



Association for Library Service to Children
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<http://www.ala.org/alsc>

Year-end Committee Report and 2017-2018 Work Plan

Year-end Committee Report

This report is an official record of your committee’s work. Please submit your completed form as follows:

1. Email it to alsccommittees@ala.org, with a cc to your Priority Group Consultant.
2. Upload a completed copy to your group’s ALA Connect space as a file and mark it as "public." General instructions for uploading files are here: <http://www.ala.org/alsc/usingalaconnect>

Committee information

Visit <http://www.ala.org/alsc/aboutalsc/coms> and navigate to your committee’s roster page to find your charge.

Committee Name: ALSC Student Gift Membership Task Force

Charge: “To manage the implementation, evaluation, and promotion of the pilot Student Gift Membership Program as outlined in the June 2016 Student Gift Membership Task Force Report. The budget was corrected to \$11,200. The objective of this program is to encourage and support new professionals in their ALSC membership and engagement. To work with other committees such as Membership, Public Awareness, to promote and publicize the availability of this resource.”

Year-end report written by: Andrea Vaughn Johnson

Committee leadership

Visit <http://www.ala.org/alsc/aboutalsc/coms> and navigate to your committee’s roster page.

Priority Group Area or Consultant: Julie Dietzel-Glair

Current Chair/Co-Chair Name(s): Andrea Vaughn Johnson

Visit <http://www.ala.org/alsc/aboutalsc/coms> and navigate to your committee roster. Click the “Next Year” link to view next year’s roster information.

If known, please complete the following:

Incoming Chair/Co-Chair Name(s): same

Year-end Committee Report (continued)

What were the major projects/activities accomplished by your committee between July 2016-June 2017 projected?

- September-November 2016: The task force developed a promotional plan and contact list, with a focus on diverse student populations.
- December 1, 2016: the Student Gift Membership program was announced on ALSC-L and within three days we exceeded 200 applications for 100 gift memberships.
- Early January: The task force summarized survey responses from the 208 applicants and shared a brief report with the ALSC board.
- Late January: ALA's Membership and Customer Service department finalized the registrations of the 100 successful applicants to the gift membership program, and all applicants were contacted by the ALSC office.
- March 2017: We suggested the ALSC office print a new conference ribbon for students, emblazoned with the slogan: "The future of ALSC."
- March 2017: We contributed a post to the ALSC blog about the program and the strong interest from students. (<http://www.alsc.ala.org/blog/2017/03/alsc-student-gift-membership/>)
- March and May 2017: Task Force members emailed the 100 recipients to offer a personal welcome to ALSC and share information and tips about professional development opportunities.

Which, if any, of your 2016-2017 projects will be ongoing into the next year?

- We will continue to reach out to the gift membership recipients via email once every two months to share ALSC professional opportunities and news of interest to students and new graduates. We are compiling info for these communiques on a shared document.
- In January 2018 we will send gift membership recipients a mid-point survey. In addition to feedback about their ALSC participation, we hope to collect info on the race/ethnicity of the recipients. We are following the work of the ALSC Diversity Task Force, and plan to adapt their survey of ALSC membership.

What worked well?

- Students and schools responded enthusiastically to the offer of free ALSC memberships.
- Reviewing the applications and processing the 100 memberships went smoothly thanks to hard work by the ALSC office and ALA Membership office.

What could have worked better?

- The response to the program made us wonder if we should have made the application more competitive, perhaps requiring a brief essay or promise to contribute to ALSC. We had thought such a requirement would limit interest.

What do you wish someone had told you before starting work on this committee?

- I was under the impression that the Task Force would be a one-year commitment; that after we submitted our proposal the program would be executed by another body. I didn't mind committing to this worthy project for two additional years, but I was surprised.

What made your committee's work most rewarding (observations/comments/accolades)?

- Working closely with ALSC leadership and learning more about the inner workings of the association has been a very positive experience. Everyone has been incredibly supportive, professional, and welcoming.

Any other comments, recommendations, or suggestions? Additionally, if you are experiencing any sensitive issues, challenges, members who are not participating at an effective level, or wish to highlight particular work or recognize a committee member for exemplary service, please share in detail by sending a separate email to the ALSC President and copying the Executive Director.

None at this time.

2017-2018 Committee Work Plan

The goals and objectives of the [ALSC Strategic Plan](#) guide our organization's direction and the work of ALSC committees. The commitment, participation, and productivity of each committee determine the level of achievement possible in support and implementation of the plan.

A work plan helps guide each committee's initiatives for the upcoming year and will help the incoming chair, if applicable, by providing a framework for both the current and incoming committee members in which to work. The plan also assists ALSC leadership and staff in facilitating and supporting the work of your committee.

Please note: Activities or projects that require additional funding or staff time to complete, are subject to Board approval, prior to beginning work. (Please see budget section below.)

Please identify the most important subject-matter issues and "hot topics" your committee would like to address this year.

As mentioned above, in January 2018 we will send gift membership recipients a mid-point survey. In addition to feedback about their ALSC participation, we hope to collect info on the race/ethnicity of the recipients. We are following the work of the ALSC Diversity Task Force, and plan to adapt their survey of ALSC membership. If the program should continue after the two-year pilot, we would like to address how to attract library students from diverse backgrounds to apply.

Please provide a name and brief description for one primary, major project/activity* that your committee would like to undertake:

** For instance, a project that is high profile or high impact and/or requires funding.*

Student Gift Membership Mid-Point Survey

Will assess recipients' ALSC activity, as well as diversity of the group.

Select the goal areas (no more than two) in the [ALSC Strategic Plan](#) below that relate closest to your project, or describe how the project will serve ALSC's vision. Please provide a brief explanation connecting your project to the Plan.

Vision Statement: Members of the Association for Library Service to Children engage communities to build healthy, successful, futures for all children.

Strategic Goal Areas

Diversity and Inclusion: ALSC will become more diverse and inclusive, acting to promote these values in all aspects of library service to children. (View detailed objectives on the ALSC website [here](#).)

Objective: 1. 2. 3.

Description of connection to specific objective(s) checked above, if any:

We sent information about the program to ALA round tables and committees that represent librarians of diverse backgrounds, in an attempt to attract applications from people of color and other underrepresented groups, with the objective "increase diversity in ALSC membership" in mind. We also asked that our online application be accessible to applicants with special needs and we were assured that all ALA web forms were compatible with screen readers.

Advocacy: ALSC will champion the value of library service to children and the resources necessary to deliver on our vision. (View detailed objectives on the ALSC website [here](#).)

Objective: 1. 2. 3. 4.

Description of connection to specific objective(s) checked above, if any:

Learning and Development: ALSC will actively develop new generations of leaders. (View detailed objectives on the ALSC website [here](#).)

Objective: 1. 2. 3. 4.

Description of connection to specific objective(s) checked above, if any:

One of our goals is to develop future leaders in the profession – to see the gift membership recipients become active participants in ALSC work and take advantage of professional development opportunities afforded by ALSC.

This activity/project does not correlate directly with any current objective within the strategic plan but will serve ALSC's Vision as follows:

Timeline: Please describe timeline for this activity, and whether it is an ongoing, short-term, or multi-year activity. Our program is a two year pilot. Gift memberships began in January 2017 and will expire in January 2019. At that point we will survey the recipients, evaluate the program, and make a recommendation to the board.

Outline any steps, stakeholders consulted, schedule, responsible parties, resources, or assessment you have identified for the project.

- We are working closely with the ALSC office, Membership Committee, and ALA Membership and Customer Service office.
- We have designed an assessment plan that evaluates the success of the pilot based on the level of participation in ALSC and membership renewals.

Budget Request (if applicable)

Are resources required to complete this activity/project that are beyond the \$100 budget allocated to process committees? If so, please work with your Priority Group Consultant (PGC) and/or Staff Liaison to address the following for Board Approval:

Action Recommended (for instance, “That the Board allocate a one-time \$X,XXX funding award and additional staff support to help with promotion, design, and dissemination for this project”): [Click or tap here to enter text.](#)

What do you see as being the impact of this project on library services to children: [Click or tap here to enter text.](#)

What are the benefits of this project for ALSC as an association and to its members: [Click or tap here to enter text.](#)

Have other stakeholders (committees, leadership, staff, etc.) been consulted? If so, please identify stakeholders and their comments about this action. For instance, what type of impact on staff time would there be to develop and implement this proposal, if funded? If the project requires graphics and design, ALSC will use ALA’s Production Services department. This would require staff time to facilitate that portion of the project. [Click or tap here to enter text.](#)

Does this project/activity have revenue-generating potential for the Association? [Click or tap here to enter text.](#)

Provide an estimated project budget of specific expenses, including estimated hours of staff time. Again, prior to submitting this proposal, please consult your staff liaison and/or PGC and request a review of the budget figures to ensure requests are realistic (attach separate sheet if necessary): [Click or tap here to enter text.](#)