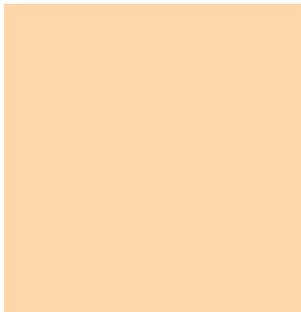
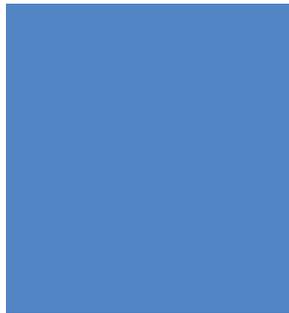
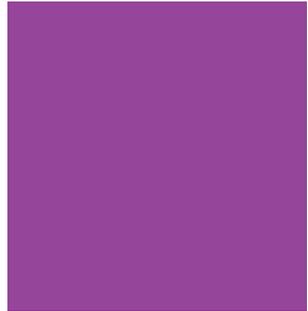
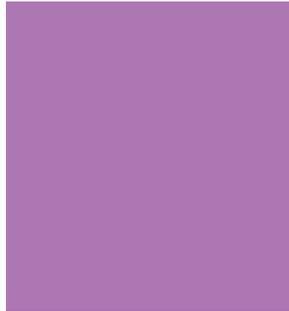
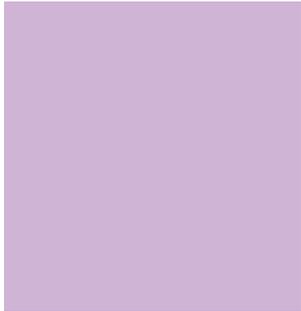




Association for Library Service to Children

ANNUAL REPORT 2015–2016





A MESSAGE

from

ANDREW
MEDLAR

2015–2016

ALSC PRESIDENT

This has been a year of moving forward, reaching out, and giving back for the Association for Library Service to Children. From the children's rooms of libraries in communities of all sizes across the United States, to the White House, and across the Atlantic and Pacific Oceans, ALSC members and leaders are doing transformative work and communicating the impact of our essential library services to the world. The amazing accomplishments outlined in this report are the direct result of an engaged board, a hardworking staff, and dedicated members, all of whom are committed to education, advocacy, and access. Our ALSC community is, together, evolving our roles as Media Mentors, strengthening our support for young people during their out-of-school time and in their engagement with digital media, and standing up for diversity and inclusion, and, together, we truly are creating a better future for children through libraries.

Collectively, the achievements documented here position ALSC to make even stronger connections with our members in supporting them as they serve their communities in the future. As work has already begun on ALSC's next Strategic Plan, which will take effect in 2017, I am confident that our leadership, staff, and members are poised and empowered to continue to maintain our association's best traditions and move us forward in today's ever-changing world.

Andrew Medlar
President, 2015–2016

MEMBERSHIP

2015–2016 was a year of growth in membership. Overall, ALSC membership is at its highest level in nearly five years, standing right around 4,200. Through August 2016, ALSC was about 4.5% above the same point in August 2015 in terms of overall personal membership. This growth can be attributed to a variety of factors including the popularity of our grants/awards, strong online learning opportunities, publications/journals, advocacy efforts, and the variety of ways to get involved.

Emerging Leaders

Meredith Steiner, children’s librarian at San Francisco Public Library, was ALSC’s representative in the 2016 Emerging Leader program. She also is president of the Association of Children’s Librarians of Northern California (ACL), and a member of the California Library Association and REFORMA: The National Association to Promote Library and Information Services to Latinos and the Spanish-Speaking. Steiner worked with the ALSC-sponsored Emerging Leader team to create an environmental scan on the state of youth librarianship for the Board of Directors.



Mentoring Program

In 2015–2016, the ALSC Mentoring Program matched more than 100 mentors and mentees and delivered training opportunities during two Mentoring Forums. The program added more resources and distributed education on mentoring. Mentors and mentees received monthly emails with tips and suggestions. At the end of their term, mentors and mentees were honored on the ALSC Blog.

Roadshow

The ALSC Roadshow provides funding for members to represent the association at conferences and alumni events around the country. In 2015–16, ALSC supported members for attendance at over eight conferences in states including Minnesota, Pennsylvania, New York, Louisiana, and others.

INITIATIVES

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

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

This year marked the 20th anniversary of El día de los niños/El día de los libros - Children’s Day/Book Day. As the National Home of Día, ALSC continued to work to encourage widespread incorporation of this multicultural initiative into libraries’ daily programming. For the 20th anniversary, ALSC celebrated with a special story time on Capitol Hill in Washington D.C. Día founder and children’s author Pat Mora and three U.S. Congressmen read to children from Payne Elementary School and CentroNia’s bilingual early learning program. In coordination with the event, ALSC challenged libraries to invite legislators to literacy events in their own communities to share diverse books with children and their families.



In September 2015, ALSC and YALSA were awarded a sixth year of funding from the Dollar General Literacy Foundation. ALSC used its funds to provide two rounds of minigrants: 10 Building STEAM (Science, Technology, Engineering, Art, and Math) with Día grants of \$2,000 each to help libraries provide culturally diverse STEAM programming; and 20 grants of \$2,000 each to support recipients’ celebratory, 20th anniversary Día programming.

In addition to the minigrants, funds also were used to improve the user experience and functionality of the National Día Program Registry: the data entry process was improved and streamlined; the program map was made more user-friendly; and tickers were added to track total programs and states celebrating. For 2016, the National Día Program Registry had 572 registered programs with an estimated 103,525 program participants.

The Quicklists Consulting committee developed two new sets of book lists presenting titles that embrace diversity. The lists, along with toolkits, activity pages, and promotional materials developed in previous years with Dollar General Literacy Foundation grant funds, are available for free download on the [Día website](#).

Every Child Ready to Read



ALSC and the Public Library Association (PLA) administer the popular early literacy initiative, Every Child Ready to Read® @ your library® 2nd Edition (ECRR2), which launched in 2010. A digital ECRR2 toolkit for Spanish-Speaking communities was released in 2014. An ECRR2 toolkit geared toward training childcare providers is in the design phase.

A multi-year National Leadership Grant first awarded to ALSC and PLA in 2013 by the Institute of Museum and Library Services continues to provide insight on the impact of the initiative. By comparing a cohort of libraries using Every Child Ready to Read to a group of libraries not using ECRR, the grant's researchers aim to quantify the impact that is being made through its implementation. Dr. Susan Neuman and Dr. Donna Celano wrote articles this year for *Phi Delta Kappan* and *Educational Leadership*, discussing the effect that teaching ECRR's "five principles" has on the ongoing literacy behaviors of parents, and the specific implications that ECRR2 has for children and families who are English Language Learners (ELL). The articles are available on the ECRR website (<http://www.everychildreadytoread.org/>).

Everyday Advocacy

The Everyday Advocacy (EA) website is a member-driven resource providing straightforward, effective ways librarians and others can advocate for children and libraries. EA features resources and tips for engaging community supporters, legislators, and stake-holders and for effectively communicating the value of libraries and librarians, with emphasis on librarians serving youth.



Everyday Advocacy Matters, a quarterly electronic newsletter, highlights advocacy stories, tips, and ideas. "Take Action Tuesday," a weekly post on ALSC's electronic discussion list, invites readers to try one quick advocacy activity.

The inaugural Everyday Advocacy Challenge (EAC) kicked off in September 2015. A cohort of 18 participants committed to the 4-week challenge during which they completed four consecutive Take Action Tuesday challenges; collaborated with one another, sharing successes and trials on ALA Connect; wrote posts about the experience for the ALSC blog; and contributed their reflections in *Everyday Advocacy Matters*. Based on the success of the first cohort, a quarterly challenge was established.

Through Take Action Tuesdays and EA Challenges, librarians have been encouraged to set advocacy goals, to realize the range of ways in which they are already advocating, and to share their successes and challenges with peers.

PROJECTS, PARTNERSHIPS, & LETTERS OF SUPPORT

Curiosity Creates

Thanks to a generous donation from Disney, ALSC issued 79 Curiosity Creates grants to public libraries in support of creativity programming. Preliminary feedback underscores the pivotal role that libraries serve in



communities. Responses have ranged from parents and caregivers remarking on how the programs have shown them a different side of their children to patrons noting that they view the library itself differently after their participation.

ALSC compiled and analyzed qualitative data and anecdotal accounts from grant recipients, and the information is presented in a video posted on the ALSC YouTube channel and in a document entitled, “Curiosity Creates: Innovative Library Programming for Children,” available on the ALSC website.

The Lunar and Planetary Institute

ALSC co-sponsored and provided promotional support for a Deep Dive Session, “Creating Out-of-This-World Children’s Science Programming with Free NASA Resources,” during the 2016 Midwinter Meeting in Boston. Co-sponsored with the ALA Public Programs Office, the session

was led by Keliann LaConte of the Lunar and Planetary Institute (LPI). Attendees received guides to upcoming celestial, Earth, and NASA mission events, and were guided through ways to incorporate these and other NASA resources into library programming.

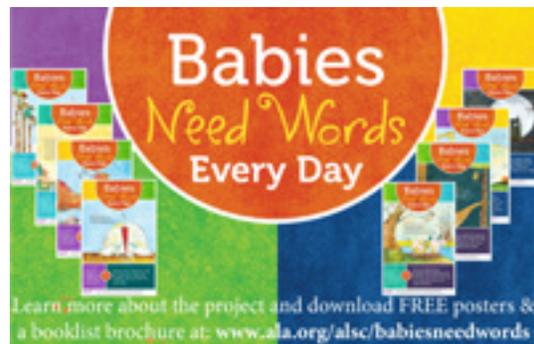
The Board of Directors provided a letter of support to LPI for a grant to fund a second proposed Public Libraries & STEM conference. LPI awaits news on the funding of the proposal. If the grant is approved, ALSC has agreed to promote the conference and suggest members for participation.

Take Your Child to the Library Day

At the 2014 ALA Annual Conference, the Board of Directors voted to support the Take Your Child to the Library Day initiative. ALSC assisted in promotion of the program in 2015 and 2016 and has been listed as a partner on the initiative’s website.

Babies Need Words Every Day

The Early Childhood Programs and Services committee developed the Babies Need Words Every Day (BNWED) materials in 2015 in response to a call to action on bridging the 30 million word gap. Resources include eight posters that deliver simple, effective rhymes, games, and other suggestions for immediate, enriching ways to communicate with babies. The free posters are available in English and Spanish, and are ideal for posting above changing tables in child care centers, in doctors’ waiting rooms, anywhere children and caregivers have a moment to talk, read, sing, and play. The booklist suggests titles aligned with children’s developmental skills. A BNWED media kit contains press release and partner letter templates and talking points to support librarians with community outreach.



ALSC continues to position the Babies Need Words Every Day materials for broad promotion and distribution, while ensuring that potential partners and target audiences understand that their local libraries offer resources and support to extend highlighted practices.

WGBH Boston

ALSC provided a letter in support of WGBH Boston’s proposed Bringing Science Home with PEEP materials, aimed at developing family engagement tools to support STEM learning. ALSC will inform its membership about the availability of these tools, if funded.

■ CONFERENCES & EVENTS

ALSC President's #ALSCtour

In fall 2015, Andrew Medlar established the Twitter campaign, “#ALSCtour,” to document his travels as ALSC 2015-2016 President. He invited colleagues to follow along on Twitter as he shared ideas and images that he discovered on visits to libraries near and far, from Florida to Germany, Wisconsin to Puerto Rico, and Maine to New Zealand. Medlar also shared details and photos from many of his tour adventures on the ALSC blog to inspire and inform readers.

Bill Morris Seminar

Thirty-two applicants participated in this year's Bill Morris Seminar: Book Evaluation Training during the 2016 ALA Midwinter Meeting in Boston. The seminar brought new ALSC members and members with limited evaluation experience together with those who have served on media evaluation committees for training and mentoring in the group process and children's media evaluation techniques. The seminar grooms new and emerging leaders for future ALSC evaluation committee participation.

Community Forums

Community Forums, hosted on Adobe Connect, feature news and information from the Board of Directors. This year's topics included:

- February 2016 – Summer Reading and Learning
- November 2015 – ALSC Competencies for Librarians Serving Children in Public Libraries

National Library Legislative Day

ALSC's National Library Legislative Day efforts were helped by the Advocacy and Legislation committee and the Everyday Advocacy Initiative, resulting in the mobilization of librarian members and non-member allies to advocate on behalf of libraries both in-person and virtually. While in Washington, D.C., ALSC leaders met with national organizations and staffers of legislators interested in affecting aspects of our work, such as diversity, summer learning, child nutrition, media mentorship, and STEAM learning. Meetings were held with the National Association for the Education of Young Children; National Black Child Development Institute; Food Research and Action Center; Institute of Museum and Library Services; Senator Angus King's staffers; and Senate Commerce committee members.

2016 ALSC Programs @ ALA Annual Conference (Orlando)

- Storytime Live! Improv Techniques that Work!
- Early Literacy beyond the Library: How to Engage Young Children and Parents in Your Community
- InbeTWEEN: Services and Programs for Tweens in Public Libraries
- Reaching the Pinnacle of Program Planning: Creating a Model for Standardized Program Quality and Delivery in Multi-Branch Systems
- Words, Words, Words: Increasing Young Children's Exposure to Language through the Words at Play Vocabulary Initiative
- Not Your Granny's Dinner Conversation: Diversity, Race, Sex, and Gender
- 52 Weeks of STEM @ Your Library



Charlemae Rollins President's Program

The 2016 Charlemae Rollins President's Program, "Libraries: The Space to Be," was held on Monday, June 27, during Annual Conference. One of the most transformative services libraries provide children is that of place. The keynote was given by Marty Sklar, former president of Walt Disney Imagineering, and the man behind the creative development of EPCOT, among many other magical spaces. The program also featured a panel discussion on creating vital spaces for children and an interactive show-and-tell of inspiring libraries from across the globe. The event was generously supported by Disney Publishing Worldwide.

» Mora Delivers Spring Lecture



Pioneering author and literacy advocate Pat Mora delivered the May Hill Arbuthnot Honor Lecture in April. The presentation, titled "Bookjoy! ¡Alegria en los libros!" was hosted by Santa Barbara Public Library System in California. The archived webcast is available at: <https://www.youtube.com/watch?v=EvwOZvgXHis>.

IBBY 35th Congress

ALSC President Andrew Medlar and Executive Director Aimee Strittmatter represented ALSC at the International Board on Books for Young People's (IBBY) 35th Congress in Auckland, New Zealand, in August. The theme of the Congress was Literature in a Multi-Literate World, and ALSC presented a poster session titled, "Fostering Cultural Understanding and Empowering Families through Día." Attendees learned about Día's 20th anniversary events and the reach the initiative has throughout the United States. Additionally, the time spent at the Congress was an opportunity to share ALSC's message and our members' work and achievements with the wider world.

2016 ALSC National Institute

The 2016 National Institute scheduled for September in Charlotte, N.C. was cancelled in response to the passage of North Carolina's Public Facilities Privacy & Security Act (House Bill 2), which repealed all GLBT-inclusive nondiscrimination ordinances across the state. The law contradicts the core values, purpose, and diversity work of ALSC and undermines civil rights and the fundamental principles upon which libraries are founded.

In lieu of the Charlotte Institute, two alternative educational offerings will be held: the ALSC Virtual Institute in September 2016 and the ALSC Mini Institute in January 2017, immediately prior to ALA's Midwinter Meeting in Atlanta, Georgia.

ONLINE LEARNING

Online Courses

In 2015-16, ALSC offered 13 online courses, including a number of courses that were offered with continuing education units (CEUs), certified with the International Association of Continuing Education and Training (IACET). Some courses were offered multiple times. Topics included:

- The Caldecott Medal: Understanding Distinguished Art in Picture Books
- Engaging Readers and Writers with Interactive Fiction
- It's Mutual: School and Public Library Collaboration
- The Newbery Medal: Past, Present, and Future
- Science, Technology, Engineering, and Math (STEM) Programs Made Easy
- The Sibert Medal: Evaluating Books of Information
- Storytelling with Puppets

Webinars

ALSC's 2016 live webinars included:

- Collection Development: Children's and Young Adult Books about Native Americans
- "Making" Readers: How the Maker Movement Can Impact Literacy
- Managing Children's Services: Communication in the Youth Services Department
- Managing Children's Services: Scheduling and Time Management in the Youth Services Department
- Managing Financials in a Youth Services Department
- So You Want to Get Published
- Supervising the Youth Services Department

PROFESSIONAL AWARDS & GRANTS

Bookapalooza Award

A donation program providing select libraries with a collection of recently published books, videos, and recordings

- Bezhigoogahbow Library, Cass Lake, Minnesota
- David A. Howe Public Library, Wellsville, New York
- Nora Sparks Warren Library, Pauls Valley, Oklahoma

Baker & Taylor Summer Reading Program Grant

(Donor: Baker & Taylor)

A \$3,000 grant to support an innovative summer reading program in a public library

- Madison County Public Libraries, Marshall, North Carolina

Bechtel Fellowship

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

A \$4,000 grant to support four weeks of study at the Baldwin Library of Historical Children's Literature, University of Florida, Gainesville

- Bridgid Mangan, Petworth Neighborhood Library, D.C. Public Library, Washington, D.C.
- Wendy Stephens, Jacksonville State University, Alabama

ALSC Distinguished Service Award



Pat Scales, Greenville, South Carolina

Pat Scales is a former middle school and high school librarian who is an independent consultant, author, and active member of ALSC and ALA.

Throughout her career, Scales has been a passionate advocate for children's intellectual freedom. She works to educate librarians, teachers, and parents on how to talk about books and teach life lessons through sharing books.

Scales' involvement with children, libraries, and ALSC spans 38 years. She served as ALSC President in 2008-2009 and also served as chair of many ALSC award committees, including the Newbery, Caldecott, and Wilder.

As an authority on censorship and children's literature, she has published three books and is a contributor for *Random House*, *School Library Journal*, and *Book Links*. She also has been called upon as an expert witness by ALA to defend the Library Bill of Rights in book challenges.

Maureen Hayes Author/Illustrator Visit Award

(Donor: Simon & Schuster Children's Publishing)

Up to \$4,000 to provide a visit from a nationally-known author/illustrator with children who have previously not had such an opportunity

- Thibodaux Public Library, Thibodaux, Louisiana

Light the Way: Library Outreach to the Underserved Grant

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

A \$3,000 grant to assist a library in conducting exemplary outreach to an underserved population

- Bezhigoogahbow Library, Cass Lake, Minnesota

Penguin Young Readers Group Award

(Donor: Penguin Young Readers Group)

A \$600 stipend for a member to attend her first ALA Annual Conference

- Elizabeth Esposito, South Huntington Public Library, Huntington Station, New York
- Kristel Sexton, Ypsilanti District Library, Ypsilanti, Michigan
- Kelly Shea, Paoli Library, Paoli, Pennsylvania
- Caryn Wilson, Three Rivers Public Library, Three Rivers, Michigan

SCHOLARSHIPS

Bound to Stay Bound Books Scholarship

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

- Luz Flores (Attending: University of Maryland)
- Marissa Guidara (Attending: Valdosta State University)
- Heather Harden (Attending: East Carolina University)
- Amanda Neace (Attending: University of Kentucky)

Frederic G. Melcher Scholarship

- Amanda Lopez (Attending: University of Illinois)
- Krystal Smith (Attending: Texas Woman's University)

ALSC Spectrum Scholarship

- Yolonda J.D. Green (ALSC Scholar in honor of Ellen Fader; Attending: University of Kentucky)
- Allison Canada Rollins (Attending: University of Illinois)

ALSC Past President Ellen Fader, Portland, Oregon, provided a generous donation to the Spectrum Scholarship for a third year. Her contribution supports a student through the 2016–2017 school term and provides for a follow-up grant for a Spectrum Scholar alumnus entering the final semester of work in Fall 2016.

LITERARY & RELATED AWARDS

2016 Winners

ALA's Youth Media Awards (YMA) press conference at the ALA Midwinter Meeting in Boston was Webcast live; the archive presentation is at <http://ala.unikron.com/2016>. ALSC winners included:

Newbery Medal – *Last Stop on Market Street*, Matt de la Peña (G. P. Putnam's Sons/Penguin)

Newbery Honor Books – *The War that Saved My Life*, Kimberly Brubaker Bradley (Dial/Penguin); *Roller Girl*, Victoria Jamieson (Dial/Penguin); *Echo*, Pam Muñoz Ryan (Scholastic Press)

Caldecott Medal – *Finding Winnie: The True Story of the World's Most Famous Bear*, Sophie Blackall (Little, Brown/Hachette)

Caldecott Honor Books – *Trombone Shorty*, Bryan Collier (Abrams); *Waiting*, Kevin Henkes (Greenwillow/HarperCollins); *Voice of Freedom: Fannie Lou Hamer, Spirit of the Civil Rights Movement*, Ekua Holmes (Candlewick); *Last Stop on Market Street*, Christian Robinson (G. P. Putnam's Sons/Penguin)

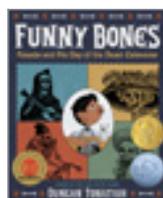
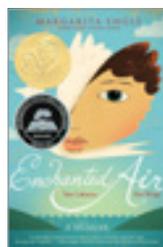
Batchelder Award – Enchanted Lion Books for *The Wonderful Fluffy Little Squishy*, Beatrice Alemagna

Batchelder Honor Books – Seven Stories Press for *Adam and Thomas*, Aharon Appelfeld; NorthSouth Books for *Grandma Lives in a Perfume Village*, Fang Suzhen; TOON Books/RAW Jr. for *Written and Drawn by Henrietta*, Liniers

Belpré Author Award – *Enchanted Air: Two Cultures, Two Wings: A Memoir*, Margarita Engle (Atheneum/Simon & Schuster)

Belpré Author Honor Books – *The Smoking Mirror*, David Bowles (IFWG Publishing); *Mango, Abuela, and Me*, Meg Medina (Candlewick)

Belpré Illustrator Award – *Drum Dream Girl*, Rafael López (Houghton Mifflin Harcourt)



Belpré Illustrator Honor Books – *My Tata's Remedies = Los remedios de mi tata*, Antonio Castro L. (Cinco Puntos); *Mango, Abuela, and Me*, Angela Dominguez (Candlewick); *Funny Bones: Posada and His Day of the Dead Calaveras*, Duncan Tonatiuh (Abrams)

Carnegie Medal – Weston Woods Studios and Mo Willems for *That Is NOT a Good Idea!*

Geisel Award – *Don't Throw It to Me!*, David A. Adler, illus. by Sam Ricks (Penguin)

Geisel Honor Books – *A Pig, a Fox, and a Box*, Jonathan Fenske (Penguin); *Supertruck*, Stephen Savage (Roaring Brook/Holtzbrinck); *Waiting*, Kevin Henkes (Greenwillow/HarperCollins)

Odyssey Award – Listening Library for *The War that Saved My Life*, by Kimberly Brubaker Bradley, narrated by Jayne Entwistle

Odyssey Honor Audiobook – Scholastic Audio for *Echo*, by Pam Muñoz Ryan, narrated by Mark Bramhall, David de Vries, MacLeod Andrews, and Rebecca Soler

Sibert Medal – *Funny Bones: Posada and His Day of the Dead Calaveras*, Duncan Tonatiuh (Abrams)

Sibert Honor Books – *Drowned City: Hurricane Katrina and New Orleans*, Don Brown (Houghton Mifflin Harcourt); *The Boys Who Challenged Hitler: Knud Pedersen and the Churchill Club*, Phillip Hoose (Farrar Straus Giroux); *Turning 15 on the Road to Freedom: My Story of the 1965 Selma Voting Rights March*, Lynda Blackmon Lowery, as told to Elspeth Leacock and Susan Buckley, illus. by P.J. Loughran (Dial/Penguin); *Voice of Freedom: Fannie Lou Hamer, Spirit of the Civil Rights Movement*, Carole Boston Weatherford, illus. by Ekua Holmes (Candlewick)

Wilder Award – Jerry Pinkney

2016 Notable Lists

Also during Midwinter, ALSC's evaluation committees chose the best of the best books, recordings, and videos released in 2015. The Notable Children's Books, Recordings, and Videos lists are available on the ALSC website.

YMA Winners on YouTube

Reaction videos on YouTube featured 2016 award winners responding to the Midwinter announcements. Sibert Medalist and Belpré Honoree Duncan Tonatiuh, Caldecott and Geisel Honoree Kevin Henkes, and Caldecott Honoree Christian Robinson were among the winners who shared a personal response (<http://bit.ly/2016-reaction-vids>).

2016 Award Ceremonies

The summer award presentations, including the Belpré Celebration, marking the 20th anniversary of the award this year, Newbery-Caldecott-Wilder Banquet, Awards Program, and Odyssey Program, are the culmination of ALSC's literary award year. Librarians, educators, publishers, and other children's book enthusiasts came together in Orlando to celebrate the winners and their work as the authors and illustrators accepted their honors and delivered acceptance remarks, which are available on the ALA Institutional Repository (<http://bit.ly/award-speeches>).

» Woodson to Deliver 2017 Arbuthnot Lecture

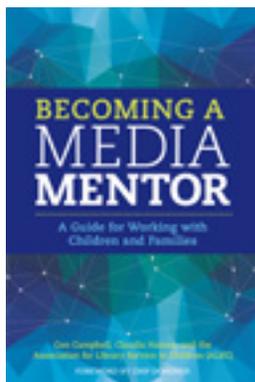


The 2017 Arbuthnot Lecture will be given by Jacqueline Woodson, 2014 National Book Award winner for her *New York Times* bestselling memoir, *Brown Girl Dreaming*. The lecture will be hosted by South Carolina State Library, Columbia, South Carolina, on April 1, 2017.



PUBLICATIONS AND COMMUNICATIONS

ALSC connects with its members and constituents in myriad ways, through social media such as the ALSC blog and Twitter, and via more traditional means like the ALSC website and *Children and Libraries: The Journal of the Association for Library Service to Children*.



Two New Titles from ALSC and ALA Editions

This summer, ALA published *Becoming a Media Mentor: A Guide for Working with Children and Families* by Claudia Haines, Cen Campbell, and ALSC. The guide is designed to help children's librarians define, solidify, and refine their role as media mentors who confidently assist children, families, and caregivers in navigating the digital world and developing lifelong learning skills.

Newbery and Caldecott Awards: A Guide to the Medal and Honor Books, 2016, 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. The 2016 edition features an essay by ALSC member Allie Jane Bruce on diversity and ALSC book award evaluation.

Updated Competencies Issued

ALSC released a revised edition of its Competencies for Librarians Serving Children in Public Libraries, which are recommended to all children's librarians and other library staff whose primary duties include delivering library service to and advocating library service for children ages birth to 14. Effective library service to children demands a broad range of experience and professional skills. The ALSC competencies, originally created and recently revised by the Education committee, seek to define the role of the librarian serving children and touch upon seven knowledge and skill sets: commitment to client group; reference and user services; programming skills; knowledge, curation, and management of materials; outreach and advocacy; administrative and management skills; professionalism and professional development.

Great Websites for Kids

The Great Websites for Kids (GWS) committee reviews and evaluates hundreds of websites each year. This year, the committee selected, annotated, and added 21 sites to the GWS database/resource.

- ALMA Kids - <http://kids.alma.cl/>
- Art for Kids - <http://artforkidshub.com/>
- Bureau of Labor Statistics K–12 - <http://www.bls.gov/k12/home.htm>
- Bystander Revolution - <http://www.bystanderrevolution.org/>
- CERNland - <http://www.cernland.net/index.html?l=es>
- Clic Clic Cuentos Interactivos (Spanish) - <http://www.cuentosinteractivos.org>
- Disney Junior: Disney Latino (Spanish) - <http://disneyjunior.disneylatino.com/>
- Get the Math - <http://www.thirteen.org/get-the-math/>
- The Gilder Lehrman Institute of American History - <https://www.gilderlehrman.org/>
- Knowledge Kids - <http://www.knowledgekids.ca/games>
- Matemáticas Visuales - <http://www.fundacioncse.org/educa/matematicas/>
- Math TV - <http://www.mathtv.com/>
- Mineralogy4Kids - Mineralogy4Kids.org
- NYPL Digital Collections - <http://digitalcollections.nypl.org/>
- PBS Kids Design Squad - <http://pbskids.org/designsquad>
- Ruff Ruffman: Humble Media Genius - <http://pbskids.org/fetch/ruff/>
- SmartHistory - <http://smarthistory.org>
- Space Racers - <http://spaceracers.org/en>
- TEDEd Lessons Worth Sharing - <http://ed.ted.com>
- Virtual Museum of Canada - <http://www.virtualmuseum.ca/about-vmc/>
- We All Live in the Forbidden City - <http://www.walfc.org/about-us/>

Book Lists

ALSC produced a variety of book lists, thanks to our member-volunteers. Lists are available to download from the ALSC website.

20 Years of Día: Share the Gift of Reading. A broad range of titles in a variety of languages to commemorate the 20th anniversary of Día.

Building a Home Library. A balance of new titles and diverse content for families to enjoy with their children.

Building STEAM with Día. Multicultural books that showcase STEAM topics.

Graphic Novels. Key titles for any graphic novel collection for youth.

President's Program. A dynamic list of resources, including books, videos, articles, and links to relevant research, to complement the 2016 ALSC President's Program on library spaces for children.



Summer Reading. Titles to keep children absorbed in reading throughout the summer.

Winter & Summer Reading. Compiled for and distributed by Chipotle for their summer reading program.

Social Media

Facebook. The ALSC Facebook page features timely, relevant information related to library service to youth and currently has more than 9,000 followers.

Twitter. ALSC's Twitter presence continues to grow as a result of curation, resharing, and conversation cultivation. The Children & Technology committee continues to moderate monthly Twitter discussions, one-hour chats focused on topics related to youth services. One chat was co-hosted with FirstBook and addressed maintenance of a diverse children's collection. The typical engagement score on an #alscchat day is 300% that of a normal day for the account, which currently has more than 11,000 followers.

ALSC Blog. The blog is a great destination for those interested in issues facing youth services librarians, providing daily posts on subjects like programming, collection development, and partnerships. In 2015–2016, the blog averaged about 19,000 visits per month, and with over 34,000 sessions, July 2016 was the blog's best-ever month. One single post, "Why Pokemon Go and the Library Is a Perfect Partnership" by Sarah Bean Thompson, garnered over 18,000 views since its publication on July 12, 2016.

BOARD ACTIONS

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

Midwinter – January 2016

Agreed, not to renew the Día trademark as the initiative now emphasizes year-round "diversity in action" rather than a single day, April 30, which is shown on the current trademarked logo.

Approved, a change to the Policy for Service on Media Evaluation committees to read: members and chairs may not serve concurrently on an ALSC award or media evaluation committee and on the ALSC Board, or another ALA unit's Board or media evaluation committee, or ALA/ALSC Council, to take effect beginning with the 2019 media evaluation committees.

Approved, the placement of an amendment to ALSC Bylaws Article XIII, concerning parliamentary authority, on the spring 2016 ALSC Ballot to be voted on by the ALSC membership.

Approved, the creation of a task force to explore opportunities for ALSC to support its members in their summer learning work.

Approved, support, in name only, of the BCALA Inaugural Walter Dean Myers Memorial Lecture.

Approved, writing a letter of support for Project LIFE, a 2-year National Leadership Research grant from IMLS.

Declined, a partnership opportunity with the University of Maryland on an IMLS Laura Bush program proposal.



ALSC Board of Directors

Row 1, l to r: G. Caserotti, D. Gebel, B. Orsburn, A. Medlar, E. Riordan, M. Voors, V. Smith
Row 2, l to r: C. Caputo, A. Strittmatter, J. Nemecko, D. Foote, K. Weisman, J. Roach, M. Schliesman

Annual – June 2016

Accepted, recommendations 1 & 2 from the Student Gift Membership Task Force's report with the following two inclusions:

- (1) the task force remains active until the end of the pilot project;
- (2) an additional member, from the Membership committee, is added to the task force.

Deferred, a proposed change to the Advocacy and Legislation committee charge statement back to the Organization and Bylaws committee for further refinement.

Approved, the Budget committee's recommendations for the FY-17 proposed budget as revised June 26, 2016.

Approved, the deferral of Document 35 (Notable Children's Books Selection committee - CSK seat) to the seated Diversity within ALSC Task Force.

Accepted, recommendations 1, 2, & 3, as amended, from the Award Confidentiality Board Sub-Committee report.

Accepted, action recounted in the new business item from the University of Illinois at Urbana-Champaign.

Online

Approved, in concept, the Digital Media Award Plan as moved and seconded. (June 2016)

Approved, funding of the School-Age Programs and Services committee proposal for bookmarks and a book list featuring tween nonfiction/fiction paired book titles, up to \$1,500 from the FY-17 Children's Library Services Endowment funds. (May 2016)

Approved, cancellation of the ALSC 2016 National Institute in Charlotte, North Carolina. (April 2016)

Endorsed, the ALA Office of Government Relations' letter to the U.S. Senate Rules committee, regarding confirmation of Dr. Carla Hayden as the 14th Librarian of Congress. (April 2016)

Approved, a one-time donation of \$5,000 to support REFORMA's Children in Crisis Project, and tasked the Library Service to Special Population Children and Their Caregivers committee with exploring other ways to contribute non-financially to the project. (February 2016)

Approved, an expenditure of \$1,000 from the Carole D. Fiore ALSC Leadership Fund in FY-17 to support a speaker honorarium for the Big Idea Session at the National Institute in Charlotte, N.C. (November 2015)

Approved, a letter of support for WGBH's Advancing Informal STEM Learning (AISL) National Science Foundation grant proposal, which will provide parents of preschoolers tools to engage their children around exploring the natural world. (October 2015)

Accepted, a motion to revise the composition statement of the Advocacy and Legislation committee to add "The 'Everyday Advocacy' member content editor serves as an ex-officio member." (September 2015)

ALSC FINANCES

In consultation with the Executive Director, the ALSC Board of Directors and Budget committee carefully reviewed and monitored ALSC's budget performance over the course of the 2015–16 fiscal year (FY-16).

ALSC Budgetary Performance – as of August 31, 2016

	Budgeted	Actual
Total Revenues	\$1,201,261	\$1,532,527
Total Expenditures before Overhead & Taxes	\$1,169,761	\$1,057,261
Contribution Margin	\$31,500	\$475,266
Overhead to ALA	\$123,742	\$158,313
Taxes	\$280	\$0
Net Revenue for FY-16	(\$92,522)	\$316,953
Beginning Net Asset Balance (as of September 1, 2015)		\$2,294,973
Transfer from Net Asset Balance to Endowment		\$150,000
Ending Net Asset Balance (as of August 31, 2016)		\$2,461,926
Net Gain		\$166,953

Budget Highlights

ALSC has been fortunate to see another year of growth. The operating budget had planned for a net loss of -\$92,522. The deficit was intentionally approved by the ALSC Board in order to support strategic initiatives, such as Babies Need Words Every Day and media mentorship, and a \$33,333 grant cost share for the Every Child Ready to Read research project. ALSC ended the year, however, with net revenue of \$316,953, an increase of 13.8%. \$150,000 from the net asset balance was transferred to the endowments to support the May Hill Arbuthnot Honor Lecture and the Charlemae Rollins President's Program.

Total revenue was ahead of budget by about 28% or \$331,266. Both physical seals and digital licensing sales were strong (ahead of budget by 59% and 34% respectively) and the primary reason for revenue exceeding the total budgeted amounts. Additionally, ECRR toolkit sales continued to perform well due to bulk sales from statewide initiatives. ECRR revenues were 140% (\$41,938) ahead of budget. Dues revenue also performed ahead of budget by almost 9% as membership increased 4.5% this fiscal year.

Actual expenses were under budget by 10% (\$112,500). There were increased expenses in seals production and overhead due to higher than budgeted orders and revenue. Two notable areas where ALSC was well under budget were salary and benefits due to savings from grant support and unspent professional services fees due to lack of capacity to take on bigger projects after being awarded the \$800,000 Disney creativity grant.

Conclusion

ALSC remains financially strong, thanks to diverse revenue sources, managed expenses, and sharp fiscal oversight by the ALSC Board, Executive Director, and Budget committee. Strong seal and Every Child Ready to Read product sales, grant support, and dues revenue resulted in a better than expected bottom line for FY-16.

ALSC Board of Directors and Staff, 2015-2016

President

Andrew Medlar
Chicago Public Library, Ill.

Vice-President/President-Elect

Betsy Orsburn
Philadelphia, Pa.

Past President

Ellen M. Riordan
Enoch Pratt Free Library, Baltimore, Md.

Division Councilor

Jenna Nemeč-Loise
Chicago Public Library, Ill.

Fiscal Officer

Diane B. Foote
Graduate School of Library and Information Science
Dominican University, River Forest, Ill.

Ex-Officio

Aimee Strittmatter
ALSC Office, Chicago

Directors-at-large

Chris Caputo
Free Library of Philadelphia, Pa.

Gretchen Caserotti
Meridian Library District, Idaho

Doris Gebel
Melfa, Va.

Julie Roach
Cambridge (Mass.) Public Library

Megan Schliesman
Cooperative Children's Book Center
University of Wisconsin, Madison

Vicky Smith
Kirkus Reviews
Portland, Maine

Mary Voors
Allen County Public Library
Fort Wayne, Ind.

Kay Weisman
Vancouver, BC, Canada

ALSC Staff

Aimee Strittmatter
Executive Director

Dan Bostrom
Marketing Manager, Membership

Marsha Burgess
Program Coordinator

Kristen Figliulo
Program Officer, Continuing Education

Angela Hubbard
Program Officer, Projects & Partnerships

Courtney Jones
Awards Coordinator

Laura Schulte-Cooper
Program Officer, Communications & Website



Association for Library Service to Children

American Library Association
50 E. Huron St., Chicago IL 60611
www.ala.org/alsc