



YS NEWS

Focus: Thrive by Five, *part 6*

This feature will focus on learning and reading development for different age groups, beginning with birth to five from January to June, 2012, and eventually going through age 19.

This last article in the Thrive by Five series—research on learning and reading development for children ages birth through 5 and how libraries can best serve them and their parents—will look at garnering support for early literacy.

Gaining Support for Early Literacy

Resources are tight, both in and outside the library. And there are many important programs and services that need a variety of resources; early literacy is just one of them. How can you best advocate for it and make it stand out amongst many other needs?

The answer will differ somewhat in every community, but these tips for every day early literacy advocacy may offer a place to start.

Advocacy Techniques

1. The Elevator Speech

This common technique of public relations and salesmanship is good to have ready for both planned and chance encounters. Not only is it a PR tool, it's a great way to pinpoint and articulate your priorities. For outside funding requests, work out a speech with the appropriate person in your fiscal or admin office.

Your speech should be 30 seconds long (about 80–90 words or 8–10 sentences). Include the benefits your library offers your community in terms of early literacy, why early literacy is important, and what you want out of the encounter (a meeting, referral, partnership, etc). Avoid jargon, be clear and specific, and tell a powerful story. A lot for 30 seconds? You bet.

It's good to practice it, and have a few versions for different situations and people you may encounter. Your speech may go something like these samples:

Did you know that children from low-income families hear up to 30 million fewer words than better off kids before age 4? Research shows these kids have a much smaller vocabulary, which leads to lesser school achievement by third grade. The Sunrise Valley Library has a plan to reach low-income parents where they live to let them know simple steps, like talking to their kids throughout the day, to help their kids be ready to read in kindergarten. I'd like to meet with you to see how the library can partner with your organization, as we're both trying to reach the same audience.

Welcome to the 6th issue of YS News!

This newsletter will feature articles on learning development, summer reading updates, timely tidbits, children's and teen literature news, and an exchange of what's going on in CO libraries.

Would you like to see a topic covered in the newsletter? Want to share info about your programs? Or perhaps contribute an article? Let me know!

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Summer Reading 2012: News & Ideas

Impact of SRPs

Several people have requested citations for the facts in the Impact of Summer Reading Programs flyer. There is now an [annotated bibliography](#) of those sources and more research on summer reading programs and summer setback at. The [flyer](#) is updated with a link to this bibliography.

Upcoming SRP Themes

Thinking ahead? Here are the upcoming summer reading themes and slogans as far as they've been decided:

2013 Theme: Underground

Kids' slogan: Dig into Reading

Teen slogan: Beneath the Surface

Adult slogan: Groundbreaking Reads

2014 Theme: Science

Kids' slogan: Fizz, Boom, Read!

Teen slogan: Spark a Reaction

Adult slogan: Literary Elements

2015 Theme: Heroes

(Slogans to be determined later)

Provocative Blog Post on Summer Reading

A recent post on 21st Century Library Blog entitled "[Are Summer Reading Programs Also Irrelevant?](#)" is creating controversy. Check out the article—and its comments and debate over the effectiveness of summer reading programs.

Teen SRP Wiki

Share your great ideas about teen SRPs on the [summer reading page](#) on YALSA's wiki.

NASA's Year of the Solar System

NASA has proclaimed 2012 the [Year of the Solar System](#) and offers excellent free online resources on the topic. From amazing photos to fun educational activities to monthly features, this is a great resource to complement astronomy programs in your library this summer.

Summer Slide Infographic



The National Summer Learning Association now offers a powerful [infographic](#) on summer slide. Print it out for parents and community leaders and share it on social media. They offer [other resources](#) for parents as well.

Recent Study on Summer Slide

Rand Corporation's recent report, "Making Summer Count: How Summer Programs Can Boost Children's Learning," [available free online](#), offers a literature review of research on summer slide and the effectiveness of summer learning programs.

From Summer Reading Tweet-a-Thon

The New York Times initiated a Tweet-a-Thon about summer reading on June 7 and it generated thousands of tweets! Check it out at Twitter using #summerreading, or read on for resources that people and organizations tweeted about that are particularly relevant for libraries:

Scholastic Reading Timer App

[This free app](#) encourages reading every day and makes it fun! Time reading minutes with an interactive stopwatch and track them on a weekly log. Plus, parents can check children's reading activity in addition to browsing daily tips, articles and book lists.

Author Summer Reading Picks

Find out what authors are reading this summer in this [School Library Journal article](#).

Teacher and Student Summer Reading Picks

[The results](#) from *The New York Times*' survey of teachers and students offer a long list of recommendations.

Summer Slide Handout for Parents

This [printable handout](#) for parents from Target offers research on summer slide and tips on how parents can help prevent it.

In Defense of Summer Reading Freedom

This older but strong [blog post](#) by a teacher stresses the benefits of allowing children to choose their own summer reading material.

Teen Reads that Focus on Friendship

[This article](#) from National Public Radio reviews 5 recent YA books that center on friendship, whether in the extremes of a dystopian future or the more mundane emotional extremes of high school.

Audiobooks for Middle Schoolers

[These reviews](#) from *School Library Journal* feature recommended audiobooks for middle school age children.

Join a Virtual Summer Writing Camp

Children's author Kate Messner is offering [Teachers Write!](#), a free online virtual summer writing camp for teachers and librarians. Beginners and experienced writers are all welcome. Go at your own pace and only share what you want to share.

Summer Trading Cards

This idea from the International Reading Association's ReadWriteThink website allows kids to create [trading cards](#) about books and characters. Free online trading card tool provided!

Summer Reading on Pinterest

Pinterest, a social networking tool that allows you to group and display online content, offers

interesting ways to promote summer reading, books, programs, and more. Check out these [Pin Boards](#) as examples.

Summer Reading Flowchart for High Schoolers

[This flowchart](#) leads high school students through 101 book options based on their interests to help them find books they'll really like this summer.

Bedtime Math's Summer of Numbers

[Bedtime Math](#) offers simple, fun math activities for families, schools, libraries and other community groups this summer. Math activities for 3 age groups are included.

"A library takes the gift of reading one step further by offering personalized learning opportunities second to none, a powerful antidote to the isolation of the Web."
--Julie Andrews

How to Raise a Reader

Common Sense Media offers great, simple [tips for parents](#) on how to nurture a love of reading in their kids.

Book Nook

International Reading Association's Choices Reading Lists

Each year, thousands of children, young adults, teachers, and librarians around the United States select their favorite recently published books for the "Choices" reading lists. These lists are used in classrooms, libraries, and homes to help young readers find books they will enjoy. Check out [2012's lists](#) along with previous lists.

Caldecott Turns 75

2008 Caldecott Medal Winner Brian Selznick cleverly combined characters from past Caldecott Medal-winning books—beginning with the very first in 1938 and spanning to the 21st century—in a logo that he created for the 75th Anniversary celebration. Check it out at the [Caldecott](#)

[Anniversary webpage](#). Learn more about the award by watching the [free archived webinar](#) “Caldecott Uncovered: What You’ve Always Wanted to Know About the Caldecott Medal.”

Hans Christian Andersen Award

The [Hans Christian Andersen Award](#) Jury of the International Board on Books for Young People (IBBY) announces that María Teresa Andruetto from Argentina is the winner of the 2012 Author Award and Peter Sís from the Czech Republic is the winner of the 2012 Illustrator Award. The Hans Christian Andersen Award is given biennially by IBBY to a living author and illustrator whose complete works are judged to have made lasting contributions to children's literature.

Timely Tidbits

Military Kids Connect

[MilitaryKidsConnect](#) (MKC) is an online community of military children (ages 6–17) that provides access to age-appropriate resources to support children from pre-deployment through a parent's or caregiver's return. MKC offers informative activities, fun games, helpful videos, and interesting user surveys that can guide and reinforce understanding, resilience, and coping skills in military children and their peers. There are also sections for educators and parents/caregivers.

Google Search Education

[Google Search Education](#) offers lesson plans and practice exercises for students to learn to search Google more effectively and evaluate websites. They also offer trainings for educators to learn to search better, as well as learn to use online tools like Google Maps and Creative Commons. There's even a training entitled “Marketing:

Librarians as web search experts,” by librarians of course.

Reading Rockets' Start with a Book

Reading Rockets, the national multimedia literacy initiative, is introducing [Start with a Book](#), a website that uses books as a launching pad for exploration, conversation, and real world learning adventures. It offers adults engaging, research-based ideas to get kids into books and parents and others having fun and interacting meaningfully with children while helping strengthen their reading skills. While designed with families in mind, Start with a Book can also be used in libraries and summer camps. With topics like sleep and stars available, many of the downloadable activity packets tie in with the Dream Big READ program—either for group activities or as resources to send home. There's also an [app for parents](#) that delivers tips and activities to help keep kids reading.

ALSC Scholarship Winners Announced

Congrats to Micaela Sanchez, Greeley, and Lisa Jordan, Longmont, for receiving Bound to Stay Bound Books Scholarships! They and 2 other recipients will receive \$7,000 in scholarship aid for the academic year.

News from YALSA

- YALSA's free [Teen Book Finder App](#) is now available at the Apple App Store for iPod Touch, iPhone and iPad! (An Android version is planned for later in 2012.)
- Get Teens Reading: there are 25 Teens' Top Ten nominees this year. Teens should be reading them now so they can vote online for their favorites Aug. 15 – Sep. 15. [Click here](#) for a free toolkit on how to incorporate them into your SRP. [Click here](#) for an annotated list of the nominees.

- Keep up with the latest in YA Lit via the Hub, YALSA's blog on all things teen reading: www.yalsa.org/thehub/
- This month, YALSA published its new [Teen Space Guidelines](#). The guidelines, available for free online, offer a blueprint for creating effective, welcoming spaces for teens in libraries, and also suggest best practices for virtual teen spaces and incorporating technology.
- From August 4 to September 9, while the House and Senate are on recess, representatives often hold town hall meetings and visit with their constituents back in their home states. It's a great time to advocate for your library, and for teens. [Click here](#) for ideas, brochures, handouts and easy ways to advocate.
- Participate in the [WrestleMania Reading Challenge!](#)
 1. [Register](#) your library or school online: librarians & educators must register by July 31, 2012.
 2. Promote the contest to your teens: Registrants will get promotional posters and can download completion certificates, pledge forms, etc.
 3. Help teens submit their entries: tweens & teens will write a letter to their favorite WWE Superstar that convinces the Superstar to read the tween/teen's favorite book, then submit it online in October.

ALSC Supports Money as You Grow

ALSC is a partner in [Money as You Grow](#), developed by the President's Advisory Council on Financial Capability. The initiative provides 20 age-appropriate financial lessons with corresponding activities. Written in down-to-

earth language for children and their families, Money as You Grow helps equip kids with the knowledge needed to live fiscally fit lives.

Help for the Struggling, Reluctant Reader

[This article](#) by author Max Elliot Anderson offers techniques to recognize reading difficulties in children, as well as help kids that struggle with reading, especially boys. Anderson writes this powerfully from his own background as a struggling reader.

Gotta Keep Reading Video

Check out this fun [reading promotion video](#) by middle school students.

CO High School Grad Rates Inch Up

Based on the latest data from [Education Week](#), Colorado's high school graduation rates rose to 76.4% in 2009, up from 73.3% in 2008. For 2009 the national rate was 73.4%, with CO ranked 18th in the nation.

Help Teens Become Webmakers

Be a part of Mozilla's Summer Code Party and help them build a generation of webmakers. First step: invite young people everywhere to meet up to make something cool and learn how the code behind the web works. It's called the Summer Code Party and it starts June 23 and runs through Sept. 23. [Click here](#) to learn more and to access tutorials and activity ideas.

CATSIG on Facebook

Check out the Children and Teen Services Interest Group ([CATSIG](#)) of the CO Association of Libraries on Facebook!

Public Library Funding & Tech Access Study

This [annual study](#) shows how libraries continue to provide critical services and innovative

solutions to technology access in spite of budget cuts.

CO Libraries in the Press

Resolve to read more non-fiction at your library

The Summit County Library is encouraging their patrons to [read more nonfiction](#) this year.

Reading Buddies offers summer opportunities

The Eagle Valley Library District and The Literacy Project of Eagle County are collaborating to offer [Reading Buddies this summer](#). This free reading-enrichment program pairs trained teen volunteers entering grades 9 through 12 with students entering first through third grades.

New mural in children's section unveiled

A beautiful [new mural](#) at the Lamar Public Library encourages children to read and honors local champions of children's literacy.

Dream Big through Music

Loveland Public Library hosted a "[How to be a Rock Star](#)" program for teens in June, featuring two local musicians. The library invited the duo to motivate teens to set goals and encourage them to go for their dreams.

Library helps High Park Fire evacuees

The Poudre River Public Library District [set up shop](#) in the Thomas M. McKee Community Center in Larimer County, where evacuees from the High Park Fire are taking shelter. Kids can play with toys, read, watch movies, listen to stories and put puzzles together. The library also set up 8 Internet-connected laptops available for contacting family and staying updated on the fire.

The Amazing Arthur in Fort Morgan

[The Amazing Arthur](#), who calls himself a professional showoff, was a big hit with the kids in

the Fort Morgan Public Library summer reading program.

Upcoming Grant Opportunities

This month's opportunities feature Colorado foundations that offer grants statewide.

Anschutz Family Foundation

Deadline: Aug 1

The [Anschutz Family Foundation](#) supports CO nonprofits that assist people to help themselves while nurturing and preserving their self-respect. The Foundation encourages endeavors that strengthen families and communities and advance individuals to become productive and responsible citizens. The Foundation is dedicated to funding efforts in rural CO.

Colorado Garden Show, Inc.

Deadline: Aug 30

To date [Colorado Garden Show, Inc.](#) has awarded \$3.5 million to fund horticulture related grants for the benefit of the state of CO (including at least 1 to a public library!). Awards range from \$300 to \$25,000. Focus should be on civic/community improvements and/or education. (This may be a great opportunity for a 2013 summer reading project featuring the underground theme!)

Temple Hoyne Buell Foundation

Deadline: Sept 4

The [Temple Hoyne Buell Foundation](#) is a professional philanthropic organization supporting the positive development of children through grants and partnerships. Grants are most often awarded within the \$10,000 to \$50,000 range. Focus areas are early childhood education and development, as well as teen pregnancy prevention.

Check out more CO foundation [grant opportunities here](#), including those specific to local areas.

Thrive by Five continued

Sample elevator speech #2:

Hi, I'm Donna Literacy, a librarian at the Mountain Peak Library. Investments in early childhood development programs consistently return \$3 for every \$1 invested, and make a significant difference in the economic growth of Mountain Peak. Our library provides important early literacy programs and books for kids 0–6 and their parents that significantly help children's school achievement. The library's collection of books for 0–6 year olds is outdated and too small for our growing community, though. We'd like to meet with you soon to see how your business can help with this wise community investment.

2. Back up your needs with research

When asking for resources within and outside of the library, a research-based request is more likely to have an impact than one without research. For instance, a request for resources to start a music and movement program for toddlers will be much stronger if you present it along with research that you cite that tie music and movement in to early literacy, such as cross-lateral movement in the toddler years is necessary for the brain to be ready to read and write, and songs help toddlers hear individual sounds in language (these and many other research findings from [Early Childhood News](#)).

3. Personalize the message

While facts and figures play an important role in advocacy, so do personal stories. When a parent or child tells you that a library program or collection has had a positive impact, or

expresses a need that the library is not serving but could, ask the parent to write it down (or record it on a podcast or on video). Collect those stories and needs and relay them regularly to your administration and Friends group, and keep them on hand for grant applications and funding requests to outside organizations and businesses.

4. Seek press

Get your library's early literacy programs and services in the local press as often as possible. If you have needs for volunteers, in-kind donations, or monetary donations, mention them when appropriate.

5. Be specific

When seeking funds and other resources both within and outside of your library, be specific. For instance, a general request for more funding for your early childhood collection is

likely to have less of an impact than a request for funds for board books with proof from your ILS records that your collection is outdated, too small for your growing community, and lacking languages new to your area. Have a specific dollar amount ready for the request, along with a detailed account of how you arrived at it and plan to use it (such as purchasing X number of board books, with X% in a language new to your area).

6. Advocacy is daily and front line

Both in and outside your library, talk up your library's early literacy programs and plans. Tell parents, community leaders, staff at non-profits and local businesses, and educators about your great services and collections, and about your plans for improvements and new services. You never know where support (and new patrons) will come from!



7. Invite VIPs

Invite trustees, Friends, potential funders and volunteers, local business and community leaders, educators, and/or other appropriate VIPs to observe storytimes, lapsits, and other programs for 0–6 year olds (and invite them to bring their own kids, grandkids, nephews, etc). If possible, arrange for a few parents to talk with the VIPs afterwards to express the positive impact the programs have on their children. An open house with a tour of your children's area is a similar opportunity to highlight your collection and services to VIPs.

Early Literacy Advocacy Resources

Here are just a few resources for advocating for early literacy in your library (please let me know of your favorite resources):

- [Advocacy Clearinghouse from ALA](#)
- [Public Library Talking Points: Preschool](#)
- [A Window to the World: Early Language and Literacy Development](#)
- [Talking Points for Library Staff](#)
- [Talking Points for Library Boards](#)
- [Literacy Facts and Statistics](#)
- [CLEL's Monthly Advocacy Tips](#)
- [Ready Set Learn](#), a clever Boulder community early literacy campaign

Early Literacy News and Resources

Every Child Ready to Read on Ning

Check out the new [Ning space](#) for Every Child Ready to Read (ECRR). This space is an online platform where fans of ECRR can connect and share ideas, photos, and videos focusing on ECRR early literacy planning in the library. Like a website, Facebook page, and blog all rolled

into one, ECRR's Ning space is a powerful resource for aggregating all things ECRR.

Top Ten Reading List for Babies

A committee of librarians, teachers, early childhood experts, and parents has developed [Best Books for Babies 2012](#), a reading list highlighting the importance of books for babies published in 2011. The committee strives to identify books that will delight and engage both babies and the adults who care for them.

Print vs. E-Books for 3–6 Year Olds

The Joan Ganz Cooney Center at Sesame Workshop recently released [a study](#) exploring the ways parents and kids 3–6 interact when reading print, basic e-books, or enhanced e-books together. Data showed kids who read enhanced e-books recalled "significantly fewer" details of the story than those who read the print version. Kids and parents reading enhanced e-books led to less interaction about the story itself. That interaction can help with preschoolers' language development. The interactive features of enhanced e-books can distract parents and kids from the story, impacting what kids absorb and the kinds of questions that parents ask. But enhanced e-readers may be better at motivating some reluctant readers.

Early Literacy on Pinterest

There are many Pin Boards on early literacy. Go to [Pinterest](#) and search for early literacy, flannel board, and/or storytime under Boards—you'll find plenty of great ideas!

Babble, Scribble, Read!

Check out Denver Public Library's [web pages for parents](#) on early literacy, broken down into 3 age groups.