This has been a pivotal year for the Association for Library Service to Children (ALSC). We tested exciting pilot programs, such as the June preconference featuring ALSC award honor books, and e-content submissions for the Batchelder Award. The commission and acceptance of a white paper on librarians as media mentors promises to move our work firmly into the future, further underscoring our central role as trusted advisors to children and their families. The copious amount of work outlined in this report positions ALSC to make even stronger connections with our members and the children and families they serve. I am confident that our leadership is poised to continue to move our association forward, taking care to preserve our core purpose while remaining relevant in today’s ever changing world.

Our mission, to improve the lives of all children through libraries, is a lofty one. We continue to work hard to ensure that our members have the support they need to carry this mission through. I am proud to have served this division and look forward to seeing the new leadership carry through these important initiatives and priorities. Our members remain our greatest asset.

Ellen Riordan
President, 2014-2015
MEMBERSHIP

Despite a modest dip membership in FY15, ALSC performed well compared to other American Library Association (ALA) divisions, remaining the fifth largest division in ALA.

ALSC welcomes members through an on-boarding process that includes new member packets, postcards from current members, and a host of free opportunities, including a mentoring program, roadshow, and monthly Twitter chats. ALSC members are encouraged to get involved and stay engaged.

Needs Assessment

A needs assessment survey was completed by the Membership committee in 2015. Among the results found: a) Millennials are a growing percentage of total ALSC membership; b) ALSC has a growing demographic of school librarians; and c) recommendations by university faculty and professors are a leading factor in LIS students becoming ALSC members.

Mentoring Program

In its second year, the ALSC Mentoring Program has matched more than 200 mentors and mentees. The program, administered by the Membership and Managing Children's Services committees, offers two application periods each year – spring and fall. Mentor/mentee pairs work together for a one-year period.

Roadshow

The ALSC Roadshow provides limited funding and materials for individuals to staff booths, present programs, or coordinate social events at conferences, alumni events, or even local get-togethers. This year, ALSC supported five proposals resulting in ALSC representation at events in Ohio, Louisiana, Vermont, and New York.

INITIATIVES

ALSC is home to three major national initiatives, each with a unique focus. Several 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 the initiatives, with the Board of Directors providing oversight.

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

As the National Home of Día, ALSC has continued work to expand its reach by providing libraries with tools for incorporating this multicultural initiative into their daily programming. This year, 501 libraries, schools, and community organizations registered Día programs in the National Día Program Registry, representing nearly 100,000 expected Día program attendees across the country.

In 2015, Día efforts were focused on assisting libraries in developing culturally diverse and culturally appropriate STEAM (science, technology, engineering, art and math) programs. The Quicklists Consulting committee developed four “Building STEAM with
Día book lists containing diverse titles that lend themselves to STEAM activities and a sample STEAM activity.

As part of ALSC’s commitment to diversity in library programming and material collections for children, an Action tab (http://dia.al.org/action) was developed on the Día website as a clearinghouse of multicultural resources for youth services librarians. The new section includes advocacy tools, action steps, awards information, Day of Diversity materials, access to professional development programs, and additional resources.


In early 2015, ALSC was awarded the 2014 Bridge to Understanding Award for its Día Family Book Club Program. Administered by USBBY, the award acknowledges programs that use children's books to promote international understanding among children. The Día Family Book Club introduced books about diverse cultures from around the world to children and families through a series of book discussions.

In September 2014, ALSC and YALSA received a fifth year of the Everyone Reads @ your library® Grant in the amount of $246,806, funded by the Dollar General Literacy Foundation. Through the grant, 15 Día mini-grants of $1,500 each were awarded to public libraries. Libraries used the funds to host “Building STEAM with Día” programs. The grant also funded a free “Building STEAM with Día” webinar and the development of a Building STEAM with Día Tool Kit, which was released in August 2015. The tool kit, written for ALSC by member Amy Koester, includes research citing the need for incorporating diversity into STEAM programming and turnkey examples.

The grant also funded execution of the Day of Diversity: Dialogue and Action in Children's Literature and Library Programming event at the 2015 ALA Midwinter Meeting. ALSC, in collaboration with the Children’s Book Council, hosted the invitation-only event that brought together key stakeholders from several fields to discuss ways to work together to ensure that children have access to more high-quality, culturally diverse literature.

Every Child Ready to Read

ALSC and the Public Library Association (PLA) continue to administer the early literacy initiative, Every Child Ready to Read® @ your library® 2nd Edition (ECRR2), which launched in 2010 and continues to enjoy great success.

An ECRR2 Tool Kit geared toward training childcare providers is currently in development with an expected completion date of January 2016.

Everyday Advocacy

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

The EA website is accompanied by a quarterly e-newsletter, Everyday Advocacy Matters, and weekly “Take Action Tuesday” discussion list posts to help encourage ALSC members to be everyday advocates in their own community. An engaging, new feature, the Everyday Advocacy Challenge, calls on member volunteers to participate as a group and commit to completing eight consecutive advocacy challenges and blogging about their successes and challenges.

At the 2015 Midwinter Meeting, ALSC launched an advocacy button call to action campaign. Buttons were distributed at Midwinter with a tip sheet, developed by the Advocacy and Legislation committee, that provided talking points articulating the value of youth library service.
PROJECTS, PARTNERSHIPS, & LETTERS OF SUPPORT

The Lunar and Planetary Institute
ALSC continues to partner with the Lunar and Planetary Institute (LPI) to collaborate on the Explore program. ALSC member Amy Koester participated at the recent Public Libraries & STEM conference, for which ALSC provided a letter of support, sharing the newly launched Building STEAM with Dia Tool Kit. ALSC also provided a letter of support to LPI for the funding of a second Public Libraries and STEM conference through the National Science Foundation.

Young Children, New Media, & Libraries
ALSC worked with LittleeLit.com and the Washington iSchool on a survey measuring new media usage in libraries by young children (5 and under) and their families. 415 libraries from across the US participated, and results were published in the Summer 2015 issue of *Children and Libraries*. An infographic representation of the results was developed by the Public Awareness committee.

The Board adopted a white paper, “Media Mentorship in Libraries Serving Youth,” by Cen Campbell, Claudia Haines, Amy Koester, and Dorothy Stoltz. The paper explores the role of children’s librarians as mentors of new media, supporting families in the intentional, appropriate, and positive use of media.

During the Leadership and ALSC session at the ALA Annual Conference, Lisa Guernsey, director of the Early Education Initiative of New America and author of *Screen Time: How Electronic Media - From Baby Videos to Educational Software - Affects Your Young Child*, spoke on how librarians’ work as media mentors aligns with other disciplines who share the common goal of supporting children and families, in developmentally appropriate ways, to bolster ongoing academic success.

Take Your Child to the Library Day
ALSC supported the 2015 Take Your Child to the Library Day initiative by promoting the program and lending its name as a partner on the initiative website.

Babies Need Words Every Day
In alignment with ALSC’s commitment to bridging the 30 million word gap, the Early Childhood Programs and Services committee (ECPS) sponsored a session called “Babies Need Words Every Day: Bridging the Word Gap as a Community” at the ALA Annual Conference. The session was the launch event for the Babies Need Words Every Day (BNWED) project and materials.

ECPS developed eight posters that deliver rhymes, games, and other suggestions for immediate, enriching ways to communicate with babies. The free posters, in English and Spanish, are ideal for posting above changing tables in child care centers, in doctors’ waiting rooms, and anywhere children and their caregivers have a moment to talk, read, sing, and play. A related book list suggests titles for parents to request at their local library. Librarians are asked to encourage community partners to download and display the resources.

Curiosity Creates Grants
Late in the summer, ALSC announced Curiosity Creates, a grant opportunity for libraries to promote exploration and discovery for children ages 6 to 14. The grant will support librarians who are already implementing innovative maker-spaces as well as those who can use this funding to spark new programs. Seventy-seven grants, each in the amount of $7,500, will be awarded in fall 2015. The grant was made possible through a generous donation of $800,000 to ALSC from Disney.
CONFERENCES & EVENTS

2014 ALSC National Institute

ALSC’s National Institute in Oakland was a great success. Attendees enjoyed a weekend packed with education programs, keynotes, panels, and networking, including an address by author Steve Sheinkin, an afternoon at Children’s Fairyland, a panel presentation by Tim Federle, Pam Muñoz Ryan, Rita Williams-Garcia, and Gene Luen Yang, and a closing general session delivered by Andrea Davis Pinkney. ALSC also announced the location of the 2016 National Institute—Charlotte, N.C.

2015 ALSC Programs @ ALA Annual Conference (San Francisco)

- Babies Need Words Every Day: Bridging the Word Gap as a Community
- Managing the Future: Supporting Your Youth Services Innovators
- New Immigrants, New Approaches: Serving Your Community’s Deep Diversity with Programming and Acquisition
- Passion, Purpose, and Partnership: All around Town, All around the State
- The Raising of America: How Libraries Can Make a Difference for Our Babies and Young Children
- Summer Learning: A Family Affair
- We Need Diverse Books (WNDB) Presents: How to Move from Talk to Action

Charlemae Rollins President’s Program

The 2015 program, “More to the Core: From the Craft of Nonfiction to the Expertise in the Stacks,” was held on Monday, June 29, during Annual Conference. Awarding-winning author and illustrator Melissa Sweet and literacy advocate Judy Cheatham, VP of Literacy Services at Reading Is Fundamental, shared the stage, presenting an informed and inspired look at the creation of excellent nonfiction and the matchmaking of great books and the kids who need them.

National Library Legislative Day

Ellen Riordan, ALSC president; Andrew Medlar, ALSC vice president/president-elect; Aimee Strittmatter, executive director; Helen Bloch, Advocacy and Legislation committee member; and Joanna Ison, program officer for Projects and Partnerships, attended National Library Legislative Day in Washington, DC in May. They participated in informational meetings with New America; Institute of Museum and Library Services (IMLS); the Health and Human Services’ Office of Head Start and Office of Child Care; Reach Out and Read; and National Summer Learning Association. The ALSC leaders also met with the Senate’s HELP committee and the House of Representative’s Education and the Workforce committee, advocating for libraries as essential partners in early learning.
Community Forums
Community Forums, hosted on Adobe Connect, featured news and information from the Board of Directors, and transcripts of the discussions are available online. This year's topics included:

- June 2015 – Media Mentorship
- February 2015 – Online Day of Diversity Forum
- November 2014 – The Future of ALSC Online Continuing Education

Selznick Delivers Spring Lecture
Brian Selznick, award-winning author and illustrator, delivered the May Hill Arbuthnot Honor Lecture in May. The lecture, titled “Love is a Dangerous Angel: Thoughts on Queerness and Family in Children’s Books,” was hosted by the Martin Luther King Jr. Memorial Library in Washington, D.C. In conjunction with the lecture, an exhibit exploring Selznick’s images and process was on view in the Great Hall of the library from March 22-June 21. The archived webcast is available at: https://www.youtube.com/watch?v=be0FYHYh1Sc.

ONLINE LEARNING

Online Courses
In 2014-15, 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:

- Children with Disabilities in the Library
- Children's Graphic Novels 101: Selection, Evaluation, and Programming for Children
- Science, Technology, Engineering, and Math (STEM) Programs Made Easy
- Storytelling with Puppets
- Storytime Tools

Webinars
ALSC’s 2015 live webinars included:

- Be a Winner: Inspired Youth Grant Writing (Part I & II)
- Building STEAM with Día: The Whys and Hows to Getting Started
- C Is for Common Core and Collection Development
- Celebrating with Poetry Snapshots
- Using the Every Child Ready to Read @ your library® Tool Kit with Spanish-Speaking Communities

Webcasts—webinars that have already taken place—are offered as on-demand video to be viewed any time.

Student Sessions
The Membership committee hosted one-hour, “student session” webinars that focused on topics of interest to students and early career professionals. This year’s topics were:

- How to Put the Library in STEM Development Librarian
- Livin’ the Dream: Life as a Collection
PROFESSIONAL AWARDS & GRANTS

Bookapalooza Award
A donation program providing select libraries with a collection of recently published books, videos, and recordings
- Maricopa (Ariz.) Public Library
- Pinetop-Lakeside (Ariz.) Public Library
- Monterey County Free Libraries, Marina, Calif.

Baker & Taylor Summer Reading Program Grant
(Donor: Baker & Taylor)
A $3,000 grant to support an innovative summer reading program in a public library
- Florida (N.Y.) Public Library

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
- No winner selected in 2015

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
- Rockford (Ill.) Public Library

ALSC Distinguished Service Award
Kathleen T. Horning, Madison, Wisconsin
Kathleen T. Horning is director of the Cooperative Children’s Book Center at the University of Wisconsin—Madison, and in her work there has been a longtime advocate for multiculturalism and diversity in literature for children and teens.

She has served ALSC as President, member of the Board of Directors, chair of the Caldecott 75th Anniversary task force, and co-chair of the pre-conference celebrating 75 years of Caldecott books. As President, she forged strong ties with REFORMA resulting in an annual Pura Belpré Award and strengthening the national Dia celebrations.

Horning has extended her expertise in children’s literature through service on many book committees of ALA and other organizations, including the Ezra Jack Keats Award committee, Charlotte Zolotow Award committee, Coretta Scott King Award jury, Stonewall Book Award committee, and Hans Christian Andersen Award committee for USBBY.

She is both an author and a teacher. Among her published titles is From Cover to Cover: Evaluating and Reviewing Children's Books, a classic guide for youth librarians. She also has taught online courses for ALSC.

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
- Putnam County Library Cookeville, Tenn.

Penguin Young Readers Group Award
(Donor: Penguin Young Readers Group)
A $600 stipend for a member to attend her first ALA Annual Conference
- Emily Bredberg, Lakeside Elementary School, Coppell (Texas) Independent School District
- Stephanie Long, Frederick County (Md.) Public Libraries
- Juliet Morefield, Multnomah County Library, Portland, Ore.
- Heather Thompson, Cook Memorial Public Library District, Libertyville, Ill.

SCHOLARSHIPS

Bound to Stay Bound Books Scholarship
(Donor: Bound to Stay Bound Books, Inc.)
- Marta Brandes-Meisener, La Mesa, Calif.
- Blanca Rosales Ginsberg, La Mesa, Calif.
- Lauren Gray, Monticello, Ill.
- Jennifer Matsu, Provo, Utah

Frederic G. Melcher Scholarship
- Elizabeth Pearce, Ann Arbor, Mich.

ALSC Spectrum Scholarship
- Sylvia Cecilia Aguiña, San Jose State University
- Vivian Alvarez (ALSC Scholar in honor of Ellen Fader), University of Illinois, Urbana-Champaign
LITERARY & RELATED AWARDS

2015 Winners

ALA’s Youth Media Awards (YMA) press conference at the ALA Midwinter Meeting in Chicago was Webcast live; the archive presentation is at http://bit.ly/YMA-15. ALSC winners included:

**Newbery Medal** – *The Crossover*, Kwame Alexander (Houghton Mifflin Harcourt)

**Newbery Honor Books** – *El Deafo*, Cece Bell (Amulet/ABRAMS); *Brown Girl Dreaming*, Jacqueline Woodson (Nancy Paulsen/Penguin)

**Caldecott Medal** – *The Adventures of Beekle: The Unimaginary Friend*, Dan Santat (Little, Brown/Hachette)

**Caldecott Honor Books** – *Nana in the City*, Lauren Castillo (Clarion); *The Noisy Paint Box: The Colors and Sounds of Kandinsky’s Abstract Art*, Mary GrandPré (Knopf/Random House); *Sam & Dave Dig a Hole*, Jon Klassen (Candlewick); *Viva Frida*, Yuyi Morales (Neal Porter/Roaring Brook); *The Right Word: Roget and His Thesaurus*, Melissa Sweet (Eerdmans); *This One Summer*, Jillian Tamaki (First Second)

**Batchelder Award** – Eerdmans for *Mikis and the Donkey*, Bibi Dumon Tak

**Batchelder Honor Books** – First Second for *Hidden: A Child’s Story of the Holocaust*, Loïc Dauvillier; Enchanted Lion Books for *Nine Open Arms*, Benny Lindelauf

**Belpré Author Award** – *I Lived on Butterfly Hill*, Marjorie Agosín (Atheneum/Simon & Schuster)

**Belpré Author Honor Book** – Portraits of Hispanic American Heroes, Juan Felipe Herrera (Dial/Penguin)

**Belpré Illustrator Award** – *Viva Frida*, Yuyi Morales (Neal Porter/Roaring Brook)

**Belpré Illustrator Honor Books** – *Little Roja Riding Hood*, Susan Guevara (Putnam/Penguin); *Green Is a Chile Pepper*, John Parra (Chronicle); *Separate Is Never Equal: Sylvia Mendez & Her Family’s Fight for Desegregation*, Duncan Tonatiuh (ABRAMS)

**Carnegie Medal** – Paul R. Gagne and Melissa Reilly Ellard, Weston Woods, for *Me...Jane*

**Geisel Award** – *You Are (Not) Small*, Anna Kang, illus. by Christopher Weyant (Two Lions)

**Geisel Honor Books** – *Mr. Putter & Tabby Turn the Page*, Cynthia Rylant, illus. by Arthur Howard (Houghton Mifflin Harcourt); *Waiting Is Not Easy!*, Mo Willems (Disney/Hyperion)

**Odyssey Award** – Live Oak Media for *H.O.R.S.E. A Game of Basketball and Imagination*, by Christopher Myers, narrated by Dion Graham and Christopher Myers

**Odyssey Honor Audiobooks** – Simon & Schuster Audio for *Five, Six, Seven, Natel*, by Tim Federle, narrated by Tim Federle; Listening Library for *The Scandalous Sisterhood of Prickwillow Place*, by Julie Berry, narrated by Jayne Entwistle; Scholastic Audiobooks for *A Snicker of Magic*, by Natalie Lloyd, narrated by Cassandra Morris

**Sibert Medal** – *The Right Word: Roget and His Thesaurus*, written by Jen Bryant, illus. by Melissa Sweet (Eerdmans)

**Sibert Honor Books** – *Brown Girl Dreaming*, Jacqueline Woodson (Nancy Paulsen/Penguin); *The Family Romanov: Murder, Rebellion & the Fall of Imperial Russia*, Candace Fleming (Schwartz & Wade/Random House); *Josephine: The Dazzling Life of Josephine Baker*, Patricia Hruby Powell, illus. by Christian Robinson (Chronicle); *Neighborhood Sharks: Hunting with the Great Whites of California’s Farallon Islands*, Katherine Roy (David Macaulay/Roaring Brook); *Separate Is Never Equal: Sylvia Mendez & Her Family’s Fight for Desegregation*, Duncan Tonatiuh (ABRAMS)

**Wilder Award** – Donald Crews
2015 Notable Lists

Also during Midwinter, ALSC’s evaluation committees chose the best of the best books, recordings, and videos released in 2014. The Notable Children’s Books, Recordings, and Videos lists are available on the ALSC website.

YMA Winners on YouTube

ALSC worked with ALA’s Public Information Office and publishers to present reaction videos on YouTube from 2015 award winners after the Midwinter announcements. Yuyi Morales, Cece Bell, and Jenn Bryant were among the award winners who shared a personal response on the YMA YouTube channel (http://bit.ly/2015YMAreactions).

2015 Award Ceremonies

The summer award presentations, including the Belpré Celebration, Newbery-Caldecott-Wilder Banquet, and Awards Program, are the culmination of ALSC’s literary award year. Librarians, educators, publishers, and other children’s book enthusiasts came together in San Francisco 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).

PUBLICATIONS AND COMMUNICATIONS

ALSC reaches its members and delivers information and resources in a variety of ways, including those that allow for two-way exchange, such as the ALSC Blog and Twitter. We also connect via more traditional means, such as the ALSC website, Children and Libraries: The Journal of the Association for Library Service to Children, and various other serial and non-serial publications.

ALSC Releases Newbery/Caldecott Awards Book

Newbery and Caldecott Awards: A Guide to the Medal and Honor Books, 2015, 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 the media used to create the art in Caldecott Medal and Honor Books. The 2015 edition features an essay by ALSC member Julie Danielson spotlighting recent noteworthy picture books published internationally.

Tool Kit for Serving Special Populations

The Library Service to Special Population Children and Their Caregivers committee compiled, “Library Services to Special Population Children and Their Caregivers: A Tool Kit for Librarians and Library Workers,” designed to help librarians develop or enhance library services to special populations of children and families. For each special population (i.e., homeschoolers, LGBTQ families, teens with children, etc.), there is a brief introduction; subject headings and keywords for catalog and online searching; resources for further study including organizations, online and print resources; subject matter experts within the library community; and examples of existing partnerships between libraries and community organizations.
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 18 sites to the GWS database/resource.

- App Inventor – http://www.appinventor.org
- Ask a Biologist – http://askabiologist.asu.edu/
- Center for Game Science, University of Washington – http://center forgamescience.org/games/
- Code.org - http://code.org
- CSI: Web Adventures – http://forensics.rice.edu/
- Cyberchase - http://pbskids.org/cyberchase/
- Duolingo - https://www.duolingo.com/
- I Was Wondering – http://iwaswondering.org/
- Middle Shelf – http://issuu.com/middleshelf/docs/
- San Diego Zoo Kids – http://kids.sandiegozoo.org
- Scratch - http://scratch.mit.edu/
- Smart Girls - http://amysmartgirls.com
- Smithsonian Tween Tribune – http://tweentribune.com/
- Wonderville - http://www.wonderville.ca/

Book Lists

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

Winter & Summer Reading Lists. The Quicklists Consulting committee completed a Winter Reading list and Summer Reading List to accompany Chipotle’s reading program.

Children’s Graphic Novel Core Collection. The book lists were updated last fall by Quicklists and include core titles that can be used when starting or maintaining a children’s graphic novel collection

International Children’s Book Day Reading List. Quicklists created a list for the United States Board on Books for Young People for the 2015 International Children’s Book Day (ICBD). The list includes titles for children from birth through 8th grade that evoke the 2015 ICBD theme, “Many Cultures, One Story.”

Summer Reading Lists. Quicklists updated the Summer Reading Lists that feature titles to keep children engaged in reading throughout the summer.

2015 President’s Program. Quicklists developed a book list featuring nonfiction books for the 2015 Charlemae Rollins President's Program, “More to the Core: From the Craft of Nonfiction to the Expertise in the Stacks.”

Get Ready, Get Safe. Quicklists also developed a book list for Save the Children to be included in their Family Kit intended to assist communities in preparing families for natural disasters and helping children cope after a natural disaster has affected them.
**Social Media**

**Facebook.** The ALSC Facebook page features rich content and lively images to inform and inspire visitors. ALSC currently has approximately 6,000 Facebook followers.

**Twitter.** The ALSC Children & Technology committee moderated monthly Twitter discussions, one-hour chats focused on topics that impact children and technology. The typical engagement score for a day when the #alschat is held is 300% that of a normal day for the account. The ALSC Twitter account currently has approximately 8,500 followers.

**ALSC Blog.** The blog continued to increase readership and attract attention for quality posts. 2014 was no exception. The blog enjoyed the following increases over 2013:

- Number of users increased by more than 10% (159,651 vs 144,982)
- Number of pageviews increased by almost 14% (367,543 vs 323,238)
- Number of sessions increased by 7.6% (227,042 vs 211,014)

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**BOARD ACTIONS**

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

**Midwinter – January 2015**

Approved, renewal of the Evolving Carnegie Award task force with a charge to explore implications of transitioning the award from recognition of material to recognition of a member.

Approved, in concept, ALSC’s submission of a grant application as described in Board Document #25 [Confidential – Request for Collaborative Partnership].

Accepted, the Board Conflict of Interest (COI) Policy as it appears in Doc#29, striking the word “statement” and replacing with “policy.”

Approved, a change in the All-Committee meeting time, rescheduling it to the Sunday, 10:30 a.m.-12:00 p.m. slot, to facilitate ALSC members’ attendance at the CSK Award breakfast.

Accepted, the Budget committee’s recommendations as represented in the document titled, “Budget Committee notes for ALSC Board - 2/2/2015.”

Accepted, 1) recommendation 3a of the Online Continuing Education Strategy task force [Board Document #32]—increasing the size of the Education Committee and adding specific language to its charge that addresses online continuing education; and 2) recommendations 1 & 2 and 3b, to be undertaken by the newly configured Education Committee as part of its work.

Approved, a change in timing for review of the Memorandum of Understanding (MOU) between ALSC and RERORMA regarding the Belpre Award, requiring that
an MOU review be done “at least every third year” instead of “annually.”

Adopted, proposed revisions to the Policies & Procedures of the ALSC newsletter as presented in the supporting document.

**Annual – June 2015**

Accepted, a memorial resolution for Floyd Dickman as revised.

Approved, a pilot program that will add two slots at the 2016 Bill Morris Seminar for potential Coretta Scott King jurors who have not previously served on an ALA national award committee.

Approved, the Budget committee’s recommendations for the FY-16 proposed budget and restricted funds as presented.

Accepted, the revised *Competencies for Librarians Serving Children in Public Libraries* in theory and committed to work with the Education committee to refine the document for a final Board vote.

Accepted, the Meta task force recommendations, and thanked and sunsetting the task force.

Approved, clarification to the definition of “original work” in the “Expanded Definitions and Examples” section of the Sibert Award manual.

**Online**

Accepted, an ALSC Budget committee proposal to fund two committee projects (Library Service to Special Population Children and Their Caregivers & Membership) with CLSE funds. (June 2015)

Accepted, a motion, from the Organization and Bylaws committee, regarding changes to the composition of the Website Advisory committee. (May 2015)

Accepted, a motion, with changes, from the Organization and Bylaws committee, regarding changes to the composition of the Advocacy and Legislation committee. (May 2015)

Accepted, a motion, from the Organization and Bylaws committee, regarding changes to the composition of the Intellectual Freedom committee. (May 2015)

Accepted, a motion, with changes, from the Organization and Bylaws committee, regarding changes to the composition of the Liaison to National Organizations committee. (May 2015)

Accepted, a motion, as written, from the Organization and Bylaws committee, regarding the Special Collections committee charge. (May 2015)

Accepted, a motion, with changes, from the Organization and Bylaws committee, regarding changes to the composition of the Education committee. (May 2015)

Adopted, a white paper, “Media Mentorship in Libraries Serving Youth.” (March 2015)

Approved, recommended language to appear on ALSC’s 2016 ballot that reflects the change in Wilder Award frequency. (January 2015)

Declined, a request to provide a letter of support to the National Science Foundation for the Scholastic MSB-360 Project. (November 2014)
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 2014-15 fiscal year (FY15).

**ALSC Budgetary Performance – as of August 31, 2015**

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</table>

**Budget Highlights**

ALSC has been fortunate to see another year of growth. The budget had planned for a net loss of ($41,849). The deficit was intentionally approved by the Board in order to support strategic initiatives and a $33,333 grant cost share for the Every Child Ready to Read research project. ALSC ended the year, however, with a net revenue of $164,066.

Total revenue for FY15 was $1,551,695, exceeding the budgeted net revenue by $276,810. However, the FY15 revenue total was $14,496 lower than FY14 total revenues, which were $1,566,191.

Total expenses, including overhead and taxes, for FY15 were $1,387,629; this is $70,895 over budget, which was $1,316,734. FY15 expenses were $189,781 higher than FY14 total expenses, which were $1,197,848.

Net revenue for FY15 was $164,066, which exceeded the budgeted net of ($41,849), but was less than FY14’s net revenue ($368,343) by $204,277.

Physical seals and digital licensing sales were strong and the primary reason that revenue exceeded budget this year (ahead of budget by $201,071). Advertising revenue was also a strong performer and ahead of budget by 65%. Every Child Ready to Read 2nd edition continued to perform well in its fourth year. ALSC also received an unbudgeted monetary award and donation.

Expenses were over budget by 5.4% ($70,895). There were increased expenses in seals production due to higher than budgeted orders. Also, there was a $50,000 transfer from the administration project to the Arbuthnot fund that was not reflected in the budget as a line item expense. (This was the first time transfers occurred with the new financial software. In previous fiscal years, the transfer activity would appear as an adjusted net asset balance at the start of the next fiscal year). Numerous areas came in well under budget, which kept overall expenditures down within the operating budget.

**Conclusion**

ALSC remains in a strong financial position, thanks to diverse revenue sources, managed expenses, and sharp fiscal oversight by the ALSC Board, Executive Director, and Budget committee. Strong seal sales, advertising revenue, and grant support, along with product sales, dues revenue, sponsorships, and an unbudgeted award and donation, resulted in a better than expected bottom line for FY15.
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