ILA Forum and Committee Reports
This form is to be completed by committee chairs/forum managers in collaboration with board liaisons. The ILA Executive Board will have meetings on the following dates in 2018-19: September 20, 2018; November 29, 2018; January 31, 2019; April 11, 2019; and June 13, 2019. Reports should be submitted two weeks before each board meeting to the board liaison and the ILA office, 33 W. Grand Ave., Ste. 401, Chicago, IL 60654-6799; fax: 312-644-1899; email: dfoote@ila.org.

Forum or Committee: iREAD

Report completed by: Brandi Smits   Date: 1/17/19

Activities underway or completed since the last report:
Since the last report, we made progress with the resource guide submissions for the 2020 theme, "Dig Deeper: Read, Investigate, Discover." We've also saw some of the artwork for 2020. Rafael Lopez is the Elementary age artist and will be speaking at the Youth Services Breakfast at the 2019 ILA Conference in Tinley Park. We have decided on a slogan for the Colors theme of 2021. This theme can be interpreted literally as an art theme, but it could also be interpreted as a theme focusing on inclusivity and diversity. The slogan for 2021 is "Reading Colors Your World."

We had a separate meeting from our regularly scheduled meeting that included Diane Foote, Tina Koleva, Rob Bagstad, Jill Donovan, Portia Latalladi, Nikeda Webb, Alex Annen, and myself. This meeting primarily focused on how we can market iREAD in the future. The discussion covered topics such as following up with states that showed interest in iREAD at conferences as well as how to get iREAD in more libraries in our own state. We also talked about encouraging schools to use iREAD during the school year and how best to achieve that goal. We are looking to add a member to the committee who would act as a School Liaison. Ideally, we would like a school librarian that has successfully used iREAD although we are aware it may be difficult for them to attend meetings.

Projected activities during the upcoming months:
We are planning on choosing incentives for the 2020 reading program at our February meeting. The deadline for submisssions for the 2020 Resource Guide is February 28, 2019. All committee members were required to submit 5 ideas by December. There was discussion at the last meeting about developing an altruistic program for the Resource Guide. There were successful altruistic programming in the "Paws to Read" Resource Guide and we hope to come up with programming of a similar nature. Donna Block and I are presenting at IYSI in March. We are going to do a version of the iREAD Showcase that we present at the ILA Conference. We discussed future artists for 2021 as well as future years. Our relationship with Merrymakers, a company that makes stuffed animals based on book characters, has opened us up to more artists to consider for our posters and spot art. We will be looking at confirming artists for the 2021 theme in the future.

Questions or concerns that need to be addressed by the ILA Board: