

YALSA Board of Directors
ALA Annual Conference 2020
June 25-30, 2020

Topic: Memorandum of Understanding (MOU) for the National Association of Media Literacy and Education (NAMLE)

Background:

The launch of the National Association for Media Literacy Education is to build a network of leading educational associations interested in advancing the practice of media literacy education across the country. Todd Krueger, YALSA’s president, attended the summit on March 24, 2020. It was an opportunity to give all Alliance members a chance to share ideas and brainstorm joint efforts to empower teachers and students with the skills they need to succeed in today’s complex, media-saturated world.

Action Required: Action

Overview:

NAMLE is launching the **Media Literacy Education Alliance**, a network of leading educational associations collectively serving millions of educators across the U.S. Together, the alliance will work to:

- Advance media literacy education efforts across the country by networking and building a broad based, multi-disciplinary community.
- Build a structure to share resources and knowledge about media literacy education across constituencies.
- Foster the sharing of curricular materials, professional development experiences, and key findings that support media literacy instruction.
- Help educators, administrators and policymakers build awareness of media literacy’s value and importance.
- Promote policies and practices that expand media literacy in every classroom and community across the country.
- Give voice to the perspectives and concerns of these affinity groups.

Together, these efforts will foster a future where learners have the knowledge and critical skills to actively navigate our media landscape and fully participate as citizens.

For its part to advance the Alliance, NAMLE will:

- Convene an annual in-person meeting of Alliance members and host quarterly check-in calls.
- Provide foundational resources on media literacy education to support the individual work of Alliance members.
- Coordinate communication strategies and provide regular updates on valuable resources, opportunities, action items, etc.

- Lead annual data gathering efforts to better understand the state of media literacy education across the country.
- Harness our relationship with international media literacy scholars and advocates to identify promising practices and opportunities for collaboration.

There is no direct cost for Alliance members. The commitment from each Alliance member is to dedicate appropriate staff time to participate in Alliance meetings and to implement work related to the efforts. All work will be designed to complement and enhance current media literacy work being done or planned by the organization.

Costs for 2020 in-person meetings will be covered by NAMLE including travel costs for one representative from each organization.

NAMLE is inviting the following organizations to the inaugural meeting:

- American Library Association (ALA)
- Journalism Education Association (JEA)
- International Society for Technology in Education (ISTE)
- National Afterschool Association (NAA)
- National Association for the Education of Young Children (NAEYC)
- National Council for the Social Studies (NCSS)
- National Council of Teachers of English (NCTE)
- National Council on Teachers of Mathematics (NCTM)
- National Science Teaching Association (NSTA)
- National Writing Project (NWP)

NAMLE received funding from Twitter to launch the Alliance. Additional funding is currently being sought.

Proposal:

With Board approval, move to approve the MOU with NAMLE.

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (MOU), hereinafter referred to as the Memorandum, entered into on April 28, 2020, by and between the National Association for Media Literacy Education, hereinafter referred to as the "NAMLE," and the Young Adult Library Services Association, hereinafter referred to as "YALSA," and collectively known as the "Parties" for the purpose of establishing and achieving various goals and objective relating to the Media Literacy Education Alliance (the "Alliance").

WHEREAS, the aforementioned Parties desire to enter into the herein described agreement in which they shall work together to accomplish the goals and objectives of the Alliance set forth below;

AND WHEREAS, the Parties are desirous to enter an understanding, thus setting out all necessary working arrangements that both Parties agree shall be necessary to establish and advance the

Alliance.

MISSION & OBJECTIVES

The aforementioned Alliance has been established with the following intended mission in mind:

The **Media Literacy Education Alliance** is a network of leading educational associations collectively serving millions of educators across the U.S. Together, the alliance will work to:

- Advance media literacy education efforts across the country by networking and building a broad based, multi-disciplinary community.
- Build a structure to share resources and knowledge about media literacy education across constituencies.
- Foster the sharing of curricular materials, professional development experiences, and key findings that support media literacy instruction.
- Help educators, administrators and policymakers build awareness of media literacy's value and importance.
- Promote policies and practices that expand media literacy in every classroom and community across the country.

Collectively, these efforts will foster a future where learners have the knowledge and critical skills to actively navigate our media landscape and fully participate as citizens.

RESPONSIBILITIES AND OBLIGATIONS OF THE PARTIES

It is the desire and the wish of the aforementioned Parties to this MOU Agreement that this document ~~does not and thus shall not establish nor create any form or manner of a formal agreement or indenture.~~ The MOU is an agreement between the Parties to work together in such a manner that would promote a genuine atmosphere of collaboration in the support of an effective and efficient partnership meant to maintain, safeguard and sustain sound and optimal managerial, financial and administrative commitment with regards to all matters related to the Alliance.

Given this understanding, the Parties acknowledge the following responsibilities and obligations in furtherance of the Alliance.

For its part, NAMLE will:

- Convene an annual in-person meeting of Alliance members and host quarterly check-in calls.
- Provide foundational resources on media literacy education to support the individual work of Alliance members.
- Coordinate communication strategies and provide regular updates on valuable resources, opportunities, action items, etc.
- Lead annual data gathering efforts to better understand the state of media literacy education across the country.
- Harness our relationship with international media literacy scholars and advocates to identify promising practices and opportunities for collaboration.
- Seek on-going financial support for Alliance activities in coordination with member organizations.

Alliance members agree to:

- Contribute the knowledge and expertise of their field to discussions of media literacy related issues.
- Identify a point person annually to serve as a liaison between their organization, other alliance members, and NAMLE.
- Coordinate communication efforts within their network to facilitate the sharing of media literacy resources, events, opportunities, etc.
- Promote the examination of key media literacy issues through targeted plenaries, presentations, and workshops at their own annual conferences.
- Attend in-person annual meeting and quarterly calls to discuss shared opportunities and strategize for future collaboration.
- Support the collection of data on media literacy practice within their membership and disseminate findings via an annual State of Media Literacy Report.
- Extend to NAMLE the ability to use their name and logo in reference to the Alliance. Members reserve the right to remove their name and logo upon request.

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TERMS OF UNDERSTANDING

The term of this Memorandum of Understanding shall be for a period of three years from the aforementioned effective date and may be extended upon written mutual agreement of both Parties.

AMENDMENT OR CANCELLATION OF THIS MEMORANDUM

This Memorandum of Understanding may be amended or modified at any time in writing by mutual consent of both parties. In addition, the Memorandum of Understanding may be cancelled by either party with 30 days advance written notice, with the exception where cause for cancellation may include, but is not limited to, a material and significant breach of any of the provisions contained herein, when it may be cancelled upon delivery of written notice to the other party.

AUTHORIZATION AND EXECUTION

The signing of this Memorandum of Understanding does not constitute a formal undertaking, and as such it simply intends that the signatories shall strive to reach, to the best of their abilities, the goals and objectives stated in this MOU.

This Agreement shall be signed by ___Tammy Dillard-Steels_____ a
____Todd Krueger_____ and shall be effective as of
the date first written above.

Additional Resources:

NAMLE - <https://namle.net/>