489. The 2013 Arbuthnot Lecture will be given by the UK’s Children’s Laureate, author Michael Morpurgo.

Bill Morris Seminar
The third biennial “Bill Morris Seminar: Book Evaluation Training,” was held on Friday, January 20, 2012, prior to the ALA Midwinter Meeting in Dallas. The invitational seminar supports and honors William C. Morris' dedication to connecting librarians and children with excellent children’s books.

The 2012 seminar brought more than 30 ALSC members with limited evaluation experience together for a day of training and mentoring in the group process and in children’s media evaluation techniques. The day was a valuable learning experience enjoyed by all who attended.

National Library Legislative Day
In April, ALSC leaders participated in the 2012 National Library Legislative Day in Washington, D.C. The division was represented by ALSC President Mary Fellows, Vice-President Carolyn Brodie, and Executive Director Aimee Strittmatter. ALSC leaders 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. They also attended the signing ceremony, with Institute of Museum and Library Services (IMLS) and the U.S. Department of Health and Human Services (HHS), for the Information Memorandum on Public Libraries and Head Start. The group also met with the bipartisan advocacy organization, First Focus, to discuss commonalities and initiate a relationship that may result in future collaboration.
Online Courses
In 2011-12, ALSC offered 16 online course sessions, taught through Moodle, ALA’s online learning platform. Courses ranged from four to six weeks in length, and several were offered multiple times over the course of the year.

Topics included:
- The Caldecott Medal: Understanding Distinguished Art in Picture Books
- Children with Disabilities in the Library
- Connecting with ‘TWEEN Readers
- Graphic Novels 101: Selection, Evaluation and Programming for Children
- Information Literacy—From Preschool to High School
- Out of this World Youth Programming
- Reading Instruction and Children's Books
- Series Programming for Elementary School Age
- The Sibert Medal: Evaluating Books of Information

Webinars
ALSC also offered more than 25 hour-long, live webinar sessions. Each was offered multiple times, providing flexibility for librarians with busy schedules.

Subjects included:
- Between Storytime and the Prom: Tween Programming Fills the Gaps
- Caldecott Uncovered: What You've Always Wanted to Know about the Caldecott Medal
- Connecting with Many Children from Many Cultures: Cultural Literacy @ your library®
- Día 201: Community Partnerships, Marketing, and Funding
- Every Child Ready to Read: New Conversations on Research, Relationships and Partnerships
- Give Me Something to Read! When Reader's Advisory Meets Social Networking
- Making Every Day a Día Day: Incorporating Día into Current Youth Programming
- Newbery and Caldecott Mock Elections
- Sensory Storytimes: Preschool Programming that Makes Sense for Kids with Autism
- Storytelling 2.0

ALSC also continues to offer archived webinars at a discounted price.

Student Sessions
ALSC has reinstated Student Sessions, hour-long workshops that are free to students and offered quarterly. The first session, “Getting Your First Library Job: Showcasing Skills and Packaging Passion,” featured advice from ALSC members Thom Barthelme and Alison O’Reilly. The second session “Emerging as a Leader: How ALSC Helped Us Become the Future” featured discussion on mentoring and the Emerging Leaders program and was presented by Debbie Zimmerman, Kim Castle-Alberts, and Maria Pontillas, members of the 2012 ALA Emerging Leaders team that developed recommendations for an ALSC mentoring program. Student sessions are administered and promoted by the Membership Committee.
PROFESSIONAL AWARDS & GRANTS

Bookapalooza Award
- Sarah Preliepp, Saginaw Chippewa Academy, Mount Pleasant, Mich.
- Judy Card, First Regional Library, Hernando, Miss.

ALSC/BWI Summer Reading Program Grant
(Donor: Follett BWI, Inc.)
- Erin Warzala, Wichita Falls (Texas) Public Library

Bechtel Fellowship
(Donor: University of Florida’s Endowment in memory of Louise Seaman Bechtel and Ruth M. Baldwin)
- Allison Angell, Benicia (Calif.) Public Library

Maureen Hayes Author/Illustrator Visit Award
(Donor: Simon & Schuster Children’s Publishing)
- Lisa McClure, Hartford (Conn.) Public Library

Light the Way: Library Outreach to the Underserved Grant
- Mary Seratt, Memphis (Tenn.) Public Library & Information Center

Penguin Young Readers Group Award
(Donor: Penguin Young Readers Group)
- Donna Alvis, Ephesus (Ga.) Public Library
- Heather Schubert, Hill Country Middle School Library, Austin, Texas
- Linda Klein, Anchorage (Alaska) Public Library
- Eric Barbus, San Francisco (Calif.) Public Library-North Beach Branch

ALSC Distinguished Service Award
Linda Perkins, Berkeley, Calif.

Linda Perkins became involved with ALA and ALSC from the moment she graduated from library school at Case Western Reserve, and she continues to give her passion and energy to libraries today, even after her retirement from the Berkeley (California) Public Library.

In addition to service on numerous ALSC committees, Perkins served three terms on the ALSC Board of Directors—as a member, 1988–1992; as ALSC President, 1991–1992; and as ALSC Coun- cilor, 2006–2009.

In Berkeley’s Board of Library Trustees resolution, on the occasion of Perkins’s retirement, its members proclaimed their gratitude to her for stepping in on “several occasions” as acting deputy director of the Berkeley Public Library and said, “Ms. Perkins’s ready wit and winning humor are among the many qualities that make her a beloved coworker.” From the time she began her career at Berkeley as a supervising program librarian, Perkins oversaw library services to young people continuously for 32 years.
SCHOLARSHIPS

Bound to Stay Bound Books Scholarship
The Bound to Stay Bound Books Scholarship is made possible by Bound to Stay Bound Books, Inc. Each recipient receives $7,000 in scholarship aid for the 2012-13 academic year.

The 2012 recipients are:
- Michelle Ahern, Bethpage, New York
- Rebecca Baker, Frankfort, Kentucky
- Micaela Sanchez, Greeley, Colorado
- Lisa Jordan, Longmont, Colorado

Frederic G. Melcher Scholarship
The Melcher Scholarship is made possible by contributions from librarians, professional associates, friends, and others in the book world, as tribute to Frederic G. Melcher, mastermind of the Newbery and Caldecott awards and innovative leader in promoting quality books for children. Each scholarship recipient is awarded $6,000 in scholarship aid.

The 2012 recipients are:
- Katie Clausen, Moorhead, Minnesota
- Eileen Gilbert, Concord, New Hampshire

ALSC Spectrum Scholarship
Ticha Gwaradzimba, London, Ontario, Canada

A native of Zimbabwe, Gwaradzimba first began working in libraries while living in Atlanta. “I moved to Atlanta, Georgia in 1997,” said Gwaradzimba. “I found a job as library associate with the Atlanta Fulton Public Library System (AFPL). A few months later, while at AFPL’s Perry Homes branch, I was co-opted to help with the children’s story hour. A whole new world opened up to me; interacting with the children during that story hour was the most fun I ever had during work hours! I was hooked!”

In summer 2012, Gwaradzimba began working as a library assistant at the Beacock Branch of the London (Ontario) Public Library. She also volunteers at the Huron Heights Literacy Working Group as well as the Salvation Army Hillcrest Community Kidszone program.

National Institute Scholarship
This summer, the Friends of ALSC awarded two scholarships for attendance to the ALSC National Institute (Sept. 20–22, 2012) in effort to support ALSC’s goal of continuing education for children’s librarians. The scholarships include Institute registration; transportation to and from Indianapolis; and two nights at the Sheridan Indianapolis City Centre.

The recipients are:
- Joella Peterson, Tumwater Timberland Library, Washington
- Amanda Struckmeyer, Middleton Public Library, Wisconsin
2012 Winners

ALA’s Youth Media Awards (YMA) press conference at Midwinter in Dallas was Webcast live; the archive presentation is at www.webcastinc.com/client/ala-webcast/. ALSC winners included:

**Newbery Medal** Jack Gantos for *Dead End in Norvelt* (Farrar).

**Newbery Honor Books** Thanhha Lai for *Inside Out & Back Again* (HarperCollins) and Eugene Yelchin for *Breaking Stalin’s Nose* (Holt).

**Caldecott Medal** Chris Raschka for *A Ball for Daisy* (Random/Schwartz & Wade).

**Caldecott Honor Books** John Rocco for *Blackout* (Disney/Hyperion); Lane Smith for *Grandpa Green* (Roaring Brook); and Patrick McDonnell for *Me…Jane* (Little, Brown).

**Batchelder Award** Eerdmans Books for Young Readers, an imprint of Wm. B. Eerdmans Publishing Co., for *Soldier Bear* by Bibi Dumon Tak, illustrated by Philip Hopman and translated by Laura Watkinson.


**Belpre Author Awards** Guadalupe Garcia McCall for *Under the Mesquite*, (Lee & Low).

**Belpre Author Honor Books** Margarita Engle for *Hurricane Dancers: The First Caribbean Pirate Shipwreck* (Holt) and Xavier Garza for *Maximilian and the Mystery of the Guardian Angel: A Bilingual Lucha Libre Thriller* (Cinco Puntos).

**Belpre Illustrator Awards** Duncan Tonatiuh for *Diego Rivera: His World and Ours* (Abrams).

**Belpre Illustrator Honor Books** Rafael Lopez for *The Cazuela that the Farm Maiden Stirred* (Charlesbridge), written by Samantha R. Vamos, and Sara Palacios for *Marisol McDonald Doesn’t Match /Marisol McDonald No Combina* (Children’s Book Press), written by Monica Brown.

**Carnegie Medal** Paul R. Gagne and Melissa Reilly Ellard, Weston Woods Studios, for *Children Make Terrible Pets*.

**Geisel Award** Josh Schneider for *Tales for Very Picky Eaters* (Clarion).

**Geisel Honor Books** Mo Willems for *I Broke My Trunk* (Disney/Hyperion); Jon Klassen for *I Want My Hat Back* (Candlewick); and Paul Meisel for *See Me Run* (Holiday).

**Odyssey Award** Listening Library, an imprint of Random House Audio Publishing Group, Random House, Inc., for *Rotters*, written by Daniel Kraus and narrated by Kirby Heyborne.

**Odyssey Honor Audiobooks** Brilliance Audio for *Ghetto Cowboy*, written by G. Neri and narrated by JD Jackson; Listening Library for *Okay for Now*, written by Gary D. Schmidt and narrated by Lincoln Hoppe; Scholastic Inc., Scholastic Audiobooks for *The Scorpio Races*, written by Maggie Stiefvater and narrated by Steve Westand and Fiona Hardingham; and Listening Library for *Young Fredle*, written by Cynthia Voigt and narrated by Wendy Carter.

**Sibert Medal** Melissa Sweet for *Balloons over Broadway: The True Story of the Puppeteer of Macy’s Parade* (Houghton).

**Sibert Honor Books** Larry Dane Brimmer for *Black & White: The Confrontation between Reverend Fred L. Shuttlesworth and Eugene ‘Bull’ Connor* (Boyds Mills/ Calkins Creek); Allen Say for *Drawing from Memory* (Scholastic); Caitlin O’Connell, Donna M. Jackson, and Timothy Rodwell for *The Elephant Scientist* (Houghton); and Rosalyn Schanzer for *Witches!: The Absolutely True Tale of Disaster in Salem* (National Geographic).
YMA Winners on YouTube

New this year, ALSC worked with ALA’s Public Information Office and publishers to present reaction videos on YouTube from award winners. Newbery Medalist Jack Gantos, Newbery Honoree Eugene Yelchin, Belpre Medalist Guadalupe Garcia McCall, and Caldecott Honoree John Rocco, among others, shared their personal reactions—heartfelt, charming, and often funny—to winning an ALSC award, which added a new dimension to the January announcements and helped sustain “award buzz” long after the press conference adjourned.

Caldecott 75th Anniversary Happenings and Logo

This year’s Caldecott-winning title was the 75th book to receive the medal. The award, established in 1938, celebrates its 75th anniversary in 2013. A year-long Caldecott anniversary celebration officially kicked off at the 2012 Annual Conference and will culminate at the 2013 Annual Conference. ALSC began the celebration by offering a Caldecott-themed webinar, “Caldecott Uncovered: What You’ve Always Wanted to Know about the Caldecott Medal.” In addition, a six-week online course, “The Caldecott Medal: Understanding Distinguished Art in Picture Books,” presented by Kathleen T. Horning, director of the Cooperative Children’s Book Center, School of Education, University of Wisconsin–Madison, began in July.

2008 Caldecott Medalist Brian Selznick created a special 75th anniversary logo that cleverly brings together characters from past Caldecott Medal books—beginning with the very first in 1938 and spanning all the way to the 21st century. The logo is featured at http://www.ala.org/alsc/Caldecott75, a webpage created to showcase the anniversary and its special events.

2012 Award Ceremonies

June’s award presentations, including the Belpre Celebration, Newbery-Caldecott Banquet, and Awards Program, are the culmination of ALSC’s literary award year. Librarians, educators, publishers, and other children’s book enthusiasts come together to celebrate the winners and their work and to watch them accept their honors and deliver their acceptance speeches.

Morpurgo to deliver 2013 Arbuthnot lecture

This summer, the May Hill Arbuthnot Honor Lecture Committee announced that the 2013 lecture, featuring Michael Morpurgo, will be hosted by Nazareth College and the Youth Services Section of the New York Library Association (NYLA) in Rochester, N.Y. The honor lectureship will be tied to several other significant events for librarians and readers of children’s and young adult literature during Children’s Book Week and will kick off the 38th annual NYLA Youth Services Section’s Spring Conference on May 15, 2013.
PUBLICATIONS & COMMUNICATIONS

ALSC reaches out to members in a variety of ways, including those that allow two-way communication, such as ALA Connect, the ALSC Blog, Facebook, Twitter, and wiki. We also continue to offer our traditional means of communication—the ALSC website (www.ala.org/alsc), Children and Libraries: The Journal of the Association for Library Service to Children, and our quarterly, electronic newsletter, ALSC Matters!, among other publications and resources.

ALSC releases Newbery/Caldecott Awards Book

Newbery and Caldecott Awards: A Guide to the Medal and Honor Books, 2012, 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, and includes author/illustrator and title indices as well as information about media used to create Caldecott Medal and Honor Books. This edition also features an essay by Deborah Stevenson, director of the Center for Children's Books at the Graduate School of Library and Information Science at the University of Illinois at Urbana-Champaign. “The Newbery in the Press: The First Fifty Years” traces the path of the Newbery Award through news coverage, providing a thought-provoking and enjoyable look at how the award has inscribed itself in history.

Children’s Graphic Novel Core Collection

In response to the exploding popularity of graphic novels, ALSC developed a “core” list of titles for public librarians serving elementary school-age children (kindergarten through 8th grade), to use when starting or maintaining a children's graphic novel collection. “Children's Graphic Novel Core Collection,” (http://www.alan.org/alsc/compubs/booklists/grphcnvls) compiled by ALSC’s Quicklists Consulting Committee, 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.

Top Titles for Tweens

In an effort to support our members who serve tweens, ALSC created a list of books of special interest to kids aged 10 to 14, compiled in February by the School-Age Programs and Services Committee from the 2012 award-winning titles and Notable Children’s Books list.

Great Early Elementary Reads

ALSC released a revision of the popular bibliography “Great Early Elementary Reads,” which features recommended book titles for beginning readers. PDFs of the list are available online in full color and black and white and are free to download, copy, and distribute. The updated bibliography is organized into two categories: “Starting to Read” and “Reading on My Own” and includes books published between 2009 and 2011. The titles were selected, compiled, and annotated by members of the School-Age Programs and Services Committee.
Newsletter Name Change

To avoid recurrent confusion with ALA Connect, the ALSC newsletter name, ALSCConnect, was changed this year. As of the March 2012 issue, the new title is ALSC Matters! The newsletter’s content and frequency remains the same, therefore volume and issue numbering continues on where ALSCConnect left off last year.

ALSC Website Migration

ALSC successfully migrated to Drupal 7, ALA’s new content management system, in late October. The conversion to the new system went very smoothly. The new format allows ALSC to highlight on its homepage links to the ALSC blog, ALSC on Twitter, and ALSC on ALA Connect. The new site also incorporates a live feed of ALSC news to the homepage.

New Great Websites for Kids

ALSC launched a completely redesigned Great Websites for Kids (www.ala.org/greatsites), its online website directory. The updated site boasts a fresh, colorful, and kid-friendly display and interactive social media enhancements. The new design features thumbnail images to provide a visual preview of each great site represented and special sections highlighting Sites of the Week and Month, Most Popular pages, and Top Rated sites. Visitors now can actively connect with the site and further their online experience by rating sites; sharing their favorites on social media sites such as Facebook; and emailing recommendations to friends.

Discussion Groups

ALSC sponsors various discussion groups, facilitated through online discussion and in-person meetings at conferences, on distinct topics in library service to children. The groups provide a forum through which members can connect, share resources, and discuss issues regarding preschool services, collection management, managing children’s services, and storytelling.

Social Media

Facebook. Last spring, Friends of ALSC and the Membership Committee sponsored a Facebook contest for members to describe the value of their ALSC membership. The contest offered ten tickets to the 2012 Newbery-Caldecott Banquet as a part of the reward. As an engagement tool, the competition was a success: in the four weeks of the contest, traffic to the Facebook page more than doubled the average weekly rates.

Twitter. The ALSC Board of Directors approved Twitter Guidelines as part of a larger effort to enable discussions in the social media realm. The guidelines delineate the role of the ALSC account (@alscblog), while also providing definitions for the actions/limits of the account. The guidelines were
reviewed and approved by the ALA Social Media Working Group and were adopted as a model for the association as a whole. Insight into the guidelines was provided by the ALSC Children and Technology Committee.

On June 7, ALSC (@alscblog) and members participated in the #summerreading Twitter discussion. The dialogue, sponsored by Katherine Schulten (@kschulten) and the New York Times Learning Network (@nytimeslearning) focused on books, reading, and the notion of “summer reading” in general. Members posted lists, recommendations, thoughts, and ideas with the hashtag #summerreading.

In July, ALSC began hosting a monthly Twitter discussion, organized under the hashtag #alscchat. The conversations are hosted by the ALSC Children & Technology Committee every second Thursday of the month at 9 p.m. Eastern time and are open to the public.

**ALSC Blog.** The ALSC Blog has grown significantly over the course of 2011-12. The blog now averages about 11,000 visits/month. This year, ALSC Blog Manager Mary Voors coordinated live-blogging from three conferences: ALA’s Midwinter Meeting in Dallas, the Public Library Association conference in Philadelphia, and the ALA Annual Conference in Anaheim.

The ALSC Blog partnered with the Friends of ALSC and the Membership Committee to host an e-badge contest. Krista Welz, children’s librarian at North Bergen (N.J.) Free Public Library was the winner for her “ALSC Cloud” design, which has been shared with members for display on their blogs or email signature lines. Rick Samuelson (“I Empower Kids”), youth services librarian, Washington County (Ore.) Cooperative Library Services, and Margaret Stawowy (“Growing Minds”), children’s librarian, San Rafael (Calif.) Public Library were the two runners-up.

**ALA Connect | Community Forums.** ALSC began hosting quarterly online meetings for members called Community Forums, which are held on ALSC’s division page on ALA Connect. During forums, participants can chat live with the ALSC President and members of the Board of Directors. Those who cannot participate in the live chat can post questions and comments on the ALA Connect discussion board. Forum transcripts are provided after each chat. Forums were on: Friday, October 28, 2011; Wednesday, February 22, 2012; Tuesday, April 10; Wednesday, August 8; and Thursday, August 9, 2012.

The August forums focused on the ALSC dues structure proposal and were hosted by ALSC President Carolyn Brodie and the Board. Members gave ideas and feedback on the ALSC Budget Adjustment FAQ. The transcripts of these conversations are at: http://www.ala.org/alsc/community-forums (log-in required).

**Chair Orientation Webinar**

In Fall 2011, Priority Group Consultants Tim Wadham and Kay Weisman hosted the first-ever orientation and training webinar for process committee chairs, focusing on chair roles and responsibilities. The event was a success, and a second webinar for incoming chairs was held this summer.

**Member Communications Survey**

Via a communications survey conducted December 5, 2011, through February 16, 2012, ALSC collected feedback from members about communications vehicles, including Children and Libraries, the ALSC website, newsletter, blog, Facebook fan page, Twitter, ALA Connect, and American Libraries/AL Direct. A total of 642 people started the survey; 595 (92.7%) completed it. Feedback garnered from the survey will be used to help shape and refine ALSC’s professional resources and communication tools to better meet the needs of our members.
Over the past year, the ALSC Board of Directors took the following actions.

**Midwinter – January 2012**

Accepted, the consent agenda for 2012 Midwinter Meeting, with Documents 7, 10, 14, and 15 pulled out for further discussion.

Approved, consent agenda items 7, 10, 14, and 15.

Accepted, revisions to the Policy for Service on the May Hill Arbuthnot Lecture Committee.

Agreed, to ask the Budget Committee to recommend a dollar amount to support the first bullet point of DOC #26b (“Possible Activities to Support the Advocacy Goal Area”).

Amended, the budget for the Caldecott 75th anniversary celebration to reflect four free workshops to members.

Amended, Guidelines for Communication for Virtual Committees, number 6.5, to read “are required” rather than “should be sure.”

Approved, the Budget Committee’s recommendation for use of Friends of ALSC funds:
- $2,000 – logo, development, marketing
- $2,000 – sponsorship for two individuals to attend ALSC Institute ($1,000/each)
- $1,000 – sponsorship of a table at the Newbery/Caldecott/Wilder Banquet, with individual tickets available through a drawing organized by the membership committee
- $600 – two “Nook and a Book” drawing give-aways: one at Annual Conference and one through a virtual format

Approved, recommendations to support activities suggested for the Advocacy Goal Area of the Strategic Plan (DOC #26b: “Possible Activities to Support the Advocacy Goal Area”)

Approved, the Organization and Bylaws Committee’s motion to change: 1) the name of the “Legislation Committee” to “Advocacy and Legislation Committee” and 2) the function statement of the committee.

Approved, the Organization & Bylaws Committee motion to amend the membership statements for the Great Websites for Kids, Quicklists Consulting, and Children and Technology Committees, as discussed.

**Annual Conference – June 2012**

Accepted, the final draft of the committee manual for ALSC/Booklist/YALSA Odyssey Award for Excellence in Audiobook Production.

Approved, in concept, the Resolution that School Libraries and Librarians are Critical to Educational Success.

Approved, the establishment of a Popular Picks for Pre-Teens Implementation Questions Task Force.

Approved, licensing of existing ALSC book award seals to appear on e-book versions of award-winning titles, with messaging from ALSC that publishers are required to include information within the e-book about the original edition that won the award. This will include all winners and honor books for awards administered exclusively by ALSC. Additional educational content will be provided on the ALSC website to aid readers in research related to the awards.

Approved, the establishment of a task force to explore the impact on our awards’ terms and criteria as a result of having award seals appear on e-book editions of medal and honor titles.
Approved, creation of the Website Advisory Committee to provide direction, guidance, and support regarding the content, currency, and relevance of the ALSC website.

Approved, the Organization & Bylaws Committee motion to amend the membership statement for the (May Hill) Arbuthnot Honor Lecture Committee to read: “Chair plus four, all of whom function virtually.”

Approved, the Organization & Bylaws Committee motion to amend the membership statement for the Children and Libraries Editorial Advisory Committee to read: “Editor and ALSC President serve as ex-officio members. Chair plus five members, all of whom function virtually (2-year term staggered). Fall.”

Approved, the Organization & Bylaws Committee motion to amend the membership statement for the Managing Children’s Services Committee to read: “Chair plus nine members plus one LLAMA representative, all of whom function virtually.”

Approved, the Organization & Bylaws Committee motion to amend the membership statement for the Education Committee to read: “Chair plus five members, all of whom function virtually. Chair shall serve as ALSC’s liaison with the ALA Committee on Education and as representative to the ALA Library Education Assembly.”

Approved, the Organization & Bylaws Committee motion to amend the membership statement for the Oral History Committee to read: “Chair plus eight, all of whom function virtually.”

Approved, the Organization & Bylaws Committee motion to amend the function statement for the Early Childhood Programs and Services Committee to read:

To identify and disseminate information of effective, cooperative, or innovative programs for young children to libraries, childcare providers, and community agencies serving young children (birth to 5). To develop training workshops on early childhood programs and services and present them at conferences and institutes and for other institutions serving youth. To update and develop ALSC resources with early literacy information. To cooperate as appropriate with other ALSC committees and other associations working with the young child to initiate activities and projects.

Approved, the Fiscal Year 2013 preliminary proposed budget as presented by the Budget Committee to be submitted to ALA.

Approved, the Distinguished Service Award Manual with changes as presented.

Online

Approved, support of the Franklin Institute’s NSF implementation grant proposal, “LEAP into Science: Understanding and Building Partnerships for Informal Science and Literacy” by providing a representative to the grant advisory board. (January 2012)

Approved, the addition of the word “annually” to appendix IV on the bottom of page 4 of the Belpre Memorandum of Understanding (MOU). (March 2012)

Approved, the change to the membership statement of the Scholarships: Melcher and Bound to Stay Bound Committee to: “Chair plus five members (6 total). At least one committee member shall be a library school faculty member. All members of committee are virtual. An ALSC Program Officer serves as staff liaison.” (March 2012)

Approved, the change to the membership statement of the Grants Administration Committee to: “Chair plus eight members (9 total). All members of the committee are virtual.” (March 2012)

Approved, Twitter guidelines as presented. (March 2012)
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 2011-2012 fiscal year (FY12). Following is a brief summary of ALSC’s budgetary performance, highlights, and major factors that affected budget outcomes.

**ALSC Budgetary Performance – as of August 31, 2012**

<table>
<thead>
<tr>
<th></th>
<th>Budgeted</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Revenues</strong></td>
<td>$1,049,824</td>
<td>$1,199,096</td>
</tr>
<tr>
<td><strong>Total Expenses before Overhead &amp; Taxes</strong></td>
<td>$931,579</td>
<td>$902,660</td>
</tr>
<tr>
<td><strong>Contribution Margin</strong></td>
<td>$118,245</td>
<td>$296,436</td>
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<tr>
<td><strong>Overhead to ALA</strong></td>
<td>$96,748</td>
<td>$116,222</td>
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<tr>
<td><strong>Taxes</strong></td>
<td>$276</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Net Revenue for FY 12</strong></td>
<td>$21,221</td>
<td>$180,214</td>
</tr>
</tbody>
</table>

**Beginning Net Asset Balance (as of September 1, 2011)**  $1,358,439

**Ending Net Asset Balance (as of August 31, 2012)**  $1,538,654

**Net Gain**  $180,214

**Major Factors Affecting Outcomes**

ALSC performed better than anticipated in FY12. This was due in great part to better than budgeted revenue collected from licensing of award seal images. Additionally, the overall net revenue was helped along by Every Child Ready to Read and non-serial publication sales, a major corporate donation to fund a new initiative, salary savings from an open position, and other tight expense controls primarily in the areas of outside services and meetings and conferences.

Areas where the association saw a shortfall in budgeted revenue were online learning—mainly webinars, and journal advertising and subscriptions. While online learning did perform under budget, it continues to generate additional revenue for ALSC. In FY12, online courses and webinars netted $31,813 compared to $15,941 in FY11. Shortfalls this year showed in *Children and Libraries* advertising and subscriptions. This has been a multi-year trend, which initially stemmed from the U.S. and global economic recession in 2008.

Dues revenue for FY12 came in almost at budget. Dues revenue was under by only .74%. In terms of membership numbers, ALSC was down 1.64% from FY11. The association saw fewer dropped members and an increase in reinstated members. However, new member recruitment was down 10%.

**Conclusion**

ALSC is currently 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. We continue to appreciate the endowments and Friends of ALSC contributions, which help subsidize the projects we undertake, such as the Arbuthnot Honor Lecture, the Morris Seminar, and Institute scholarships, among others.
ALSC Board of Directors, 2011-2012

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