

**Association for Library Service to Children (ALSC),
a division of the American Library Association (ALA)
Annual Report 2010-11**

Julie Corsaro, President

ALSC has had a very productive year. Both the ALSC leadership and membership-at-large have worked together on a new Strategic Plan that focuses on the critical areas of advocacy, education and equity of access. ALSC continues to expand virtual opportunities by increasing the number and variety of online courses, offering a series of webinars, and by converting some committees to online status. We were especially pleased with the success of the ALSC Institute in Atlanta, with plans for the 2012 Institute in Indianapolis underway. In May, we successfully launched the second edition of the research-based, parent education initiative, Every Child Ready to Read @ Your Library. With the 15th anniversaries of the family literacy initiative, Dia, and the presentation of the Belpre Awards for distinguished Latino literature, this has been a banner year for ALSC and its partners. We continue to strive to reach underserved populations with our Strategic Plan objectives related to immigrant populations and other historically underserved communities and the ALSC President's Program dedicated to integrating children on the autism spectrum into libraries.

Membership

This has been a tenuous year for membership throughout the Association as libraries continue to battle budget cuts and position eliminations. As a result, ALSC, along with ALA and many of its Divisions, has seen a decrease in membership. Our division is down by 4% as of April 2011 as compared to the previous year. A bright spot for ALSC has been an increase in student memberships.

ALSC has again sponsored a participant in the ALA Emerging Leaders program. This year's Emerging Leader is Kim Ha. Kim graduated from the University of Maryland in 2007 with a Master's Degree in Library and Information Science, and is now the Children's Services Supervisor at the Elkridge Branch of the Howard County (Md.) Library. One of Kim's most successful projects was creating a Comic Book Club that more than tripled the number of 9-11 year olds that participated in the library's book club.

The ALSC Blog and *ALSCconnect* newsletter continues to keep readers up-to-date and informed about ALSC's programs, services, and activities. The newsletter features an ALSC member profile in each issue and the Blog introduces readers to members through guest blog spots.

ALSC sponsors several discussion groups on topics such as preschool services, collection management, managing children's services, and storytelling. These discussion groups allow members to connect and discuss topics and issues both virtually and in-person at conferences resulting in resource sharing, knowledge building and a sense of community.

Professional Awards and Scholarships

With support from endowments and sponsors, ALSC awards more than \$82,000 to our members by offering research study grants, money to pay for an author or illustrator appearance and financial backing to attend ALA's Annual Conference. These awards recognize the achievements of children's librarians, highlighting their work both to others in the profession and in their communities. ALSC's awards program positively affects our members' professional growth and development, and builds awareness of our Association.

The ALSC Distinguished Service Award

This award honors an individual member of the Association for Library Service to Children (ALSC) who has made significant contributions to and had an impact on library service to children and/or ALSC. The 2011 recipient is:

- Dudley Carlson, Portola Valley, CA

Bookapalooza Program

ALSC selects three libraries to receive a Bookapalooza collection created from the review copies received by the office. These materials, estimated to be worth \$10,000, must be used to creatively enhance library service to children and families. The 2011 recipients are:

- Megan Stith, Meade County (KY) Public Library
- Brian Gregory, Houston Elementary School, Spartanburg, SC
- Paula Childers, Florence County (SC) Library System

The ALSC/BWI Summer Reading Program Grant (Donor: Book Wholesalers, Inc.)

The ALSC/BWI Reading Program Grant is designed to encourage reading programs for children in public libraries by providing \$3,000 in financial assistance, while also recognizing ALSC members for outstanding program development. The 2011 recipient is:

- Jennifer Rodrick, West Palm Beach (FL) Public Library

The 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 qualified children's librarians to spend a month or more doing research at the University of Florida's Baldwin Library of Historical Children's Literature, a special collection of 85,000 volumes of children's literature published primarily before 1950. The 2011 recipients and their projects are:

- Allison G. Kaplan, University of Wisconsin-Madison
Project: "Board Books: From Toy to Literacy Tool"
- Victoria J. Penny, First Regional Library, Hernando (MS)
Project: "Rediscovering Child's Sense of Wonder: Depictions of Nature and Outdoor Play in Historical Children's Literature"

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

This \$4,000 award was established in honor of Maureen Hayes to bring together children and nationally recognized authors/illustrators. It funds an author/illustrator to visit a school or public library that has not previously had the resources to host one. The 2011 recipient and project are:

- Deanna Gouzie, McArthur Public Library, Biddeford (ME)
The McArthur Public Library plans to partner with the Biddeford Intermediate School Library Team, the Biddeford Middle School and the Biddeford Parent Teacher Organization to offer "One Book, One School, One Library," a

community-wide event that includes writing workshops, a book talk and a social event.

Light the Way: Library Outreach to the Underserved Grant (Donor: Candlewick Press)

This \$3,000 grant presented in honor of Newbery Medalist and Geisel Honoree Kate DiCamillo was first given in 2008 as a one-time award. Through the generous contributions of Candlewick Press, the Light the Way Grant will continue through 2014. The beneficiary is selected by ALSC's Library Service to Special Population Children and Their Caregivers Committee (LSSPCC). The 2011 recipient and project are:

- Odette Batis, Richmond (CA) Public Library
"Literacy Bags for Bilingual Families"

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

This award provides a \$600 stipend, for up to four winners each 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 young people. The 2011 recipients are:

- Patricia Carroll, Shamona Creek Elementary School, Downingtown (PA)
- Allison Hill, Bloomington (IL) Public Library
- Mellissa Sanchez, Highlands Elementary School, Sugar Land (TX)
- Laura Simeon, The Open Windows School/Vista Academy, Bellevue (WA)

ALSC Spectrum Scholar

Through the Frederic G. Melcher Endowment and in order to foster diversity and recruitment, ALSC sponsors a Spectrum Scholar every year. The ALSC Spectrum Scholar is awarded to an applicant who expresses an interest in library service to children. The 2011 ALSC Spectrum Scholar is Robina Button of Chicago, IL who is enrolled at the University of Illinois Urbana-Champaign.

The Bound to Stay Bound Books Scholarship

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. The 2011 recipients are:

- Nancy Graves, Denton (TX)
- Danielle Gregori, Elmont (NY)
- Rachel Ortiz, Washington(DC)
- Robyn Woods, Saint Cloud (FL)

The Frederic G. Melcher Scholarship

Two \$6,000 scholarships are awarded annually to provide 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. The 2011 recipients are:

- Patricia Prodanich, La Grange Park (IL)
- Donna Hanley, Saint Johns (AR)

Literary & Related Awards

ALSC is best known for our flagship awards, the Newbery and Caldecott Medals, but we present a wide array of other book and media awards. These awards include the Arbuthnot Honor Lectureship, the Batchelder Award for distinguished translated books, the Pura Belpré Awards for authors and illustrators of the books that best represent Latino culture, co-sponsored by the National Association to Promote Library and Information Services to Latinos and the Spanish-Speaking (REFORMA), the Carnegie Medal for children's video, the Geisel Award for books for beginning readers, the Odyssey Award for excellence in audiobook production, co-sponsored with the Young Adult Library Services Association, and the Sibert Award for the most distinguished informational book. ALSC member committees also produce lists of recommended children's media and books: Notable Children's Books, Notable Children's Recordings, Notable Children's Videos, and Great Web Sites. The lists are all available on the ALSC website at www.ala.org/alscawards.

- The ALA Youth Media Awards Press Conference at Midwinter in San Diego was again Web cast live; it has been archived and is available at <http://alawebcast.unikron.com/index.php>. This year featured both a first-time author and first-time illustrator who received the Newbery and Caldecott Medals. Newbery Medalist Clare Vanderpool, won for *Moon over Manifest* (Delacorte Press, an imprint of Random House Children's Books, 2010) and Caldecott Medalist Erin E. Stead, won for *A Sick Day for Amos McGee* (Neal Porter Books, Roaring Brook Press, an imprint of Macmillan Children's Publishing Group, 2010).
- The Pura Belpré Award celebrates its 15th Anniversary or "Quinces" in 2011. In honor of this milestone, ALSC and REFORMA will host a gala on Sunday, June 26 from 1:00 – 4:00 p.m. during Annual Conference. This Quinceañera Celebración will feature the winning 2011 Belpre authors and illustrators, including Pam Muñoz Ryan, George Ancona, Margarita Engle, Eric Velasquez and Duncan Tonatiuh. Also on hand will be the madrinas and padrinos (godparents of the award) in a unique coming of age ceremony. The 2011 Medal winners will receive their awards and make acceptance speeches. Food, music, and dance will also be part of the Celebración.
- In April, I attended the 2011 May Hill Arbuthnot Honor Lecture, delivered by award-winning author Lois Lowry. Hosted by the St. Louis County Library, the lecture, "Unleaving: The Staying Power of Gold," was attended by over 400 guests and viewed by over 400 people during a live webcast. The archived webcast has been made available by HEC TV in St. Louis at: <http://www.hectv.org/programs/ser/hectvlive/>. ALSC member Tim Wadham and his staff coordinated a wonderful evening. The 2012 Arbuthnot Lecture will be given by award-winning author and illustrator Peter Sís. The location will be announced at the ALA Annual Conference in New Orleans.

Initiatives

ALSC is home to two major national initiatives, each with a unique focus. Several ALSC

committees including the Public Awareness Committee and Quicklists Committee help develop and implement these initiatives, with the ALSC Board providing oversight.

- **El día de los niños/El día de los libros (Children’s Day/Book Day)**

April 30, 2011 marked the 15th Anniversary of El día de los niños/El día de los libros, traditionally celebrated on April 30th. More than 300 libraries registered their Día events in an online database that can be accessed to develop future programming. [AOL Latino](#), an award-winning bilingual web portal with over a million subscribers that provides programming for and covers events and issues of interest to the U.S. Hispanic community, reported on Día this year. Noted author and Día Founder, Pat Mora, celebrated Día’s 15th anniversary at the Valencia Branch of the Pima County Library System in Tucson, Arizona. Additionally, ALA Graphics launched a new Día poster and bookmark, illustrated by Maya Cristinia Gonzalez, in April. Through ALA Editions, ALSC published a new book titled, “El día de los niños/El día de los libros: Building a Culture of Literacy in Your Community through Día.” Additionally, ALSC received a grant of nearly \$140,000 from the Dollar General Literacy Foundation to expand Día observances. Mini grants were awarded to libraries that demonstrated a need to better address diversity within their communities. Additionally, funds were used to create marketing materials for these libraries to use in their children’s rooms and for grant recipients to attend a training webinar on the selection of multicultural titles. ALSC was also able to make enhancements to the national database of Día programs. In addition, ALSC will use findings from an evaluation of the Dollar Grant to develop web-based resources so more libraries can offer culturally relevant programs and services not only in April but year round. For more information, please visit <http://www.ala.org/dia>.

- **Every Child Ready to Read**

ALSC works with the Public Library Association (PLA) to administer this successful project, which first launched in 2004 and was evaluated in 2009. A new curriculum based on up-to-date research was published in June 2010, and includes a “turnkey” toolkit with customizable PowerPoint presentations/workshops, handouts, reading lists, brochures, posters, and bookmarks. *Every Child Ready to Read® @ your library® 2nd Edition* will enable public libraries and other early literacy centers to present workshops that help prepare parents/caregivers for their critical role as their child’s first teacher. The workshops demonstrate how parents, grandparents, childcare providers, and preschool teachers can use five simple research-based practices—talking, singing, reading, writing, and playing—to develop language and pre-reading skills in children from birth to age five. Please visit the Every Child Ready to Read Web site at <http://www.ala.org/everychild>.

Projects and Partnerships

- **City of Learners/IMLS Grant**

ALSC is a dissemination partner with the Children’s Museum of Houston on an IMLS grant re-titled, “Family Literacy Involvement Program” (FLIP). Other partners include the Houston Public Library; the Children’s Learning Institute at the University of Texas Health Science Center; the Brooklyn Children’s Museum with the Brooklyn Public Library; the Children’s Discovery Museum of San Jose with the San Jose Public Library; and the Association of Children’s Museums (ACM). The purpose of the grant is to develop and implement a city-wide system for increasing family learning by circulating literacy kits that parents can use at home with their children, birth through age eight. A training workshop with 10 library/museum partner teams where ALSC presented a piece on library partnerships was held on May 18, 2011 at the Children’s Museum of Houston. The grant period ends August 2011.

- **Reach Out and Read**

Reach Out and Read (ROR) is a national, nonprofit organization based in Boston that promotes early literacy by making books a routine part of pediatric care. ALSC's Early Childhood Programs and Services Committee is co-sponsoring a program with ROR at Annual Conference titled, "Reach Out and Read: How Libraries Can Work with Doctors Who 'Prescribe Reading' to Achieve Common Goals." Program speakers are ALSC members Chris Caputo and Dr. Dipesh Navsaria. Chris is a librarian who is involved in her local ROR program in Philadelphia. Dr. Navsaria, also a librarian, is involved in both the Wisconsin ROR program and the national ROR program. Please see <http://www.reachoutandread.org>.

- **JumpStart/Read for the Record**

A new world record of 2,057,513 readers was set for this one-day (October 7, 2010) reading promotion sponsored by the Pearson Foundation. The project encourages children all over the country to read the same book on the same day, with a goal of getting into the Guinness Book of World Records; the book was Ezra Jack Keat's "The Snowy Day." To help promote the event, the March 2010 issue of *ALSCConnect* featured a story from ALSC member Anitra Steele about her library's 2009 Read for the Record event.

Publications and Communications

ALSC seeks to reach members in a variety of ways, including those that increasingly allow two-way communication, such as ALA Connect and the ALSC Blog, Facebook, Twitter, and wiki. We continue to publish our traditional print journal, *Children and Libraries: The Journal of the Association for Library Service to Children* three times a year and the *ALSCConnect* newsletter quarterly in an electronic format and available to members on the ALSC website. Other publications and noteworthy communications include:

- *Newbery and Caldecott Awards: A Guide to the Medal and Honor Books*, published by ALA Editions in May 2011, features an essay by Barbara Kiefer, "The Art of the Picture Book: Past, Present, and Future." This annually updated guidebook serves as an invaluable resource on award-winning titles, and includes author, title, and illustrator indexes as well as information about visual elements and media in Caldecott Medal and Honor Books.
- *The Newbery & Caldecott Medal Books: In the Words of the Winners, 2001-2010*, co-authored with The Horn Book magazine. Pulled from the archives of the Association for Library Service to Children (ALSC) and *The Horn Book* magazine, this compendium features the acceptance speeches of the winning authors and illustrators, accompanying book reviews, and biographical profiles. There are 3 featured essays: "The Changing Landscape of Children's Book Publishing" by Roger Sutton; "The Caldecott Medal Books, 2001-2010," Joanna Rudge Long, and "Newbery Medal Books, 2001-2010" by Nina Lindsay.
- As previously mentioned, *El día de los niños/El día de los libros (Día): Building a Culture of Literacy in Your Community Through Día* was published by ALA Editions on April 1, 2011. This book presents a collection of outstanding Día programming ideas. There is an abundance of ready-to-use programs, easily adaptable for a variety of cultures; cultural competency training tips to encourage outreach to minority populations; interviews with library directors about the best ways to heighten awareness of both cultural and literacy issues, and bilingual book suggestions.
- On April 1, 2011, the ALSC Blog began a regular posting schedule under manager, Mary Voors. ALSC maintains a roster of 16 regular bloggers and 10-12 guest bloggers. The

average number of weekly visitors is up almost 200 visits since the implementation of the regular blogging schedule, an indication of interest in blog topics and engagement. ALSC is exploring adding podcasts and videos to the blog. Additionally, the blog is linked to our Facebook and Twitter accounts allowing blog readership, as well as our presence in these other virtual platforms, to grow.

- **ALSC on ALA Connect**

ALSC member interaction and committee work continues to grow on ALA Connect as this virtual space is used for discussion and to continue work between conferences.

ALSC Events and Continuing Education

- **ALSC Institute**

The successful 2010 ALSC National Institute was held in Atlanta, GA from September 23-25 at the Emory Conference Center. There were 292 participants, mostly first-time Institute attendees. The Institute featured nearly 20 hours of programming with three exciting tracks: The Technology Factor; Children's Literature—You Have to Read This; and Programming and Partnerships Make the (library) World Go Round. Other events and activities included a local author reception at the internationally-recognized Center for Puppetry Arts; Breakfast for Bill, a panel program providing insight into the creation of children's books featuring Walter Dean and Christopher Myers, Brian Selznick and David Saylor; and three keynote presentations: storytellers Carmen Deedy and John McCutcheon; award-winning author and illustrator Ashley Bryan; and early education specialist, Dr. Susan Newman. The Institute featured an Association Connection program, which was developed to bring together first-time attendees with seasoned ALSC members and provide engaging networking activities. Other activities included a successful ALSC 101 program and a speed networking event. Participants indicated that the opportunity to network with other professionals serving youth was one of the best aspects of attending the Institute. Plans are underway for ALSC's biennial National Institute in Indianapolis, Indiana in September 2012. The Institute will again feature three days of valuable continuing education including a variety of program tracks and workshops and keynote speeches from award winning children's book authors and illustrators.

- **ALSC Online Courses**

ALSC offered another year of timely and relevant online courses that address youth services issues. These 14, multi-week courses offered in the summer, winter and spring via Moodle Web-based software covered such topics as the Caldecott Medal, graphic novels, reading instruction and children's books, information literacy, special needs, and programming. Webinars are ALSC's newest online educational venture, with topics in development including children's eBooks in libraries. Additional information can be found at <http://www.ala.org/alsced>.

- **National Library Legislative Day**

In May, I participated in ALA's National Library Legislative Day in Washington, DC with ALSC Vice-President Mary Fellows, ALSC Executive Director Aimee Strittmatter and the Executive Directors and representatives of AASL, PLA and YALSA. We called on the Democratic and Republican staffs of the House and Senate Committees charged with education and library issues, and brought attention to the public library's role as a key partner in early education and literacy. We also advocated that libraries be named as eligible entities when the LEARN Act, the literacy component of the Elementary and Secondary Education Act up for reauthorization, is introduced. Additionally, we met with key staff of the Institute of Museum and Library Services and Joan Lombardi, Deputy

Assistant Secretary for Early Childhood Development in the Administration for Children & Families, in the Department of Health and Human Services.

- **Charlemae Rollins President's Program**

The ALSC Charlemae Rollins President's Program, "How Libraries can Best Serve Special Needs Patrons, Especially those with Autism Spectrum Disorders (ASD)," features Dr. Ricki Robinson, a leader in developing multidisciplinary treatment plans for children on the autism spectrum. Recognizing the growing number of children diagnosed with ASD, this event will raise awareness and help librarians create innovative programs to positively integrate young people with developmental disorders into the library. This event will also feature a panel presentation that includes Patricia Twarogowski, a children's librarian, and authors Cynthia Lord and Francisco X. Stork, who have written about autism. The President's Program is scheduled for Monday, June 27, 2011 from 8:00 – 10:00 am.

Board Actions and Bylaws Changes

Board actions this year included routine items such as approving the budget, partnership requests with outside organizations, resolutions, and several committee function and membership statements. In addition, the Board passed recommendations to revitalize the Friends of ALSC program, recommendations for a new pricing structure for table purchases at the Newbery-Caldecott Awards Banquet, and recommendations for converting several ALSC committees to virtual status.

During the 2011 Election Ballot, the membership approved the following changes to the ALSC Bylaws:

ARTICLE II. Object (paragraph 2)

The Association for Library Service to Children is interested in the improvement and extension of library services to children in all types of libraries. It is responsible for the evaluation and selection of book and non-book library materials and for the improvement of techniques of library service to children from **birth** through the eighth grade of junior high school age, when such materials and techniques are intended for use in more than one type of library.

ARTICLE VIII: Committees,

f) No individual may serve on either the **Batchelder Award, Caldecott Award, Geisel Award, Newbery Award, Sibert Award, Wilder Award or Notable Children's Books Committees** more often than once every four years. The four year period shall begin from the last year of the term of service regardless of length of term. This guideline will apply to **Batchelder Award, Caldecott Award, Geisel Award, Newbery Award, Sibert Award, Wilder Award or Notable Children's Books Committees** only. This guideline will not apply to the selection of nominees for Chair. This guideline will not apply to other ALSC **committees**.

ARTICLE IV: Board of Directors, Sec. 1

The Board of Directors shall consist of the officers of the Association, the immediate past-president; the ALSC/ALA Councilor; the fiscal officer; eight additional directors, **which will include a "New to ALSC" director**, three to be elected each year for a term of three years each, except beginning in 1977 and every third year thereafter when two shall be elected for a term of three years each.

ALSC Strategic Plan

This year the ALSC Board began the design of ALSC's new strategic plan. The ALSC Board and ALSC Priority Group Consultants met during an all-day planning session held in October 2010. During the meeting, participants reviewed ALSC's current strategic plan

(<http://www.ala.org/ala/mgrps/divs/alsc/aboutalsc/stratplan/index.cfm>), and through thoughtful conversations, developed a draft vision, goals and objectives that will guide our Association's strategic direction for five years, from 2012 to 2017. Describing our core ideology and envisioned future, the plan will build upon the current work and strategic plan of ALSC. Feedback was gathered from ALSC committee chairs and members during the 2011 Midwinter Meeting. Additionally, the plan was shaped in part from the results of an environmental scan conducted by ALSC's 2009-2010 Emerging Leader group. ALSC members-at-large have also been asked to provide feedback on the vision, goals and objectives prior to Annual Conference. The ALSC Board expects to adopt the plan at the 2011 Annual Conference.

ALSC Finances

ALSC is currently holding strong during these rough economic times thanks to diverse revenue sources including dues, sales of products, grants and sponsorships, endowment interest income, the Friends of ALSC, and salary savings due to an open staff position. The ALSC Board, Executive Director, and Budget Committee have been closely monitoring the budget, exploring new revenue streams, and the best strategies for leveraging endowment interest. ALSC's many endowments ensure the long-term success of many of our ongoing programs and awards such as the Arbuthnot Honor Lectureship, the Morris Seminar, and special committee projects.

The notable achievements of our division are made possible by the hard work and commitment of our many members-at-large, our Board of Directors, and our ALSC office staff. All are dedicated to the highest standards of library service to young people under increasingly challenging conditions. Acknowledging these challenges and our strategic emphasis on advocacy, the ALSC Legislation Committee is at work on Talking Points for members to use in conversations with policy makers and legislators to help insure that libraries are recognized and funded as partners in early learning and literacy. To show our appreciation to our many members who have worked on behalf of our association for decades, ALSC intends to acknowledge milestone years of service. Last, but certainly not least, ALSC is known around the world for the Newbery and Caldecott Awards promoting the highest standards in writing and illustrating books for young people. Given its prominence, ALSC is currently preparing a grand celebration of the 75th Anniversary of the Caldecott Medal in 2013. I thank you for the honor of serving as ALSC President, 2010-11.

2010-2011 Board of Directors

Executive Committee:

Julie Corsaro, President
Mary Fellows, Vice President/President-Elect
Thom Barthelmess, Immediate Past-President
Rhonda Putney, Division Councilor
Tali Balas, Fiscal Officer

Directors:

Carolyn S. Brodie
Nina Lindsay
Marge Loch-Wouters
Cecilia McGowan
Leslie Molnar
Elizabeth "Betsy" Orsburn
Jennifer Ralston
Ellen Riordan

ALSC Staff:

Aimee Strittmatter, Executive Director

Marsha Burgess, Program Coordinator

Linda Mays, Program Officer, Projects and Partnerships

Jennifer Najduch, Program Officer, Continuing Education

Dan Rude, Marketing Specialist, Membership

Laura Schulte-Cooper, Program Officer, Communications & Website

Allison Payne, Awards Intern