



**2013-2014 ALA CD#28.4—6/11/14-4:00pm (inf)
2014 ALA Annual Conference**

**Association for Library Service to Children (ALSC),
a division of the American Library Association (ALA)
Annual Report 2013-14
Starr La Tronica, President**

Thanks to our members, staff and partners the Association for Library Service to Children has made significant strides toward our envisioned future that “Libraries are recognized as vital to all children and the communities that support them.”

ALSC is a member-driven organization comprised of a cohort of professionals who serve children and youth in public and school libraries, experts in the field of children’s literature and literacy, publishers, faculty in library and education-related academia, booksellers, bloggers, teachers, authors, and others. Our members are both rich in and generous with their expertise. Through their committee service, collaboration and communication via a range of ALSC channels, they provide direction and support for innovation and continued guardianship of established values and commitment to excellence within the profession.

This has been a banner year for awareness of the importance of quality library service and materials to the intellectual and developmental health of children. From recognition of the effects of the language gap on early literacy acquisition and the growing adoption of technology for young children, to the need for reading material and programming that reflect the diversity of our populace, library service to children and their families has been central in the sphere of national conversation and influence. ALSC has risen to support the needs of our membership to address these issues. Through our goal areas of Advocacy, Education, and Access, we have provided resources and opportunities to strengthen our skills and enhance our engagement with our colleagues and our communities.

Membership

In the 2013-2014 year, ALSC has been extremely resilient. Though ALA membership has dipped by around 2% each year (2009, -5.4%; 2010, -0.3%, 2011, -3.6%; 2012, -2.5%; 2013, -0.03%), ALSC has been successful in attracting new members and reducing drops. Through April 2014, ALSC is actually around 2% ahead of figures from 12 months previous. By finding new ways of engaging new members and more experienced members, ALSC is creating a better environment for discussion and collaboration. New programs, such as the mentoring program and the Roadshow, have also helped the division achieve renewals.

Dues Restructuring

In September 2014, ALSC implemented changes to the dues structure that had been approved by vote in the spring 2013 elections. The changes included an increase in the number of dues categories from two (regular and student) to five (regular, support staff, non-salaried, retired, advocate, student). ALSC also increased membership rates for organizational and corporate members. This is the first time ALSC dues have been increased in 17 years.

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

Emerging Leaders

In October 2013, ALSC chose Soraya Silverman-Montano of the Las Vegas-Clark County (Nev.) Library District as its representative in the 2014 Emerging Leaders program. Silverman-Montano is currently the Young People's Library Librarian at the Summerlin Branch of the Las Vegas-Clark County Library District.

Mentoring Program

In September 2013, ALSC launched the ALSC Mentoring Program, which seeks to match individuals with an interest in library service to children together. The program, administered by the ALSC Membership and Managing Children's Services Committees, offers two application periods each year – spring and fall. Mentor/mentee pairs work together for one-year period. The program, in its first year, attracted more than 100 participants.

Roadshow

A new program, the ALSC Roadshow, is for members who would like to represent ALSC at state and local conferences. ALSC provides limited funding to members who commit to staffing booths, presenting programs, or coordinating social events. During the roadshow's first year, the ALSC Membership Committee funded four proposals, representing conferences hosted by the California Library Association, International Board on Books for Young People (IBBY), Louisiana Library Association, and Texas Library Association.

Professional Awards and Scholarships

ALSC Distinguished Service Award

This award honors an individual member who has made significant contributions to, and had an impact on, library services to children and ALSC. The 2014 winner is:

- Susan Roman, Deerfield, Ill.

Bookapalooza Award

Each year the ALSC office receives almost 3,000 newly published books, videos, audiobooks, and recordings from children's trade publishers for award and notables consideration. At the end of the year, after the award winners have been chosen and announced, ALSC selects three libraries to receive a collection of these materials to use in an innovative way in their communities. The recipients for 2014 are:

- Talahi Community School, St. Cloud, Minn.
- North Shelby Library, Birmingham, Ala.
- Northwood Elementary School, Crestview, Fla.

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

This \$3,000 grant provides financial assistance to a public library for developing an outstanding summer reading program for children. A 2014 winner had not been chosen at time of publication.

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

This fellowship provides a \$4,000 stipend to allow a qualified children's librarian to spend a month or more reading at the University of Florida's Baldwin Library of Historical Children's Literature, which contains a special collection of 85,000 volumes of children's literature published mostly before 1950. The 2014 recipient is:

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

- Natalie Ziarnik, Ela Area Public Library District, Lake Zurich, Ill.

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

This \$4,000 award was established with funding from Simon & Schuster Children's Publishing, in honor of Maureen Hayes, to bring together children and nationally recognized authors/illustrators by funding an author/illustrator visit to a school or public library that has never had the opportunity to host one. The 2014 recipient is:

- Keene (N.H.) Public Library

Light the Way: Library Outreach to the Underserved Grant

This \$3,000 grant is sponsored by Candlewick Press in honor of author Kate DiCamillo and the themes represented in her books. The grant is awarded to a library with exceptional outreach to underserved populations. The 2014 recipient is:

- LGBT Center of Raleigh (N.C.) Library

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

This award provides a \$600 stipend, provided by Penguin Young Readers Group, for up to four winners to attend their first ALA Annual Conference. Applicants must have fewer than 10 years of experience as a children's librarian and work directly with children. The three 2014 recipients are:

- JoAnna Schofield, Akron-Summit County (Ohio) Public Library
- Rikki Unterbrink, Amos Memorial Library, Sidney, Ohio
- Amanda Yother, Putnam County Library, Cookeville, Tenn.

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

The Bound to Stay Bound Books (BTSB) Scholarship provides financial assistance in the form of four \$7,000 annual awards for the education of men and women who intend to pursue an MLS or advanced degree and who plan to work in the area of library service to children. This work may be serving children up to and including the age of 14 in any type library. The scholarship is made possible through the generous contributions of Bound to Stay Bound Books, Inc. The BTSB winners for 2014 are:

- Sylvia Martin Aguiñaga, Los Angeles, Calif., attending San José (Calif.) State University
- Omar Ramirez, Chicago, Ill., attending San José (Calif.) State University
- Callen Taylor, San Francisco, Calif., attending San José (Calif.) State University
- Elissa Sperling, Dover, Mass., attending McGill University, Montreal, Quebec, Canada

Frederic G. Melcher Scholarship

The Frederic G. Melcher Scholarship provides financial assistance for the professional education of men and women who intend to pursue an MLS degree and who plan to work in children's librarianship. This work may be serving children up to and including the age of 14 in any type of library. Two \$6,000 scholarships are awarded annually. The Melcher winners for 2014 are:

- Danielle Crickman, Cambridge, Mass., attending Simmons College, Boston
- Sheila Laurence Olson, Des Moines, Iowa, attending San José (Calif.) State University

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

ALSC Spectrum Scholarship

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

Earlier this year, ALSC 2005-2006 President Ellen Fader, Portland, Oregon, made a substantial donation to support of a second 2014-2015 ALSC Spectrum Scholar. Her contribution not only covers a full Spectrum Scholarship, but also a Spectrum Scholar Follow-Up grant—to support a Spectrum Scholar alumnus entering the final semester of work in the Fall of 2014, a grant (up to \$1,000) to attend the 2014 ALSC National Institute (optional), plus discretionary funds to be used towards job interviews.

The two 2014 ALSC Spectrum Scholars will be selected by the end of June.

Literary & Related Awards

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

- **The ALA Youth Media Awards Press Conference at Midwinter in Philadelphia** was Webcast live; the archive presentation is at <http://live.webcastinc.com/ala/2014/live/>. This year's Newbery and Caldecott Medal winners are widely-known and respected. The Newbery Medalist is Kate DiCamillo for *Flora & Ulysses: The Illuminated Adventures* (Candlewick). This is her second Newbery Medal. The Caldecott Medalist is Brian Floca for *Locomotive* (Atheneum/Simon & Schuster).

Once again this year, media award fans were able to enjoy reaction videos from award winners, including Belpré Medalists Meg Medina and Yuyi Morales, Caldecott Honoree Aaron Becker, and Geisel Honoree Mary Sullivan, among others, on the ALA YMA Youtube channel (<http://www.youtube.com/alayouthmediaawards>). The winners' personal reactions are engaging and entertaining, and offer an added dimension to the January announcements, helping sustain "award buzz" after the press conference has adjourned.

- **The May Hill Arbuthnot Honor Lecture** was delivered on May 3, 2014, by Andrea Davis Pinkney, vice president and editor at large of Scholastic's Trade Books and award-winning children's book author. The lecture, titled "Rejoice the Legacy," was hosted by the Children's Literature Research Collection (CLRC), University of Minnesota Libraries, Minneapolis. In conjunction with the lecture, the University presented an exhibit, live at the Elmer L. Andersen Library and online at

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

<http://gallery.lib.umn.edu/exhibits/show/pinkney>, displaying original manuscript pages, artist dummies, picture book proofs, and original art and sketches selected from among Pinkney's many titles. The archived webcast is available at: <https://www.lib.umn.edu/clrc>.

The 2015 Arbuthnot Lecture will be given by distinguished author and illustrator Brian Selznick, whose groundbreaking book, *The Invention of Hugo Cabret*, was awarded the 2008 Caldecott Medal. A host and location for the event will be announced at the ALA Annual Conference in Las Vegas.

Initiatives

ALSC is home to four major national initiatives, each with a unique focus. Several ALSC committees, including the Public Awareness, Every Child Ready to Read Oversight, Early Childhood Programs and Services, School Age Programs and Services, and Quicklists Consulting, help develop and implement the initiatives, with the ALSC 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 to work to expand its reach by providing libraries with tools needed to incorporate this multicultural initiative into their daily programming. Día had a very successful year in which 594 libraries, schools, and community organizations registered their Día programs in the National Día Program Registry, representing more than 105,000 expected Día program attendees across the country. This is more than 11 percent above registered programs last year. Over 21.21 percent of the registered programs were from libraries or schools holding a Día program for the first time.

ALSC distributed complimentary stickers, bookmarks, and buttons (English and Spanish) to all libraries that registered events. The 2014 book list was updated by the Quicklists Consulting Committee and contains over 100 multicultural and bilingual titles for children from birth to age 14. English/Spanish and English/Chinese versions are on the Día website (<http://dia.ala.org>). The site also offers: English and Spanish Día event posters, a digital Publicity Toolkit, Día coloring and activity sheets, and more. All materials can be accessed and downloaded for free to assist libraries in celebrating Día.

Día Partners and Supporters assist with outreach and creation of resources, and offer discounts to libraries in order to make it easier for them to participate in the celebration. Partners and Supporters of the 2014 celebration include: REFORMA (founding partner), Abrams Books for Young Readers, Arte Publico Press, Charlesbridge, Cinco Puntos Press, East West Discovery Press, Lee and Low Books, Lorito Books, Peachtree Publishers, Big Brothers Big Sisters of America, The Center for the Study of Multicultural Children's Literature, Children's Book Council, Colorín Colorado, The General Federation of Women's Clubs, The National Center for Family Literacy, Mama Lisa's World, National Council of Teachers of English, Reading Rockets, and United States Board on Books for Young People.

Día was chosen for inclusion in the 2013 *Best Practices* publication for the Library of Congress Literacy Awards (<http://read.gov/documents/literacy-awards-2013-best-practices-web-version-12-5-13.pdf>).

In September 2013, ALSC and YALSA received a fourth year of the Everyone Reads @ your library® Grant in the amount of \$246,806, funded by the Dollar General Literacy Foundation. Through this grant, 15 Día mini-grants of \$2,000 each were awarded to public libraries. Libraries used the funds to host Día Family Book Club Programs designed to engage children and their families in shared reading and discussion of contemporary children's literature that reflects our common plurality.

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

The grant also funded a user-friendly redesign of the Día website and the creation of the [Día Family Book Club Curriculum](#), which is made up of twelve ready to go lesson plans, six for children ages 4 to 8 and six for children ages 8 to 12. The year four grant also allowed for ALSC to release the white paper, [The Importance of Diversity in Library Programs and Material Collections for Children](#), written for ALSC by Jamie Campbell Naidoo, PhD, and adopted by the ALSC Board of Directors in April 2014. The paper explores the critical role libraries play in helping children make cross-cultural connections and develop skills necessary to function in a culturally pluralistic society.

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. In March, the [Every Child Ready to Read® @ your Library® Toolkit for Spanish-Speaking Communities – digital download](#) was released and is available to purchase through the ALA Store.

ALSC and PLA were awarded a 2013 National Leadership Grant from the [Institute of Museum and Library Services](#). The awarded amount is \$499,741 for the project “Bringing Home Early Literacy: Determining the Impact of Library Programs on Parent Behavior.” This multi-year project will work to evaluate the effect that the Every Child Ready to Read Second Edition program has had on parent behavior.

ECRR2 was awarded the [Opening Minds Innovation Award](#), sponsored by Follett Early Learning. The award recognizes innovations that advance the field of early childhood education to better the lives of young children and their families. ALSC member Jenna Nemecek-Loise submitted the Opening Minds application and accepted the award on behalf of ALSC and PLA in the spring.

The ECRR Oversight Committee presented several programs at the PLA National Conference in March 2014 in Indianapolis:

- Discover New Ideas about Early Learning Environments
- Put It into Practice: Implement Every Child Ready to Read
- ECRR2—Does it Really Work? Evaluating the Program
- ECRR 2.0---Using Apps and eBooks in Early Literacy Programs

The committee is also presenting programs at ALA’s Annual Conference in Las Vegas in June 2014:

- ECRR2—Does it Really Work? Evaluating the Program
- ECRR 2.0---Using Apps and eBooks in Early Literacy Programs

Everyday Advocacy Website

In May 2014, the Everyday Advocacy (EA) website (<http://www.ala.org/everyday-advocacy>) celebrated its one-year anniversary. The site 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 initiative also includes a quarterly electronic newsletter sent to ALSC members, *Everyday Advocacy Matters*, that highlights advocacy stories, tips, and ideas, as well as a weekly ALSC electronic discussion list post titled, “Take Action Tuesday,” which features one quick advocacy activity.

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

Read! Build! Play!

ALSC's partnership with LEGO® DUPLO® on the Read! Build! Play! (RBP) initiative has continued to grow. Last September, ALSC and LEGO DUPLO announced a [Thank your Public Library for Making Summer Reading Fun giveaway](#). The public was invited to "thank" their local public library for great summer programming for children by entering their zip code into a Facebook giveaway through mid-October. [Avon-Washington Township Library](#) in Indiana was the winner of this giveaway. They received \$5,000 to be used for children's programming and LEGO DUPLO blocks. A rough estimate shows that over 17,000 votes were cast during this giveaway.

ALSC has continued to promote RBP to our membership and beyond by distributing RBP materials. ALSC has hosted a booth with RBP information at the following national conferences:

- National Association for the Education of Young Children Conference (November 2013, Washington, DC)
- Public Library Association Conference (March 2014, Indianapolis, Ind.)
- National Association for the Education of Young Children National Institute (June 2014, Minneapolis, Minn.)

Projects, Partnerships & Letters of Support

The Lunar and Planetary Institute

ALSC continues to partner with the Lunar and Planetary Institute (LPI), collaborating on their Explore program. ALSC passed along several opportunities for members to participate in free in-person or electronic training sessions, focused on providing librarians with tools and information on how to incorporate STEM into their programming. In October, ALSC encouraged members to complete a NASA Survey for Public Library staff aimed at determining the current needs of public libraries in incorporating STEM into their activities.

National Forum on Young Children, New Media & Libraries

ALSC wrote a letter of support for an IMLS Grant to fund the National Forum on Young Children, New Media & Libraries. Spearheaded by ALSC member Cen Campbell and in partnership with the New Orleans Library Foundation, the forum will bring together in Spring 2015 approximately 40 experts in media literacy, librarianship, child development, and early childhood education to develop recommendations to support children's librarians in assuming a role as media mentors in their communities, especially in at-risk communities.

Space and Science Institute

Last September, the ALSC Board approved a Letter of Support for the [National Science Foundation](#), backing the [Space and Science Institute's](#) proposal for a National Conference on STEM programming in libraries. If accepted, the conference will forge connections among public libraries, science centers, and federal science organizations.

United States Board on Books for Young People

ALSC continues to partner with the United States Board on Books for Young People (USBBY) on the International Children's Day Celebration and Día. Last September, the ALSC Board voted to recommend Robyn Mutnick as the ALSC representative on the USBBY Board. ALSC also will participate in the [IBBY](#)

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

[Regional Conference](#), hosted by USBBY, next fall. Last December, ALSC's Quicklists Consulting Committee completed a book list for International Children's Book Day for USBBY.

Publications & Communications

ALSC reaches out to members in a variety of ways. Resources like ALA Connect, the ALSC Blog, Facebook, Twitter, and wiki, allow for interactive, two-way communication with and among members. We also continue to provide our more traditional print resources: *Children and Libraries: The Journal of the Association for Library Service to Children* and the *ALSC Matters!* electronic newsletter. Noteworthy news this year regarding our publications and communications is shared below.

New Publications

Popular Picks for Young Readers, edited by Diane B. Foote for ALSC and published by ALA Editions, was released in print in March. An e-book version also is available through the ALA Store, Kindle, and other major e-book vendors. *Popular Picks* highlights high-quality, well-reviewed books that also are popular with kids, chosen and annotated by practicing librarians from around the country. The more than 500 titles included were published within the last four years and range from books for newborns through readers to age 14, and encompass a wide variety of formats and themes to reflect the diversity of contemporary society. The guide is useful for readers' advisory and collection development.

Newbery and Caldecott Awards: A Guide to the Medal and Honor Books, 2014, written by ALSC and published by ALA Editions, was released this spring. The annual guidebook is a resource for quick reference, collection development, and readers' advisory, and includes author/illustrator and title indices as well as information about the media used to create the art in Caldecott Medal and Honor Books. This year's edition features an essay by ALSC member Sylvia M. Vardell on the history and development of poetry for young people.

Everyday Advocacy Website

The Everyday Advocacy (EA) website (<http://www.ala.org/everyday-advocacy>), managed by member content editor Jenna Nemecek-Loise, has expanded over the past year with new, timely content and the addition of the weekly feature, "Take Action Tuesday," which provides one easy, focused advocacy activity each week to inspire all takers—expert and novice. The site strives to make advocacy attainable by diminishing the intimidation factor.

Everyday Advocacy Matters Newsletter

The first issue of the quarterly *EA Matters* newsletter was emailed to ALSC members in October, with subsequent issues released in January and April. The newsletter complements the EA website and features simple, effective ways to learn, share, and make a difference in local library communities. Each issue delivers the following sections: From the Editor; Everyday Advocacy Spotlight; News You Can Use; Get Inspired; Calendar; and Resources. Back issues are accessible on the EA website.

Great Websites for Kids

The Great Websites for Kids (GWS) Committee reviews and evaluates hundreds of websites each year. This year, committee members selected, annotated, and added 13 sites to the GWS database/resource.

- BBC Primary History - www.bbc.co.uk/schools/primaryhistory/
- Discovery Kids in Spanish - www.tudiscoverykids.com

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

- GlacierWorks: Everest - explore.glacierworks.org
- Kids.gov - <http://kids.usa.gov/>
- Kidzone with the New York Philharmonic - www.nyphilkids.org
- Lawrence Hall of Science - www.lawrencehallofscience.org/kidsite
- Mi Héroe (Spanish site for My Hero Project) - www.miheroe.org
- Mocomi - mocomi.com
- PBS Kids Lab in Spanish pbskids.org/lab/es
- SciGirls – pbskids.org/scigirls
- Smithsonian Kids - www.si.edu/Kids
- Talking Glossary of Genetic Terms - www.genome.gov/Glossary/
- Walking with Dinosaurs - www.walkingwithdinosaurs.com/dinosaurs/catalogue/

The GWS Committee also compiled a list of helpful websites pertaining to library partnerships that support children and their families for the 2014 ALSC President’s Program resource guide.

2014 President’s Program Book List

The Quicklists Consulting Committee contributed a list of resources, books, articles, blogs, and more, on the topic of compelling library partnerships that support children and their families, for the 2014 ALSC President’s Program.

Summer Reading Book Lists

ALSC’s Summer Reading Lists, originally compiled and annotated by the Quicklists Consulting and School-Age Programs & Services Committees in spring 2013, were updated for 2014 by the Quicklists Consulting Committee. The revised lists are available for free download online and boast colorful, kid-friendly art and the ability to customize with pertinent library information. Three lists are available—for K-2nd, 3rd-5th, and 6th-8th graders. For less expensive printing, each list is also available in black and white.

Building a Home Library Lists

The ALA-Children’s Book Council (CBC) Joint Committee, with cooperation from ALSC’s Quicklists Consulting Committee, updated the four Building a Home Library bibliographies, which provide guidance to parents, grandparents, and others interested in establishing a high-quality library for their children at home. In creating these lists, the committee looked to include tried-and-true classics; under-the-radar gems; multicultural books; and new, yet notable, reads for all ages. The four lists—for birth to age 3, ages 4-7, ages 8-11, and ages 12-14—are available for free download online.

Tween Recommended Reads List

Members of the School Age Programs and Services Committee selected and annotated the Tween Recommended Reads book list. Posted in December 2013, the list is available in full color and black and white for free download. This list also features a bright, playful design.

Children’s Graphic Novel Core Collection – Book List

In November 2013, ALSC’s Graphic Novels-Core Collection lists were updated by the Quicklists Consulting Committee. These “core” lists of titles are a collection development tool for public librarians, serving elementary school-age children (kindergarten through 8th grade), who are starting or maintaining a children’s graphic novel collection. The lists are available online for free download.

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

2014 Día Book List

The Quicklists Consulting Committee compiled the 2014 Día Book List, a collection of over 100 multicultural, bilingual, and second language books for children from birth to age 14. Ten languages are featured in this list, which comes with helpful tips for parents and information about the Día initiative in English, Spanish, and Chinese. This list also is available online for free download.

International Children's Book Day Reading List

The Quicklists Consulting Committee created this list for USBBY for the 2014 International Children's Book Day (ICBD). The list includes titles for children from birth through 8th grade that evoke the 2014 ICBD theme, *Imagine Nations through Story*. The list is available on the USBBY website.

Social Media

Facebook

Starting in 2014, ALSC began a new schedule of posting to the ALSC Facebook page. ALSC Blog posts are no longer automatically posted to Facebook. The division has made a concerted effort to post more images and richer content. ALSC currently has approximately 4700 Facebook followers.

Twitter

In continuing efforts to foster essential member conversations and connections, the ALSC Children & Technology Committee hosts monthly #alscchat Twitter discussions. Topics for 2013-2014 included: serving children with special needs in the library; managing social media; children and new media; summer reading; and outreach. The ALSC Twitter account currently has approximately 6300 followers.

ALSC Blog

Over the past few years, the blog has continued to increase readership and beat the previous year's statistics. 2013 was no different. With a regular daily posting schedule, including guest posts and conference live-blogging, the ALSC Blog saw a 38.4% increase in visits over 2012. Other 2013 statistics include:

- 33.45% increase in unique visitors over 2012
- 37.93% increase in pageview over 2012
- 70 total guest posts
- 56 total live blog posts (from ALA Midwinter and Annual Conference)
- total posts just short of 500 for the year

Much of the credit for this continued success goes to ALSC Blog Manager, Mary Voors, as well as the regular rotating group of ALSC bloggers. To continue to increase the standards of the blog, photo guidelines were developed in 2013. Bloggers are expected to utilize these guidelines each time they use a photo with their posts. In 2013, the blog also released a guest post proposal form to handle requests from "non-librarian" guest bloggers.

In the spring 2014, with the support of the Friends of ALSC, the blog played host to the ALSC Blog Photo Contest. ALSC members submitted photos that were subsequently voted upon by the readership. Twelve ALSC members submitted their photos and more than 480 people voted. Prizes included a choice of tickets to the 2014 Newbery-Caldecott Banquet or a gift certificate to Barnes & Noble.

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

ALSC Events and Continuing Education

2014 ALSC National Institute

The 2014 ALSC National Institute will be held in Oakland, California, September 18 – 20, 2014. The event will feature award-winning authors Steve Sheinkin, Tim Federle, Pam Muñoz Ryan, Rita Williams-Garcia, Gene Luen Yang, Mac Barnett, Daniel Handler, Jennifer Holm, and Andrea Davis Pinkney. There are 16 programs spread out over two days. Programs delve into some of the most important topics in library service to children, such as everyday advocacy, tween programming, grant writing, technical programming on a budget, and putting Every Child Ready to Read into practice. Special events include a panel of award-winning authors during Friday morning's Breakfast for Bill and a Friday evening reception at Oakland's Fairyland.

2014 ALSC Charlemae Rollins President's Program

The 2014 program, The Ripple Effect: Library Partnerships that Positively Impact Children, Families, Communities, and Beyond, is being held on Monday, June 30, during the ALA Annual Conference. The program will explore how library and community collaborations can be the nexus of support for children and families, and will inspire attendees to create meaningful partnerships in libraries. Amy Dickinson, syndicated advice columnist, will deliver the keynote address and speak about her collaboration with the Family Reading Partnership of Ithaca, N.Y. to launch the campaign "A Book in Every Bed," which sparked a national movement. Anna McQuinn, author of "Lola at the Library," will bring an international perspective to the proceedings, speaking on her work in the United Kingdom with young children and their families. The program will culminate with a panel of librarians from across the country discussing their innovative partnerships that support children and families.

Educational Programs – 2014 ALA Annual Conference

ALSC is presenting the following programs during Annual Conference in Las Vegas:

- Children's Librarians in the Lead: Managing Change, Inspiring Innovation & Empowering the Next Generation
- Dynamic Digital Dia: Promoting Cultural Competence in Digital Storytimes
- Every Child Ready to Read 2 - Does it Really Work? Evaluating the Program
- So Long, Drive-By Storytimes; Hello, Focus and Impact!
- The Apps are All Right! Exploring the Role of Apps in Children's and Teen Services
- What No Tschotskes? Creating an Experience-Based Summer Program
- Whet Your APPetite: Rapid Reviews of Apps for Children from Preschool to Tweens

Online Courses

In 2013-14, ALSC offered 16 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). Courses were offered via Moodle, ALA's online learning platform, and included:

Summer 2013

- Children with Disabilities in the Library
- Getting to the Core: Librarians and Common Core State Standards
- Integrating New Technologies into your Collection

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

- Out of This World Youth Programming
- Science, Technology, Engineering and Math (STEM) Programs Made Easy
- The Caldecott Medal: Understanding Distinguished Art in Picture Books

Fall 2013

- Getting to the Core: Librarians and Common Core State Standards
- Out of This World Youth Programming
- Reading Instruction and Children's Books
- Science, Technology, Engineering and Math (STEM) Programs Made Easy
- Storytime Tools

Winter 2014

- Children with Disabilities in the Library
- Getting to the Core: Librarians and Common Core State Standards
- Information Literacy--From Preschool to High School
- Integrating New Technologies into your Collection
- Reading Instruction and Children's Books

Webinars

ALSC also offered more than 50 hour-long live webinars. Each webinar was offered multiple times providing flexibility for busy professionals. ALSC members received a discounted price for webinars. Topics included:

- Best Practices for Apps in Storytime
- Between Storytime and the Prom: Tween Programming Fills the Gap
- Every Child Ready to Read: How to Train and Motivate Adults to Foster School Readiness
- Maker Programming for Kids: No Makerspace Required
- Making Every Day a Día Day: Incorporating Día into Current Youth Programming
- Newbery and Caldecott Mock Elections Toolkit
- Seeing the World through a Different Lens: International Films for Youth
- Sensory Storytime: Preschool Programming That Makes Sense for Kids with Autism
- So You Want to Genre-fy Your Library...and More
- Summer Science @ your library®
- The Best of the Best: 2013 Notable Children's Books
- The Power of Play for Early Childhood Learning in Your Library
- What's After Storytime: Programming for Children and Tweens with Autism

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

50 East Huron St. • Chicago, IL 60611-2795 USA • 800-545-2433, ext. 2163 • Fax: 312-280-5271 • TDD: 312-944-7298 • email: alsc@ala.org • www.ala.org/alsc

- Young Children & Media: Libraries in the Multi-Screen, Multi-Touch Digital World

Recorded Webcasts

ALSC offers webcasts, webinars that have already taken place, as on-demand video that can be watched at any time. In efforts to support ALSC's goal of continuing education in 2013-14, a number of webinars and webcasts were offered free to ALSC members.

Student Sessions

In 2013-2014, the ALSC Membership Committee continued hosting one-hour webinars called student sessions, which focus on topics of interest to students and early career professionals. Titles from 2012-13 include:

- Balancing Social Media: How to Separate Your Library's Facebook Page from Your Own
- New to the Children's Library: What I Didn't Learn in Library School
- Create a Personal Learning Network That Works for You
- ALSC New Member Forum
- Youth Library Fundraising: Paying for Your MLIS and Your Library Programs

Board Actions

During the period of September 1, 2013, to present, the ALSC Board of Directors has taken the following action. Full details are available online.

Elected, Lisa Von Drasek to fill the position of ALSC Councilor, vacated by the general election of Andrew Medlar as 2014-2015 ALSC Vice-President/President-Elect, for the remaining one year of the term. (May 2014)

Approved, a Memorial Resolution in honor of Eliza Dresang. (May 2014)

Agreed, to a partnership with Chipotle, as proposed, in support of summer and winter reading. (April 2014)

Adopted, a white paper, "The Importance of Diversity in Library Programs and Material Collections for Children," by Jamie Campbell Naidoo, Ph.D. (April 2014)

Approved, a recommendation, as amended to provide clarity, from the Organizations and Bylaws Committee to appoint an Awards priority group consultant (Priority Group V) annually to ensure thorough training and consistent support for awards committees. (March 2014)

Approved, a letter of support to Queens (NY) Library for their IMLS National Leadership-National Forum Grant proposal to hold a symposium on Early Childhood Education in Urban Libraries. (February 2014)

Approved, the recommendation of the ALSC Book Award Seals on E-book Versions Task Force to form a Batchelder Pilot concerning e-book eligibility beginning with the 2016 Batchelder Award Committee. (MW 2014)

Approved, formation of new task force to support implementation of the Batchelder pilot project. (MW 2014)

Accepted, recommendations, as amended, put forward by the Awards Service and Social Media Task Force to begin with the elected and appointed members of the 2016 award committees. (MW 2014)

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

Accepted, the recommendation of the ALSC/REFORMA Belpré Criteria Questions Task Force to change definition number two in the award committee manual and not to make any changes to definition number 12. (MW 2014)

Approved, the Budget Committee's recommendations for the FY-2015 budget and the revised ALSC Budget Summary spreadsheet. (MW 2014)

Approved, proposed changes, with amendments, to the Children & Libraries Policies & Procedures document. (MW 2014)

Requested, ALSC staff member Joanna Ison to re-negotiate a possible agreement with Chipotle, through which ALSC would develop age-appropriate reading lists as part of Chipotle's summer reading program. (MW 2014)

Tabled, a motion from the Organization and Bylaws Committee concerning the establishment of a second priority group consultant position for V: Awards, with a request for further clarification. (MW 2014)

Approved, a request for a letter of support for the Access, Content & Engagement: Media Mentors @ Your Library! grant proposal (November 2013)

Approved, the Emerging Leaders proposal--Count It Up: Advocating for Access with the Youth Library Services Calculator. (September 2013)

Approved, providing a letter of support for the Space Science Institute in their bid to the National Science Foundation for support to coordinate a national conference about STEM programming in libraries. (September 2013)

Selected, Robyn Mutnick as nominee to represent ALSC/ALA on the USBBY Board. (September 2013)

ALSC Finances

as of April 2014 (8 months of data)

	Budgeted	Actual
Total Revenues	\$650,379	\$1,030,570
Total Expenses before Overhead & Taxes	\$619,676	\$636,955
Contribution Margin	\$30,703	\$393,615
Overhead to ALA	\$64,229	\$99,165
Taxes	160	160
Net Revenue for 8 mo FY 14	-\$33,686	\$294,290
Beginning Net Asset Balance (as of September 1, 2013)	\$1,763,644	
Ending Net Asset Balance (as of April 30, 2014)	\$2,057,934	

Moving into the Future

As libraries continue to transform and thrive, so does ALSC. Our core values of collaboration, excellence, inclusiveness, innovation, integrity, respect, leadership, and responsiveness guide the direction of the organization through the actions of the ALSC Board, the stellar efforts of the ALSC staff, and the involvement of the membership.

ALSC recognizes that careful planning must be balanced with timely responses to changing conditions to maintain a dynamic and productive organization. We remain relevant by continuing to assess and address trends in the profession through the work of the association. By continually examining our processes and projects, we maintain our commitment to supporting the foundational values of library service to children while evaluating and embracing innovations in the field that add to the effectiveness of ALSC and its members.

Through enhanced communication, proactive pursuit of partnerships, and increased awareness and advocacy, ALSC membership, leadership, and staff diligently work together to create a better future for children through libraries.

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

50 East Huron St. • Chicago, IL 60611-2795 USA • 800-545-2433, ext. 2163 • Fax: 312-280-5271 • TDD: 312-944-7298 • email: alsc@ala.org • www.ala.org/alsc

2013-2014 Board of Directors

Executive Committee:

Starr LaTronica, President

Ellen Riordan, Vice-President/President-Elect

Carolyn S. Brodie, Past President

Andrew Medlar, Division Councilor

Diane B. Foote, Fiscal Officer

Directors:

Rita Auerbach

Gretchen Caserotti

Ernie Cox

Jamie Campbell Naidoo

Michael Santangelo

Megan Schliesman

Lisa Von Drasek

Jan S. Watkins

ALSC Staff:

Aimee Strittmatter, Executive Director

Dan Bostrom, Marketing Specialist, Membership

Marsha Burgess, Program Coordinator

Joanna Ison, Program Officer, Projects and Partnerships

Courtney Jones, Awards Coordinator

Laura Schulte-Cooper, Program Officer, Communications and Website

Kristen Sutherland, Program Officer, Continuing Education