



AASL 2015 Annual Report to the ALA Council

In 2014, the AASL Board completed a three-year strategic plan that is ambitious and focused. Every decision we've made this year is filtered through this plan. The staff developed an operational plan that is instrumental in meeting our strategic goals. The plan has three main points: **Association Relevance, Membership Development, and Association Governance and Leadership.**

Association Relevance asks the question, "How do we determine the impact of educational and technical trends within the changing societal context, and how can we respond?" This year, AASL was invited to join the coalition for Future Ready Schools, a group formed by the US Department of Education. Some of the other partners include the American Association of School Administrators, International Society for Technology in Education, National Association of Secondary School Principals, National Board for Teaching Standards, National Education Association, National Parent Teacher Association, National School Board Association, and others. We are thrilled to be recognized as players at the national level in what makes future ready students.

Another facet related to this issue is the need to continue the school library research that began with the AASL IMLS CLASS Research Forum. A Community of Scholars has been appointed, and we are pursuing funding to continue this research.

The second goal related to Association Relevance is to be a stronger voice for school librarians and the profession. This goal is being met through the revision of AASL's learning standards and program guidelines that will be announced at the 2017 AASL National Conference in Phoenix.

ESEA Reauthorization has also been a huge focus this year. Senators Jack Reed and Thad Cochran proposed the SKILLS Act that specifically addresses the school librarians' contribution to student achievement. We continue to advocate for legislation that recognizes funding for effective school library programs.

Membership Development seeks to strengthen our relationship with our state affiliates and other communities in ALA. Board member Ken Stewart began this process in Chicago at the ALA Midwinter Meeting with a community conversation with the affiliates. The Leadership Summit will incorporate the findings of that group in the daylong summit.

Association Governance and Leadership is an internal goal to create a more effective and efficient governance structure. A committee review task force is currently examining the current committee structure.

Finally, a monthly conference call for executive committee members was instituted, patterned after the ALA Executive Board calls. Quarterly meetings, either face-to-face or by conference call, were initiated for the entire board. We hoped that this frequent communication would provide board members the information to make our face-to-face meetings run more smoothly. The experience at the ALA Midwinter Meeting in Chicago proved this strategy successful.



Terri Grief
AASL President, 2014-2015

ASSOCIATION RELEVANCE

STANDARDS & GUIDELINES

The American Association of School Librarians (AASL) selected the members of its [new editorial board to evaluate and revise the association's learning standards and program guidelines](#). The board was selected through an intensive process, which included applications from over 30 AASL members. The AASL Executive Committee interviewed 15 people at the ALA Midwinter Meeting in Chicago and selected an excellent group. Members Susan Ballard, Elizabeth Burns, Kathryn Lewis, Kathy Mansfield, Deborah Rinio, and Kathleen Roberts join chair Marcia Mardis to complete this important task. The editorial board will build on a strong history of publications by AASL to transform teaching and learning through school library programs.

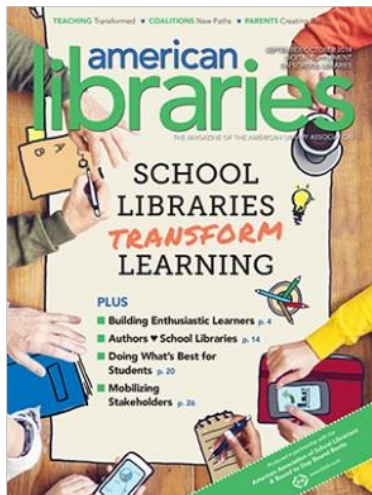
The American Association of School Librarians (AASL) is seeking school librarians to serve on an [implementation task force](#) for a new iteration of the association's learning standards and program guidelines slated to launch in the fall of 2017. The task force will be responsible for developing a plan to support states, school systems, and individual schools preparing to implement the new publication.

ADVOCACY

During the ALA Midwinter Meeting in Chicago, ALA and American Association of School Librarians (AASL) leaders circulated throughout McCormick Place West, handing out buttons that promoted awareness of school libraries.

The buttons, which read, “**Ask me how school libraries transform learning**” stimulated dialogue about how school libraries and school librarians are leaders in education and the ways they are transforming learning for students. The buttons proved so popular that they are now being reprinted and made available to our state affiliates.





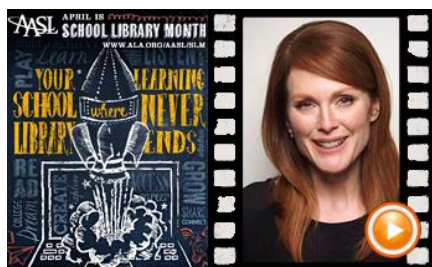
A new digital magazine issue, featuring articles from prominent members of the profession, showcases the way school libraries and school librarians transform learning. [“School Libraries Transform Learning,”](#) an *American Libraries* digital supplement produced in partnership with the American Association of School Librarians (AASL), is available electronically in e-book format and as a downloadable PDF at www.ala.org/aasl/transforming.

[Bound to Stay Bound Books \(BTSB\)](#) continues its support of [school libraries](#) and the American Association of School Librarians (AASL) through its sponsorship of school library advocacy packs containing tools to spread the word about the many ways school librarians transform teaching and learning.

The advocacy pack includes 25 copies of a limited print edition of the digital supplement AASL produced in collaboration with *American Libraries*, “School Libraries Transform Learning.” The pack also contains assorted brochures from the “School Library Programs Improve Student Learning” advocacy series, another AASL advocacy tool generously sponsored by BTSB.

Packs will first be mailed to delegates and leadership of state and regional school library associations for distribution to state-level policy makers, administrators, and school board leaders. Additional BTSB-sponsored advocacy packs will be made available to AASL National Conference attendees and to the profession at large.

BTSB’s President Robert Sibert is an outstanding supporter of AASL. He is a personal member of the Alliance Committee and is a valued advisor to AASL. He was also instrumental in continuing the BTSB travel grants that provide money for first-time attendees to the AASL National Conference in Columbus, OH. Because of Bob’s continued support, he will be the recipient of **the AASL Crystal Apple Award** in San Francisco.



Julianne Moore, award-winning actress and bestselling author, served as the [national spokesperson for the 2015 observance and 30th anniversary of School Library Month \(SLM\)](#). Celebrated in April and sponsored by the American Association of School Librarians (AASL), School Library Month honors the essential role that strong school library programs play in a student's educational career.

[A new PSA featuring Academy Award®-winning actress and bestselling author Julianne Moore](#) is available from the American Association of School Librarians (AASL) as part of the 30th anniversary of School Library Month. In the PSA, Moore speaks to how school librarians empower students to succeed in school and beyond. The PSA and instructions on how to embed the video on school library websites can be viewed at www.ala.org/aasl/slm/2015/psa.

MEMBERSHIP DEVELOPMENT

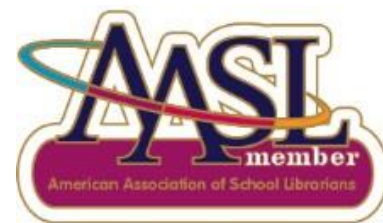
PRESIDENTIAL INITIATIVE

At the 2015 ALA Annual Conference in San Francisco, American Association of School Librarians' (AASL) President Terri Grief will launch an **Annual Leadership Conference** for AASL-affiliated state association leaders. The conference will focus on strengthening the relationship between AASL and its grassroots members and will include leaders and staff from the division and invited guests.

The Friday, June 26, event will kick off with a leadership session. This session will help state-level association attendees understand the important role they play in developing leaders within their affiliate and how it segues into leadership in the national association. Also, attendees will share best practices, explore available tools and resources, and participate in breakout sessions. Participants will receive a stipend from Terri's presidential initiative budget and through the gracious support of ALA President Courtney Young. This event is patterned after ALA's Chapter Leaders Forum.

MEMBERSHIP

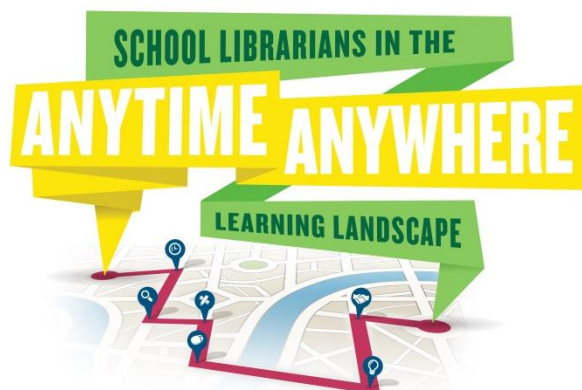
New and continuing members of the American Association of School Librarians (AASL) can now wear their AASL membership proudly with the distribution of [new AASL member pins](#). New members will receive the pin, featuring the AASL logo, with their welcome packet upon joining the association. Pins will also be mailed to lifetime members and those who have reached the milestones of 5, 10, 15, 20, and 25 years of continuous membership. Lifetime and milestone pins will include a bar recognizing the years of service to the association. Pins will be distributed to members annually.



PROFESSIONAL DEVELOPMENT

The [AASL Fall Forum](#) is a multi-day national institute held during non-AASL National Conference years. A more intimate event, the institute focuses on one topic of importance to the profession. *School Librarians in the Anytime Anywhere Learning Landscape* was held Oct. 17-18, 2014, in St. Louis and across the country at nine satellite sites.

In addition to the main site in St. Louis, Mo., attendees chose to attend *School Librarians in the Anytime Anywhere Learning Landscape* in Montgomery, AL; Atlanta, GA; Johnston, IA; Greensboro, NC; Houston, TX; Mercedes, TX; Richardson, TX; Norfolk, VA, or Vancouver, WA.



Keynote presenter David Warlick, recently named one of the 10 most influential people in educational technology, also served as the primary facilitator at the St. Louis site and was joined by Ann M. Martin, Kathleen Roberts, and David Loertscher as presenters. An expert panel showcasing an exemplary school district collaboration to create a truly blended learning

experience was added to the AASL 2014 Fall Forum. Moderated by Fall Forum committee chair, Steven Yates, the panel included Margaret Sullivan, school librarian; Lee Mitchell, school librarian; Brittany Fore, language arts teacher; and Richard Regina, assistant principal; all from Rockwood School District in Chesterfield, MO.



The American Association of School Librarians (AASL) [launched a companion website for its professional journal, *Knowledge Quest*](#). A new vehicle to empower school librarians as they transform learning for their students, the new site offers breaking news, inspired blogs, and encourages conversations to inspire insightful professionals and stronger communities. *Knowledge Quest* can be viewed at knowledgequest.aasl.org.

Focused on enhancing professional practice, the new site builds on the strong foundation provided by AASL's bimonthly journal. *Knowledge Quest* articles focus on the integration of theory and practice in school librarianship and new developments in education, learning theory, and relevant disciplines. The new site will continue this tradition and also offer informal opportunities for professional conversation.

ASSOCIATION GOVERNANCE & LEADERSHIP

STRATEGIC PLAN

The American Association of School Librarians (AASL) challenges leaders in all fields to bring about an evolution in student learning with its adoption of a [new mission statement and strategic plan](#). During the 2014 ALA Annual Conference in Las Vegas, the AASL Board of Directors unanimously voted to approve the mission statement: *The American Association of School Librarians empowers leaders to transform teaching and learning.*



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