The background is a collage of images. The top left shows two women, Deb Logan and Kathy Lowe, wearing 'LIBRARIAN' sweatshirts in a library setting. The top right shows a city skyline at night. The bottom left shows people working at a table. The bottom right shows a close-up of a person's hands working on a project.

“Be the connection between evolution and revolution. We are not passive in this changing system. We are advocates for students, teachers and learning.”

DEB LOGAN & KATHY LOWE, conference co-chairs

# experience education evolution

AASL 17th National Conference & Exhibition

NOVEMBER 5-8, 2015 ♦ COLUMBUS, OHIO

[NATIONAL.AASL.ORG](http://NATIONAL.AASL.ORG)



# make the case:

AASL National Conference is THE Professional Development Event for School Librarians

## Why do you NEED to attend?

### 1) COLLEGE AND CAREER READINESS = READING RIGOR

Non-fiction reading requirements increase by grade:<sup>1</sup>

4th grade	50%
8th grade	55%
12th grade	70%

Research shows **students' ability** to independently read **complex text decreases** by grade.<sup>2</sup> Percentage of students independently reading at least one book at or above their text complexity grade band:

Grades 2-5	81-98%
Grades 6-8	24-32%
High School	7-14%

*Dr. Heidi Hayes Jacobs does more than question "what year" we are preparing our students for—she looks at the new forms of schools, teachers, structures, and content. Our twenty-first century learners need to be ready for 2028!*

**DEB LOGAN**, conference co-chair

#### OPENING KEYNOTE

##### Dr. Heidi Hayes Jacobs

The school librarian is **one of the few professionals in the building that sees the entire curriculum** and can map the classroom lesson plans back to the reading resources and strategies.

### 2) COLLEGE AND CAREER READINESS = DIGITAL LITERACY

**46%** say that **digital content** like videos, simulations, and animations are having the greatest impact on transforming teaching and learning.<sup>3</sup>

**40%** identified the implementation of **blended learning environments** as having the **greatest impact** on transforming teaching and learning.<sup>4</sup>

**15% increase** from 2012-2013 in blending face-to-face instruction with **online content and curriculum** in the classroom (47% - 62%)<sup>5</sup>

**More than 200 digital learning tools** curated for AASL's Best Websites & Apps for Teaching and Learning strengthen instruction, critical thinking skills, and inquiry with an emphasis on innovation, creativity, and collaboration.

Manage & Organize	35
Content Collaboration	12
Curriculum Collaboration	19
Media Sharing	39
Virtual Environments	2
Social Networking	24
Digital Storytelling	17
Content Resources	22
STEAM	10
Social Sciences	10
Books	10

### 3) COLLEGE AND CAREER READINESS = DIGITAL CITIZENSHIP

**70%** of U.S. job recruiters have rejected candidates based on their online reputations

**38%** of college admission officers found something online that had a negative impact on their evaluation of a student

**39%** of teens say they have sent or posted sexually suggestive messages

**86%** of teens believe it's okay to illegally download and share music

**\$400** is the average amount lost to cyber crimes reported by teens<sup>6</sup>

*Eszter Hargittai believes the concept of the "digital native" is a myth... students' socio-economic status has a significant impact on how they navigate the Internet and develop their online personas.*

**KATHY LOWE**, conference co-chair

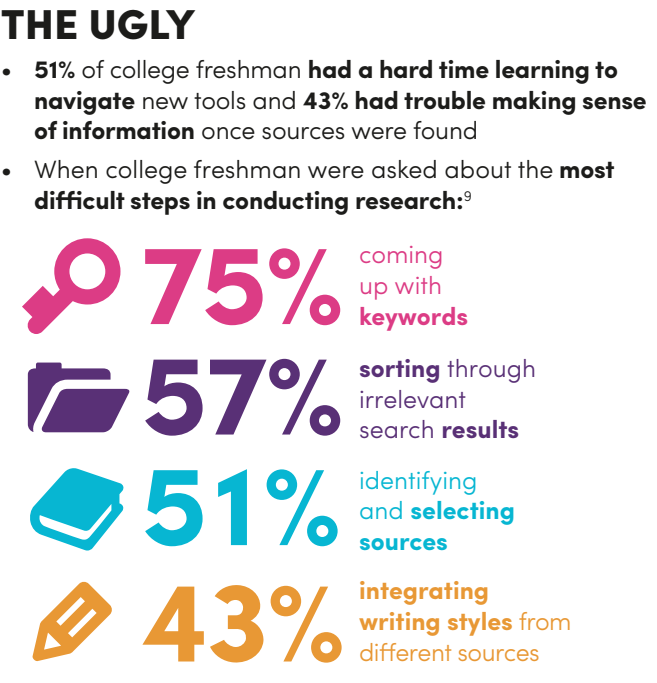
#### CLOSING KEYNOTE

##### Dr. Eszter Hargittai

**Connectivity does not equal effective and efficient users.** Educators are moving from the idea of a digital divide to digital inequality.

## 4) COLLEGE AND CAREER READINESS = INQUIRY LEARNING/ RESEARCH SKILLS

- ### THE GOOD
- **94%** of education professionals feel students demonstrate improved learning, performance and/or achievement **when technology is integrated** into the curriculum
  - **50%** of high school students have **sought out information online** to help better understand a topic studied in class<sup>7</sup>
- ### THE BAD
- **4 of the top 10 most cited websites** come from user generated websites (Wikipedia, YouTube, Yahoo!Answers and Answers.com)
  - **54%** of students say they would be **less likely to cite sources** if they didn't have research management tools<sup>8</sup>
- ### THE UGLY
- **51%** of college freshman **had a hard time learning to navigate** new tools and **43% had trouble making sense of information** once sources were found
  - When college freshman were asked about the **most difficult steps in conducting research:**<sup>9</sup>



## 5) AASL NATIONAL CONFERENCE = PREPARES SCHOOL LIBRARIANS

### SESSIONS

The number and variety of sessions and exhibits offered at AASL's National Conference is as varied and diverse as the role our members play within their school or district.



*"No school librarian needs to 'feel solo' when leagues of professionals are willing, able, and waiting to lend an ear and a hand as needed."*<sup>10</sup>

**BECKY PASCO**, professor, University of Nebraska Omaha

Find sources cited and download this PDF infographic poster on the AASL National Conference website at [national.aasl.org/make-the-case](http://national.aasl.org/make-the-case).