

Association for Library Service to Children

**ALSC/BOOK WHOLESALERS INC. SUMMER READING PROGRAM GRANT
COMMITTEE MANUAL**

October 2008

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Many thanks to the 2007-2008 ALSC/BWI Summer Reading Program Grant Committee for their work on drafting this manual: Mary Voors (Chair), Allen County Public Library; Jerene Battisti, Renton Public Library; Barbara Hawkins, Fairfield Public Library; Holly Jin, Skokie Public Library; Anne Robert, Jacksonville Public Library; Victor Schill, Fairbanks Branch, Harris County Public Library; Margie Stern, Delaware County Library System; Ruth Toor, Basking Ridge, NJ; Marilyn Zielinsky, Toledo-Lucas County Public Library.

PART I: BACKGROUND INFORMATION

History and Purpose

The ALSC/BWI Summer Reading Program Grant, made possible by an annual gift from Book Wholesalers, Inc., is administered by a committee of ALSC. It supports an exemplary public library summer reading program for children. One winner each year receives \$3000.

Committee Function Statement

To select annually the recipient of the ALSC/BWI Summer Reading Program Grant for an outstanding public library summer reading program for children. To prepare and disseminate to the membership information about the winning program for the award. Additionally, to serve as needed as reading program consultants and developers as requested by the ALSC office.

- Date Established: 1989
- Authorization: Bylaws, Article VIII, Section 1, as a Standing Committee
- Membership: Chair plus eight
- Term: 2 years
- Appointment: Spring, ending after the Annual Conference

Terms & Criteria

TERMS

1. A financial grant will be awarded annually for an outstanding theme-based public library Summer Reading Program for children
2. The Grant is restricted to those who are personal members of ALSC and work directly with children.
3. The committee in its deliberations is to consider only applications eligible for the Grant, as specified in the Criteria.

CRITERIA

1. In identifying “outstanding summer reading programs” committee members need to consider the following:
 - Program must be open to all children (birth to 14 years)
 - Program must be theme-based
 - Program must be planned and administered by a public library
 - Program must be innovative
 - Programs which involve children with special needs or are designed for special populations
2. All applications must:
 - Be postmarked by the stated date

- Be accompanied by ten copies
 - Contain a narrative that addresses all questions in the application
 - Include an itemized budget
3. Submissions will be evaluated on the following:
- Successfully defines community and target audience
 - Define how the program will work
 - Explain how the program will be implemented
 - Discuss what is creative about the program
 - Include why children will like the program
 - Explain how the grant money will be used to enhance the program
 - ***[the Committee would really like see an additional question on the application which asks how the program will be evaluated upon its conclusion. If this is added to the application, then add the following:]***
Include how the program will be evaluated upon completion. [DF note: If a future committee wishes to add this to the application, we will add it here. The earliest this could take effect would be with the 2009 application.]

PART II: COMMITTEE WORK

Welcome

Serving on the ALSC/BWI Summer Reading Program Grant Committee is a rare professional experience. When all committee members have been appointed, it is recommended that the Chair send a letter of welcome to the membership.

Calendar

It is the responsibility of the Chair to establish and distribute a calendar of the year's work as soon as possible. It is the responsibility of committee members to meet all deadlines to assure that the selection process is orderly and timely.

Committee Participation

Wise selection of award winners requires complete participation of all members of the committee. Persons elected or appointed to an award or media evaluation committee should:

- Be able to attend all required discussion and decision meetings scheduled for the Midwinter meeting (and Summer Annual meeting if requested by committee chair) of ALA and follow procedures established by the committee.
- If a committee member cannot attend the required meetings, especially the selection meeting, it is necessary to resign immediately so that the selection of a replacement may be made as soon as possible. Resignations, in writing, are addressed to the ALSC President with copies to the committee chair, the Priority Group Consultant, and the ALSC executive director.
- The Midwinter meetings of the committee will be closed meetings (closed to all but committee members).
- Each member has the responsibility to read eligible applications and to take full part in corresponding with the committee through the Chair. A committee member who finds it impossible to do this should resign as soon as possible. If the Chair does not hear from a committee member, the Chair is responsible for contacting the committee member to ascertain if there is a potential or an on-going problem that prevents the member from full participation. If there is such a continuing problem, the Chair, after consultation with the Priority Group Consultant, must request that the member resign for the good of the committee. The president of ALSC shall immediately accept such resignations when tendered. If the Chair cannot contact the committee member or feels that the lack of participation will continue, and the member has not resigned, the Executive Committee shall request that the committee member tender his/her resignation. If a committee member refuses, the Executive Committee shall remove the member and inform the board of its action. The president shall then appoint a new committee member. The final decision rests with the Executive Committee.

Note ALA Policy 4.4 and 4.5: "No member shall serve concurrently in more than three separate positions, and committee members are expected to attend all meetings (Midwinter and/or Annual conference)."

General guidelines for effective committee discussion include the following:

- Come prepared to meetings, having read the manual, the applications, etc.
- Speak to the committee as a whole; refrain from private conversations during meetings
- Speak briefly and to the point; that is, speak only to the terms, criteria, and definitions of the award
- Be receptive to others' ideas and comments
- Be clear: Think through the point you are making; speak loudly enough to be heard by everyone
- Be concise: Be sure what you say adds to the discussions; try not to repeat what others have said.

Communication

Electronic communication facilitates the distribution of information from the Chair to committee members, and the regular discussion of procedural issues. The Committee adheres to the "Guidelines for Electronic Communication for ALSC Committees," as adopted by the ALSC Board and included in the ALSC Handbook of Organization.

Committee members are to communicate with each other about committee work through the Chair. All e-mail from committee members is directed to the Chair unless the Chair invites open discussion on a matter of concern. The Chair facilitates such open discussion and will establish ground rules for electronic communication that are consistent with the policy referenced above.

As a practical matter, e-mail is not used for substantive discussion. It is not a substitute for face-to-face discussion of applicants. During the year, committee members may wish to discuss matters of concern having to do with eligibility or other issues. Questions on such matters are directed to the Chair who decides whether or not to bring a particular question to the full committee.

Confidentiality

Committee members need to maintain a high degree of confidentiality regarding the committee's discussions, both oral and written. All committee members need to feel free to speak frankly in a closed session, knowing that their comments will not be repeated outside that room, and that they preserve the right to speak for themselves outside of that closed session.

Do not forward e-mail to anyone outside of the committee except those in ALSC responsible for governance: the Executive Director, the President, and/or the Priority Group Consultant. Our reason is to ensure the privacy rights of committee members and candidates under discussion.

Please remember, then, that the following items are not for public discussion at any time—prior to, during, or following the selection of the award:

- Reasons given by individual committee members for supporting or not supporting applications from consideration.
- Specific applications under consideration.
- Details of the votes, if the committee votes on the applications.

Suggested Voting Procedures

Under the direction of the Chair, the committee may discuss and agree upon any of the following procedures for shaping the list:

- Consensus: general agreement or opinion
- Oral vote (for example, use a vote of three to keep a nominee on the discussion list when shaping the final list of names)
- Secret written ballot for final selection
- Any combination of voting strategies

The selection of winner(s) must be a committee decision with strong support from each member.

Promotion & Marketing

The Committee may promote the Award in various ways, including but not limited to:

- Listserv announcements (Appendix F)
- Posting on the ALSC wiki, website, and blog (Appendix F)
- Person to person encouragement

Timeline

Although the decisions are made at the Midwinter Meeting, much work is done prior to the meeting. Each member is involved in promoting the award throughout the year. Each member also reads all of the award applications and is responsible for completing the evaluation sheets and submitting them to the Chair prior to the Midwinter Meeting (See Appendix B – Evaluation Sheet).

A block of time is scheduled for the committee to meet during the Midwinter Meeting and the Annual Conference. The committee meets in a closed session during the Midwinter Meeting when award winners are selected. If the committee has face-to-face business to discuss, it will meet at the Annual Conference at the ALSC All-Committee meeting.

JUNE/JULY

- Appointments are made/completed; terms begin at the CLOSE of Annual Conference.
- The Chair sends welcome email to members, and asks them to begin publicizing the award and soliciting applications.
- The ALSC Marketing Specialist sends manual to Chair, who sends it to committee members.

- The Chair works with ALSC Marketing Specialist and/or Program Coordinator to ensure that the current roster and new award application are available and posted on ALSC's Web site.

JUNE THROUGH NOVEMBER

- The Chair and committee members promote the award and encourage potential candidates to apply.
- The Chair confirms the receipt of any applications with an email to the applicant (See Appendix C – Sample Email Confirmation to Applicant).

SEPTEMBER

- The Chair arranges ALA Midwinter meeting time and closed meeting space with the ALSC Marketing Specialist and/or Program Coordinator.

NOVEMBER

- The Chair arranges meeting time and space for following Annual Conference, if desired, with ALSC Marketing Specialist and/or Program Coordinator.

DECEMBER

- The deadline for the application is December 1st, unless December 1st falls on a weekend. In that case the deadline becomes the first business day in December.
- The Chair disseminates the applications to the committee members.
- If there are questions about membership status of applicants, Chair contacts ALSC Marketing Specialist.
- The Chair and committee members read and evaluate the applications.
- The committee members return their evaluation sheets to the Chair by the predetermined deadline.
- The Chair submits a Pre-Midwinter Meeting Agenda Cover Sheet to the President, Vice President/President elect, Priority Group Consultant and ALSC Executive Director.

JANUARY

- The Chair attends the ALSC Division Leadership Meeting on Saturday morning at Annual Conference.
- The committee meets and selects award winners in a closed meeting at the Midwinter Meeting.
- The Chair delivers the winning applications to the ALSC on-site office so ALSC staff may prepare a press release (See Appendix D – Sample Press Release).
- The Chair calls the winners to notify them of their award and sends a letter of regret to the other applicants (See Appendix E – Letter to Unsuccessful Applicant).
- The ALSC President announces the winners at an ALSC Board meeting.
- The Chair submits a Post-Midwinter Committee Report to the President, Vice President/President Elect, Priority Group Consultant and ALSC Executive Director.

JANUARY TO APRIL

- The ALSC Marketing Specialist provides the names and contact information of the winners to the marketing representatives at Book Wholesalers Inc., who may wish to invite the award winners to special events at the Annual Conference. [NB: it is common, but not required, for BWI to invite the winner to sit at their table for the Newbery Caldecott Banquet]
- The ALSC Marketing Specialist arranges for payment to be sent to winner.

APRIL

- The ALSC Marketing Specialist updates the award application and Web page. The committee begins preliminary promotion of the award.

MAY

- The Chair submits a Pre-Annual Conference Agenda Cover Sheet to the President, Vice president/president elect, Priority Group Consultant and ALSC Office. If the Chair wishes the Board to take action, this section of the Pre-Annual Agenda Cover Sheet must be completed. (Any action pertaining to committee function or structure must first be submitted to the Organization and Bylaws Committee.)
- Chairs contact committee members with information about upcoming meetings at Annual Conference.

JUNE

- The Chair attends the ALSC Division Leadership Meeting on Saturday morning at the Annual Conference.
- If necessary, the committee will meet at the ALSC All-Committee meeting at the Annual Conference. Items to be discussed may include updating the committee manual, promoting the award, and ways to improve the committee's processes.
- Chair, committee members, and winners may attend the ALSC Membership Meeting, usually held Monday morning or midday, to hear winners recognized.
- The Chair submits a Post-Annual Conference Committee Report to the President, Vice President/President Elect, Priority Group Consultant and ALSC Executive Director.
- After the Annual Conference, the Chair and committee members will destroy all the applications and evaluation sheets in their possession.

PART III: ROLES AND RESPONSIBILITIES

Committee Chair

The committee Chair is a voting member of the committee with all the rights and responsibilities of other committee members.

There is a delicate balance that the Chair must maintain between being the Chair and being a committee member. Many Chairs find it helpful to the free flow of the discussion if they limit their discussion to applications they feel strongly about, speak later in the discussion of any application, and speak only to make a point that has not already been made.

The Chair is responsible for setting the tone for committee discussion. This can be done by accepting all statements relative to the discussion, by firm leadership leading the discussion on pertinent issues, and by the ability to provide opportunity for all committee members to speak, without allowing any member to dominate. In addition, the Chair does the following:

- Send a letter of welcome to new members of the committee. The letter might include an outline of the year's work and upcoming issues. It is usually accompanied by relevant enclosures (e.g., the committee manual, the roster, promotional ads for the award, etc.).
- Work with ALSC staff (the membership marketing specialist) to arrange meeting times, verify membership of applicants, provide information on winners for a press release, review the application before it is posted on the ALSC Web site, etc.
- Notify the committee members about the time and location of meetings.
- Coordinate the promotion of the award.
- Attend ALSC Division Leadership Meetings at Midwinter and Annual Conference.
- Receive and review applications, send them to committee members.
- Establish an agenda (distributed prior to meetings, and sent to the ALSC President, Executive Director, Vice President/President-Elect, and Priority Group Consultant using the Agenda Cover Sheet found in the Division Leadership Manual and the About ALSC—ALSC Committees—Forms section of the ALSC Web site).
- Prepare and submit post-conference reports to the ALSC President, Executive Director, Vice President/President-Elect, and Priority Group Consultant using the form found in the Division Leadership Manual and the Forms section of the ALSC Web site.

Committee Members

- Promote the award
- Read and evaluate award applications
- Maintain confidentiality

- Attend required meetings
- Correspond with other members about committee business when necessary

Priority Group Consultant

- Respond to questions from the Chair and the committee regarding procedure and the eligibility of applicants.
- Work with the Chair to review annually the procedures of the committee and to make recommendations for improving the process. The recommendations range from those that can be implemented easily to those requiring action by the ALSC Board.
- Resolve unusual issues that the Chair cannot address, particularly issues regarding the Chair.

ALSC Program Coordinator

- Sends letters of invitation to new committee members at President's instructions and confirms acceptance (spring).
- Makes sure online roster is current (June).
- Arranges for meeting rooms for both the Annual Conference and Midwinter Meeting, working with the Chair on a suitable time.

ALSC Marketing Specialist

- Distributes manuals to new committee members (June).
- Posts new application on ALSC Web site.
- Verifies ALSC membership standing of award applicants.
- Coordinates the Midwinter announcement of winners with the Chair and ALSC Board (See Appendix D: Sample Press Release).
- Ensures availability of press release (shortly following Midwinter).
- Collects Social Security Numbers of winners and cuts checks.
- Contacts BWI with winners' contact information and suggests inviting them to the Newbery Caldecott Banquet (this is not required, but BWI has traditionally done so).
- Handles all ALSC office correspondence related to the award.
- Markets professional awards through: new member packets, conferences and events, Web site, and *ALSCconnect*
- Solicit pictures and information from winners for blog, etc. and update the Web site with new winner information.

ALSC President

- Appoint members to the committee.
- If necessary, make appointments to fill vacancies on the committee.
- If necessary, deal with problems or non-participation of committee members, in consultation with the Executive Committee and Priority group Consultant.
- Preside at announcement and presentation ceremonies.

ALSC Membership

- Encourage and/or solicit applications from among peers.

ALSC Board

- Upon request, votes on changes to function statement, membership, etc.

PART IV: APPENDIX
Appendix A: Sample Application



ALSC/BWI Summer Reading Program Grant for an Outstanding Public Library
Summer Reading Program for Children Based on a Theme of Your Choice

Administered by the Association for Library Service to Children (ALSC), a division of the American Library Association and sponsored by Book Wholesalers, Inc.

This grant is designed to encourage outstanding summer reading programs by providing financial assistance, while recognizing ALSC members for outstanding program development. The applicant must plan and present an outline for a theme-based summer reading program in a public library. The program must be open to all children (birth -14 years). The committee also encourages innovative proposals involving children with physical or mental disabilities. The \$3,000 grant, made possible by BWI, is to be used to support the program. Individual libraries within a larger system are welcome to apply.

Applications are due _____.

TO BE ELIGIBLE, YOU MUST BE ABLE
TO ANSWER "YES" TO THE FOLLOWING QUESTIONS:

- | | | |
|--|-----------|----------|
| Does your program have a theme? | Yes _____ | No _____ |
| Is your program based in a public library? | Yes _____ | No _____ |
| Is your program open to all children in the Community? | Yes _____ | No _____ |
| Do you work directly with children? | Yes _____ | No _____ |
| Are you a personal member of ALSC? | Yes _____ | No _____ |

Name _____ ALA Membership Number _____

Library _____

Address _____

Phone _____

E-mail _____

Signature _____

Director's Signature _____

APPLICATIONS WILL BE JUDGED ON RESPONSES TO THE FOLLOWING:

Describe your community and target audience: _____

How will the program work? _____

How will the program be implemented? _____

What is creative about the program? _____

Why will children like the program? _____

Why does your library need the \$3,000; how will you use the \$3,000 to enhance your program? Please include an itemized budget.

Use additional sheets if necessary. Return ten copies of the application, postmarked by *[deadline date]*, to:

List Chair's name, address, email, and phone number

Appendix C: Sample Email Confirmation to Applicant

Dear (Applicant's Name),

Thank you so much for applying for the ALSC/BWI Summer Reading Program Grant. I have received your application. The ALSC/BWI Summer Reading Program Grant Committee will be selecting the award winners at the ALA Midwinter Meeting on Sunday, January XX. I will be contacting the applicants shortly thereafter.

Thank you again for taking the time to apply for this award!

Sincerely,

Marilyn Zielinski, Chair

ALSC/BWI Summer Reading Program Grant Committee

Appendix D: Sample Press Release

2007 Recipient ALSC/BWI Summer Reading Program Grant

Santa Clara (Calif.) City Library is the 2007 recipient of the ALSC/BWI Summer Reading Program Grant. The \$3,000 grant, donated by BWI, provides financial assistance for public libraries to develop outstanding summer reading programs for children. The grant also recognizes ALSC members for outstanding program development.

Santa Clara City Library's summer reading club theme this year is "Get a Clue @ Your Library" and the library plans to make specific efforts to promote the club to children who are part of Santa Clara County's Vision Impaired Program. The library will provide the necessary materials and technology that will allow for these children to participate fully in the program. Programs will highlight the "Get A Clue" theme and will include events such as a visit from an organization like Guide Dogs for the Blind. This type of opportunity will help teach children in the community about visual impairment, as well as show them how they can make a difference by helping this, or a similar, organization. Sighted children also will gain an understanding and appreciation of those with visual disabilities. Children in the Vision Impaired Program will feel encouraged to participate and be represented in their community's events.

"Santa Clara City Library's innovative proposal encourages and empowers visually-impaired students to participate fully in the library's summer reading program," said Mary Voors, chair of the ALSC/BWI Summer Reading Program Grant Selection Committee. "There were many excellent grant applicants, but Santa Clara City Library's commitment to all youth, and its innovative outreach to visually-impaired students, will not only promote summer reading, but also bring attention to those with special needs."

Members of the 2007 ALSC/BWI Summer Reading Program Grant Selection Committee were: Mary Voors, chair, Allen County Public Library, Fort Wayne, Ind.; Jerene D. Battisti, Renton (Wash.) Public Library; Alison Grant, Ruby S. Thomas Elementary School, Las Vegas,; Jean Hatfield, Wichita (Kan.) Public Library; Anne Elisabeth Robert, Jacksonville (Fla.) Public Library; Victor Lynn Schill, Fairbanks Branch, Harris County Public Library, Houston; Margie Stern, Delaware County Library System, Media, Pa.; Ruth Toor, Basking Ridge, NJ; and Marilyn L. Zielinski, Toledo-Lucas County (Ohio) Public Library.

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Appendix E: Sample Letter to Unsuccessful Applicant

Date

Name

Address

Dear (applicant's name):

Thank you for applying for a ALSC/Book Wholesalers Inc Summer Reading Program Grant. This year, the selection committee received applications from many strong candidates. The committee enjoyed reading about the wide variety of exciting children's programs that you and the other applicants are presenting in libraries around the country. The committee had a difficult time choosing the winners from among so many highly qualified applicants, and unfortunately your application was not selected to receive an award.

We applaud your commitment to ALSC, and thank you for taking the time to apply for this award. We hope you will consider applying for the ALSC/Book Wholesalers Inc Summer Reading Program Grant again. ALSC needs enthusiastic, energetic librarians like you to keep the division strong.

Sincerely,

Name

ALSC/Book Wholesalers Inc Summer Reading Program Grant, Chair

Appendix F: Electronic Marketing Tools

Blog

Posts can be made to the ALSC Blog by contacting the ALSC Blog Manager at alscblog@gmail.com or the ALSC Marketing Specialist.

Electronic Discussion Lists

- ALSC-L (www.ala.org/alsc)
- LM_Net (http://www.eduref.org/lm_net/)
- PUBYAC (<http://www.pubyac.org/>)

Sample Electronic Discussion List post:

Call for applications release:

Call for applications! The ALSC/BWI Reading Program Grant is designed to encourage reading programs for children in a public library by providing financial assistance of \$3,000, while recognizing ALSC members for outstanding program development. The application is easy to complete and is due December 1. The program must be (1) theme-based summer reading program in a public library and (2) open to all children from birth through 14 years. The applicant must work directly with children and be a personal member of ALSC. The Committee encourages proposals with innovative ways to encourage involvement of children with physical or mental disabilities. The application can be found on ALSC website under Awards and Scholarships, then Professional Awards. Did I mention that the applicant must be a personal member of ALSC and that the deadline is December 1, 2008?

For more information or to apply for the grant, visit www.ala.org/alsc