

October 3, 2018

To: ALSC Board of Directors

From: Aimee Strittmatter, Executive Director

Re: Management Report, June 2018 – October 2018

Hello Board! This report offers a summary of activities happening in the office since the Annual Conference in Chicago, IL. I will be glad to answer any questions about the items below. While July and August tend to be our slowest time of the year, as staff and members take vacation, the two months were quite busy recording and responding to the public's reaction to changing the name of the Wilder Award as well as the topic of drag queen story hour. Many thanks to the excellent ALSC staff for their team work and tremendous efforts in moving ALSC's work forward.

OFFICE

- My work since Annual has been focused on following up on post-annual activity, including managing the collection and response to the public's reaction to changing the name of the Wilder Award to the Children's Literature Legacy Award which also led to a focus on drag queen storytimes in August; closing the fiscal year 2018 budget; monitoring seals inventory and production; working with Jamie and Cecilia on questions related to their leadership responsibilities as well as consulting on critical issues as they emerge; consulting with staff to ensure various projects and initiatives are moving forward; conference calls and meetings with outside organizations; attending numerous ALA meetings; and working with staff to prepare for Midwinter activities. I took two weeks of vacation time over July and August as it is "use it or lose it" before the end of the fiscal year (August 31). I also took the first week of September off to stay in Greece in few extra days after the International Board on Books for Youth Congress.
- I participated in the final interviews for the YALSA Executive Director position on July 9 and 10th.
- ALSC staff met with representatives from Bates and Meron on July 17th for a discovery meeting around the design of the new logo. Conversation with the firm continued over the next few months via the online platform Basecamp and through conference calls.
- I've continued to meet with ALA Publishing, YALSA, and ODLIS staff to discuss details around jointly supporting a dedicated staff member to closely monitor our digital seals rights and permissions.
- New YALSA Executive Director Anita Melcher and I had a coffee meeting during her second week of work.
- ALSC Vice-President Cecilia McGowan and I had our introductory call in August.

- I attended the International Board on Books for Youth Congress in Athens, Greece with President Jamie Naidoo the last week of August.
- ALA directors, including the divisions, met with Vice-President/President-Elect Wanda Brown during her two-day orientation. Alena represented ALSC (I was out sick), to discuss our EDI and advocacy work.
- I continue to attend the ALA Unit Managers meetings which are usually scheduled every two weeks.
- I met with ALA Development Officer Sheila O'Donnell to discuss strategies related to the 2018 Giving Tuesday and ALA Annual Fund drive.
- Participated in the joint AASL/YALSA/ALSC Executive Committee online meeting on Wednesday, October 4. ALSC will be participating in these activities.
- Attended the Youth Media Awards Press Conference Production meeting on September 18th to discuss the upcoming announcements and integration of the affiliate awards.
- ALSC provided two silent auction items for the JCLC conference. Ticketed event activities at Annual 2019 were requested from the organizers. ALSC provided one free registration to the 2019 ALSC Preconference and two tickets, for an individual and their guest, for the Newbery-Caldecott-Legacy Banquet. Additionally, ALSC jointly sponsored a booth with YALSA at the JCLC conference.
- Attended the ALSC National Institute from September 26 – 29th with Kristen, Elly, and Laura.
- On October 1, ALSC staff attended an ALA-wide EDI training on microaggressions and inequities. ALA has indicated this is the first of more education opportunities to come.
- The next ALSC Community Forum is scheduled on October 18 from 12-1 Central to be hosted by the Library Service to Underserved Children and Their Caregivers committee.

ALA (some entries taken from the ALA Executive Director's Report to Council)

- Two division directors announced their resignation effective the week of September 10th. ALCTS Director Keri Cascio has taken the position of Assistant Chief – Content, Technology and Innovation at the Chicago Public Library and ASCLA/RUSA Director Jessica Hughes announced she took a position with the North Carolina Association of Realtors. LLAMA Director Kerry Ward has assumed the role of ALCTS Director, while a search commences for an ALCTS Deputy Director. Bill Ladewski has been named the Interim Executive Director for RUSA, effective October 1, 2018 and his most recent role was Associate Director at the American Hospital Association responsible for the management of the Center for Healthcare Governance and the Physician Leadership Forum.
- Stephanie Hlywak started as the new Director of Communications and Marketing for ALA effective October 1, 2018. Her most recent role was with the Muscular Dystrophy Association where she served as Director of Content Marketing. At ALA, Hlywak will

lead ALA Communications and Marketing, a reorganized unit of ALA bringing together the Public Awareness Office – including press relations, social media and public information – with an increased focus on marketing. She will join ALA’s Management team, with the intent of strengthening consistent internal and external communications across the association.

- [Banned Books Week](#) took place September 23-28, 2018. Social media was heavily used in promotion this year with a theme of “Banning Books Silences Stories. Speak Out.” OIF asked Division Presidents to write an open letter to their favorite banned author to be posted on the ALA blog. Jamie Naidoo contributed by writing a [letter to Todd Parr](#). You can see other letters on Twitter via the [#DearBannedAuthor](#) hashtag.
- ALA is continuing its membership campaign based on the [“Membership Choices”](#) initiative developed in conjunction with the ALA Membership Committee, which focuses on recruiting/retaining first, second and third year members and getting other members into the member categories best for their needs/budgets. As indicated in Elly’s membership report, ALSC membership increased 3.28% (4320) compared to August 2017 (4183). In addition to this increase in overall members, ALSC also experienced a decrease in the amount of dropped members in 2018 (98) compared to 2017 (133). This year, more members renewed (12.97%) and reinstated (5.71%) compared to 2017. 2018 ended on a strong note, most likely due to it being an Institute year.
- YALSA’s [YA Services Symposium](#) will be held in Salt Lake City, Utah from November 2-4.
- The Committee for Rural, Native, and Tribal Libraries of All Kinds has completed its update of the [Guide to Building Support for Your Tribal Library](#). This toolkit is a guide that aids library workers who are either building a tribal library or maintaining resources. Readers will find tips on identifying key supporters of the library as well as sample messages that library workers can adapt when advocating on behalf of their library. ODLOS will be sharing this toolkit with listservs and will promote it during upcoming conferences.
- The Coretta Scott King Book Awards Turn 50 in 2019: 2019 marks the 50th anniversary of the Coretta Scott King (CSK) Book Awards. To celebrate this momentous occasion, the CSK community and ODLOS are designing various marketing materials as well as planning a gala at the Library of Congress during ALA Annual in Washington, D.C. Both parties are expecting 800 attendees for the gala and past CSK winners are encouraged to celebrate at the gala as well.
- AASL invites proposals for concurrent sessions to be presented during its National Conference & Exhibition taking place November 14-16, 2019, in Louisville, Kentucky. Complete proposals must be submitted by Monday, December 3, 2018, and final decisions will be announced on or before March 1, 2019. Submissions will only be accepted via online form. Email, mail or fax submissions will not be accepted. All

questions regarding programming at the AASL National Conference & Exhibition should be directed to aaslnational@ala.org or (800) 545-2433, ext. 4382.

- AASL has released a new resource guide to support school librarians addressing challenges related to censorship and patron privacy issues, particularly with LGBTQ+ materials. “Defending Intellectual Freedom: LGBTQ+ Materials in School Libraries” contains resources, links, and activities scaffolded by the newly released AASL “National School Library Standards.” The guide, along with supporting materials, can be downloaded at standards.aasl.org/project/lgbtq.
- At the Annual Conference 2018, Libraries Ready to Code (RtC) [released](#) a beta version of the Ready to Code Collection, a website that includes content developed by the 28 grantee cohort libraries through the projects they implemented over the last year. The RtC team elicited feedback during the conference through live demonstrations of the website at the Google exhibit booth, through one-on-one user testing, and through a survey embedded in the website. Revisions to the content have been made, and the RtC team will be working with a redeveloper to design and build a fully functioning website that will be the long-term home for the Collection and the overall initiative. To help with the dissemination of the final Collection and to ensure the content supports the needs of library workers serving children and youth, the RtC team assembled a task force consisting of two members from each youth division (with plans to add a member representing ODLIS). The task force is charged with developing an action plan that articulates strategies, projects and products within the current or existing division priorities to incorporate RtC themes and objectives. Each division appointed two representatives, a practicing librarian and an LIS professor, to serve through Annual 2019. The RtC cohort libraries are also moving into their role as RtC ambassadors and presenting at state and regional conferences as well as presenting with the RtC team at the Connected Learning Summit at the Massachusetts Institute of Technology, the Joint Conference of Librarians of Color, and the YALSA Symposium. There has also been international interest in RtC, and the RtC team is working with Google to develop a workshop that will be presented at the Bulgarian national library conference this fall.
- YALSA’s free live monthly webinars for 2018 continues with a webinar on September 13 at 2 p.m. (Eastern) on the topic, Cultural Competency & Responsiveness. In this webinar, learn how to promote respect for cultural diversity and create an inclusive, welcoming, and respectful library atmosphere. Each webinar focuses on a different competency in YALSA’s Teen Services Competencies for Library Staff. Learn more and reserve your free seat:
www.ala.org/yalsa/onlinelearning/webinar/free_competencies_webinars
- YALSA has updated its infographic, [What Public Libraries Do for Teens](#), to reflect new statistics found in the Public Library Association’s [2017 PLDS Statistical Report](#).

Library staff can [download](#) the infographic to help them advocate for public libraries and share it with their state legislators and important stakeholders.

OPPORTUNITIES

- ALSC submitted its IMLS grant pre-proposal, in collaboration with the Association of Children’s Museums, seeking a National Leadership Grant to support a convening to discuss service to vulnerable populations.
- Have been in contact with the National Summer Learning Association to discuss this past year’s National Summer Learning Day, begin discussion ways to collaborate for next year’s NSLD, and other opportunities.
- In September, Angela had a conversation with Zero to Three to consider joining the Think Babies campaign as a partner as part of our follow-up from meeting with them in May.

PROJECTS THAT ARE IN PROGRESS

- Emerging Leader Project Proposal has been submitted. The project objective is to focus on updating and researching new advocacy tools and resources for the Everyday Advocacy website
- Staff are in progress of scheduling a field trip to the ALA Archive to help mark files and finalize protocols around accessing historical award information at the ALA archive
- Finalizing platform to comprehensively display and make accessible the new Notable Children’s Digital Media list and all other ALSC award and media lists
- Awaiting the Awards Program Review Task Force recommendations and discussion by the Board so that conversation can pick back up with the Carnegie Corporation and their potential sponsorship of the Excellence in Early Learning Digital Media Award.
- The Early Childhood Programs and Services committee and Organizations & Bylaws are working on next steps in early literacy as directed by the Board.
- Updating all ALSC documentation and resources with the new logo.
- Biennial member needs assessment survey drafted and is pending review
- Developing project management timeline for the “Designing Youth Spaces” White Paper
- Designing collateral, highlighting ALSC’s purpose, programs, and services, for a variety of audiences (#ALSCtour visits, potential partners and advocates, potential members)
- Working on re-evaluation of projects and timelines for FY 19 which includes other activities such as project management plan for the “Designing Youth Spaces” white paper and processes for administering committee surveys.

ACCOMPLISHMENTS

- In August, ALSC opened the application cycle for the new **Equity Fellowship** pilot program designed to affirm ALSC's commitment to equity, diversity, and inclusion by engaging new generations of racially and ethnically diverse library professionals. The application has closed and the ALSC Equity, Diversity and Inclusion Task Force is reviewing applications for this first cohort. ALSC will award a total of six fellowships which includes an additional fellowship donated by ALSC Board Member, Amy Koester. Each fellow will receive funding for two-year ALSC and ALA memberships and one year of conference registrations and travel stipends for ALA Midwinter and ALA Annual. Fellowship recipients will also receive mentorship from members of the Equity, Diversity, and Inclusion within ALSC Task Force.
- This year, fellowships will be awarded to American Indian/Alaska Native/First Nations, Asian, Black/African American, Hispanic/Latinx, Middle Eastern, and/or Native Hawaiian/Other Pacific Islander individuals who commit to service within ALSC and demonstrate a capacity for future leadership. ALSC hopes to expand this program in the future to include other underrepresented groups.
- ALSC and YALSA received their 9th Dollar General Literacy Foundation grant. ALSC's portion is \$124,715 and will be used to administer to continue providing strengthening communities through libraries mini-grants. These funds will help libraries implement STEAM programming during out-of-school times to help children explore and understand STEAM concepts.
- The ALSC Board approved during its September Board meeting to collaborate with the University of Virginia and Smithsonian Institute NSF grant to focus on makerspaces in libraries.
- ALSC has partnered with Kent State University and the University of Washington to reissue the Young Children, New Media and Libraries Survey. The survey was conducted in August and preliminary results were shared at a table-top exhibit during the 2018 National Institute. Members of the team- Katie Campana, Claudia Haines, Marianne Martens, and Liz Mills will be sharing results throughout 2019 at various ALA and youth-related conferences. They have already been confirmed to present a News You Can Use Session during the 2019 ALA Midwinter Meeting.
- ALSC is now taking applications and nominations for the Professional Awards and Grants. Each year ALSC gives away over \$100k in awards, grants, and scholarships to its members. Applications and nominations are open for [The Maureen Hayes Author/Illustrator Award](#); [ALSC Baker & Taylor Summer Reading Grant](#); [The Light the Way Grant](#); [ALSC Distinguished Service Award](#), and the [Louise Seaman Bechtel Fellowship](#).

SAVE THE DATE

Upcoming ALSC Webinars

- ALSC is offering several upcoming [webinars](#) and a [fall online course](#)- Postmodern Picturebooks: Changing Minds for Life (September 24-October 26)

[Registration](#) is now open for all webinars and is free for both members and non-members to attend. ALSC's [archived webinars](#) are now free for all ALSC members, and are offered at a small price for non-ALSC members.

Arbuthnot Lecture

- The 2019 May Hill Arbuthnot Committee has selected the [University of Wisconsin at Madison](#) as the host site for the 2019 May Hill Arbuthnot Honor Lecture featuring advocate and educator Debbie Reese, PhD. Three University of Wisconsin at Madison units will combine and collaborate in this hosting effort: the Cooperative Children's Book Center (CCBC), the School of Information (the ISchool), and the School of Education. Free tickets will be available via the [Arbuthnot website](#) in spring of 2019.

ALSC National Institute

- The [ALSC National Institute](#) with the theme of "All Aboard! Embracing Advocacy & Inclusion" was held September 27 – 29, 2018 in Cincinnati, Ohio. The 2020 National Institute dates were shared and will be located in Minneapolis, MN over the dates October 1-3. The dates have been shared with affiliate organizations for their consideration as they plan their future events. I shared the dates with Cheryl Malden, ALA's liaison to the JCLC Board, who indicated she will share with their Board. Jamie Naidoo wrote to REFORMA President Madeline Peña on October 3, 2018 to share the dates. Additionally, the dates have been added to the [Affiliate & Chapter Planning Calendar](#) that ALA maintains. As of this writing, there are no conflicting events.

GOALS

As always, my primary goal is to ensure the division is operating effectively and efficiently. I strive toward positioning ALSC in a strong fiscal standing within ALA. Staff and member capacity to carry out our strategic plan is always a concern, Alena and I have been working closely to ensure that we are able to achieve the goals set forth. More than ever we will be looking to build strategic partnerships to extend our work as well as developing creative solutions.

My goal is to maximize our content strategy, so we are repurposing and targeting our many resources more effectively. We will continue to improve upon aligning processes and procedures

with the way our work evolves. We will be more intentional in monitoring progress toward implementing the new strategic plan. I would also like to be able to spend more time working on governance resources and tools to help the Board in their work.

In recent years, I've been able to travel more to make new and build upon external relationships and collaborations that extend ALSA's reach. I look forward to continuing this work and hope that this results in powerful partnerships and opportunities.

Revenue generating activities support our non-revenue generating programs and services, so I am continually looking for ways to diversify our revenue streams and expand our growth with minimal impact on staff. I will work with the fiscal officer and Budget committee chair to continue these conversations.

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