

<b>GOAL AREA 4: Communications/Information</b> <b>To communicate and inform the membership and the public about NYSRA activities, initiatives, and positions</b>			
<b>Objectives and Action Steps</b>	<b>Who</b>	<b>Timeline</b>	<b>Measurement and Quality Indicator of Success</b>
<p>1. Develop and maintain a website targeted to: (a) assist and inform individuals who want to join NYSRA, and (b) inform NYSRA members about NYSRA events, information, and issues related to literacy issues</p> <ul style="list-style-type: none"> <li>● Assign someone (or a small group) within NYSRA to be the “webmaster”</li> <li>● Develop an evaluation process for reviewing the website biennially                             <ul style="list-style-type: none"> <li>○ Assign parts of the site to be reviewed by specific individuals</li> </ul> </li> <li>● Continue to update information and activities to be included on website and arrange for editing (e.g., membership application, conference registration, conference program)</li> <li>● Review the information to be included on the website and report to the Board of Directors, when necessary, on any web page item that may be considered controversial due to political or educational concerns, outdated information, or inaccuracies</li> <li>● Establish and maintain appropriate professional and commercial links on the website</li> <li>● Begin posting Board of Directors agenda and business on the web</li> <li>● NYSRA highlights and updates</li> <li>● Provide a demonstration of how to connect and use the website at the fall Assembly of Delegates meeting</li> <li>● Create webinars or provide help as needed for ease of website use</li> </ul>	<p>Digital literacy Committee in cooperation with Communications Chair</p> <p>Digital Literacy Committee in collaboration with Webmaster</p> <p>President</p> <p>Chair of Digital Literacy Committee/Webmaster/Membership Chair</p>	<p>Ongoing</p> <p>Fall AOD</p>	<p>Prior to each BOD meeting provide a written report to the Communications Coordinator for presentation to the Board of Directors and Assembly of Delegates.</p> <p>The report should include:</p> <ul style="list-style-type: none"> <li>● A general summary of website revisions and additions.</li> <li>● Analysis of the impact of the website at achieving NYSRA’s goals (e.g. Number of hits)</li> <li>● Review of assigned parts should be done in August and February prior to regularly scheduled AOD meeting to be included in written report</li> </ul> <p>Biennial e-survey of Board of Directors, Council Presidents and Calendar Editor</p>

<p>2. Publish a newsletter called <i>New York State Reading Scene</i></p> <ul style="list-style-type: none"> <li>Gather information from all committees and Regional Directors for inclusion in the newsletter as appropriate. Information should include organizational business (e.g., information about awards and nominations), legislative initiatives, committee requests, calls for manuscripts, State Education Department updates, NYSRA activities/events, Advocacy, ReAD</li> <li>Address questions posed by NYSRA’s leadership and membership as warranted</li> <li>Arrange for line editing and publish a timely 6-8 page semi-annual newsletter to the membership and post online. Pre-conference issue should be available electronically by August 15<sup>th</sup></li> <li>This publication may include <i>Book Banter</i> which may be available online.</li> </ul>	<p><i>New York State Reading Scene</i> Editor/Co-editors</p> <p>Editors of all NYSRA publications</p>	<p>2 print issues per year</p>	<p>Timely publishing and distribution of newsletter twice a year, one issue will be distributed by mail and both issues will be available electronically</p> <p>Summer Issue: Conference Committee will incur cost of printed copy and mailing.</p> <p>Add “Do you have a question about NYSRA?” to all publications of NYSRA.</p> <p>Prior to each BOD meeting provide a written report to the Communications Coordinator for presentation to the Board of Directors and Assembly of Delegates.</p> <p>Update on any issues or concerns regarding the publication</p> <p>Call for articles and individuals to contribute to the next issue</p> <p>Collaborate and share information with the editors of other NYSRA publications and the NYSRA website</p>
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<p>3. Publish a journal called the <i>Language and Literacy Spectrum</i> annually that serves as a forum through which information related to literacy issues, practice, and research can be shared in depth with the NYSRA membership</p> <ul style="list-style-type: none"> <li>● Review criteria for membership on the Editorial Review Board and invite members during the summer</li> <li>● Make arrangements to publish on website or determine sponsors to publish one edition per year, and, if feasible, secure publisher and distribution firm to mail journal</li> <li>● Review submission guidelines annually and make sure that submission guidelines are on website</li> <li>● Investigate digital submissions, which may include podcasts, video and multimedia- this will be transmitted via e-mail to the editors</li> <li>● Secure manuscripts to review by disseminating a Call for Proposals to be advertised in the <i>The New York State Reading Scene</i>, the NYSRA website, flyers at all NYSRA and local council events</li> <li>● Extend invitations to selected writers to author articles for the journal (including those whose expertise is related to enhancing literacy instruction in high needs schools)</li> <li>● Investigate operations in states that publish more than one journal per year and make recommendations to Board on feasibility (e.g., cost, soliciting quality articles, sponsorships, cover art).</li> <li>● Establish an appropriate deadline for articles in order to facilitate online publication (by June of) each year</li> <li>● Implement a blind review of all manuscripts received by the Editorial Review Board</li> <li>● Communicate editorial decision regarding manuscript’s status (i.e., accept, revise, reject) and constructive feedback to authors in writing</li> <li>● Edit accepted manuscripts using APA standards and forward PDF form of journal to NYSRA’s webmaster.</li> <li>● Collaborate with editors of other NYSRA publications</li> <li>● Attend annual conference to solicit articles for the <i>Language and Literacy Spectrum</i></li> <li>● Automate the review process through the NYSRA website i.e. forwarded to editors</li> <li>● Investigate establishing <i>Professional Book Banter Plus</i> as an ongoing feature of the professional journal</li> </ul>	<p><i>Language and Literacy Spectrum</i> Editor(s) and Editorial Review Board</p> <p><i>Language and Literacy Spectrum</i> Editors</p> <p>Webmaster, Digital Literacy Committee, <i>Language and Literacy Spectrum</i> editors</p> <p><i>Book Banter</i> editor, <i>Language and Literacy Spectrum</i> editors</p>	<p>Ongoing</p>	<p>Timely publication and distribution of journal each year</p> <p>Maintain appropriate links on website</p> <p>Prior to each BOD meeting provide a written report to the Communications Coordinator for presentation to the Board of Directors and Assembly of Delegates.</p> <p>Report should include:</p> <ul style="list-style-type: none"> <li>● update on any issues or concerns regarding the publication</li> <li>● update on numbers of manuscript received and status of those manuscripts</li> <li>● update on rate of acceptance/rejection of manuscript</li> </ul>
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<p>4. Review and disseminate information about current children’s and young adult literature for NYSRA membership and local councils</p> <ul style="list-style-type: none"> <li>● Solicit books for review from children and young adult book publishers that incorporate diverse authors and characters which represent a variety of genres and voices. Write reviews of selected books.</li> <li>● Review periodicals for current research in the field of children’s and young adult literature alerting members to issues and concerns. Write and submit article for publication in the <i>Language and Literacy Spectrum</i>.</li> </ul>	<p><i>Book Banter</i> editor</p>	<p>Ongoing</p>	<p>Prior to each BOD meeting provide a written report to the Communications Coordinator for presentation to the Board of Directors and Assembly of Delegates.</p> <ul style="list-style-type: none"> <li>● Compile a bibliography of books reviewed for publication in the <i>The New York State Reading Scene</i> and on the NYSRA website ,and in the E-letter</li> <li>● Disseminate a list of books reviewed during the year for distribution at the spring Assembly of Delegates meeting</li> <li>● When possible, write and submit an article for publication in the <i>Language and Literacy Spectrum</i> regarding research and issues in the field of children’s literature</li> </ul>
<p>5. Publish and distribute the <i>ReAD</i> Highlights</p> <ul style="list-style-type: none"> <li>● links</li> <li>● Submissions by the 15<sup>th</sup> of the month</li> </ul>	<p>E-Newsletter Editors E-mail list server –digital literacy chair</p>	<p>(6 times per year minimum)</p>	<p>Distribute electronically <i>ReAD</i> Newsletter in cooperation with the webmasters</p>
<p>6. Promote NYSRA on social media</p> <ul style="list-style-type: none"> <li>● Keep a master file of user names and passwords so that as editors change, other members can take over responsibility as editor; make sure that access can be transferred to another person within NYSRA</li> <li>● when platforms become stagnant (such as current Pinterest and Twitter accounts) reassign the editor or remove account</li> <li>● Create a document that outlines the type of information that can and <u>CANNOT</u> be shared on social media which represents NYSRA</li> </ul>	<p>Editor/Co-Editors as appointed</p>	<p>Ongoing, per NYSRA needs</p>	<p>Posts on Facebook, Twitter, and Pinterest</p>

Adopted by the NYSRA AOD Online meeting March 2020