

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

**Topic: Memorandum of Understanding (MOU) for Pura Belpré Award**

**Background:**

**At their 2018 Midwinter Meeting, YALSA’s Board voted to establish a joint taskforce with ALSC and REFORMA to explore the possibility of expanding the Pura Belpré Award to include YA titles. The following terms and conditions of the MOU have been developed in 2020 to address the addition of a young adult category.**

**Action Required:** Action

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**Overview:**

**With Board approval, move to approve the MOU with Pura Belpré Award.**

**Proposal:**

**The Board approves the MOU (below) with REFORMA and ALSC.**

**MEMORANDUM OF UNDERSTANDING BETWEEN  
REFORMA (NATIONAL ASSOCIATION TO PROMOTE LIBRARY  
SERVICES TO THE SPANISH SPEAKING)  
AND  
ASSOCIATION FOR LIBRARY SERVICE TO CHILDREN (ALSC)  
AND  
YOUNG ADULT LIBRARY SERVICES ASSOCIATION (YALSA),  
DIVISIONS OF THE AMERICAN LIBRARY ASSOCIATION  
  
REGARDING THE PURA BELPRÉ AWARD**

***APPROVED BY REFORMA Board,  
ALSC BOARD, and YALSA Board in June 2020.***

**Terms and Conditions for Ongoing Support and Management of the Pura Belpré Award**

*The Association for Library Service to Children (ALSC), a division of the American Library Association (ALA) and the National Association to Promote Library and Information Services to Latinos and the Spanish Speaking (REFORMA) have been co-sponsors of the Pura Belpré Award since 1996. In 2020, the award was expanded to include a young adult category and add the Young Adult Library Services Association (YALSA), a division of ALA as a partner in the award's administration.*

*In 2006, ALSC/ALA and REFORMA developed a memorandum of understanding, approved in 2007, which was designed to sustain the award into the future and to build on the recognition gained during the first ten years. The following terms and conditions have been developed in 2020 to address the addition of a young adult category:*

1. The award will be offered annually to the Latino/Latina author(s) of an outstanding children's book and a young adult book and the Latino/Latina illustrator(s) of an outstanding book for youth, in accordance with the terms and criteria for the award outlined in *Appendix I: The Pura Belpré Committee Manual*.
2. The award will consist of a medal. Honor awards will consist of a certificate mounted on a wooden plaque.
3. The award winners will be selected by a joint REFORMA/ALSC/YALSA committee, in accordance with the policies and practices outlined in *Appendix I: The Pura Belpré Committee Manual*.
4. Winners will be announced in English and Spanish at the Youth Media Awards Press Conference held annually.
5. Medals and plaques will be presented at a REFORMA/ALSC/YALSA joint celebración to be held at the ALA Annual Conference.
6. ALSC/ALA will be responsible for the following with YALSA to be included in communication to learn the process:
  - a. Administration of the Pura Belpré Endowment and budget. See II.7.c, below.
  - b. Provision to REFORMA of annual financial reports on the Endowment, and costs of administering the award.
  - c. Administration of the Pura Belpré Award, including medal design and production, plaque design and production, selection committee support (rosters, discussion list, book shipment), official correspondence with award winners and their publishers with copies to the REFORMA President, REFORMA Children & Young Adult Services Committee (CAYASC) chair, and Belpré chair, producing and selling seals to place on winning books, handling permission requests to use the seal image, as well as auditing and monitoring use of the seal, arrange for legal representation and advice when applicable, the press conference announcing ALA Youth Media Awards and preparation of press releases and other ALSC/YALSA/ALA marketing materials in conjunction with ALA's Communication and Marketing Office (CMO).

- d. ALSC/YALSA will assume costs for a, b, and c above, using Endowment interest income and seals sales revenue
- e. ALSC/YALSA to work with the ALA Library to provide the maintenance of a collection of Pura Belpré award-winning books to support future research, retrospective publications, and other related purposes.
- f. ALSC handles logistical arrangements for celebrations with ALA Conference Services, including booking a room in the ALA conference block of hotels, booking a photographer, and submitting information for program listings on the designated submission schedule, in consultation with the Children & Young Adult Services Committee of REFORMA.
- g. ALSC will fund up to \$3,000 in Celebración expenses per year and YALSA will fund up to \$1200.

ALSC and YALSA will review administrative duties no later than May 2022 to identify specific duties to be rotated on an annual basis.

- 7. REFORMA will pay for or obtain funding for the following:
  - a. Spanish-language versions of other marketing materials beyond the annual Youth Media Award announcement. The development of these marketing materials will be done in cooperation with ALSC/YALSA/ALA.
  - b. CAYASC is responsible for organization and sponsorship of the Pura Belpré Celebración-at each ALA Annual Conference at which the award is presented, including the following:
    - i. working with ALSC and YALSA staff to secure a site, catering, and audiovisual if needed;
    - ii. providing information to ALSC and YALSA staff by designated submission schedule to be printed in the conference program;
    - iii. invitations and ticket sales, if needed;
    - iv. entertainment, if provided;
    - v. program design and printing;
    - vi. and any other costs related to the celebration.
  - c. REFORMA will identify the source of funds beyond the \$4,200 contributed by ALSC and YALSA for the celebration, which may be ticket sales, sponsorship, or other revenues and take all steps necessary to generate the funds. ALSC/YALSA/ALA will not be responsible for paying for or obtaining funding for any of the items listed in 7b not covered by the \$4,200.
  - d. The event will be held at an ALA conference site unless otherwise mutually agreed upon.
- 8. The executive committees of ALSC/YALSA/ALA and REFORMA, or their designees, will meet annually at a time agreed upon by all executive committees, to review the status of the award, to consider ways to increase public recognition of the award, and to discuss any other issues related to the Pura Belpré Award. The committees will meet at least every third year to review the Memorandum of Understanding.
- 9. The executive committees of both ALSC/YALSA/ALA and REFORMA will approve a revenue and expense budget, created by the Children & Young Adult Services Committee of REFORMA, for the Celebración by January of each year. A budget template appears in the committee manual.

10. Special celebrations, including anniversary celebrations and special fundraisers, may, on the advance agreement of the ALSC/YALSA/ALA and REFORMA Boards, be held. In that case, a joint task force should be appointed no later than 24 months in advance of the event to develop the details for a special memorandum covering that event. The special MOU must be submitted for review and acceptance by all three organizations at least eighteen months in advance of the event. (See Appendix II for an outline of issues to be addressed for special celebrations.)

Appendix I: Pura Belpré Committee Manual [insert URL]

## APPENDIX II: Anniversary Celebrations of the Pura Belpré Award

A special Celebration of the Pura Belpré Award may be held for the following purposes:

- To acknowledge and celebrate a key milestone in the establishment of an important literary award.
- To acknowledge and celebrate a key milestone in a significant collaboration between REFORMA and ALSC/YALSA/ALA.
- To raise awareness of the Pura Belpré Award and of literature that acknowledges and celebrates the Latino/Latina experience in the U.S.
- To generate increased interest in the Pura Belpré Award.

The REFORMA and ALSC/YALSA Boards will appoint a joint planning task force at least 24 months prior to the special celebration to develop a budget and detailed project plan. The project plan and proposed budget must be presented to the REFORMA and ALSC/YALSA Boards at least 18 months prior to the event to ensure funds are built into operating budgets and for planning purposes.

The following items must be addressed and submitted as part of the project plan by the joint planning task force:

### Terms and Conditions

1. The \_\_\_\_\_ Celebración of the Pura Belpré Award will be organized by a joint REFORMA/ALSC/YALSA task force with co-chairs representing each group, which will also assist ALSC/YALSA/ALA staff and REFORMA leadership with on-site support for the event. The task force will submit a proposal and budget for approval by the REFORMA and ALSC/YALSA boards no later than 18 months prior to the celebration date.
  - a. The Task Force co-chairs will appoint a publicity subcommittee, which will develop publicity materials and provide a “photo-ready” copy to REFORMA, ALSC/ and YALSA.
  - b. The Task Force co-chairs are responsible for including all three organization’s Presidents, CAYASC chair, and staff liaisons when sending communications to ensure all organizations are simultaneously kept informed and up to date.
  - c. The Task Force is responsible for providing information on the event to ALSC/YALSA staff and REFORMA President and CAYASC Chair within established deadlines.

2. The \_\_\_\_\_ Celebración of the Pura Belpré Award will be held on \_\_\_\_\_ at \_\_\_\_\_.
3. The executive committees of both ALSC/YALSA/ALA and REFORMA will approve a program proposal and revenue and expense budget for the [insert name of special event]. A budget template is included in the committee manual.
  - a. The program proposal should include a detailed summary of the proposed celebration activity. The Celebration will include the following:
    - i. The Pura Belpré Awards Celebración.
    - ii. Other presentations or entertainment as itemized.
4. The proposed budget must include:
  - a. Revenues projected (must cover expenses) – Financial commitments from ALSC/YALSA/ALA, donations, transfers from REFORMA to ALSC, or ticket sales if needed.
  - b. Expenses involved for each activity identified in the proposal– audiovisual, catering, publicity (including printing of event program), entertainment, flowers, and other decorations.
  - c. It is assumed that award winner expenses are covered by their respective publishers. No other speaker costs are assumed in the budget. No busing or special transportation costs are assumed in the celebration budget.
5. Publicity will be prepared in both English and Spanish.
6. The REFORMA, ALSC, and YALSA/ presidents will participate and be recognized.
7. The \_\_\_\_\_ Pura Belpré Selection Committee will be invited to attend and be recognized.
8. ALSC/YALSA/ALA will work with REFORMA to solicit publishers of past and current Pura Belpré Award-winning books for donations to support the \_\_\_\_\_ Celebración. Donors will be recognized in the event program, on the invitations, and in all publicity.
  - a. ALSC/YALSA will develop a solicitation letter in consultation with REFORMA and send it to publishers of past award winners and honorees.
  - b. ALSC will include a solicitation for funds from publishers of the current year's award winners and honorees in their congratulatory letters.

**Additional Resources:**

Pura Belpré Award Taskforce Recommendations Board Doc:

[http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/BelpreTF2\\_AN18.pdf](http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/BelpreTF2_AN18.pdf)