



**Association for Library Service to Children (ALSC),
a division of the American Library Association (ALA)
Annual Report 2012-13
Carolyn Brodie, President**

ALSC's 2012-2013 year was a year of connecting communities, innovation, opportunity, a focus on member services and a celebration of the 75th Caldecott Medal. We focused on advocacy as a key area which resulted in the creation of our new Everyday Advocacy website at <http://www.ala.org/everyday-advocacy/>. We continued to enhance methods of communication between members, leaders, and staff which has resulted in improved decision making and increased member commitment. Exciting partnerships with other ALA division and outside businesses and professional entities are providing new opportunities for our members and their libraries. This past year we welcomed a new Projects and Partnerships Program Officer to the ALSC staff. Joanna Ison has already made a positive impact through work as a liaison to our partners and work with the El día de los niños/El día de los libros (Children's Day/Book Day) initiative.

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 divisions' prospects appear to be a bit brighter. As of April 2013, ALSC membership was at almost exactly the same place where it was in April of the previous year.

Dues Restructuring

In April 2013, ALSC passed a dues restructuring proposal which will increase dues for some members, but lower them for others. The proposal increases the number of dues categories from two (regular and student) to five (regular, support staff, non-salaried, retired, advocate, students). In this proposal, ALSC will also raise organizational and corporate dues incrementally over three years. The proposed were passed in the 2013 ALA Elections. This is the first time ALSC dues have been changed in 17 years.

Emerging Leaders

In October 2012, ALSC chose Edward McCoy of the Oakland Public Library as its representative in the 2013 Emerging Leader program. McCoy is currently a library assistant at the Oakland 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 objectives of the survey, 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. The committee will be performing the survey on a biennial basis.

Professional Awards and Scholarships

The ALSC Distinguished Service Award

This award honors an individual member who has made significant contributions to, and had an impact on, library services to children and ALSC. The 2013 winner is:

- Cynthia K. Richey, Mt. Lebanon, Penn.

Bookapalooza Award

Each year the ALSC office receives almost 3,000 newly published books, videos, audiobooks, and recordings from children's trade publishers for award and notables consideration. At the end of the year, after the awards winners have been chosen and announced, ALSC selects three libraries to receive a Bookapalooza collection of these materials. The recipients for 2013 are:

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

Baker and Taylor Summer Reading Program Grant (Donor: Baker and Taylor)

This \$3,000 grant provides financial assistance to a public library for developing an outstanding summer reading program for children. The 2013 winner is:

- Hartford (Conn.) Public Library

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

This fellowship provides a \$4,000 stipend to allow a qualified children's librarian to spend a month or more reading at the University of Florida's Baldwin Library of Historical Children's Literature, which contains a special collection of 85,000 volumes of children's literature published mostly before 1950. The 2013 recipient is:

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

The Maureen Hayes Author/Illustrator Visit Award (Donor: Simon & Schuster Children's Publishing)

This \$4,000 award was established with funding from Simon & Schuster Children's Publishing, in honor of Maureen Hayes, to bring together children and nationally recognized authors/illustrators by funding

an author/illustrator visit to a school or public library that has not before had the opportunity to host one. The 2012 recipient is:

- Salt Lake County Library Services, West Jordan, Utah

Light the Way: Library Outreach to the Underserved Grant

This \$3,000 grant is sponsored by Candlewick Press in honor of author Kate DiCamillo and the themes represented in her books. The grant is awarded to a library with exceptional outreach to underserved populations. The 2012 recipient is:

- Burke County (N.C.) Public Library

Penguin Young Readers Group Award (Donor: Penguin Young Readers Group)

This award provides a \$600 stipend, provided by Penguin Young Readers Group, for up to four winners to attend their first ALA Annual Conference. Applicants must have fewer than 10 years of experience as a children's librarian and work directly with children. The 2013 recipients are:

- 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

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

The Bound to Stay Bound Books (BTSB) Scholarship provides financial assistance in the form of four \$7,000 annual awards for the education of men and women who intend to pursue an MLS or advanced degree and who plan to work in the area of library service to children. This work may be serving children up to and including the age of 14 in any type library. The Scholarship is made possible by ALSC through the generous contributions of Bound to Stay Bound Books, Incorporated. The four BTSB winners for 2013 are:

- Ashley Dean, Poquoson, Virginia, attending Simmons College, Boston
- Marianne Dolce, Deltona, Florida, attending University of South Florida, Tampa
- Rebecca Dunn, Lawrence, Kansas, attending University of Washington, Seattle
- Casey Fox, Knoxville, Tennessee, attending University of Tennessee, Knoxville

The Frederic G. Melcher Scholarship

The Frederic G. Melcher Scholarship provides financial assistance for the professional education of men and women who intend to pursue an MLS degree and who plan to work in children's librarianship. This work may be serving children up to and including the age of 14 in any type of library. Two \$6,000 scholarships are awarded annually. The two Melcher winners for 2013 are:

- Tina Groff, Pipe Creek, Texas, attending Texas Woman's University, Denton
- Ginger Kirchmyer, Chattanooga, Tennessee, attending University of Alabama, Tuscaloosa

ALSC Spectrum Scholarship

The ALSC Spectrum Scholarship is awarded to a Spectrum applicant who expresses an interest in library service to children. Since its founding, Spectrum has provided more than 600 scholarships to qualified applicants enrolled in an ALA-accredited graduate program in library and information studies or an ALA-recognized NCATE School Library Media program. The 2013 ALSC Spectrum Scholar will be selected by the end of June.

Literary & Related Awards

Although ALSC is best known for our landmark awards, the Newbery and Caldecott Medals, the association administers a wide array of book and media awards, including the **Arbutnot Honor Lectureship**; the **Batchelder Award** for distinguished translated books; the **Belpré Awards** for books that best represent Latino culture, co-sponsored with the National Association to Promote Library and Information Services to Latinos and the Spanish-Speaking (REFORMA); the **Carnegie Medal** for outstanding children's video; the **Geisel Award** for the most distinguished book for beginning readers; the **Odyssey Award** for excellence in audiobook production, co-sponsored with the Young Adult Library Services Association; and the **Sibert Medal** for the most distinguished informational book. ALSC member committees also produce lists of recommended children's media: Notable Children's Books, Notable Children's Recordings, Notable Children's Videos, and Great Websites for Kids. ALSC's award winners and notable lists are available at www.ala.org/alsc/awardsgrants.

- **The ALA Youth Media Awards Press Conference at Midwinter in Seattle** was Web cast live; the archive presentation is at <http://cdnlive.webcastinc.com/ala/2013/live/>. This year's Newbery and Caldecott Medal winners are widely-known and respected. The Newbery Medalist is Katherine Applegate for *The One and Only Ivan* (HarperCollins Children's Books), a story inspired by a real shopping-mall gorilla named Ivan. The Caldecott Medalist is Jon Klassen for *This Is Not My Hat* (Candlewick). Klassen also illustrated *Extra Yarn*, which is a 2013 Caldecott Honor Book.

According to ALA's 2013 post-Midwinter survey, the Youth Media Awards announcement on Monday morning was ranked as the fourth most valuable aspect of Midwinter behind informal connections with colleagues (#1); exhibit hall (#2); and discussion/interest groups (#3). Auditorium speakers ranked #5.

Once again this year, ALA youth media award fans have been able to enjoy reaction videos from award winners, including Wilder Medalist Katherine Paterson, Sibert Medalist Steve Sheinkin, Geisel Honoree Mo Willems, among others, on the ALA YMA Youtube channel (<http://www.youtube.com/alayouthmediaawards>). Their personal reactions to winning an ALSC book award are engaging, and add a new dimension to the January announcements, which help sustain "award buzz" after the press conference has adjourned.

- **A year-long 75th anniversary celebration for the Caldecott Award** officially kicked off at the 2012 Annual Conference and culminates at this year's Annual Conference in Chicago. Throughout the year many special events and resources have been 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 (The Caldecott Medal: Understanding Distinguished Art in Picture Books)

Special Anniversary Issue of *Children and Libraries* (Spring 2013)

Caldecott Anniversary Scrapbook (Online, visual history of the award)

Facebook Forums (informal Q&A sessions with winning artists—Kadir Nelson, Peter Brown, John Rocco, Laura Vaccaro Seeger, Melissa Sweet, David Wiesner, David Ezra Stein)

2012 Institute Program (Breakfast for Bill: Caldecott Celebration)

2013 Preconference in Chicago (A Wild Ride: 75 Years of the Caldecott Medal, Art Institute of Chicago)

2013 President's Program in Chicago (Think with Your Eyes!)

2013 Educational Programs in Chicago (Calde-Totts: Creating and Using Caldecott Books with Young Children; Archives Alive: Caldecott at 75!)

Red Carpet Anniversary Celebration (during the 2013 Newbery Caldecott Wilder Banquet in Chicago)

Bookmarks (featuring Caldecott trivia and an anniversary logo created by Brian Selznick, 2008 Caldecott Medal Winner)

Buttons (featuring Caldecott trivia and an anniversary logo created by Brian Selznick, 2008 Caldecott Medal Winner)

Facebook Cover (a specially-designed cover for libraries to use on their own Facebook pages)

EBadge (a specially-designed, official badge for use in promoting Caldecott celebrations on blogs and email signatures)

• **The May Hill Arbuthnot Honor Lecture** was delivered on May 16, the 2013, by Michael Morpurgo, Britain's third Children's Laureate; author of numerous novels; and an officer of the Order of the British Empire. The lecture was hosted by Nazareth College and the Youth Services Section of the New York Library Association in Rochester, N.Y It was titled, "War Boy to War Horse." The archived webcast is available at: <http://sc.lib.muohio.edu/handle/2374.MIA/4489>.

The 2014 Arbuthnot Lecture will be given by Andrea Davis Pinkney, vice president and editor at large of Scholastic's Trade Books and award-winning children's book author. A host and location for the event will be announced at the ALA Annual Conference in Chicago.

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 successful year. This year 527 libraries, schools, and community organizations registered their Día programs in the National Día Program Registry representing more than 125,000 expected attendees. This is a 17.46 % increase in registered programs from last year. More than 27.5% of the registered programs were from libraries or schools who are holding a Día program for the first time.

ALSC redesigned and distributed free stickers, bookmarks, and buttons (English and Spanish) to all libraries that registered events in the database. The 2013 book list was updated by the Quicklists

Consulting and Public Awareness Committees and REFORMA, Founding Partner of Día. It is available to download for free from the Día website (<http://dia.ala.org>) in both English/Spanish and English/Chinese. English and Spanish Día event posters were created and are available for free downloading as well. A digital Publicity Toolkit is available online and offers multiple resources for publicizing Día programs. All the materials are free, downloadable, and customizable. The kit includes a press release, letter to the editor, and PSA templates, plus broadcast quality PSA's, Día logos, and more.

Last August, 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, to support Día. Through this grant, 12 mini-grants of \$5,000 each were awarded to public libraries. The libraries will host 81 Día Family Book Club Programs, a reading program that engages children and families in the shared reading and discussion of contemporary children's literature that reflects our common plurality. An estimated combined total of nearly 400 families are expected to attend the series of book clubs at their local library. Through grant funds, libraries will purchase an estimated 4,000 books to be given out to participants or to be added to the library's collection. The grant also funded the creation of 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). This free 'how-to guide' supports libraries wishing to host their own Día Family Book Club and is available on the Día website.

2013 Día partners are: Abrams Books for Young Readers; Arte Publico Press; Charlesbridge; Cinco Puntos Press; Lorito Books; and Peachtree Publishers. 2013 Official Supporters are: 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.

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 new 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. At ALA Annual Conference in Chicago, PLA and ALSC are co-sponsoring an educational program titled, "What's Hot in STEAM Education: How Using ECRR2 Supports Literacy, Common Core and School Success."

Projects and Partnerships

LEGO[®] DUPLO[®] Read! Build! Play!

ALSC's partnership with LEGO DUPLO on the Read! Build! Play! initiative has continued to grow. On September 10, 2012, ALSC's Board of Directors adopted a white paper titled *The Importance of Play, Particularly Constructive Play, in Public Library Programming* (http://ala.org/alsc/importance_of_play), written by Sue McCleaf Nespeca.

During the last two weeks of March, libraries were asked to participate in National Reading Month by hosting Read! Build! Play! events. More than 35 libraries participated and Starr Latronica, ALSC Vice-

President/President-Elect, publicized the events through a Read! Build! Play! Radio Tour. More than 25 media sites picked up these events.

On May 21, 2013, ALSC and LEGO DUPLO announced the *Read! Build! Play! 2013 Summer Reading List*, which features recommended titles that inspire play for children age 5 and under. To accompany the list, LEGO DUPLO has created a free downloadable parent activity guide, available at <http://readbuildplay.com>, which includes inspirational building instructions matched with each book. Titles were selected, compiled, and annotated by members of the ALSC Early Childhood Programs and Services Committee and publicity includes a satellite media tour and phone interviews by Starr Latronica.

Money as You Grow

ALSC continued its support of *Money as You Grow* (<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 article about the resource was published in the December 2012 issue of *ALSC Matters!* A special book list of titles that can improve financial literacy, created by the Quicklists Consulting Committee in May 2012 for Money as You Grow, also was promoted to libraries who participated in Money Smart Week @ your library® (April 20-27, 2013).

The 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 (USBBY) 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. In early May, the Quicklists Consulting Committee updated the annual book list for International Children's Book Day. It includes 25 titles for Pre-K children through teenagers and is available at <http://www.usbby.org/icbd.html>.

The Lunar and Planetary Institute

In March, 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). In May, the ALSC Board approved a request to enter into a partnership with LPI to collaborate on their *Explore* program. *Explore* aims to engage and inspire library patrons in 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

In fall 2012, Baker and Taylor assumed sponsorship of ALSC's Summer Reading Grant, which was formerly sponsored by Follett/BWI (2007-2012). As reported above in the Professional Awards section, this \$3,000 grant provides financial assistance to a public library for developing an outstanding summer reading program for children.

JumpStart/Read for the Record

ALSC publicizes this reading promotion sponsored by the Pearson Foundation (Penguin's parent) each year. The project encourages children all over the country to read the same book on the same day, with a goal of getting into the *Guinness Book of World Records*. The 2012 book was, *Ladybug Girl and the Bug Squad*, and was read on October 4, 2012, by 2,385,305 adults and children. ALSC promoted the event as well as the We Give Books' Bug Squad website in the September issue of *ALSC Matters!* A wrap-up of the event was published in the December *ALSC Matters!*

National Endowment for the Humanities

ALSC helped the National Endowment for the Humanities (NEH) promote its call for nominations for a crowd-sourced Nonfiction Reading List for Kids—a new booklist, for elementary, middle, and high-school-aged children that will reflect the new Common Core State Standards, which place a greater emphasis on nonfiction material. Nominations were accepted online by NEH through May 17. The final selection of books is being made by an advisory board composed of educators, library and information science specialists, historians, scholars of literature, and experts in childhood literacy.

Reading Rockets

A working group of ALSC members assisted in the review of the "For Librarians" section of the Reading Rockets website. Their review was completed at the end of February. In response to this review, the ALSC website collaboration page was updated to include a Reading Rockets logo with a direct link to the Reading Rockets site and revised information about Reading Rockets highlighting resources and materials the working group found to be of interest and useful.

Publications and Communications

ALSC seeks to reach members in a variety of ways, including those that increasingly allow two-way communication, such as ALA Connect, the ALSC Blog, Facebook, Twitter, and wiki. We also continue to publish our traditional print journal, *Children and Libraries: The Journal of the Association for Library Service to Children*, three times a year, and *ALSC Matters!*, our quarterly, electronic newsletter. Other publications and noteworthy communications news include:

Newbery and Caldecott Awards: A Guide to the Medal and Honor Books, 2013, written by ALSC and published by ALA Editions, was released this 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 visual elements and media in Caldecott Medal and Honor Books. This year's edition features an essay by Ellen Fader, past ALSC president and retired youth services director, Multnomah County Library, Portland, Ore., that marks the 75th anniversary of the Caldecott Award by shining the spotlight on the Caldecott Medal Selection Committee. How do those 15 individuals who make up each year's committee 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.

Everyday Advocacy Website

On May 1, 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 a variety of 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. Visitors will find that the site makes advocacy attainable without being intimidating.

Children’s Graphic Novel Core Collection – Book List

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>.

Summer Reading 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 are available for K-2nd, 3rd-5th, and 6th-8th grade students. Each professionally-designed brochure can be downloaded for free in color or black and white and customized to include library information, summer hours, and/or summer reading program details. This project was supported by a Carnegie-Whitney Grant from the American Library Association.

Top Titles for Tweens – Book List

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

Other Book Lists

In addition to book lists previously mentioned here, the Quicklists Consulting Committee also gathered titles on “visual literacy” for an ALSC President’s Program handout. In addition, Quicklists 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.

Social Media

Facebook

In honor of the Caldecott 75th Anniversary, ALSC has been hosting regular Facebook Forums with Caldecott-winning authors. These hour-long interviews are open to the public and focus on the Caldecott experience. Guests include David Ezra Stein, David Wiesner, Melissa Sweet, Laura Vaccaro Seeger, John Rocco, Peter Brown, and Kadir Nelson. Transcripts from these events are available via the ALSC website.

Twitter

In 2012-13, the ALSC Children & Technology Committee began a series of monthly Twitter discussions. These one-hour chats focus on a variety of topics including those that impact children and technology. Organized under the hashtag #alschat, these events are moderated by the committee and offered as a transcript after the live session.

ALSC Blog

The ALSC Blog had another banner year in 2012. In 2012, the blog benefited from monthly posts from a regular group of bloggers, along with over 70 guest bloggers who wrote about various topics relating to children's services. With over 500 posts in 2012, there was a dramatic overall increase in activity on the ALSC blog compared to the previous year. Analytics demonstrate this increase:

- 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.

ALSC Events and Continuing Education

2012 ALSC National Institute

The 2012 ALSC National Institute in Indianapolis, held September 20-22, was a huge success both in terms of participant enjoyment and financial health. More than 250 people were in attendance, and the weekend included twelve unique education programs; four author/illustrator keynotes or panels; an off-site reception; four 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. Of those who filled out an evaluation of the Institute, 72.5 percent commented that this was their first Institute and 84.4 percent said they were also members of their state association. On a scale of one to five, one meaning strongly disagree and five meaning strongly agree, 88.2 percent of participants said they had a positive Institute experience by rating their overall impression a four or a five.

In addition to positive participant feedback, the Institute came in very close to budget and will make a profit of approximately \$13,000. This was due, in part, to the affordability of Indianapolis and to a new ALSC policy regarding Institute speaker registration.

2014 ALSC National Institute

This spring, ALSC announced that the 2014 institute will be held in Oakland, California. Institute program proposals are being accepted through June 7, 2013.

2013 Preconference

ALSC's 2013 preconference in Chicago, [A Wild Ride: 75 Years of the Caldecott Medal](#), invites attendees to take a wild ride through the past, present, and future of award-winning children's book art. The event is being held at the Art Institute of Chicago and is part of the 75th anniversary celebration of the Caldecott Award. Caldecott winners, as well as editors, art directors, and production managers, will share their insights on the creative process. Participants will engage with one another in small focus groups and interactive, critical discussions of Caldecott-medal books throughout the years. Due to its popularity, this event sold out in the spring.

2013 ALSC Charlemae Rollins President's Program

The 2013 program, [Think with your Eyes!](#), is being held on Monday, July 1, during the ALA Annual Conference. This event, which marks the conclusion of the year-long Caldecott anniversary celebration, explores a powerful method of engaging with picture and the value of using the technique with children. Whether images are masterpieces on a museum wall, part of a picture book narrative, or photographs and charts in a science text, understanding and appreciating what we see is a skill that can be developed. In part one, Oren Slozberg, Senior Trainer/Recent Executive Director of [Visual Thinking Strategies \(VTS\)](#), invites audience participation as he introduces the method, which has proven to be highly effective in public libraries and schools in developing observation skills, critical thinking, and civil discourse. In part two, library and museum partners demonstrate how collaboration adds up to more than the sum of its parts in supporting visual literacy. One partnership explores using VTS across the curriculum, while another focuses on the national movement to turn STEM (Science, Technology, Engineering, and Math) initiatives and funding into STEAM by adding Art!

Educational Programs – 2013 ALA Annual Conference

ALSC is presenting the following programs during Annual Conference in 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!

National Library Legislative Day

On May 7 and 8, ALSC leaders participated in the 2013 National Library Legislative Day in Washington, D.C. The division was represented by ALSC President Carolyn Brodie, Vice-President Starr LaTronica, Advocacy and Legislation Chair Penny Markey, 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.

In addition, Carolyn Brodie participated in a program 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 encouraged the Obama Administration to visit one of the excellent programs across our country. *Every Child Ready to Read* information was also highlighted and the presentation closed with a reading of *Read to Your Bunny*.

ALSC leaders also made visits to “the Hill,” including visits to Michael Gamel-McCormick, Senator Tom Harkin’s Office, Senate HELP Committee; Scott Groginsky, staff member, House Education and Workforce Committee; Cristen Datch Kumar, staff member, House Education and Workforce Committee, and Amanda Beaumont, Senator Al Franken’s Office, Senate HELP Committee. Early learning was the focus along with support of school library initiatives. Thanks to a PEW Study titled “Parents, Libraries and Reading” that came out on May 1, ALSC leaders were able to present positive, solid data about the important role of libraries in children’s reading success.

Community Forums

In 2012-13, the division held four ALSC Community Forums. These community forums, which feature news and information from the ALSC Board of Directors, are held on ALSC's web conference software, Adobe Connect. Transcripts from each of these discussions are available on the ALSC website. Topics included:

- May 2013 - Caldecott 75th Anniversary
- February/March 2013 - eBooks and Children’s Services
- December 2012 - Advocacy
- August 2012 - Dues Restructuring

ALSC Online Education

Online Courses

In 2012-13, ALSC offered more than 20 online courses, including a number of courses which were offered with continuing education units (CEUs). These courses were certified with the International Association of Continuing Education and Training (IACET). These courses were offered via Moodle, ALA’s online learning platform. Courses included:

Summer 2012

- The Caldecott Medal: Understanding Distinguished Art in Picture Books

- Connecting with 'Tween Readers
- Introduction to Graphic Novels for Children
- Reading Instruction and Children's Books
- Out of this World Youth Programming

Fall 2012

- The Caldecott Medal: Understanding Distinguished Art in Picture Books
- Connecting with 'Tween Readers
- ALSC Core Competencies: Serving Children with Distinction and Commitment
- Out of this World Youth Programming
- Series Programming for the Elementary School Age

Winter 2013

- The Caldecott Medal: Understanding Distinguished Art in Picture Books
- Science, Technology, Engineering and Math (STEM) Programs Made Easy
- ALSC Core Competencies: Serving Children with Distinction and Commitment
- Information Literacy - From Preschool to High School
- Series Programming for the Elementary School Age

Spring 2013

- Graphic Novels 101: Selection, Evaluation and Programming for Children
- Integrating New Technologies into Your Collections
- Science, Technology, Engineering and Math (STEM) Programs Made Easy
- Information Literacy - From Preschool to High School
- Series Programming for the Elementary School Age
- Connecting with Tween Readers

Webinars

ALSC also offered more than 25 hour-long live webinars. Each webinar was offered multiple times providing flexibility for busy professionals. ALSC members received a discounted price for webinars.

Topics included:

- Give Me Something to Read! When Social Networking Meets Readers Advisory
- The Fine Art of Children's Book Illustration
- Every Child Ready to Read: How to Train and Motivate Adults to Foster School Readiness
- Seeing the World through a Different Lens: International Films for Youth
- Expanding the Caldecott Experience: Programming with Caldecott Winning and Honor Books

Association for Library Service to Children—a division of the American Library Association

- Get to Know the Caldecott Winners
- Best Practices for Apps in Storytime
- So You Want to Genre-fy your Library...and More
- Summer Science @your Library
- Sensory Storytime: Preschool Programming That Makes Sense for Kids with Autism
- The Power of Play for Early Childhood Learning in Your Library

Recorded Webcasts

A webcast is a webinar that has already taken place; ALSC offers webcasts as on-demand video that can be watched at any time. In efforts to support 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 which are free to students. These student sessions focus on topics of interest to students and early career professionals. Titles from 2012-13 include:

- 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

Board Actions

During the period of September 1, 2012, to present, the ALSC Board of Directors has taken the following actions. Full details are available 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). (May 2013)

Approved, changes to the membership statement of the Budget Committee. (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)

Accepted, the 2013 Midwinter agenda with flexibility. (MW 2013)

Approved, the consent agenda. (MW 2013)

Accepted, the Sibert Poetry Eligibility Task Force report with corrections as noted. (MW 2013)

Accepted, the draft Carnegie Medal/Notable Children's Videos manual with revisions. (MW 2013)

Supported, sponsorship on an ongoing basis of the United States Board on Books for Young People (USBBY) International Children's Book Day. (MW 2013)

Accepted, the clarification of purpose of and "New to ALSC" definitions for the New-to-ALSC Board of Directors position. (MW 2013)

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. (MW 2013)

Accepted, the recommendations of the ALSC Executive Committee with respect to changes in issuance frequency and format of *Children and Libraries*. (MW 2013)

Supported, the Every Child Ready to Read (ECRR) IMLS Grant Proposal, pending Budget Committee review. (MW 2013)

Endorsed, an ALA Council memorial resolution honoring Dr. Kay Bishop. (MW 2013)

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; and 2) the Candlewick/Light the Way Award application to reflect the same language change. (MW 2013)

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. (MW 2013)

Declined, regretfully, 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. (MW 2013)

Accepted, a dues adjustment proposal, and placement of the adjustment on the Spring ballot. (MW 2013)

Approved, an allocation of up to \$3,000 for the Newbery/Caldecott/Wilder Banquet project to highlight the celebration of the Caldecott 75th Anniversary. (MW 2013)

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. (MW 2013)

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. (MW 2013)

2012-2013 ALA CD#28.4
2013 ALA Annual Conference

Agreed, to the establishment of a task force to create an online, multimedia Budget Committee manual. (MW 2013)

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. (MW 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

as of April 2013 (8 months of data)

	Budgeted	Actual
Total Revenues	\$638,252	\$911,591
Total Expenses before Overhead & Taxes	\$628,286	\$584,182
Contribution Margin	\$54,966	\$327,409
Overhead to ALA	\$88,909	\$111,341
Taxes	160	120
Net Revenue for 8 mo FY 13	-\$34,103	\$215,948

Beginning Net Asset Balance (as of September 1, 2012)	\$1,538,653
Ending Net Asset Balance (as of April 30, 2013)	\$1,754,601

Moving into the Future

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, which is comprised of children's and youth librarians, youth literature experts, publishers, education and library school faculty members, and others who are dedicated to better library services and resources for all children. Our membership is vibrant, energetic, knowledgeable, and dedicated.

We will work together to move the association forward by meeting the goals and objectives of our 2012-2017 ALSC Strategic Plan (<http://www.ala.org/alsc/aboutalsc/stratplan>). At the same time, we maintain constant focus on our core values of collaboration, excellence, inclusiveness, innovation, integrity and respect, leadership and responsiveness. With the assistance of our highly professional ALSC staff, we have support and association expertise to help move our initiatives forward.

We will 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 will plan to continue enhancement of member communication, engagement, and transparency through community forums, print and electronic publications, and social network venues. Engagement to members through virtual committee work and continuing education endeavors will continue to offer new opportunities and new learning experiences. ALSC launched a new website in May of this year titled "Everyday Advocacy" (<http://www.ala.org/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 plan to 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 will 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 culminate with 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

2012-2013 Board of Directors

Executive Committee:

Carolyn S. Brodie, President
Starr LaTronica, Vice President/President-Elect,
Mary Fellows, Immediate Past-President
Andrew Medlar, Division Councilor
Tali Balas, Fiscal Officer

Directors:

Rita Auerbach
Ernie Cox
Nina Lindsay
Jamie Campbell Naidoo
Michael Santangelo
Megan Schliesman
Lisa Von Drasek
Jan S. Watkins

ALSC Staff:

Aimee Strittmatter, Executive Director
Marsha Burgess, Program Coordinator
Joanna Ison, Program Officer, Projects and Partnerships
Caroline Jewell, Awards Coordinator
Jennifer Najduch, Program Officer, Continuing Education
Dan Rude, Marketing Specialist, Membership
Laura Schulte-Cooper, Program Officer, Communications & Website