

MSLA BOOKMARK THEMES

THROUGH THE YEARS

2011: *Think, Create, Share, Grow*

2010: *My School Librarian Teaches it ALL!*

2009: *School Libraries: Learning for Life*

2008: *School Libraries: The Heart of Our Schools*

2007: *The Adventure Beyond Information*

2006: *In Our Library Classroom, We...*

2005: *My School Library is My Link To...*

2004: *What's Awesome About My School Library*

THEME

- Use the theme as a tool for publicity and advocacy. Highlight the importance of school library programs in student learning and achievement.
- Emphasize the theme during the whole contest: at the start of the contest itself, in postings on the member listserv, in announcement of the winners.
- Judges should consider the incorporation of the theme in each entry.

2011: *Think, Create, Share, Grow*



Division IV



Division I



Division IV

PARTICIPATION GUIDELINES

All MSLA members and the students they teach are eligible to enter. All submissions **MUST** be entered through the MSLA member.

Each member may enter 2 bookmarks per division:

- Division I: Kindergarten & Grade 1
- Division II: Grades 2 & 3
- Division III: Grades 4-6
- Division IV: Grades 7-12

JUDGING

- The judging event serves to build excitement about school library programs with those who can help advocate for us.
- Suggestions: authors, illustrators, legislators, school administrators, AASL board members

PRIZES

- **Winners:** 500 bookmarks; 10"x30" bookmark poster; bookstore gift card; legislator citation and State House tour
- **Honorable Mentions:** 50 bookmarks; 10"x30" bookmark poster; bookstore gift card; legislator citation and State House tour

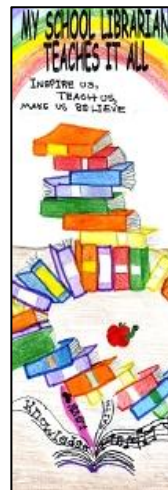
2010: *My School Librarian Teaches it ALL!*



Division IV



Division IV



Division III

PROCEDURE and TIMELINE

FORM A COMMITTEE. This is an ideal opportunity for members to participate. The timeline is short and the roles are well-defined.

CHOOSE A THEME that will promote school library programs.

SET THE DUE DATE. Allow adequate time to organize entries before judging. Allow for weather issues in mail delivery.

POST the CONTEST on the association's website. The guidelines and FAQs should be clear and the entry template available to download.

SELECT PRINTERS for the bookmarks and posters.

HOLD the JUDGING at your conference or in a school library.

ANNOUNCE the WINNERS on your website and in local newspapers. Pictures are ideal.

CELEBRATE with an AWARDS CEREMONY.

RESOURCES

Entry template and FAQ:

<http://www.maschoollibraries.org/content/view/745/361/>

Past Contests:

<http://www.maschoollibraries.org/content/view/805/424/>

MSLA Bookmark Contest Chairperson:

Linda Coviello lcoviello@maschoollibraries.org

2009: *School Libraries: Learning for Life*



Division IV



Division I



Division IV

BOOKMARK "FLIP" SIDE

2011 MSLA Bookmark Contest



School Libraries help you Learn4Life!

THINK:

- practice critical thinking skills
- brainstorm resources for information
- evaluate sources for bias, misinformation and timeliness

CREATE:

- complete research assignments using books, electronic resources & quality websites
- credit sources correctly & ethically
- develop new understandings

SHARE:

- communicate ideas & information to the larger community
- interact with others using digital content, social networking & virtual spaces

GROW:

- explore the wonders of reading
- engage in self-assessment
- become independent users of information
- get higher scores on standardized tests!
- Learn4Life

Learn more about how School Libraries impact student achievement:
Massachusetts School Library Association
<http://www.maschoollibraries.org>

2011

DIVISION I WINNER

Bookmark created by:

Student Artist

Grade

Name of the School, Town

Member, School Librarian [job title]

TIPS FOR SUCCESS

USE the Bookmark Contest for **ADVOCACY**, **PUBLICITY** and **PROMOTION**. It creates excitement within your organization, members' schools and increases visibility for school libraries.

MAKE A DUPLICATE SET OF BOOKMARK POSTERS and extra bookmarks to use for advocacy and conference displays. Leave bookmarks with your legislators when you visit. Make an eye-catching display of bookmark posters for state library events, superintendents' conference and meetings of parent groups.

SCHEDULE the **JUDGING EVENT** at your conference, using conference authors/speakers as judges.

COMBINE the **AWARDS CEREMONY** and **LEGISLATION EVENT** for maximum visibility. It increases attendance of legislators, parents, students, and members.

BOOKMARK FLIP SIDE: The back of the bookmark is an ideal space to promote school libraries and your organization. Be sure to recognize both the student artist as well as the school librarian.

INCLUDE A PARENTAL PERMISSION/RELEASE on the entry form.

INDIVIDUAL MEMBERS should:

PROMOTE the **CONTEST** schoolwide. Award prizes for your school winners and assemble bulletin board displays. Time your school's contest to coincide with other literary events: School Library Month, Banned Books Week, State Book Awards, Children's Book Week.

COLLABORATE with other teachers: language arts, art and social studies

DUPLICATE the **ENTRY FORM** with information already filled in: school librarian's name, telephone and email, local newspaper information.



A TOOL FOR:

- Publicity for school library programs and their impact on student achievement
- Advocacy for school libraries
- Membership promotion
- Curriculum connections



Massachusetts School Library Association

P.O. Box 658, Lunenburg, MA 01462

<http://www.maschoollibraries.org/>