

# american. libraries

SEPTEMBER 2010

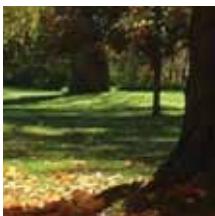
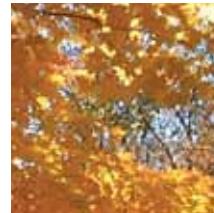
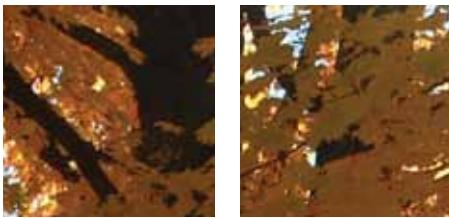
THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

## PLUS:

- A Game Plan for Winning Grants
- Recruiting Undergraduates
- Colorado's Sustainable Approach to Early Literacy

# DYNAMIC DOERS

Spotlight on the Profession's Best



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## The Competition Intensifies by Leonard Kniffel

**H**ave you noticed that we seem to have entered an era of heightened competitiveness? Lots of wagon-circling and turf-protecting. Libraryland as one big happy family aside, shrinking funds are bringing out the tiger in us.

For example, the decades-long competition between OCLC and rival library vendors came to a head July 28, when for-profit SkyRiver Technology Solutions and Innovative Interfaces filed suit against nonprofit OCLC, charging antitrust violations and unfair competition.

This issue of *American Libraries* is held together by a subtext of competitiveness, because let's face it, librarians do compete for funding, they compete for staffing talent, and they compete for public approval.

Grant seeking is a marketing process, says Herbert Landau in "Winning Grants: A Game Plan," but his advice also suggests that since some

of us will win grants and some of us won't, a competitive strategy is paramount.

"Simply stated, you define your library's need and sell it to one who can fund your project," he advises, noting with optimism that "librarians are their own best

grant proposal writers. No outsider can write a proposal as effectively as a 'library insider' who fully understands the institution's mission and priorities as well as the needs of the community it serves."

In "Reaching Out to Undergraduates: Recruitment via Internships," Sara D. Smith of Brigham Young University posits that many academic libraries continue to predict staff shortages as older employees retire within the next 10 years. But BYU discontinued its master's of library science program in 1993 and, like other universities with no library graduate program, cannot directly recruit from its own students. Instead the university is using its library internship program as one way to cultivate a future pool of qualified employees who are dedicated to the university. "This program is a good model for other university libraries as they consider reaching out to and recruiting from their own undergraduates," says Smith.

Also in this issue, Bonnie McCune documents the success of a regional approach for librarians competing for "visibility and positioning within the educational and political communities." Enhancing coalitions with other community partners is occurring in Colorado, she says, where a statewide approach to early literacy has been gaining momentum since 2004. McCune holds up the state's new coalition, Colorado Libraries for Early Literacy, as a template for statewide action.

Relief—or at least reward—does come, however, in *American Libraries'* lead feature, spotlighting the "Dynamic Doers" of the profession, this year's crop of ALA award winners, recognized by their peers for the excellence of their work. And hey, we all know there is no competition for awards! ■

**You define your library's need and sell it to one who can fund your project.**

# american libraries

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

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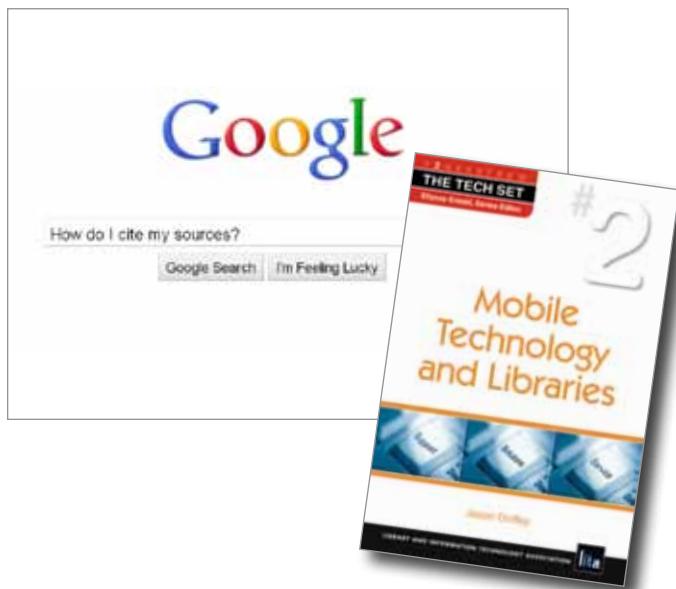
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## PERPETUAL beta



▲ **Google Stories Contest** Google Search Stories is an oddly compelling way to construct a narrative through search terms and phrases. So compelling, in fact, that Perpetual Beta is sponsoring a contest using it. Use Search Stories to tell a story about libraries and post the video or a link to it in the blog post comments. The one chosen as the best will win a copy of my latest book, *Mobile Technology and Libraries*. See [americanlibrariesmagazine.org/perpetualbeta](http://americanlibrariesmagazine.org/perpetualbeta) for more details. The deadline is September 30.

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>>> **Our Authors, Our Advocates** Watch or read the full presentations from Marie Arana, Brad Meltzer, Sharon Draper, and Carmen Agra Deedy at the kickoff to ALA President Roberta Stevens's presidential initiative.

## INSIDE scoop

▲ **Haitian Librarians Describe Destruction** At the IFLA World Library and Information Congress in Gothenburg, Sweden, Françoise Thybulle, director of the National Library of Haiti, and Elizabeth Pierre-Louis, program director for the Foundation for Knowledge and Freedom, spoke poignantly of the devastating January 12 earthquake that struck Haiti and showed a shocking video of the National Library during the quake taken from security cameras inside and outside the library. ALA has raised and distributed over \$20,000 for Haiti relief, but more is needed.

## ASK the al librarian

▲ **Q&A for Curious Practitioners**  
▲ New tips include valuable advice for working with authors and volunteers, filing, and the National Library Symbol.

## AL focus



▲ **From Alabama to the World**  
▲ Actor-authors Kim Wayans and Kevin Knotts highlight a collection of new videos covering the BCALA National Conference in Birmingham, Alabama, the IFLA World Library and Information Congress in Gothenburg, Sweden, and the opening of an Ethiopia Reads library in Mekelle.

# In Their Own Words

Authors unite in library advocacy effort

by Roberta Stevens

**O**ur Authors, Our Advocates” was launched at my Inaugural Banquet during Annual Conference in Washington, D.C., in June. I was deeply honored to have as my special guests four wonderful authors who spoke so eloquently. They were funny, passionate, compelling, and thoughtful, and they illustrated how authors can partner with us to advocate for the essential role libraries play in this nation’s economic and educational success.

Here are some excerpts from their presentations:

**Marie Arana, fiction author and veteran editor of the *Washington Post*’s “Book World.”** “The big break in writers’ lives, more often than not, was the library. The thoughtful librarian, that singular moment when the child or striving novelist or historian or journalist is guided to a book that sparks the imagination and serves the relevant question, brings alive worlds. I myself had a similar story coming to the United States from Peru at the age of 10 and being taken to get my first library card in Summit, New Jersey. I had never been in a library before, and I will never forget what it was like to check out a book and be allowed to take it home with me. I felt as if I was committing a crime, absconding with something that wasn’t mine. It seemed such an act of trust, of generosity, of acceptance. I was bowled over by the sheer bounty of possibilities that a library card could give.”

**Brad Meltzer, attorney and thrillers author.** “We did not have money growing up ... but I got this library card. And in Brooklyn, New

York, where we didn’t have books, we had this library. And my grandmother would take me there. And every week when I would stay with her, we would go, and I remember

the librarian would always say, ‘This is your section,’ and I thought she meant this was my section, it was my own, just made for me.”

**Sharon Draper, teacher and author of books for teens.** “I have been reading a lot about the library in Alexandria. That library was charged with collating all of the world’s knowledge. When ships came into port, they were required to bring their books to the library, and scribes would take them and copy them and then return them. They were so good that sometimes they would give the copy back to the people on the ships and keep the original ... they had books on mathematics and astronomy and physics and the sciences and languages. All of the world’s knowledge was in this one place. And through various wars, all of this was lost. It was destroyed. It is said that inscribed at the top of this library when you walked in, it said, ‘This is the place for the cure of the soul.’ So we don’t really know what was lost, but we know that a lot of knowledge was

destroyed. And when you think about all the libraries around our country that we’re losing, it’s the same thing as that library in Alexan-



**They were funny, passionate, compelling, and thoughtful, and they illustrated how authors can partner with us.**

dria being destroyed ... So let’s not lose our souls in our cities and our towns and our communities. Save our souls. And save our libraries.”

**Carmen Agra Deedy, storyteller and children’s book author.** “I have been ineluctably drawn to libraries ever since I entered that sanctum sanctorum. It was a place of quietude. In a world where things go beep and ding and ring, where you’ve got mail and you’ve got messages, when I enter a library, I feel that I am still entering a temple.”

Feel free to access and download these speakers’ presentations and public service announcements through the [ilovelibraries](http://ilovelibraries.org) and [atyourlibrary](http://atyourlibrary.org) websites. Taped interviews with the many authors who were part of Annual Conference will be available online by early fall. Look for updates in *AL Direct* as they are released.

If you have not already, please make your contribution today to the Spectrum Presidential Initiative at [www.ala.org](http://www.ala.org); click on “giveALA.” ■

ALA President **ROBERTA STEVENS** is on leave as outreach projects and partnerships officer at the Library of Congress in Washington, D.C. Visit [robertastevens.com](http://robertastevens.com). E-mail: [rstevens@ala.org](mailto:rstevens@ala.org).

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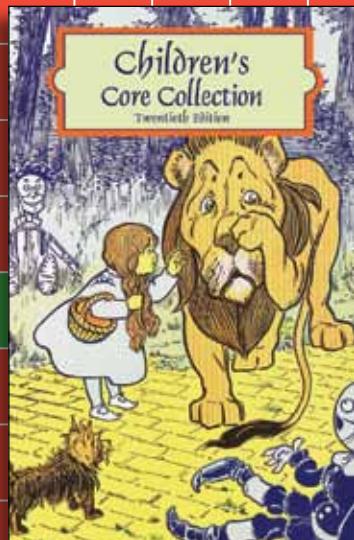
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# Comment Enabled

## Making Choices

I am tired of the whining and complaining that seems so prevalent among my fellow librarians.

Funding cuts at the state and local levels have forced libraries to make critical changes in the way they serve their patrons. News articles report closing branches, limited hours, decreased collection purchases, reduced staffing, and other cuts in services. In response, libraries quickly

trot out statistics that show increased patron usage, implying that what they provide is a critical service within their communities.

Libraries, although very important, are not critical or at least as I define the term. Let me clarify—I love libraries. I work as an academic librarian all week and every weekend frequent my public library.

But libraries are not free. They are supported by government funds and taxes. When revenue goes down, budgets have to be adjusted. This is where it gets tricky. Every agency thinks they are important, but frankly, some are more important than others. Which would you prefer? Do you want adequate police protection within your community? How about a well-staffed fire department? When you call for an ambulance, how quickly do you want

that to arrive? Or do you feel that having the library open on Sundays trumps all that?

Before I got my library science degree, I was a registered professional nurse. For most of my career, I worked in city and state hospitals. When funding got tight, cuts were made. Imagine having an increased patient load because of staffing cuts. Try to think about not having necessary supplies. Compromising patient care was never, ever something that I signed up for.

Championing for libraries and patrons is a good thing. Complaining is not and tends to be counterproductive. I encourage librarians to keep a reasonable perspective and positive attitude during difficult times.

**Removing a book based on private prejudice and a trumped-up reason is unconscionable and needs to be reversed.**

If two people in positions of power are actively involved with Glenn Beck's

maniacal activities, then their private beliefs in this matter must be taken into account. Censorship involving a book that is trying to speak to a segment of the population that is already the subject of severe

harassment is especially onerous.

Public libraries belong to all of us. Removing a book based on private prejudice and a trumped-up reason is unconscionable and needs to be reversed.

Karen Wolfer  
Guffey, Colorado

**Championing for libraries and patrons is a good thing. Complaining is not and tends to be counterproductive.**

## App-based Versus Web-based

*In response to "Four Major Trends the Tech Vendors Are Talking About," AL Online, June 30:*

The discussion of Innovative Interface's web-based philosophy is interesting. The workflow integration goal we all hear so much about these days would seem to favor apps, at least in the workplace, including academia.

If the goal is to embed information content directly into workflow applications, such as business and research apps, learning systems, and clinical systems, then we'll see a decline in the go-get-it approach to information gathering.

As I understand it, cross-platform web deployment assumes that end-users will continue a historical approach by going to the web to seek information, and then porting that

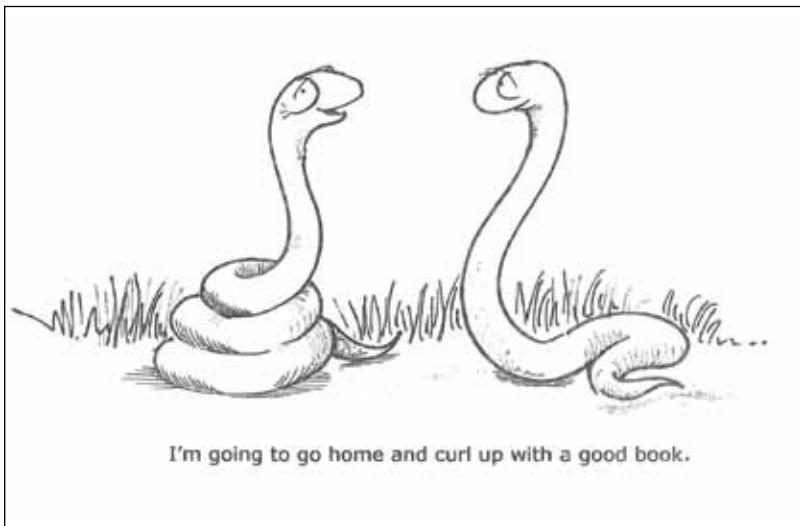
## Onerous Censorship

*In response to "Gay-Anthology Ban Engulfs Burlington County Public Library," AL Online, July 28:*

Correct me if I'm wrong, but I believe the ALA Code of Ethics states in sections VI and VII that "We do not advance private interests at the expense of library users . . . etc." And, "We . . . do not allow our personal beliefs to interfere with fair representation of the aims of our institutions . . ."

Amy Harris  
Georgia State University, Atlanta

The editors welcome letters about recent contents or matters of general interest. Letters should be limited to 300 words. Send to [americanlibraries@ala.org](mailto:americanlibraries@ala.org); fax 312-440-0901; or *American Libraries*, Reader Forum, 50 E. Huron St., Chicago, IL 60611-2795.



information back to whatever desktop application they're using.

Some would argue that this model is dying out in the workplace in favor of app-specific information delivery.

Roger Strouse  
San Francisco

### Scholarly Browsing

Donald A. Barclay's "The Myth of Browsing," (*AL*, June./July, p. 52–54) repeats the obvious observation that browsing is a most inefficient means of finding specific information.

What Barclay ignores is the role it has in finding something one didn't quite know was wanted: a bit of inspiration, a question asked decades ago that still needs an answer, the lost fact that makes everything hang together, a bridge between one's own and some other useful discipline, a narrative that hadn't been meaningful to anyone else for 50 or 100 years, or a moment of diversion and renewal. Scholars understand the value of this.

Noting that open stacks are a recent innovation is simply a red herring, and a silly one at that. It's like Lady Astor objecting that if God had meant us to fly, He never would have given us the railroad.

When an institution has as its mission to grind out MBAs and MLSes, it's no surprise that they'd want to

eliminate any thought-provoking distractions. My question, though, is whether we really want people with such a narrow focus to be deciding what resources should be available to potential Nobel laureates of the future.

The assault on large, accessible library collections is the high end of No Child Left Behind. Useful knowledge is defined in advance, then every effort is made to dismantle infrastructure that might lead to some other product.

Carl A. Anderson  
Yeadon, Pennsylvania

### Handbook Foreword Wrong

I would like to alert libraries that the foreword in my new book, *Handbook of Warning Intelligence: Assessing the Threat to National Security* (Scarecrow, 2010), was added without my knowledge and contains an erroneous account of the writing and early history of the book.

It will be deleted and replaced by a new foreword in any future printing of my work.

Cynthia Grabo  
Springfield, Virginia

### Volunteer Article Hurts

I appreciate Alan Jacobson's point of view in "Those Who Can, Do," (*AL*, May, p. 39–41). Although the article is well-written, you need to know the effect this article and similar ones are having on real people.

I worked for Los Angeles Public Library, but was laid off as a result of the city's financial crisis. I am also in library school. I also applied for, was admitted, and participated in one year of the library's reference institute.

Because of articles like these, the city council has decided to let people like me go and use the money that pays our salaries to research starting a volunteer program to replace employees. (There is already a volunteer program in place that works quite well, but does not replace current employees.)

I sincerely hope that a part two to this story will be published that spells out the fact that volunteers cannot replace trained library employees, even aides and messenger clerks.

Volunteers can be used in addition to the employees already working, but should never be used to replace them. There is still plenty to do at any library for volunteers.

**Volunteers can be used in addition to the employees already working, but should never be used to replace them.**

Brenda Knutson  
Los Angeles

CORRECTION: Leah L. White, author of the *On My Mind*, "Signage: Better None Than Bad" (*AL*, Aug., p. 23), is reader services librarian at Morton Grove (Ill.) Public Library. *AL* apologizes for the error.



Continue the conversation at [americanlibrariesmagazine.org](http://americanlibrariesmagazine.org)

# I Love My Librarian Nominations Sought

The deadline is September 20 for nominations in the 2010 Carnegie Corporation of New York/*New York Times* I Love My Librarian Award contest.

Library users nationwide are invited to recognize the accomplishments of librarians in public, school, college, community college, and university libraries in improving the lives of people in their community.

Up to 10 librarians will be selected. Each will receive a \$5,000 cash award, a plaque, and a \$500 travel stipend to attend an awards ceremony and reception in New York City in December hosted by the *New York Times*.

Each nominee must be a librarian with a master's degree from an ALA-accredited library and information studies program or have a master's degree with a specialty in school library media from an educational unit accredited by the National Council for the Accreditation of Teacher Education.

Nominees must be currently working in the United States in a public library, a library at an accredited two- or four-year college, a university, or at an accredited K-12 school.

The Carnegie Corporation of New York awarded ALA \$489,000 in 2008 to support the award, which

will continue annually through 2012. The award continues in the tradition of the *New York Times* I Love My Librarian Award presented by the *New York Times* from 2001 to 2006.

Last year, more than 3,200 library users nationwide nominated a librarian.

For more information, visit [ilovelibraries.org/ilovemylibrarian](http://ilovelibraries.org/ilovemylibrarian).

*I Love My Librarian!*  
2010 Award

## Friends Urged to Fill Out a Survey and Win

Friends of the Library groups nationwide are encouraged to complete an online survey posted at [altaff.countingopinions.com](http://altaff.countingopinions.com), prepared by ALA's Association of Library Trustees, Advocates, Friends, and Foundations (ALTAFF), in an effort to gather information about Friends groups across the country. The deadline for completing the survey is September 30.

All Friends groups completing the survey, including affiliates, will be entered in a drawing to win a free year's membership as an ALTAFF Friends Group Affiliate, as well as a copy of "Even More Great Ideas for Libraries and Friends."

The division is also seeking feedback about the services and resources

ALTAFF provides to members and affiliates in an effort to help the division develop materials and resources for Friends groups.

The survey should take about 10-15 minutes to complete and should be filled out by the person with the most knowledge of the Friends group. Topics include organizational structure, executive committee structure, revenues, fundraising activities, grants, library support, bookstores, advocacy, and membership.

Survey results will be posted on the ALTAFF website at [www.ala.org/altaff](http://www.ala.org/altaff) later this year.

For more information, send an e-mail message to [altaff@ala.org](mailto:altaff@ala.org) or phone 800-545-2433, ext. 2161.

## Committee Volunteers for 2011-12 Needed

ALA President-elect Molly Raphael is encouraging members to volunteer for Association-wide and Council committees during the 2011-2012 appointment process, in her role as chair of both the Committee on Appointments and Committee on Committees.

Volunteers are being sought for the following committees: Accreditation; *American Libraries* Advisory; Awards; Budget Analysis and Review; Chapter Relations; Conference; Constitution and Bylaws; Council Orientation; Diversity; Education; Election; Human Resource Development and Recruitment Advisory; Information Technology Policy Advisory; Intellectual Freedom; International Relations; Legislation; Library Advocacy; Literacy; Literacy

and Outreach Services Advisory; Membership; Membership Meetings; Organization; Policy Monitoring (current Council members only); Professional Ethics; Public and Cultural Programs Advisory; Public Awareness; Publishing; Research and Statistics; Resolutions; Rural, Native, and Tribal Libraries of All Kinds; Scholarships and Study Grants; Status of Women in Librarianship; Training, Orientation, and Leadership Development; Website Advisory; ALA–Children’s Book Council (Joint); ALA–Association of American Museums (Joint); and ALA–Association of American Publishers (Joint).

To volunteer, complete the online committee volunteer form at [www.ala.org/ala/mgrps/committees/volunteer/frm\\_vol.cfm](http://www.ala.org/ala/mgrps/committees/volunteer/frm_vol.cfm). The deadline is November 5.

For more information on the committee appointments process, e-mail Staff Liaison Delores Yates at [dyates@ala.org](mailto:dyates@ala.org).

## Kunitz Home Becomes Literary Landmark

The boyhood home of Pulitzer Prize-winning poet and former U.S. Poet Laureate Stanley Kunitz in Worcester, Massachusetts, has been designated a Literary Landmark by ALA’s Association of Library Trustees, Advocates, Friends, and Foundations.

Kunitz, who died in 2006, lived in the house from 1919 to 1925, when his widowed mother could no longer afford to pay the mortgage. In 1979, the house was purchased by Carol and Greg Stockmal, who began restoring it to its former beauty. They did not know it was Kunitz’s boyhood home until 1985, when they found Kunitz, his wife Elise Asher, and an entourage of poets standing in the street looking at their house. Kunitz was being honored on his 80th birthday with a weeklong festival by the Worcester County Poetry Association. The Stockmals invited him to

step inside the house for the first time in six decades, and that was the beginning of a 20-year friendship between the couple and Kunitz.

The Literary Landmark dedication, held June 19, was supported by the Worcester Public Library board of directors, the Worcester County

Poetry Association, and the Friends of Stanley Kunitz.

Visit [www.ala.org/altaff](http://www.ala.org/altaff).

## Luncheon to Feature King Award Author

Coretta Scott King Award-winning author Vaunda Micheaux Nelson will

# THE ASSOCIATION’S ASSOCIATIONS: LITA

## ATLANTA SITE OF 13TH FORUM

The Library and Information Technology Association (LITA) National Forum explores leading-edge technologies and their applications in all types of libraries while providing the networking benefits of a small conference. The 2010 forum, “The Cloud and The Crowd,” will be held September 30–October 3 in Atlanta.



Keynote sessions presenters include Amy Bruckman of the Georgia Institute of Technology, “How Wikipedia Really Works, and What This Means for the Nature of ‘Truth’”; Roy Tennant of OCLC Research, “Using the Cloud to Please the Crowd”; and Ross Singer of Talis Information, “The Linked Library Data Cloud: It’s Time to Stop Thinking and Start Linking.”

In addition to concurrent and poster sessions, two preconference workshops will be offered Thursday and Friday. Jenny Emanuel of the University of Illinois will present “Redesigning a Website Using Information Architecture Principles.” The workshop will focus on the strategies that systems staff and public services librarians can utilize to inform each other about information architecture practices in order to create and maintain a library website. Maurice York of North Carolina State University will present “Virtualize IT: Laying the Foundation for the Library of the Future,” exploring how to create a holistic virtualization strategy with a vision towards creating the library spaces and services of the future, including technology selection, cost, design, deployment, and support.

LITA will also offer a new regional Institute, “Writing for the Web,” presented by Brenda Reeb of the University of Rochester. Learn how to critique current web content for immediate improvement, write quality copy from scratch, identify content areas that require significant revision, assess the findability of important features or content, and create a style guide to ensure uniformity across your site. Regional institutes are one-day workshops that LITA licenses to libraries and organizations.

This fall, “Creating Library Web Services: Mashups and APIs” will take place, presented by Karen Coombs of OCLC and Jason Clark of Montana State University. The one-week web course is designed to teach participants how to bring pieces of the web together with library data, what an API is and what it does, and the components of web services.

Visit [www.lita.org](http://www.lita.org) for more information.

—Melissa S. Prentice, programs and marketing

Each month the Association’s Associations spotlights the activities and agenda of one of ALA’s divisions.

Next month: **Public Library Association**

be the keynote speaker at the Bill Morris Memorial Author Luncheon during the 2010 Young Adult Literature Symposium November 5–7 in Albuquerque, New Mexico.

The symposium is sponsored by ALA's Young Adult Library Services Association and funded, in part, by the William C. Morris Endowment. The theme is "Diversity, Literature, and Teens: Beyond Good Intentions."

Nelson, a New Mexico librarian, won the 2010 King Author Award for *Bad News for Outlaws: The Remarkable Life of Bass Reeves, Deputy U.S. Marshal*.

To register, visit [www.ala.org/](http://www.ala.org/)

yalitsymposium. Early-bird registration for the conference ends September 10. In addition to YALSA members, discounts are also available for New Mexico Library Association members and students.

## Free Library Advocacy Training Offered

ALA's Public Library Association is offering a free interactive advocacy training course, "Turning the Page Online: Building Your Library Community," to all ALA members through a \$7.7-million grant from the Bill and Melinda Gates Foundation to develop and provide a national advocacy training program.

Originally designed for public libraries participating in the Gates Foundation Opportunity Online hardware grants program, the advocacy education has benefited more than 3,500 librarians and library supporters across 32 states.

Visit [www.ala.org/pla](http://www.ala.org/pla) for more information.

## New Banned Books Publication Available

ALA's Office for Intellectual Freedom has released *Banned Books: Challenging Our Freedom to Read*, by Robert P. Doyle, executive director of the Illinois Library Association and a noted authority and frequent speaker on First Amendment rights and the freedom to read.

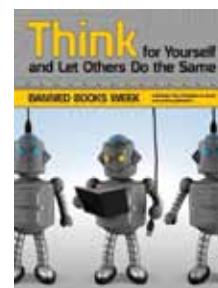
Published annually from 1983 to 2001, and every third year since then, the new edition of *Banned Books* details incidents of book banning from 387 B.C. to 2010. The updated and expanded 2010 edition features a new, streamlined design that will make this an essential reference to revisit time and again.

Contents include: Insight—the Challenge of Censorship; Interpretation—the First Amendment, the Freedom of Expression, and the

Freedom to Read; Information—First Amendment Timeline, Court Cases, Glossary, Bibliography, and Quotations; Ideas—Celebration Guide for Banned Books Week and Communication Guide for Librarians; and Incidents—Top 10 Challenged Books of 2009 and Challenged or Banned books which contains more than 1,800 titles listed alphabetically by author plus title, topical, and geographical indices.

The 2010 observance of Banned Books Week (BBW) will take place September 25–October 2, with the theme "Think for Yourself and Let Others Do the Same."

To purchase the book as well as posters and other materials to promote BBW, visit the ALA Store at [www.alastore.ala.org](http://www.alastore.ala.org). For more information, visit [www.ala.org/books](http://www.ala.org/books).



## Teens to Celebrate "Books With Beat"

Thanks in part to events like Teen Read Week (TRW), the annual literacy initiative of ALA's Young Adult Library Services Association, teen books can now enjoy unprecedented critical success and popularity. In addition, library use has skyrocketed during the recession, with many teens and their families taking advantage of free access to a wide variety of quality reading materials at their libraries.

The 2010 observance of TRW will be celebrated October 17–23 with the theme "Books with Beat @ your library," is designed to promote a variety of books, from poetry to books on music, as a tool for encouraging young adults to read for the fun of it.

For more information, visit [www.ala.org/teenread](http://www.ala.org/teenread). ■

## CALENDAR

### ALA EVENTS

**Sept. 23–25:** Association for Library Service to Children National Institute, Atlanta, [ala.org/alsc](http://ala.org/alsc).

**Sept. 25–Oct. 2:** Banned Books Week, [ala.org/bbooks](http://ala.org/bbooks).

**Oct. 17–23:** Teen Read Week, [ala.org/yalsa](http://ala.org/yalsa).

**Nov. 5–7:** Young Adult Literature Symposium, Albuquerque, New Mexico, [ala.org/yalsa](http://ala.org/yalsa).

### 2011

**Jan. 7–11:** ALA Midwinter Meeting, San Diego, California, [www.ala.org](http://www.ala.org).

**Mar. 30–Apr. 2:** Association of College and Research Libraries National Conference, Philadelphia, [www.ala.org/acrl](http://www.ala.org/acrl).

# Dollar General Invests in the American Dream

**T**hrough community partnerships, Wauconda (Ill.) Area Public Library developed Spanish- and English-language brochures, as well as a video that was posted to YouTube. Housed in a brand-new doublewide trailer, the tiny Pinewoods branch of the Athens (Ga.) Regional Library System developed a volunteer training manual that's on the library's website. These are among the dozens of projects undertaken with grants from "The American Dream Starts @ your library," a literacy initiative funded by the Dollar General Literacy Foundation.

The 2005 National Assessment of Adult Literacy found that 11 million adults in the United States—about one in 20—have such limited English skills that they can't read a newspaper, understand written directions for medication, or help their children with schoolwork. Recent immigrants account for most of this group. To meet this need, Dollar General Literacy Foundation partnered with the American Library Association to start the American Dream initiative, which is administered by ALA's Office for Literacy and Outreach Services.

The 70 public libraries in 21 states that received \$5,000 grants earlier this year as part of the initiative include libraries in large cities and rural towns throughout Dollar General's market area. The libraries are to use the grant funds to build innovative literacy services for adult English-language learners living and working in their communities. They will expand their print and digital literacy collections, offer classes and conversation clubs, develop mobile tech labs, and reach out to immigrant organizations.

Wauconda and Pinewoods, as well as High Plains (Colo.) Library District, Hooper (Nebr.) Public Library, and Pima County (Ariz.) Public Library, were re-funded this year after successfully completing their projects in round one of the "American Dream" grants, which were awarded in 2008.

"The Dollar General Literacy Foundation is proud to join with ALA to provide grants to libraries that are committed to enhancing their literacy services for those learning to speak English," says Rick Dreiling, Dollar General's chairman and CEO. "These specialized programs and services will help so many achieve their own dreams of success in America.

For more than a century, public libraries have been a cornerstone of the American dream, providing equal access to information.

—Dollar General CEO Rick Dreiling

"For more than a century, public libraries have been a cornerstone of the American dream, providing equal access to information of all kinds," Dreiling observes, "and libraries are among the first American institutions immigrants turn to for help in learning how to read, write, and speak English. Libraries are uniquely positioned to help immigrants adapt to a new culture and connect with their new communities."

"The American Library Association deeply appreciates Dollar General's generous support and applauds their vision for a more literate America," says Camila Alire, 2009–10 ALA president. "The American Dream Starts @ your library serves 70 communities, reaches thousands of adults, and helps libraries change lives across generations."

—Leonard Kniffel

## SEA STORIES

Salty Sue, portrayed by Suzy Hammer, shares sea tales with young patrons at Miami-Dade Public Library System's Model City branch. Sponsored by the Miami Dolphins Foundation and the Friends of the Miami-Dade Public Library, Salty Sue's visit was part of the library's summer reading program at several of the system's branches.



# Google Wave Is All Washed Up

We called it a “paradigm shift” in online communication (*AL*, Nov. 2009, p. 28), anxiously awaited an invitation to use it in its beta release, showed it off to colleagues, used it to lay the groundwork for *American Libraries’* Perpetual Beta blog, and then basically never logged in again. Now, a year after announcing its revolutionary new real-time social-networking/online-collaboration workspace, Google has pulled the plug on Wave.

“Wave has not seen the user adoption we would have liked,” blogged Senior Vice President of Operations Urs Hölzle August 4, adding, “We don’t plan to continue developing Wave as a standalone product.”

Although the product itself can be seen as a failure by one perspective, Google’s developers made a lot of advances in real-time, server-side

collaboration. Much as Google Docs did several years ago, Wave challenged us to think differently about what was possible in a web browser. But going far beyond Docs, Wave showed us that real-time character-by-character live typing, drag-and-drop file sharing, revision-history playback, and more was all possible in the modern browser.

For a few weeks during its initial rollout, techies were in a frenzy trying to learn how to use terms like “waves,” “wavelets,” and “robots” to describe our new way of collaborating online. It all seemed like a wonderful plan, but its usefulness was limited to the exclusive invitation-only circle of ubergeeks. It wouldn’t be until majority adoption that the early adopters could accomplish anything useful.

Despite techies’ enthusiasm, though, the majority never bought in. *PC Magazine’s* Lance Ulanoff attributes Wave’s failure to the “overwhelming ‘wave’ of developer enthusiasm” not put in check by business and marketing types. “Google Wave was like someone took the inside of a developer’s brain, turned it inside out, and added text-entry fields,” Ulanoff wrote August 5, explaining that while the developers themselves thought it was great, the rest of the world was left scratching their heads.

During the height of all that head-scratching, Google announced Buzz. Many assumed Buzz would make use of some of Wave’s features, yet Buzz seemed to integrate nicely into Gmail—something Wave didn’t do.

Further, Buzz’s purpose seemed different. “While Wave was pitched mainly as a collaboration and productivity tool for small groups,” wrote CNet’s Ina Fried and Josh Low-

ensohn August 4, “Buzz was for entertainment and communication with friends.”

In libraries, Wave’s potential seemed to be in its real-time interaction. Edward

Smith, technology coordinator at Abilene (Tex.) Library Consortium, formed a small, national group of librarian Wave users shortly after the product entered beta. Looking back, Smith told *American Libraries*, “I liked the potential it had for libraries, especially for professional collaboration and as a possible new model for real-time patron interaction.” He’s hopeful those features carry forward with other Google products, but admits that “the point of new service models is to engage users where they are. If users are not in Wave (for whatever reason), then we move to where they are.”

Smith observed that “users had a hard time working the combination of chat, e-mail, and real-time collaborative editing into a single workflow.” He continued, “It was a solution to a problem users never really understood.” So we all just went back to plain e-mail.

Although in hindsight it’s easy to talk about Wave’s failings, Smith nonetheless praises the product: “As a skunk-works project, Google gets nothing but kudos. I hope they continue to encourage such ‘failures’ from their developers.”

—Sean F. Fitzpatrick

**Google Wave was a solution to a problem users never really understood.**

—Edward Smith,  
Abilene Library Consortium

## POTTER MAGIC



Trading cards (pictured) and six weeks of magic are on the way to Newport News (Va.) Public Library System’s Virgil I. Grisson branch when “Harry Potter’s World: Renaissance, Science, Magic, and Medicine” is displayed September 5–October 16. The exhibition uses materials from the National Library of Medicine. The library will also offer a contest and programs.

# GLOBAL REACH



## CANADA ①

Ottawa Public Library has installed two kiosks in the foyer of the Hunt Club–Riverside Community Centre that operate as popular-library vending machines. Believed to be a first in Canada, the machines are stocked with books and DVDs selected by library staff. To borrow items, patrons swipe their library cards. Since the program's start in April, some 1,700 items have been loaned from the kiosks. —*Ottawa (Ont.) Citizen*, July 25.

## WALES ②

The National Library of Wales has announced its acquisition of Dylan Thomas's last unfinished poem, "Elegy," which the library purchased from a private collector of Thomas's work. Dylan wrote the poem during his time in America, just a few years before his death in 1953. Nia Daniel, head of the library's manuscripts and visual images unit, said the collection could help change perceptions about the poet. —*BBC News*, July 20.

## NETHERLANDS ③

Google and the Koninklijke Bibliotheek revealed an agreement July 14 in which the search-engine giant will digitize 160,000 out-of-copyright books in the national library's collection and give the library a digital copy of the 18th- and 19th-century tomes. The deal is the third Google has made in Europe in 2010, the other two being with Italy and Austria. "It's exciting to note just how many libraries and cultural ministries are now looking to preserve and improve access to their collections," noted Philippe Colombet, a Google strategic partnership development manager. —*Inside Google Books Blog*, July 14; *Agence-France Presse*, July 14.

## SWITZERLAND ④

Four safety deposit boxes opened in a Zürich bank July 19 are believed to contain hundreds of pages written by Franz Kafka and his friend Max Brod. Although Kafka had specified that he wanted all his manuscripts burned after his death, Brod disregarded the request. —*The Guardian (U.K.)*, July 19; *Radio Prague*, July 20; *BBC Newsnight*, July 20.

## HUNGARY ⑤

At the Gyopár, a small Communist-era pub in Nagykovácsi, nine miles northeast of Budapest, customers can quench their thirst not only for ales and spirits but enjoy some intellectual refreshment as well. Three years ago, pub manager and former librarian Péter Maurer came up with the idea of a public library inside a pub, and, if customer satisfaction is any measure, the project has been a success. —*Reuters*, July 26.

## MAURITANIA ⑥

Mauritania's Scientific Research Institute is engaged in a race against time to preserve manuscripts, some dating from the 10th century, that are dispersed among families living in the areas of Chinguetti, Ouadane, Oulatane, and Tichitt. "Until the colonial era they were the only form of reading matter, often consulted and sometimes copied. But with our modern ways they are increasingly regarded as mere relics," said Jiyid Ould Abdi, head of the Scientific Research Institute. —*The Guardian (U.K.)*, July 27.

## ISRAEL ⑦

Archaeologists working in excavations outside Jerusalem's Old City walls have found a tiny clay fragment dating from the 14th century B.C. that, according to researchers at the Hebrew University of Jerusalem, contains the oldest written document ever found in the city. The artifact is believed to be part of a tablet from a royal archives that predates the reign of King David. —*Science Daily*, July 12.

## SAUDI ARABIA ⑧

The Indian embassy in Jeddah reopened its library some eight months after flood damage forced its closure November 25, 2009. Serving a large expatriate community there, the library has more than 2,500 items by Indian authors as well as writers from other countries. Indian Consul General Sayeed Ahmed Baba said that "in the age of Facebook" he encourages young people to "spend some time with books and periodicals." —*Arab News*, July 25.

# LC Unlocks Doors for Creators, Consumers with DMCA Exceptions

**M**ashup artists, smartphone users, academics, and people who are visually impaired are all winners, thanks to the latest exceptions made by the Librarian of Congress to the Digital Millennium Copyright Act.

Since its enactment in 1998, the impact of the DMCA on fair use of digitized materials has been subject to review every three years by the Librarian of Congress, who is administrative head of the U.S. Copyright Office, in consultation with LC's Register of Copyrights.

"This is not a broad evaluation of the successes or failures of the DMCA," Librarian of Congress James H. Billington explained July 26 in announcing the latest round of rulemaking, but "whether the prohibition on circumvention of technological measures that control access to copyrighted works is causing, or is likely to cause, adverse effects on the ability of users of any particular classes of copyrighted works to make noninfringing uses of those works."

## What's only fair

Here's a rundown of the new DMCA exemptions put into place:

■ In a win for higher education, a 2006 exemption was significantly broadened; only film and media studies faculty had been allowed to circumvent digital rights management (DRM) software in order to create film-clip compilations for classroom and educational use. Now, the exemption also applies to students of media and film, as well as faculty from any subject discipline. "The record demonstrates that it is

sometimes necessary to circumvent access controls on DVDs in order to make these kinds of fair uses of short portions of motion pictures," Billington said.

■ Also covered by the exemption are amateur filmmakers, who may now bypass DRM safeguards in order to incorporate an audio or visual excerpt of an artistic work in a new documentary or a non-commercial work of cultural commentary.

"Noncommercial videos are a powerful art form online, and many use short clips from popular movies," said Corynne McSherry, senior staff attorney at the Electronic Frontier Foundation (EFF). "Finally, the creative people that make those videos won't have to worry that they are breaking the law in the process, even though their works are clearly fair uses."

■ The rulemaking exemption applies to e-readers as well: If there is no audiobook version of a digitized book for people who are visually impaired to read, consumers who seek to afford access for someone with a visual disability may bypass the digital security mechanisms anchoring an e-book to a particular e-reader in order to activate a read-aloud function or a screen-reader feature that can render the text into a specialized format.

■ Also determined to be fair use is the modification by cell phone users of their device's proprietary software in order to run third-party applications or to switch to a different carrier using that now-unlocked

mobile phone—a practice known as "jailbreaking."

"The Copyright Office recognizes that the primary purpose of the locks on cell phones is to bind customers to their existing networks, rather than to protect copyrights," asserted Jennifer Granick, civil liberties director for EFF. "The DMCA shouldn't be used as a barrier to prevent people

who purchase phones from keeping those phones when they change carriers."

"Quite honestly, the entire rulemaking exceeded my colleagues' and my expectations," Corey Williams, associate director of the

American Library Association's Office of Government Relations, posted July 28 to the ALA Washington Office's District Dispatch blog. "It's far too rare that we librarians, libraries, and the public who use them (OK, everyone) get as big a win as we all did." Also hailing the exemptions was the Library Copyright Alliance, whose members are ALA, ALA's Association of College and Research Libraries, and the Association of Research Libraries.

While applauding the exemptions, Sherwin Siy, deputy legal director of the consumer-advocacy group Public Knowledge, offered a caveat: "At the same time, we continue to be disappointed that the Copyright Office under the Digital Millennium Copyright Act can grant extremely limited exemptions and only every three years. This state of affairs is an indication that the law needs to be changed."

—Beverly Goldberg

**It is sometimes necessary to circumvent access controls to make fair uses.**

—James H. Billington

# Early Adopters Climb onto OCLC's Web-scale Management Cloud

**T**he University of Tennessee at Chattanooga and Pepperdine University in Malibu, California, are the first in line to go live with OCLC's much-hyped Web-scale Management Services (WMS) (*AL*, June/July 2009, p. 38), which moved from pilot phase to production in July with the release of acquisitions and circulations components to around 30 early adopters.

UTC was adhering to an ambitious timeline that would make it the first institution to go live with the product on August 30; Pepperdine is slated to come in second with a projected go-live date of October 11.

Calling WMS "the future of the ILS," UTC's Jason Griffey, project lead for his university's WMS migration, told *American Libraries* that "using a centralized database of bibliographic records like WorldCat means that you simplify pretty much every other aspect of back-office procedures."

## Workflow wonderland

OCLC describes its Web-scale Management Services as moving acquisitions, circulation, and patron management into the cloud, putting those functions alongside WorldCat Local; the aim is to make workflows more efficient by automating critical back-office operations and reducing software support costs.

Michael Dula, director of digital initiatives at Pepperdine, said the move to WMS fits within "our overall technology strategy of moving functionality to externally hosted systems." With so much computing going on in the cloud, Pepperdine felt it made sense to "manage information, not servers," Dula told *AL*,

asserting that the change "to a web-based system with a modern interface is huge."

Noting the benefits of the change to WMS for back-end users, Griffey explained that "moving an item from acquisitions to circulation is a 2- or 3-button-click process." And leveraging networked information sharing made possible by the cloud infrastructure has more advantages than just processing books in-hand. For example, WMS keeps universal, up-to-date information about vendors, so that libraries don't spend their own staff time maintaining vendor lists. "We will be able to access (and contribute to) a central vendor database," Dula noted.

"People have been talking about [a central vendor database] for 15 years," OCLC Executive Director for Networked Library Services Andrew Pace told *AL*, adding, "It's hard to estimate, but this improvement alone could save about one-quarter of an FTE's time in some libraries."

Despite their hopefulness about WMS, both libraries noted the typical challenges that come with migrating to a new system. Griffey noted that getting the data migrated along the library's "insane" schedule has been the hardest part. Dula said that many of Pepperdine's challenges surfaced during the switch to WorldCat Local last year, a change that paved the way for WMS. "We had a lot of data in our old system with non-standard formats, particularly with OCLC numbers," he added. "We had to run a reclamation project to get our holdings records up to date."

Despite challenges, both early adopters expect the payoff to be huge. WMS's acquisitions, cataloging, and circulation workflows are all faster and simpler, and are all browser-based. "This means less time fiddling with specialized software," Griffey notes, guessing the library will save enough staff time in the new efficiencies to pay for it over the course of the year.

Dula also expects major cost savings. "Our overall expenditures on core collections management functions are projected to drop by over one-third," he said.

Patrons will experience major changes in the search and discovery layer, as WMS will make the entire WorldCat database available in the same interface they use to search their library's catalog. "I look forward to patrons being able to interact with the library's collection in new and interesting ways," Griffey said.

After a year of testing the application and infrastructure of WMS in the early adopter phase, OCLC plans to make the product widely available next summer.

In the meantime, OCLC found itself the defendant in an antitrust lawsuit filed July 29 by SkyRiver Technology Solutions and Innovative Interfaces in U.S. District Court in San Francisco. The suit alleges that OCLC is "unlawfully monopolizing" the markets for cataloging services, ILL, and bibliographic data and "attempting to monopolize" the market for ILSes as well. OCLC on August 5 described the suit as "regrettable" and "without merit."

—Sean F. Fitzpatrick

**The change to a web-based system with a modern interface is huge.**

—Michael Dula  
Pepperdine University  
Libraries

# When Crisis Calls

I recently answered a call on ASK NYPL, the New York Public Library's telephonic and electronic reference line, from the New York City Police Department. A 16-year-old girl was threatening to throw herself off the Verrazano-Narrows Bridge that links Brooklyn to Staten Island, and the only identification that she had in her effects was an NYPL library card—with its barcode

**Almost none of the largest public libraries in the United States have any specific policy with respect to response to threats of suicide by either their patrons or other persons.**

on the back that could provide her identity, home address, and contact information for her parents.

After making absolutely sure that the policeman was who he said he was, I provided him with the necessary information. Fortunately, this child survived. But I dread ever facing another such call and having it end in the loss of a human life.

After I notified my supervisor (and her supervisor) of what had happened, I was given the job of researching and formulating a suicide response policy for approximately 2,500 NYPL employees.

## A policy gap

I contacted reference librarians providing service via telephone, e-mail, IM, and text messages at the 12 largest public libraries in the United States, as well as a number of smaller libraries. Many have had experience with this disturbing type of call. But the most striking result of my research is that almost none of the largest public libraries in the United

States have any specific policy with respect to response to threats of suicide by either their patrons or other persons. At best, most library systems have only a vaguely worded mandate about contacting the police if anyone threatens to commit a crime or to inflict bodily harm.

I also interviewed many psychiatrists, clinicians, and other authorities on suicide, directors of suicide hotlines as well as legal counsel to public libraries on how to handle this matter, with the best interests of the distressed person as well as the legal protection from liability of the public library in mind.

I was directed to create a policy that could fit on one side of an index card. Public service staff in libraries have varying levels of education and experience, and this particular policy must be immediately comprehensible to anyone.

Highlights of NYPL's policy are:

- If the person is in imminent danger of attempting to commit suicide or of causing harm to himself or others, the staff member should, as calmly as possible, attempt to obtain that person's name, location (address and nearby landmarks), and contact the police at 911.

- If the threat is not imminent, the staff member should still contact 911, but should also suggest that the depressed person contact the National Suicide Prevention Lifeline at 800-273-TALK; 800-SUICIDE, which is linked to the National Suicide Prevention Lifeline and is easy to remember; or one of the more than 600 municipal, county, or state

suicide hotlines in the United States.

- The staff member should immediately record the date and time of the contact, the staff member's name and employee ID, and that 911 and any other organization was notified, along with the name and address of the caller.

There are several demographic groups at particular risk for suicide, including the severely mentally ill, those addicted to alcohol and drugs, the homeless, terminally ill patients, teenagers (especially lesbian, gay, bisexual, and transgender teens), and veterans. But the single best predictor of suicide is a previous threat or attempt, and all authorities agree that any mention of or reference to suicide is to be taken seriously and reported. This is why it is imperative, both as a matter of ethics and to avoid legal liability, that librarians both notify the police and refer the depressed person to a hotline with trained suicide prevention experts.

There are a number of organizations and references dedicated to suicide prevention among specific demographic groups. (See the URL highlighted below for the resource list.)

When considering using a local suicide response hotline, consider whether that suicide prevention agency has the ability to contact 911 responders immediately. In addition, all sources that I contacted stressed that the hotlines must be pre-tested before a crisis contact occurs, and re-tested every six months.

—Matthew J. Boylan  
senior reference librarian, ASK NYPL  
New York Public Library



Find resources and training at [americanlibrariesmagazine.org/features/08132010/when-crisis-calls](http://americanlibrariesmagazine.org/features/08132010/when-crisis-calls).

# Birmingham Hosts Black Librarians' National Conference

The historic Magic City of Birmingham, Alabama, home of the 16th Street Baptist Church, Kelly Ingram Park, and the Birmingham Civil Rights Institute, opened its doors and down-home hospitality to some 400 attendees of the Black Caucus of the American Library Association's (BCALA) seventh National Conference of African American Librarians August 4–8.

In addition to a variety of programs and exhibits covering the gamut of librarianship, Birmingham Public Library hosted a welcome reception, "A Nostalgic Remembrance of Birmingham," that included presentations by the Talented Teen Spoken Word Performers and an exhibit of Gee's Bend quilts by Tinnie Pettway. Conference participants also had an opportunity to hear from several writers during luncheons and in author pavilion settings, including Terrence Roberts, Kim Wayans and



Irene Owens, SLIS dean at North Carolina Central University in Durham, wins the Demco/BCALA Award for Excellence in Librarianship.



BCALA President Jos N. Holman (far right) joins award winners (from left): Karen Lemmons, Joyce Jelks, Cassandra Allen and Rose Timmons Dawson, and (from left) Rudolph Clay, Kelvin Watson, Julius Jefferson Jr., and awards committee co-chair Richard Bradberry.

her husband Kevin Knotts, Ray Charles Robinson Jr., Bryant Terry, and Roland S. Martin.

"It was the Little Rock Public Library's [then] small Ivory branch for colored people that helped me to begin to process information," said Roberts, an author, psychologist in Los Angeles, and CEO of Terrence J. Roberts and Associates Management Consulting Firm, during the opening session, which included music from the Carver High School Choir.

Roberts was part of the group called the Little Rock Nine, the African-American students who desegregated Central High School in Little Rock, Arkansas, in 1957 amid intimidation and threats from those who opposed integration of the formerly all-white school.

As far as his Central High experience, Roberts said he learned that "not every single white person was my enemy and not every single black person was my friend. You cannot

color code this universe ... you run the risk of alienating someone who could be your ally."

Coming from a family of 10 living in New York City's projects, comedienne Wayans and her husband are authors of the Amy Hodgepodge series. Wayans said, "Libraries held such a sacred place in my heart. The library was the only place I could go for some peace and quiet."

"Visions of Hope: Lunch with Two Extraordinary Men" was the title of the author luncheon featuring Robinson, co-author of *You Don't Know Me: Reflections of My Father*, Ray Charles (Crown, 2010), and Terry, an eco-chef and food justice activist, author of *Vegan Soul Kitchen: Fresh, Healthy, and Creative African-American Cuisine* (Da Capo Press, 2009).

"The work of librarians is vital for our youth," Robinson told the audience. He paid homage not only to his father, who "shared a special relationship with every one of his off-

spring,” but also to Birmingham’s civil rights history.

Robinson said his book is “everything that you did not experience in the movie *Ray* and not included in my father’s memoir. He never wanted to be famous, but he did want to be great.”

After acknowledging his ancestors with libations, Terry told those assembled that “the work you do is important.” He said the conference theme, “Culture Keepers VII: Bridging the Divide with Information Access, Activism, and Advocacy,” is “the crux of my work.” Terry offered several suggestions on how librarians and libraries can be more engaged in the healthy food movement, which includes having a regular series with farmers and others interested in healthy food, as well as book displays that promote healthy eating and planting a small vegetable or herb garden on unused land around the library.

In the conference closing session, inspiring songs from the civil rights movement were provided by the Carlton Reese Memorial Unity Choir. In his keynote address, journalist, author, and political pundit



Eco-chef and food justice activist Bryant Terry, author of *Vegan Soul Kitchen: Fresh, Healthy, and Creative African-American Cuisine* (Da Capo Press, 2009), prepares a dish of collard greens and raisins, seasoned with extra virgin olive oil and citrus juices from oranges during an author luncheon, “Visions of Hope: Lunch with Two Extraordinary Men.” He was joined by Ray Charles Robinson Jr., son of musical icon Ray Charles.

Martin said librarians and libraries should join with parents and other family members in “going back to the basics. When I look at the breakdown of black life, I fundamentally believe that it is because we have gotten away from the basics.”

“I read 300 books a summer,” Martin said. “We [he and his four siblings] were required to go to the library every week during the summer and school year and check out the maximum number of books.”

“I don’t travel anywhere in the world without a book,” said Martin, whose latest book is *The First: President Barack Obama’s Road to the White House as Originally Reported by Roland S. Martin* (Third World Press, 2010). “How can you sit here and fight to keep libraries open, while we are not demanding that folks in your own families be voracious readers?”

Although he is technologically connected, Martin said books are still important. “Batteries can die. I have never had a book die on me; the spine may fall apart, but I can still hold it together.”

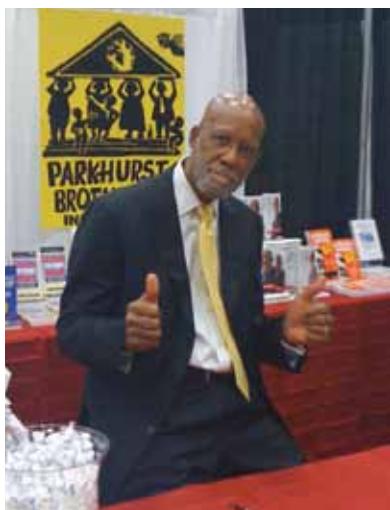
Irene Owens, dean of the School of Library and Information Science at

North Carolina Central University in Durham, received the Demco/Black Caucus of the American Library Association Award for Excellence in Librarianship during the President’s Gala and Awards Ceremony in recognition of Owens’s “significant impact on the lives of many young professionals.”

Other award winners included: Rudolph Clay, Washington University, St. Louis, Library Advocacy Award; Julius Jefferson Jr., Library of Congress, Washington, D.C., Karen Lemmons, Detroit Public Schools, and Kelvin Watson, National Agricultural Library, Beltsville, Maryland, Appreciation Awards; Joyce Jelks, retired, Atlanta–Fulton County Libraries, Professional Achievement Award; Rose Timmons Dawson, Alexandria (Va.) Public Library, Distinguished Service to the Library Profession Award; and Cassandra Allen, National Library of Medicine, Bethesda, Maryland, Distinguished Service Award.

More BCALA conference coverage, including video interviews and photos, is available at [americanlibraries-magazine.org](http://americanlibraries-magazine.org).

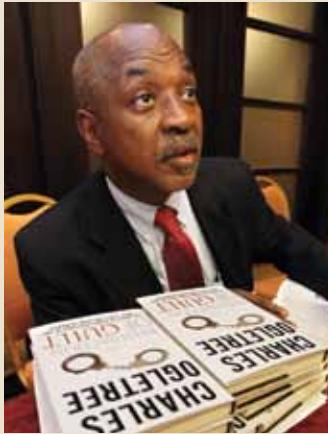
—*Pamela A. Goodes*



Little Rock Nine member Terrence Roberts gives a thumbs up during a book signing.

## NEWSMAKER: CHARLES OGLETREE

Charles Ogletree, Harvard Law School professor and founder of Harvard Law's Charles Hamilton Houston Institute for Race and Justice, serves as one of several celebrity honorary co-chairs of the American Library Association's Spectrum Presidential Initiative, an effort to raise \$1 million in scholarships for minority students pursuing a master's degree in library and information science. His latest book is *The Presumption of Guilt: The Arrest of Henry Louis Gates and Race, Class, and Crime in America* (Palgrave Macmillan, 2010). Ogletree taught both President Barack Obama and First Lady Michelle Obama at Harvard. He talked with *American Libraries'* Associate Editor Pamela A. Goodes during ALA's Annual Conference in Washington, D.C. Watch the full interview at [americanlibrariesmagazine.org/al\\_focus/video](http://americanlibrariesmagazine.org/al_focus/video).



**Do you think that the role of school and public libraries is just as important as those in the world of academia?** They're even more important because people in academia have resources, they have access to power, and they can usually affect the aspects of things and make a difference in the lives of their students. Public libraries are for everybody.

**If you could get the ear of President Obama or First Lady Michelle Obama on the topic of library funding, what would you tell them?** You know what is most important in your children's lives is education, and how will they get that education? Through reading. If there is a mandate coming from the White House, either from the President, First Lady, or both, it is that in order to lead, you must read. In order to have the chance to read, you should not be barred from the opportunity because of race, gender, class, or any other factor. An education connected with reading is what would empower these young people, and nurturing and mentoring from those of us who have had success from mentoring and nurturing from others should also be considered and be a part of our mission from the White House to every house throughout America.

**Anything else you'd like to add?** There are too many libraries today that are not open seven days a week or at night. We have 24-hour jail service and only limited library service. We have our priorities wrong. ■

**American Libraries: Why did you agree to lend your name to the Spectrum Presidential Initiative?**

**CHARLES OGLETREE:** Libraries have been the savior of my life. From the time I was a little kid, reading books at my local county library, I've always appreciated the fact that in order to lead, you need to know how to read; if you are able to read, it can then enhance your chances in life. The library is a sanctuary for those who want to make a big impact on our society.

**As the author of many opinion pieces on race, how important is it for library staffs to reflect the diverse melting pot that we see daily?** It is critical. If you think about the history of libraries, it's always been influenced by those who can contribute something that others should read; and if you don't have all the people at the table who can make those important critical decisions, we'll miss James Baldwin, we'll miss Toni Mor-

ison, and we'll miss the incredible work that so many prominent African Americans have written over the years.

**What role have libraries played in your life in your road to becoming a Harvard Law professor?** When I wrote my book, *All Deliberate Speed*, I included a chapter about growing up in my hometown in Merced [California], which was segregated. But we had a great public library on the south side that I would attend regularly and it became a competition: It actually took me away from a life of poverty and despair. I forgot for a moment that I was poor, my parents didn't finish high school, and my grandparents were one generation away from slavery. I imagined, through reading, that I was somewhere else, doing something else. Not to escape the travesty—but, the luxury of reading and learning, that life had many things to offer—I just had not explored that.

# How the World Sees Us

"When I say 'library,' what's the first thing that comes to mind, other than books? Is it an old librarian? Card catalogs? That dusty smell that comes off rows and rows of paperbacks, some of which haven't been cracked open in years? Well, the brand-new Watha T. Daniel/Shaw Neighborhood Library is a place that has the potential to erase all of those associations. . . . It's an incredibly impressive building. The word 'library' doesn't really do it justice."

AARON MORRISSEY, reviewing the long-sought new branch of the District of Columbia Public Library several days before its August 2 opening, DCist, July 28.

"Mindful of Ohio's curriculum requirements, the school's teachers came up with a project for the 5th graders: Figure out how to reduce the noise in the library."

The only mention of libraries in "The Creativity Crisis" by PO BRONSON and ASHLEY MERRYMAN (*Newsweek*, July 19), an article that supports the concept of learning through creative problem-solving and holds up the National Inventors Hall of Fame School, a new public middle school in Akron, Ohio, as an example.



Concepts such as "I'm handsome" would be impossible to communicate "if it wasn't for the words stored in books that are available for free en masse at libraries," says Isaiah Mustafa July 14 in a YouTube follow-up to his Old Spice ads, made at the request of librarian Andy Woodworth.

"For every film I've worked on, I've gotten at least 50 books out of the L.A. Public Library. They're very good about just letting you take out books that should really be reference books. It's one of the best libraries that I've had a chance of using. I know all the rows by heart."

DOMINIQUE ARCADIO, art department researcher at Warner Brothers Pictures who guided set designers for *Inception*, on how she appreciates the service and collection of Los Angeles Public Library, "Working Hollywood: Hitting the Books for *Inception*," *Los Angeles Times*, July 11.

"One decision that someone does not agree with should not close down the library. Let's be real, we are very lucky to have such a great library here."

Potter County (Pa.) Tea Party President GEORGE E. BROWN in an open letter of apology to Tea Party members for implying that his personal objection to the Coudersport Public Library screening the gay-positive film *Out in the Silence* was a party position, CoudyNews.com, July 28.

"Libraries have been the savior of my life."

CHARLES OGLETREE, Harvard Law School professor and founder of Harvard Law's Charles Hamilton Houston Institute for Race and Justice, in an exclusive *American Libraries* interview during Annual Conference in Washington, D.C., June 24.

"I don't know how to read anymore. I can only read 20 or 30 words at a time before taking out my iPhone and caressing it and snuggling with it."

GARY SHTEYNGART, author of *The Russian Immigrant's Handbook*, in a Q&A with Deborah Solomon, *New York Times Magazine*, July 18.

"This is an argument about the future—and whether this country will have one. The fact is, it cannot in a world where information is currency and American kids are broke."

Syndicated columnist LEONARD PITTS on the state of education in America, Aug. 3.

**"There is nothing like a banned book to turn a teenager into a devoted reader."**

MALCOLM JONES on the "lucky" adolescents who live in a school district that has banned Mark Twain's *Huckleberry Finn*, *Newsweek*, Aug. 9.

"No man has ever put his hand up a woman's dress looking for a library card."

JOAN RIVERS, delivering a retort to Johnny Carson on *The Tonight Show* when Carson commented that men really do like intelligent women, captured in the documentary film *Joan Rivers: A Piece of Work*, directed by Ricki Stern and Anne Sundberg, IFC Films, 2010.

"Pimps make the best librarians."

Opening line of AVI STEINBERG'S *Running the Books: The Adventures of an Accidental Prison Librarian* (Nan A. Talese, Oct. 2010).

"I thought, 'Well, is that the kind of book the library board likes to promote? Or am I just sensitive?'"

Mitchell (S.Dak.) Public Library patron GLADYS BALDWIN, on the denial of her challenge to Paul Shaffer's *We'll Be Here for the Rest of Our Lives* because of Shaffer's frank recounting of his early days playing piano in a strip club, *Mitchell Daily Republic*, July 31. ■

# By Any Other Name

Librarians come with almost as many titles as books, and they don't all work in libraries

by Jason Smalley

So what do you do for a living?" she asked, pushing her comb through my dampened hair. It was an innocent question from a hair stylist, who by all outward appearances, seemed to be innocent herself.

I know it's one of the first questions we all ask when we meet people, but I absolutely hate getting this question; I'm never sure how I want to answer it. Granted, they might think that all librarians do is sit at a desk and check out books, but at least they know where we work and they generally have a healthy fear of our amazing "shh-ing" abilities. However when I say I'm a librarian, I find myself having to go out of my way to answer the inevitable follow-up question, "What library do you work at?"

Here's the thing. I don't work at a library. Or maybe put in another way: I work at thousands of libraries. I work for a vendor that sells materials and services to school libraries across the country. My exact title is collection development specialist, and my primary task is to assist schools in finding the newest and best resources for their classrooms and media centers. In essence, I shop for books all day with other people's money. Yeah, it's a pretty sweet gig.



**They might be working with the organization and dissemination of information but . . . it's not the same as being a librarian.**

It's an immensely satisfying job for a bibliophile like me to spend much of my work day pouring through review journals, catalogs, websites, and the thousands of advanced reader's copies and publisher samples I see every year before anyone else. But when you tell people you work as a collection developer, they are more likely to think you spend your work day trying to force people to pay their bills.

I proudly framed my MLIS degree on my bedroom wall. I want to be considered a librarian. That was a title I fantasized about having on my business card for years. But in my heart of hearts I know I'm not really a librarian. I don't park my car at a library every day, my work bears only a slight resemblance to the acquisitions and collection management tasks that go on in libraries, and there aren't thousands of me doing the same job that I do. In fact, there might not even be a hundred.

I truly enjoy what I do. I derive great pleasure in knowing that my recommendations potentially lead to a child discovering a love of reading, or a confused teen finding her calling in life. I feel very blessed to have my job in this climate of shrinking budgets and deprofessionalization. But my identity crisis is far from uncommon. I graduated

from library school less than five years ago, and I've seen many of my former classmates settle for work outside of libraries. Many of them are using the skills and knowledge they picked up in library school, but because of a lack of employment opportunities in libraries, they are finding work in businesses, museums, and nonprofits. They might be working with the organization and dissemination of information, but they'll tell you just as I'm telling you that it's not the same as being a librarian. I can only imagine that they, like me, feel a cognitive dissonance between their education and their work setting.

## Who we really are

If this is going to be a new reality for many of our MLIS grads for years to come, perhaps our MLIS programs need to be altered to reflect this new reality, and perhaps the ways in which MLIS grads can come together as a community will need to show a greater awareness of the varying environments that we increasingly find ourselves in.

If not, perhaps the American Library Association could use its clout to get us discounts on psychological services as we seek to find out who we really are. I don't want to feel terrified by the questions of Great Clips employees anymore. ■

**JASON SMALLEY** is a collection development specialist at Mackin Educational Resources in Burnsville, Minnesota, but for purposes of easing confusion, he'll probably just tell you he's a librarian.

# Measuring E-Resource Use

Standards and practice for gauging remote usage

by Rachel A. Flemming-May  
and Jill E. Grogg

Over the years, librarians and researchers have studied the usage of books, journals, meeting rooms, photocopiers, programs, and just about any other resource or service libraries have chosen to provide. The reasons for doing so are simple: Librarians wish to provide their communities with

resources and services of the highest utility, effectively foreseeing which materials and services will be popular and which

will (literally or figuratively) collect dust. As remote access to library-provided electronic resources continues to become more common, librarians must grapple with determining how patrons make use of the library without entering it physically.

With the explosion of digital resources over the past two decades, standards, tools, and other products have emerged to normalize statistics and improve protocols for transfer and management of such data. Some of these initiatives and products emerged as librarians and content providers worked together to paint a more accurate picture of use and usage. In 2002, in response to the messy situation usage statistics had created, there arose an international, non-profit organization dedicated to facili-

tating “consistent, credible, and comparable” usage data: Counting Online Usage of Networked Electronic Resources, or Project COUNTER, which focused on journals and databases and included definitions for variables such as full-text articles, turnaways, searches, and sessions.

Just as COUNTER moved beyond the database and journal levels to

**As remote access to library-provided electronic resources continues to become more common, librarians must grapple with how patrons use the library without entering it.**

books, it is now involved in initiatives such as PIRUS 2 that seek to facilitate the sharing and collection of usage statistics at a more granular level. PIRUS 2 builds on the standards already established by COUNTER and on the results of the original PIRUS (Publisher and Institutional Repository Usage Statistics) project, which demonstrated that it is technically feasible to create, record, and consolidate usage statistics for individual articles using data from repositories and publishers, despite the diversity of organizational and technical environments in which they operate. PIRUS 2 has as its objectives to “develop a set of standards, protocols, and processes to enable publishers, repositories, and other organizations to generate and share authoritative, trustworthy usage statistics for the individual articles and other items that they host.”

The digitization of scholarship has fundamentally changed the way

scholars interact with the research they produce and read—the designation of a “journal” or a “book” may eventually be less meaningful than the article or the chapter. Thus, it behooves the library and publisher community to develop consistent ways to capture and share usage statistics at more and more granular levels. The Standardized Usage Statistics Harvesting Initiative (SUSHI) was created in response to the amount of time and effort librarians were expending in collecting usage statistics from literally hundreds of vendors. SUSHI’s objectives are to solve the problem of harvesting and managing usage data from a growing number of providers, promote consistency in usage formatting (XML), and automate the process.

As of 2010, the initiative has proved at least partially successful, and it is now an ANSI/NISO standard, Z39.93.8. In another example of collaboration among various members from across the information and publishing community, libraries, subscription agents, content providers, and integrated library system vendors came together to create a simple yet extensible standard that has the potential to drastically reduce the amount of manual effort required to collect usage statistics from various sources. ■

RACHEL A. FLEMMING-MAY is an assistant professor at the School of Information Science at the University of Tennessee. Jill E. Grogg is the e-resources librarian at the University of Alabama Libraries. This article was adapted from the August/September 2010 issue of *Library Technology Reports*.

# Who's in Charge Here?

Libraries as leaders in an increasingly leaderless information landscape

by Joseph Janes

Lady Gaga is totally playing us. I mean, “Alejandro,” a song that even ABBA couldn’t get past the semifinals of the Eurovision Song Contest, a video that includes her wearing a machine-gun bra that Madonna would be embarrassed by... and it’s a worldwide hit. (For my money, “Bad Romance” is much more satisfying.)

Say what you will, though, she’s got the pop culture zeitgeist figured out, and you can’t take your eyes off her. She is also, I believe, engaged in a highly ruminative performance-art consideration of the corrosive effect of fame—more specifically the pursuit of fame, on our culture. A hard message to swallow; overlay with synth in “Paparazzi” and it goes down much easier.

And she’s one of the few people who can move the culture with a flick of her manicured hand. Sarah Palin can too, or at least she can get people talking, but there aren’t a whole lot of others who wield great influence or can be a tastemaker. Even Oprah’s having an uphill battle getting people not to text while driving.

When Google began its news site in 2002, it got attention in part because it was entirely automatic. The “front page” stories got there as a result of popularity, novelty, linkages, probably other things as well, much as their search algorithm determines rankings. What there wasn’t was editorial control ... or judgment, or decision-making, or

attempts to influence public opinion, or thought of any kind. That’s now widely accepted, functionally ignored, and has extended since then; searching Google on a timely topic provides a live scroll from blogs, Twitter, and other feeds.

Now comes word that Yahoo, the most popular news site on the web, has launched a new blog called The Upshot, which uses search data to help drive its coverage; scanning what people are searching on and then using that to guide what to cover and how deeply.

It’s easy to take potshots at this: that Upshot (whose M.O. is more than a little tricky to glean from its site) will prize speed over depth, that simply giving people what they want doesn’t do society any favors, and that it’s yet another sign that the inmates are running the asylum.

Please—that all sounds so 20th century; as a couple of young State Department employees opine to anyone who will listen, the 21st century is a bad time to be a control freak.

## Calling the shots

So what else is new? I hear a strong resonance with the “give ’em what they want”/“give ’em what’s good” duet that librarians have sung for decades. In the really old days, many

librarians quite seriously argued against open stacks, not because things would get stolen or misfiled (though true), but because uneducated people who weren’t used to looking for books might pick the wrong ones.

I’ve always thought that an unprofitable debate, turning to (who else) Samuel Green, 1876: Give “every person ... the best book he is willing to read.” He might say today

that in a post-control-freak world, exerting a little control, a nudge, in people’s own direction is the way to go.

With fewer strong hands on the cultural levers, millions of individual ones take over. In this kind of highly social, nobody/everybody-in-charge world, what would library-as-influencer look like? Not taking a partisan position, but helping, say, a community to have a broad discussion of citizenship or democracy, going deeper, pushing the conversation further, providing context as well as venue, might be along the right lines.

And now I wonder what else Gaga and Green might find in common ... but that’s another story. ■



As a couple of young State Department employees opine to anyone who will listen, the 21st century is a bad time to be a control freak.

JOSEPH JANES is associate professor in the Information School of the University of Washington in Seattle. Send ideas to [intlib@school.washington.edu](mailto:intlib@school.washington.edu).

# Your Reality, Augmented

Location-aware mobile technologies

by Meredith Farkas

Last time, I discussed QR codes and how they can link you to content that provides further information about an object. But what if you didn't have to put barcodes all over everything you wanted people to scan? What if all it took to get that content was to walk up to an item or location holding your phone? What if you could see additional data through your phone's video camera about what you're looking at in real life, or see your location on a map in relation to restaurants, buildings, or even a specific bookshelf? It sounds futuristic, but it's actually something available right now to many smartphone users.

Location-aware applications for mobile devices use GPS to find the owner's current location and then display it in relation to specific objects, people, stores, and more on a map. These applications can help you do things like find nearby restaurants and see reviews or view the property values in a neighborhood. Location-based games like Four-square offer users special badges for "checking in" at locations, where they can write a review and read the reviews of previous visitors.

Libraries are just beginning to take advantage of the GPS functionality found in most mobile devices. WolfWalk is a location-aware mobile site and iPhone application that lets users explore historic photos of North Carolina State University in Raleigh. Users can see their location

on a map in relation to buildings with geotagged historic images of the location.

This allows students to see how the specific place where they're standing has changed over time, connecting them to the history of their campus. Oregon State University in Corvallis offers a similar location-aware historic walking tour of campus called BeaverTracks.

## Layers of meaning

Augmented reality takes this a step further by superimposing content (data, 3D images, photographs, etc.) over what you're looking at. Unlike virtual reality, which displays a virtual environment, you see the real world with augmented reality—but with computer-generated content layered on top. A simple example of augmented reality could be seen during the Summer Olympics in 2008, where the television displayed a line for where swimmers would have to be to match the current world record. Many augmented reality applications require special headgear to use, but newer apps are designed to work with smartphones enabled with GPS, a video camera, compass, and accelerometer. RFID tags can also be used to tie data, photos, or other content to a specific item.

Many augmented reality apps for mobile devices are designed to find



What if you could see additional data through your phone's

video camera about what you're seeing in real life?

people and places nearby. The Yelp application for the iPhone 3GS and higher allows you to see the ratings people gave to places right in front of

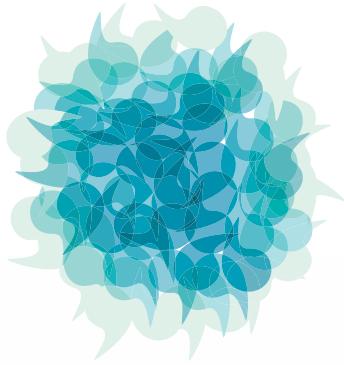
you by looking through your phone's video camera. Augmented reality platforms such as Layar enable programmers to build location-based applications. San José (Calif.) Public Library, which recently received a grant to develop an augmented reality app, plans to create a half-dozen walking tours of the city; links to historic photos, oral history clips, and other digitized content would be displayed at relevant locations.

I can envision so many exciting library applications for location-aware technologies, both inside and outside of the building. The University of Oulu in Finland developed SmartLibrary, which steers users to the shelf holding the book they want. The wayfinding tool uses RFID and a Wi-Fi-based location-tracker to display a seeker's location in relation to the item sought. As the capabilities of mobile devices and the tech-savvy of library staff grow, the possibilities become endless. ■

**MEREDITH FARKAS** is head of instructional initiatives at Norwich University in Northfield, Vermont, and part-time faculty at San José State University School of Library and Information Science. She blogs at *Information Wants to Be Free* and created *Library Success: A Best Practices Wiki*. Contact her at [librarysuccess@gmail.com](mailto:librarysuccess@gmail.com).

# SEPTEMBER SAVINGS

BUNDLED REGISTRATION FOR THE 2011 MIDWINTER MEETING AND 2011 ANNUAL CONFERENCE



American Library Association  
**sandiego**  
Midwinter Meeting & Exhibits  
January 7-11, 2011



2011 MIDWINTER MEETING  
SAN DIEGO: JANUARY 7-11, 2011



AMERICAN LIBRARY ASSOCIATION  
ANNUAL CONFERENCE & EXHIBITION  
JUNE 23-28, 2011



2010 ANNUAL CONFERENCE  
NEW ORLEANS: JUNE 23-28, 2011

Once again ALA is offering a special bundled price on the Midwinter Meeting and Annual Conference if you register for BOTH during the month of September. You may also register for housing at this time if you take advantage of this great offer. You can save 20% over the advance registration price you would pay if you bought each event separately!

## ACT QUICKLY!

The time is limited for this special offer. This deal expires on September 30, 2010 when the Midwinter Meeting Housing and Registration opens, so don't be left out. These are the lowest rates available for these two special events so take advantage of this great offer today. You must be registered for the Midwinter Meeting or Annual Conference before you can make your housing reservations.

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AND ANNUAL CONFERENCE  
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**SAVE \$75**

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**REGISTER NOW**

[www.ala.org/midwinter](http://www.ala.org/midwinter) (click on "Registration")

ALA Division Member Bundle Price: \$300\*

ALA Member Bundle Price: \$305\*

**ACT  
NOW!**

## AFTER SEPTEMBER 30, 2010 THIS DEAL DISAPPEARS!

\*Please note: this offer applies to the basic registration only. When registration opens on October 1, 2010 for Midwinter and January 4, 2011 for Annual, you can go back into your registration and add any pre-conferences, Midwinter Institutes or special events to your registration.

Please see the special cancellation policy on the registration form.



# DYNAMIC DOERS

**W**elcome to a showcase of the dynamic doers—a snapshot of those singled out by the American Library Association in 2010 for dedicating themselves to the profession, who have gone above and beyond, and whose contributions have been so significant and so varied. They have been recognized by their colleagues and friends for jobs well done. From Joseph W. Lippincott recipient Thomas C. Phelps, the mastermind of the popular “Let’s Talk About It” reading and discussion series, to Queens Borough (N.Y.) Public Library, the recipient of the Marshall Cavendish Excellence in Library Programming Award for responding to community needs in the area of cancer detection, *American Libraries* is proud to highlight the Association’s best of the best. What follows is only a glimpse of the 200+ awards presented annually by ALA, its divisions, round tables, offices, and other units. Meet more winners at [www.ala.org](http://www.ala.org).



## KEN HAYCOCK

### Mentor to Students

*Beta Phi Mu Award of \$1,000 for distinguished service to education in librarianship.*

*Donor: Beta Phi Mu International Honor Society.*

**K**en Haycock, professor and director of the School of Library and Information Science at San José (Calif.) State University, was commended for his long and distinguished career as an educator and mentor to students, faculty, board members, and librarians; outstanding and far-reaching service to librarianship in the United States and Canada; history of leadership in a variety of important library organizations, institutions, government agencies, and boards; laudable record of research, publication, professional activity, and honors; and lifelong commitment to scholarship.

Haycock has held senior positions in both his native Canada and the United States, including director of the University of British Columbia's School of Library, Archival, and Information Studies. He is also senior partner at Ken Haycock and Associates, Inc., which works with organizations to build capacity for leadership, collaboration, and advocacy.

At ALA, Haycock has served as chair of the National Steering Committee for the Congress on Professional Education and was a member of the Presidential Initiative Task Force on Education and Training, the Committee on Education, the Committee on Accreditation, the Association's governing Council, and the Executive Board. He has also been president of many national and international associations, including the Association for Library and Information Science Education (ALISE) and the Canadian Library Association. Haycock established and chaired the awards jury of the First International Forum on Research in School Librarianship, served as director for North America of the International Association of School Librarianship, and was founding president of the Council for Canadian Learning Resources, initiating Canada's only national journal for the review of Canadian books and other media for young people.

Haycock is the recipient of several significant professional honors and awards, including ALA's Herbert and Virginia White Award for promoting the profession of librarianship, the Canadian Library Association's (CLA) Outstanding Service to Librarianship Award, CLA's Margaret B. Scott Award of Merit, and ALISE's Service Award and Professional Contributions to Library and Information Science Education Award.

## UNIVERSITY OF MICHIGAN, ANN ARBOR

### Integrators of Technology and Research

*ALA/Information Today Library of the Future Award of \$1,500 is presented to an individual, library consortium, group of librarians, or support organization for innovative planning, application, or development of patron training programs about information technology in a library setting.*

*Donor: Information Today, Inc.*

**T**he University of Michigan in Ann Arbor started its Enriching Scholarship program in 1998, a collaborative effort between the university library, campus information technology divisions, and campus-wide academic support units that offer dozens of workshops in a weeklong curriculum each year. Enriching Scholarship is designed to enhance the effective integration of scholarly content and technology into teaching, service, and research activities.

Faculty members can take a rich array of workshops on an extensive variety of topics, broadly clustered into six categories: web authoring and enhancement; proposals, funding, and evaluation; multimedia tools; information management; technology for use in non-English language instruction; and course development. More than 5,00 individuals have participated in nearly 340 program sessions.



(From left) Laurie Sutch, academic learning facilities coordinator; Karen Downing, university learning communities liaison librarian; and Barbara MacAdam, associate university librarian for public services.

**A**t Neel Parikh's direction as executive director of the Pierce County (Wash.) Library System, the library system has become a leader in providing early learning training and support for families, childcare providers, and library staff both locally and across the state. She supported the library system becoming one of the first Libraries of Promise, which seeks to move people to build the character and competence of children by providing them access to learning.

Parikh is a founding member and chair of the Early Learning Public Library Partnership, a consortium in Washington State that puts public libraries at the table with other early learning organizations. She has been a member of ALA's governing Council and served on the board of directors of ALA's Public Library Association. Parikh also served on the executive committee of the Washington Library Association.



## NEEL PARIKH

### Early Learning Leader

*The Sullivan Award for Public Library Administrators Supporting Services to Children, to an individual who has shown exceptional understanding and support for public library service to children while having general management, supervisory, or administrative responsibility that has included public library service for children in its scope.*

Donor: Peggy Sullivan.

## ROBERT M. O'NEIL

### First Amendment Advocate

*The Freedom to Read Foundation Roll of Honor Award recognizes individuals who have contributed substantially to the foundation through adherence to its principles and/or substantial monetary support.*

Sponsor: Freedom to Read Foundation.



**R**obert M. O'Neil, director of the Thomas Jefferson Center for the Protection of Free Expression at the University of Virginia (UVA) and a member of the law faculty, has a storied history as an advocate for the First Amendment.

He began his legal career as a clerk for Supreme Court Justice William J. Brennan Jr., in 1962, and from there held a number of positions in academia, including UVA president. As founding director of the Thomas Jefferson Center, O'Neil helped establish the Jefferson Muzzles, which call attention to those who have abridged free speech and a free press.

He has made academic freedom a hallmark of his career, particularly through his work with the American Association of University Professors. O'Neil is the author of several books as well as many articles in law reviews and other journals. He is also a member of the National Advisory Board of the American Civil Liberties Union.

## BRIAN E. C. SCHOTTLAENDER

### Research Projects Expert

*Melvil Dewey Medal of \$2,000 for creative professional achievement in library management, training, cataloging and classification, and the tools and techniques of librarianship.*

Donor: OCLC/Forest Press.



**B**rian E. C. Schottlaender, Audrey Geisel university librarian at the University of California, San Diego, was honored for his many accomplishments as principal investigator in major research projects and as a prolific presenter and author.

His many initiatives, aimed at improving library service both within UC San Diego and in the University of California (UC) system as a whole, include work on digital collections; applications of supercomputing; the next generation of UC's MELVYL union catalog; the design and use of UC San Diego's university library buildings; and rationalizing

UC's library collections. Schottlaender has served as president of the Association of Research Libraries and ALA's Association for Library Collections and Technical Services (ALCTS).

Schottlaender was a member of the Joint Steering Committee for the Revision of AACR (now the Joint Steering Committee for Development of RDA) as ALA's representative, chair of the Library of Congress's Program for Cooperative Cataloging, and on several OCLC committees. He is currently secretary of the Center for Research Libraries Board of Directors, a member of the Hathi Trust Executive Committee, and an elected delegate to OCLC's Global Council. Schottlaender has received ALCTS's Ross Atkinson Lifetime Achievement Award and Margaret Mann Citation.

**M**ichael Gorman, university librarian emeritus of the Henry Madden Library at California State University, Fresno, was selected for his lifetime contribution toward promoting the profession with dedication, intelligence, and passion through many written works and hundreds of spoken presentations. He has been championing librarianship for decades as an educator, an activist, and a writer.

Gorman, a past president of ALA, has become a spokesman for the values of librarianship through his highly accessible writings for publications, including the *Los Angeles Times*, *American Libraries*, *Library Journal*, and the *Bodleian Library Record*. He has written books about the profession of librarianship and the value of traditional librarianship, including *Our Enduring Values: Librarianship in the 21st Century* (ALA, 2000) and *Our Own Selves: More Meditations for Librarians* (ALA, 2005), some of which have become foundational reading for library school students as well as experienced professionals.

According to the award jury, Gorman “may be best known as one of the editors of the *Anglo-American Cataloguing Rules*, but in reality it is his promotion of library education, promotion of the profession at large, and his commitment to libraries that is his lasting legacy.”



## MICHAEL GORMAN

### Educator, Activist, and Writer

*Ken Haycock Award for Promoting Librarianship of \$1,000 honors an individual for contributing significantly to the public recognition and appreciation of librarianship through professional performance, teaching, and/or writing.*

*Donor: Ken Haycock.*

## BOOK AWARDS

### Schneider Family Book Awards

**T**he Schneider Family Book Awards of \$5,000 honor authors or illustrators for books that embody an artistic expression of the disability experience for child and adolescent audiences. Recipients are selected in three categories: birth through grade school (age 0–10), middle school (age 11–13), and teens (age 13–18).

Author and illustrator Bonnie Christensen won the young children category for *Django* (Roaring Brook), the biography of jazz guitarist Django Reinhardt, who was in an accident that severely burned his hands and threatened to end his career.



Schneider Family Book Award winners (above from left) Nora Raleigh Baskin, Bonnie Christensen, and Francisco X. Stork. (Below) W. Y. Boyd Literary Award recipient John Hough Jr.

Nora Raleigh Baskin, author of *Anything But Typical* (Simon and Schuster), is the winner of the middle-school award for the story about 12-year old Jason Blake, a boy with autism who considers himself to be anything but typical.

The teen award winner is Francisco X. Stork for *Marcelo in the Real World* (Scholastic), about Marcelo Sandoval, who has Asperger’s Syndrome. Over the course of a tumultuous summer, Marcelo learns what it is to be a friend, to stand up for what he believes in, and that he can create a place for himself in the real world.

### W. Y. Boyd Literary Award

**J**ohn Hough Jr. is the winner of the 2010 W. Y. Boyd Literary Award for Excellence in Military Fiction for his novel *Seen the Glory: A Novel of the Battle of Gettysburg* (Simon and Schuster). The \$5,000 award is given to the author of a military novel that honors the service of American veterans during a time of war.



The book tells the story of two brothers, Luke and Thomas Chandler, who enlist in the 20th Massachusetts Regiment to fight in the Civil War. Hough chronicles the lives of the brothers from Martha’s Vineyard as they grow into their teens and their enlistment in the Union Army. The impact of the mass casualties as a result of the battle and the tremendous task of caring for the dead and wounded are detailed.

**V**iewing *Library Metrics from Different Perspectives: Inputs, Outputs, and Outcomes* (Libraries Unlimited) by Robert E. Dugan, Peter Hernon, and Danuta A. Nitecki was selected from a strong field of nominated books on many aspects of librarianship. The committee praised the authors' comprehensive approach to an issue that pervades every aspect of modern library life; their exhaustive coverage of all aspects of the topic; the enduring relevance of their work; their combination of readability and thorough scholarship; and the fact that this book fills an important gap in modern library literature.

Dugan, director of the Mildred F. Sawyer Library at Suffolk University in Boston, has worked in public, state, and academic libraries.

Hernon is a professor at the Graduate School of



## ROBERT E. DUGAN, PETER HERNON, AND DANUTA A. NITECKI

### Academics with a Flare for Efficiency

*Greenwood Publishing Group Award for the Best Book in Library Literature of \$5,000 each for the best book that helps library professionals in the areas of management principles and practice, understanding and application of new techniques, or furthering the education of librarians or other information professionals.*

*Donor: Greenwood Publishing Group.*

Library and Information Science at Simmons College in Boston and was named Academic/Research Librarian of the Year by ALA's Association of College and Research Libraries.

Nitecki, dean of libraries at Drexel University in Philadelphia and professor in Drexel's College of Information Science and Technology, is also professor in the doctoral program in managerial leadership in the information professions at Simmons.

(From left) Robert E. Dugan, Danuta A. Nitecki, and Peter Hernon.

## PRINCETON (N.J.) PUBLIC LIBRARY

### Money Generators in Hard Economic Times

*Gale Cengage Learning Financial Development Award of \$2,500 is presented to a library organization for financial development to secure new funding sources for a public or academic library.*

*Donor: Gale Cengage Learning.*

It is because of the extraordinary volunteer effort from the Friends of the Princeton (N.J.) Public Library that we have turned what could have been a disastrous financial situation into an opportunity for new income for the library," said library Director Leslie Burger. "The Friends now provide close to 70% of the annual revenue needed to purchase library materials each year."

The Friends group moved a small, inconspicuous book sale from a corner of the library into a larger space that had once been the library gift shop. This highly visible space allowed enough room for an attractive retail arrangement of materials by category, providing a pleasant browsing experience for shoppers. Not only did donations of books to the library increase, but the number of volunteers working in the store also increased as word spread about the fun of sorting through the donations to choose items for sale. Annual revenue from the space increased from \$5,000 in gift store sales to \$70,000 in book sales.

The award jury was impressed that the Friends of the Princeton Public Library was able to create an impressive new revenue stream in a down economy by turning an unsuccessful library gift shop into a vibrant used book store.



(From left) Eve Niedergang, co-chair, used book sale; Leslie Burger, library director; and Sherri Garber, co-chair, used book sale.

Case Western Reserve University's Kelvin Smith Library in Cleveland, Ohio, will use the grant money for the Traveling and Training with Technology (T3): A Tool Kit for Staff Development traveling training program, designed to build upon the library's established CaseLearns training. The goal is to bring continuing education directly to staff members.

The university and library are part of Cleveland's University Circle Incorporated (UCI), a 550-acre park-like environment located where approximately 50 cultural, medical, educational, religious, and social service institutions are located at the eastern edge of the city. The T3 training project is designed to build on established collaborative relationships between the university libraries and the libraries of the variety of institutions associated with UCI. The goal is to meet the continuing education needs of librarians and alleviate the strain on budgets and time that a more centralized training program creates.

## CASE WESTERN UNIVERSITY, KELVIN SMITH LIBRARY

### Training Technology Experts

*H. W. Wilson Library Staff Development Grant of \$3,500 to a library organization for a program to further its staff development goals and objectives.*

*Donor: H. W. Wilson Company.*



Angela Sloan, library assistant, and Gail Reese, associate director.

## ALA TRUSTEE CITATION AWARDS

*ALA Trustee Citation Award recognizes public library trustees for distinguished service to library development, and symbolizes and honors the best contribution and efforts of the estimated 60,000 American citizens who serve on library boards.*

*Sponsor: Association of Library Trustees, Advocates, Friends, and Foundations.*

### Robert O. Bonam

Robert O. Bonam has served continuously as a trustee of the Rochester (Mich.) Hills Public Library for 27 years, during which he has also been a member of ALA. He currently serves as RHPL board treasurer and owns and operates his own accounting firm, R. Bonam Accounting.

His greatest involvement has been with the library's finances, helping to negotiate a creative purchase agreement that saved \$75,000 during the sale of the old library. In addition, Bonam negotiated contracts among three cooperating communities to provide a steady revenue stream for RHPL while offering quality library service to the residents of all the communities. He has also been involved in the management and structure of library investments, which have earned the library outstanding returns, and in the establishment of a library endowment that has grown from \$30,000 to \$150,000.

### Margaret J. "Peggy" Danhof

Margaret J. "Peggy" Danhof has served as a trustee of Fountaindale Public Library in Bolingbrook, Illinois, for 15 years. She was elected board president in 2003 and has since helped oversee a space needs analysis, community survey, and plan for a new building. She was part of an effort to successfully pass a \$48.6-million referendum to construct a new main library in Bolingbrook and a \$5-million renovation of a branch library in Romeoville, Illinois. A groundbreaking ceremony was held in August 2009, and the anticipated opening date of the new building is in early 2011.



Immediate past co-president of ALA's Association of Library Trustees, Advocates, Friends, and Foundations (ALTAFF), Danof serves as ALTAFF's nomination chairman and is also a member of ALA's Committee on Advocacy and Advocacy Coordinating Committee. She is a member of the Illinois Library Association and its Trustee Forum and was a board member of the Prairie Area Library System from 2004 to 2008, serving as treasurer in her second term. Danhof has been an ALA member since 1998, joining the former Association for Library Trustees and Advocates (ALTA) Membership Committee in 2004 and was acting chairman of ALTA's Intellectual Freedom Committee and ALTA president.

**N**oted for her outstanding and continuing efforts to provide venues where librarians from traditionally underrepresented groups can contribute to the profession, the leadership of Patricia Tarin, training officer at San Francisco (Calif.) Public Library, on issues of diversity and outreach to cultural communities has broadened the services of ALA while providing a framework for inclusion within the library profession.

Tarin's honors include being named Hispanic Librarian of the Year by Reforma (the National Association to Promote Library and Information Services to Latinos and the Spanish Speaking), an ALA affiliate, and the recipient of ALA's Elizabeth Futas Catalyst for Change Award.

She initiated and directed Knowledge River at the University of Arizona's School of Information Resources and Library Science, designed to recruit Hispanics and Native Americans to librarianship. Tarin also worked with ALA leadership on crafting the Association's Spectrum Initiative, which provides scholarships to minority students seeking careers in librarianship. Early in her career, she articulated the concerns of minorities within the profession through her research and publications. In 1978, she collaborated with Yolanda Cuesta to create "Guidelines for Library Service to the Spanish-Speaking," which would later become part of the ALA platform for service to diverse communities. Tarin's 1988 article, "RAND Misses the Point: A 'Minority' Report," highlighted what she believed were oversights in the Rand report on California's ethnic and racial diversity.

## PATRICIA TARIN

### Leader in Diversity Issues and Cultural Community Outreach

*Equality Award of \$1,000 for an outstanding contribution that promotes equality in the library profession.*

*Donor: Scarecrow Press.*



## QUEENS (N.Y.) LIBRARY

### Offering Health Education to the Underserved

*Marshall Cavendish Excellence in Library Programming Award of \$2,000 to a school or public library that demonstrates excellence in library programming by providing programs that have community impact and respond to community needs.*

*Donor: Marshall Cavendish.*

**T**hrough the Queens (N.Y.) Library's HealthLink, funded through a five-year grant from the National Cancer Institute and the National Institutes of Health, the library partnered with the Queens Cancer Center, the American Cancer Society of Queens, and the Memorial Sloan-Kettering Cancer Center to bring cancer information, screenings, and treatment referrals to medically underserved communities in the borough—an area with a lower rate of early stage cancer detection compared with the rest of New York State.

Public services staff in targeted libraries were intensively trained in referring customers to free and low-cost healthcare. Cancer detection and prevention literature was distributed through the library in English and several other languages. Workshops in English and Spanish were held in the libraries on topics such as colorectal cancer, prostate cancer, cervical cancer, breast cancer, nutrition, and healthy living. The educational programming reached nearly 1,100 people at more than 50 separate events. A mobile mammography screening van visited participating libraries, and where budget permitted, another mobile van visited where patrons could receive pap smears and colorectal and prostate screenings. Referrals and follow-up visits were made by the healthcare professionals, and those

wishing to be screened signed up at the library.

The program also provided two grant-funded community outreach coordinators on staff under the supervision of the library's special services department. The coordinators organized Cancer Action Councils in the targeted libraries. Healthcare seekers were also introduced to other library services, such as English classes, homework help for children, adult basic education, family literacy, and health literacy classes.



(From left) Eileen Sabino and Tamara Michel, outreach coordinators; Loida García Febo, New Americans program; and Tom Galante, library director.



**L**oida García-Febo, assistant coordinator of the New Americans Program and Special Services at Queens (N.Y.) Library, was recognized for her research, conference presentations, and work to recruit and involve new librarians in professional work,

both nationally and internationally. At Queens, as well as in her past work in Puerto Rico, García-Febo developed programs and services for older adults, persons with disabilities, immigrants, and other underserved populations.

In her professional association work with the International Federation of Library Associations and Institutions, ALA, and Reforma (the National Association to Promote Library and Information Services to Latinos and the Spanish Speaking), she has dedicated herself to connecting new library professionals with established librarians and encouraging minority recruitment and retention in the profession. García-Febo's research, presentations, conference planning, and advocacy bridge the gap between new and established librarians on a national and international scale and have taken her to South Africa, Argentina, Japan, and Italy.

## LOIDA GARCÍA-FEBO

### National and International Recruiter

*The Elizabeth Futas Catalyst for Change Award of \$1,000 is given biennially to an individual for making positive changes in the profession of librarianship.*

*Donor: Elizabeth Futas Memorial Fund.*

## JONI RICHARDS BODART

### Creator of Lifelong Learners

*Scholastic Library Publishing Award of \$1,000 for an unusual contribution to the stimulation and guidance of reading by children and young people that exemplifies outstanding achievement in the profession.*

*Donor: Scholastic Library Publishing.*



**J**oni Richards Bodart, assistant professor at the School of Library and Information Science at San José (Calif.) State University, is being recognized for her imaginative vision, acute intellect, and stellar leadership.

Richards developed the modern booktalk into the complex and effective strategy that it is today and conveyed that crucial skill to thousands of youth librarians.

She is the author of 19 books, the most recent of which is *Radical Reads 2: Working With and Defending the Newest Edgy YA Fiction*. Richards promoted and advocated for the value of controversial literature for young adults, demonstrating how to defend gritty, bleak, and difficult titles in the two volumes of *Radical Reads*.

She taught young adult literature and related subjects at four major schools of information studies and chaired six different committees in ALA's Young Adult Library Services Association. Richards has worked directly with teens in public libraries in California, Colorado, and New Mexico.

**T**homas C. Phelps, director of the Division of Public Programs at the National Endowment for the Humanities (NEH) in Washington, D.C., was assistant director and then director of public programs at NEH. He essentially invented the idea of awarding grants to libraries all across the country, in collaboration with ALA, to engage in humanities programming for the

general public, beginning with the highly popular "Let's Talk About It" reading and discussion program that expanded to all 50 states in 1984.



Phelps worked at Salt Lake City (Utah) Public Library, rising to the position of director of the Central Library before joining NEH. A scholar and teacher, he has published poetry, short

## THOMAS C. PHELPS

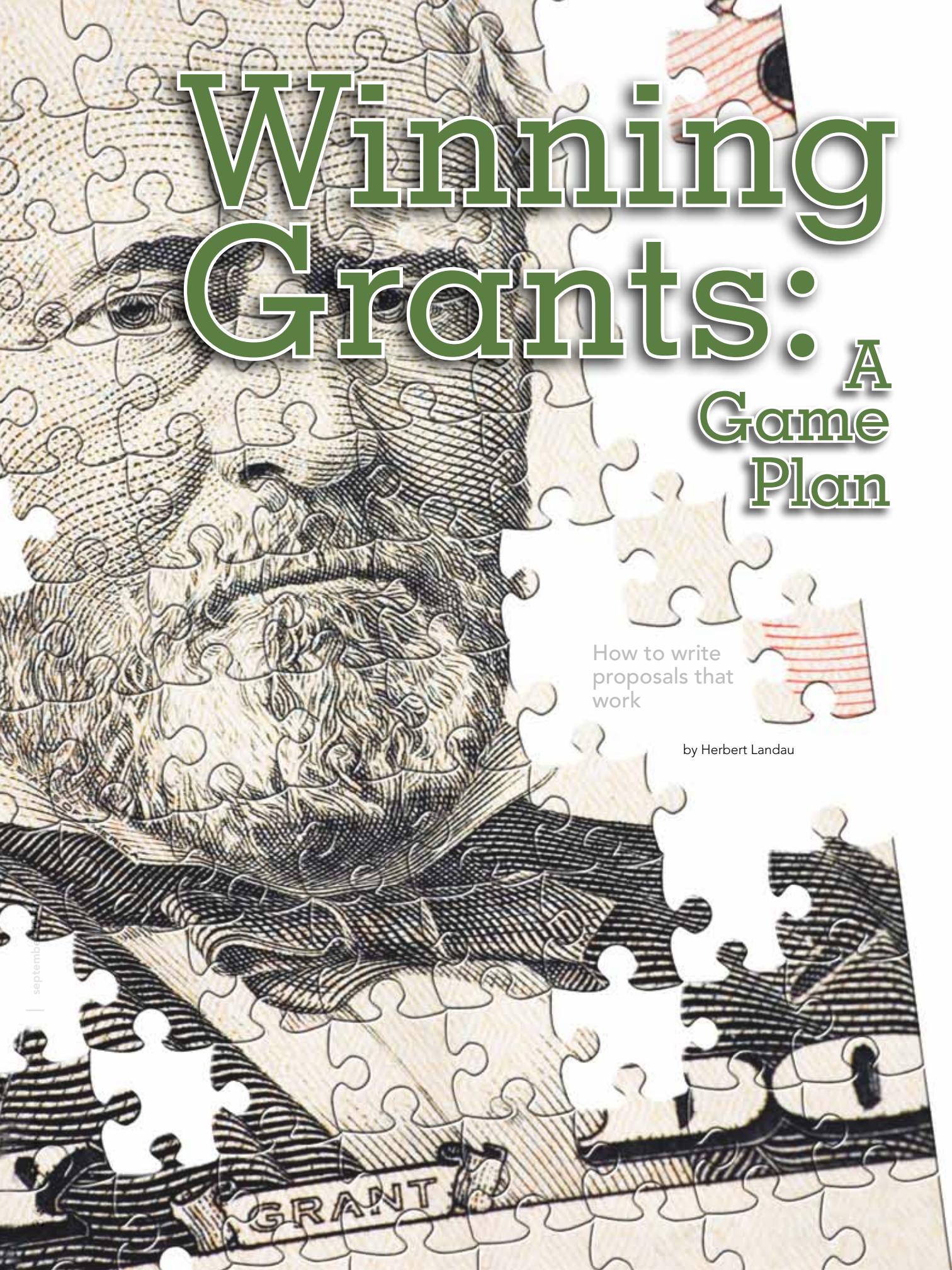
### Visionary Creator of Humanities Programming

*Joseph W. Lippincott Award of \$1,000 for outstanding participation in professional library activities, notable published professional writing, or other significant activities on behalf of the profession.*

*Donor: Joseph W. Lippincott III.*

stories, and children's plays. Phelps also served as an adjunct faculty member at the library schools of Catholic University of America and the University of Maryland.

Phelps has served on numerous ALA committees, including chair of the Planning Committee, and on multiple committees of ALA's Public Library Association.



# Winning Grants: A Game Plan

How to write proposals that work

by Herbert Landau

**G**rant seeking is a marketing process. Simply stated, you define your library's need and sell it to one who can fund your project. Librarians are their own best grant-proposal writers. No outsider can write a proposal as effectively as a "library insider" who fully understands the institution's mission and priorities as well as the needs of the community it serves. Over the years, I have successfully tailored skills I learned as a professional grant writer to the needs of the various libraries where I have worked.

In any game it helps to have rules. In italics throughout the article are four common-sense ones that govern my grant-writing game plan:

### **Establish your "mission match"**

It is important to verify that the grant project supports your institutional mission and priorities. My first rule of grant writing is: *Pursue only grants relevant to your institution's mission.* As you peruse grant opportunities, ask: "Will this prospective grant project yield real benefits to my library and its patrons?" If you cannot answer this question with a resounding yes, then let the grant opportunity pass.

Your strategic plan should be the basis for clarifying your library's potentially grantable needs. Use your stated mission, objectives, goals, and strategic tasks to guide your grant shopping. This can help avoid pursuit of "frivolous" grants and can also help justify the investment of library resources in grant seeking to your library's governing body. In addition, grantors often ask that relevant strategic plan segments be included in the grant application package.

To be a successful grant seeker, your proposal should demonstrate two degrees of mission matching:

- Matching your institution's mission with the grantor's mission;
- Matching the proposed project's mission with your institution's mission and the grantor's mission.

Do not be shy or oblique in demonstrating your mission match. Come right out and state that the mission (or goals) of your proposed project and its expected outcomes will directly support the grant maker's mission, and clearly state the ways. If grant seeking is compatible with your institution's mission and scope, you will have to face a number of "go/no-go" decision points before your grant proposal can be written and submitted. You must, for example, decide if you possess the eligibility, resolve, and institutional structure for grant seeking as well as the time, resources, and skills to prepare the proposal and manage a grant project. You must also determine if you can stand up to the competition.

### **Determining eligibility**

Grant makers usually limit specific grants to particular categories of grantees, such as a not-for-profit institution or an individual. Review these limitations in advance so you will not waste effort applying for a grant for which your institution

is ineligible. Grants to individuals are very limited. However, foundations, corporations, and governments award certain grants to individuals for education, research, or innovation in science, the arts, and the humanities.

Most grant opportunities are reserved for those not-for-profit institutions granted 501(c)(3) tax-exempt status by the Internal Revenue Service (IRS). If your library is an approved 501(c)(3), you will receive a "tax determination letter" from the IRS confirming not-for-profit status. Keep this letter handy. You will likely need to submit a copy of it in a grant application as evidence of eligibility. Libraries that are governmental departments may be barred from applying for certain grants by grantors or their own governing rules. In addition, many foundations or government agencies do not offer grants to religious or political organizations. Therefore, first confirm that your institution's enabling documents (e.g., articles of incorporation, bylaws, legislative and taxing authority, and the like) allow you to seek and accept grants. Further, when evaluating certain grant opportunities, verify that your organization meets the grantor's standards of eligibility. For example, some foundations limit their support to faith-based institutions, so a public library may not qualify.

If you do not meet the grantor's eligibility conditions or if your organization is weak in certain project-skill areas, you may still be able to receive grant funding by submitting a joint proposal with another grant-qualified agency. My public library has partnered in grant seeking with a university, a municipality, a museum, and an association.

### **Evaluating time and resources**

A successful grant seeker must have the staff and resources necessary to find grant opportunities and write winning proposals within the specified deadlines. To muster these resources, it is important to obtain the support of your institution's governing body at two levels:

1. Support for committing institutional resources to grant seeking in general;
2. Support for specific grant-seeking efforts if they will consume significant resources for either the proposal or post-award project;

A major grant proposal effort requires a significant investment of time and money. The average government grant request takes from 80 to 160 person-hours to write plus

additional effort devoted to logistical and marketing-support tasks. A senior and qualified staff member must be assigned as proposal manager. He or she must then create a proposal schedule and recruit a team of qualified proposal contributors. Outside consultants may have to be hired and paid. Quotations from equipment vendors may have to be solicited. Editors and graphic designers may be needed. Budget specialists may be required to prepare cost estimates. You may need a print shop to produce the hard-copy proposal and a courier service to deliver it on time. All this can be a drain on the grant-seeking institution's staff and finances. Therefore, before you begin grant seeking, verify that your institution is able to invest the labor, cash, and other resources needed to generate winning proposals. When determining how much you need to invest in a proposal's preparation, consider my second rule of grant writing: *Do not pursue a grant if the proposal preparation costs more than the grant is worth.*

Look down the road and ask if your institution possesses the resources necessary to successfully conduct and sustain the grant project should you win it. Most grants are for new projects rather than for ongoing base operations. Winning a major grant may therefore require either reassigning current staff or acquiring additional staff and facilities. If you are not prepared to handle the additional work, your core operations can be negatively impacted.

## What are the odds?

Writing a competitive grant is a gamble, with no guarantee of a payoff for the effort invested. In evaluating the odds of winning a grant, apply my rule number 3 of successful grantsmanship: *Do not pursue a grant if the odds against winning are more than 10 to 1.* For example, in a recent grant competition to fund cooperative public library/municipal projects, it was reported that 515 proposals were submitted but only nine grants were awarded. With odds against winning greater than 57 to 1, this is not a grant competition I would knowingly pursue.

## Assembling the proposal-writing team and assigning work

Every grant-proposal effort needs an individual to serve as the proposal team leader, in accord with my rule number 4: *Appoint a reliable proposal manager.*

The proposal manager should possess management, writing, and technical project skills and have enough time to devote to proposal preparation. A relatively small, straightforward project proposal (e.g., requesting a grant to buy a new computer or a range of bookshelves) can be a one-person effort, with a single staff member filling all writing roles and serving as proposal manager. However, an intricate proposal that defines a multifaceted project may need a proposal-writing team of several people. For a small (e.g., under \$10,000) grant, one or two people may be able to put together a simple letter or e-mail proposal.

However, a major five- or six-figure proposal will usually require a team to put the package together. Select and assign your proposal-team members based on six basic criteria:

1. Knowledge of the subject area(s) addressed by the proposal and subsequent project;
2. Ability to write flexibly in varying styles;
3. Imagination and intellectual ability to define problems and solutions;
4. Ability to work under pressure;
5. Ability to follow instructions;
6. Reliability in meeting deadlines.

If more than one person will be writing your proposal, a member of the proposal team should be appointed editor to ensure consistency of style and adherence to standards. It's a good idea for the proposal manager to prepare a writing style guide and distribute it to team members. Also, line up one or more people to be proofreaders and reviewers at key points, especially during final editing.

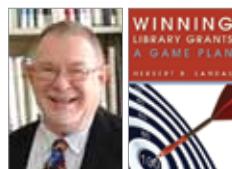
Give each team member a task assignment in writing, along with necessary background information (e.g., the RFP and other materials) and define his or her position in the proposal team's reporting and review structure.

After convening the proposal team and giving them their assignments, the proposal manager must keep in close touch to offer assistance and to keep their writing progress on schedule. The proposal manager is a maestro who must ensure that all proposal pieces will harmoniously come together to meet the delivery deadline. You can only do this by watching and listening to each player and directing from the front like a good concert conductor.

## What's the payoff?

Grants can be an important resource for funding special projects beyond the reach of tight operating budgets. Grants allow a library with limited means to obtain technology and resources that are normally available only to large, well-funded institutions. I know this because, over a five-year period at a small rural public library, I was able to get about \$200,000 in grants to fund the purchase of 32 computers, several hundred feet of library shelving, over 100 self-instruction language learning kits, a Ford delivery van, and many special community programs that would not have been possible otherwise.

Grant seeking requires you to develop and apply skills in marketing, writing, and project management, tempered with creativity and a bit of a gambler's spirit. Once you feel comfortable with grant-proposal writing, you will find it to be an exciting and rewarding game. ■



HERBERT B. LANDAU is executive director of the Lancaster (Pa.) Public Library and its Leola and Mountville branches. He is the author of *The Small Public Library Survival Guide: Thriving on Less* (ALA Editions, 2008). His new book, *Winning Library Grants: A Game Plan*, is scheduled for publication this fall by ALA Editions.

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As interns, undergraduate students can cultivate a career in library and information science and technology

by Sara D. Smith



# Reaching Out to Undergraduates:

## Recruitment via Internship

Most students don't know much about library science, but an internship working in the library helps them catch a glimpse of what librarianship is all about.

When Noelle Rader, a junior at Brigham Young University (BYU) in Provo, Utah, applied for a student job in the library's music and dance department, she was mostly looking to earn some money to pay rent and tuition. And as a music major and violist, she was also interested in working with the library's viola collection. But as she worked, her interest extended from music to library science itself and she began to think about pursuing an MLS.

"I realized that I liked library work a lot, and I wanted to look more into it," Rader said. "I thought my work would just be a job, but it has become a career choice."

Rader asked her supervisors about the possibility of getting a minor in library science, but no such program exists at BYU. As she looked for other ways to learn more about library careers, she discovered and applied to the library's undergraduate internship program. Now, as an intern, she completes directed readings and studies in library science along with her duties at the music and dance reference desk.

BYU's Harold B. Lee Library (HBLL) is giving its undergraduate students an opportunity to get a taste of working in an academic library through semester-long paid internships. And at the same time, HBLL is attracting students to the profession and building its own pool of potential recruits.

### Cultivating talent

As the library profession "grays," many academic libraries anticipate staff shortages as older employees retire within the next 10 years. BYU discontinued its master's of library science program in 1993 and, like other universi-

ties with no library graduate program, cannot directly recruit from its own students. But BYU is using its library internship program as one way to cultivate a future pool of qualified employees who are dedicated to the university. This program is a good model for other university libraries as they consider reaching out to and recruiting among their own undergraduates.

Although BYU no longer offers a library graduate program, many undergraduates like Rader are still interested in pursuing careers in library science. For several years, students with questions about the library profession were sent to HBLL Human Resource Manager Quinn Galbraith.

"Students were being funneled to me for employment and career questions related to the MLS graduate degree," said Galbraith. "Many students were interested in getting library experience."

Galbraith would discuss library careers and graduate programs with these students but was at a loss when they asked about getting experience. Student jobs in the library were hard to come by; Rader had been lucky to get her position, because the jobs were very popular and usually attracted many qualified applicants, and most supervisors preferred to hire younger students who could work for several semesters. This left many potential MLS students, especially juniors and seniors, without an opportunity for hands-on library experience.

So five years ago, Galbraith applied for and secured a campus grant to fund five 120-hour paid library internships for students interested in careers in library science. When the internships ended, the library administration decided to allocate donation money to helping more potential MLS students.

"The library administration realized the value of building the pool of MLS graduate candidates," said Galbraith. "They felt that the internship was important because, since BYU no longer has a graduate school, they were concerned about whom they would hire down the road to take the place of retiring baby boomers. Who better than BYU students, who are already invested in the university? We'd

love to recruit BYU students back.”

Since then, more than 50 students have received internships in various departments throughout the library. The program has only two requirements: Interns must be BYU students, and they must be interested in pursuing an MLS degree. Galbraith arranges the internships by meeting with interested students and then connecting them with library employees.

“I ask students what they would love to do and what their interests are,” said Galbraith. “I then contact faculty and facilitate a marriage of interests. And not all of the internships have been with faculty—some are with staff members in technical areas or circulation.”

Feedback from staff and faculty about the program has been positive. Many have been willing to mentor and work with student interns and have enjoyed the experience. “It is invigorating and exciting for them to have an intern, an employee who looks to them as a mentor and model,” said Galbraith.

Myrna Layton, a music and dance librarian, has been mentoring interns for several years, among them Rader. “I enjoy working with students,” Layton said. “The interns are different from other student employees because they are interested in library science as a career. They approach their work differently than a student who views it as just a job.”

Because most students usually don’t know much about library science before their internships, working in the library helps them catch a glimpse of what librarianship is all about—and it helps them decide whether pursuing an MLS or library career is the path they want to take. “It gives people who really want to work in the library an opportunity to see if they would like it,” said Layton.

Layton tries to give her interns experience in different areas, including cataloging, reference, and acquisitions. The internship itself has no specific requirements—all duties, responsibilities, and projects are arranged between mentor and student. Layton said that some students come with a specific idea of what they would like to learn.

### Learning opportunity

Rader is one such student. She already had some library experience as a student employee, but she wanted to learn more about the theory of library science, and in particular, about cataloging. So, as part of her internship, Rader completed readings about the theory and practice of cataloging. She said that her readings have helped her better address research questions and understand what resources are available to her as a musician.

“Being a library worker, you pick up on what goes on in the library, but you are mostly trained to do a specific job

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and don't do much beyond that," Rader said. "My internship has allowed me to take a step forward in learning about libraries because now I want it to be my profession."

Laurien Clay is an intern in the humanities department and juvenile literature collection and plans to pursue an MLS after she graduates next year. In her internship, she works at the humanities and juvenile literature reference desks and assists with several projects in both departments. Because she is studying Italian, she helps organize and shelf Italian-language books. For the juvenile literature department, she has been writing and editing book reviews. She also helps patrons with research questions at the reference desk, which has helped her develop confidence.

"I am usually not too social or comfortable talking with people," said Clay. "The internship forced me to get out of my comfort zone and talk to people."

She has also enjoyed working with the other student employees. "I have been able to interact with my co-workers and make friends with them and learn how to work with other people," said Clay. "I've learned that I can work well with people and independently."

These important work skills and habits will make her more valuable to future employers. In fact, her experience recently opened up a job opportunity—she was hired as a student employee in the juvenile literature department

and will start working when she completes her internship.

Layton said that many of her students are hired back as student employees once they complete their internships. One of Layton's students even went on to complete an internship at the Library of Congress, and several have enrolled in various MLS programs.

BYU's library internship program has been successful and provides a model that other colleges and universities can consider in reaching out to their own undergrads. Academic libraries can develop a pool of potential employees by using similar programs to draw undergrads into the profession by offering volunteer or paid internships, job shadowing, and MLS information meetings or counseling.

"One of the most satisfying parts of my job is helping students find out more about the library profession and answering the questions that will help them decide if an MLS is right for them," said Galbraith. "When you mentor a potential MLS student, you help the profession." ■



SARA D. SMITH is an assistant in the human resources office at Brigham Young University's Harold B. Lee Library.



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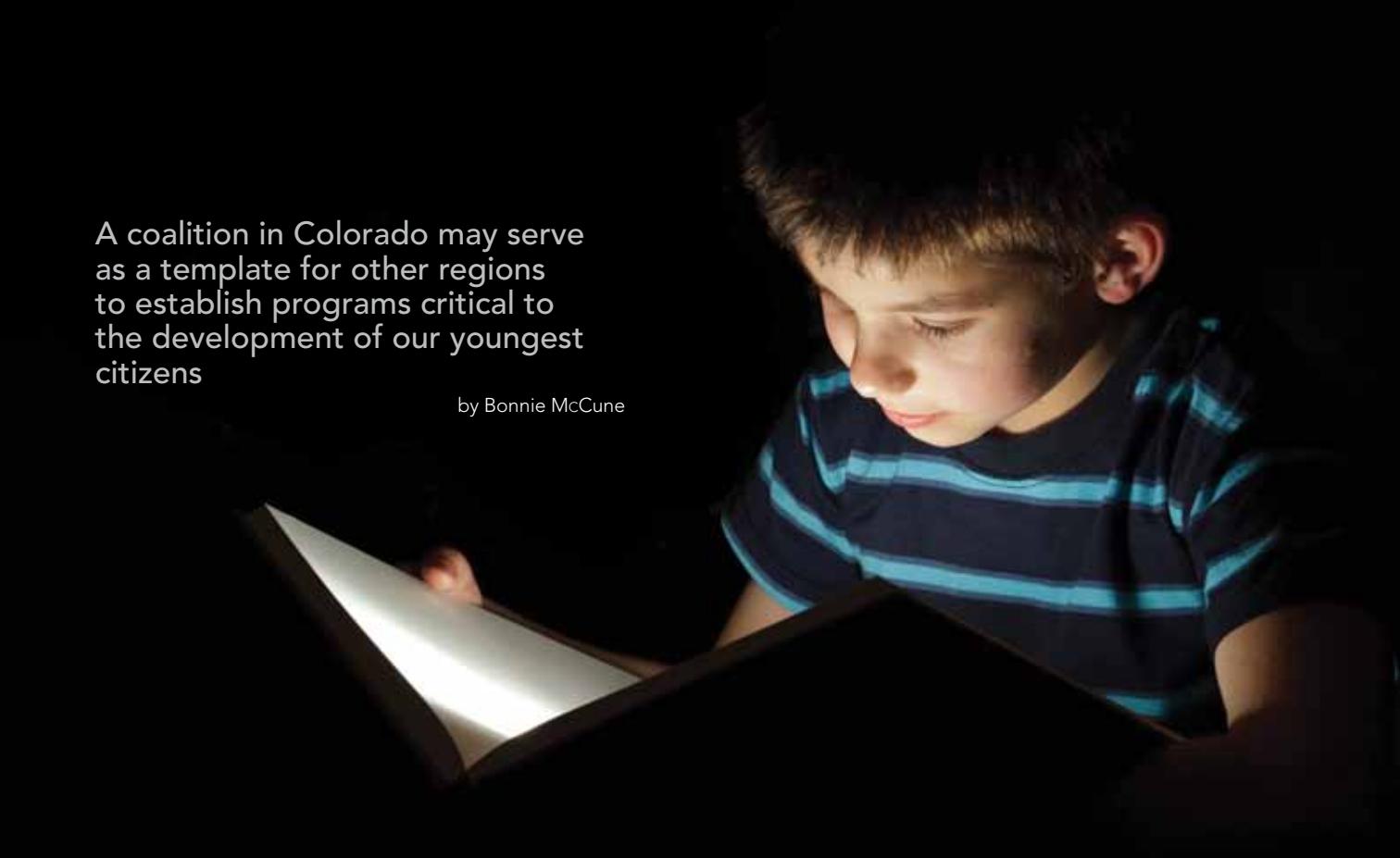


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A coalition in Colorado may serve as a template for other regions to establish programs critical to the development of our youngest citizens

by Bonnie McCune



# EARLY LITERACY: A Sustainable Statewide Approach

Public libraries have maintained that they are significant in fostering children's literacy since the first children's section was established in the late 1800s. But in times of economic uncertainty, decision-makers find it easy to levy budget cuts against discrete, relatively powerless entities such as libraries.

Regional approaches create entrée for libraries to gain greater visibility and positioning within the educational and political communities. We then are able to enhance

coalitions with other community partners, as is occurring in Colorado, where a statewide approach to early literacy has been gaining momentum since 2004. The state's new coalition, Colorado Libraries for Early Literacy, serves as a template for statewide action.

The history of this successful coalition began in June 2003 with a conversation between the Colorado State Library community outreach staff person and a public-library librarian who had attended early literacy sessions at the American Library Association Annual Conference. Both became convinced that an early literacy initiative in the state was necessary and feasible.

As part of the Colorado Department of Education, the state library is aware and supportive of the department's emphasis on improving student achievement. The agency believes early literacy programs in libraries assist in that endeavor.

The state library's initiative originally was like Topsy: It just grew. ALA's Public Library Association and the Association for Library Service to Children had created

Every Child Ready to Read @ your library—complete with research, training and tools—and the state library was ready to move from the general-advocacy @ your library campaign to a project that would produce positive change.

Major activities throughout the four years of the initiative (2004–08) included training workshops, grant or in-kind support, engagement in coalitions and strategic partnerships, and research and reporting.

### Evaluating outcomes

Research and evaluation are often bugaboos for projects and programs. But unless you know where you are, how can you tell where to go? We obtained an overview of the status of current public library activities in early literacy through an informal survey. We also measured attitude—did respondents feel libraries are, or could be, leaders in the field?

The first year of the project introduced around of workshops for public library staff along with inexpensive, colorful publications designed to reach caregivers. These brochures in English and Spanish were available free upon request to Colorado groups. Expenses were underwritten by an LSTA grant. We also provided small grants to libraries for the kits to increase their interest, supported by a grant from the Ceridian/Qwest Family and Work Development Fund.

In addition, we launched an effort to make libraries more visible as providers of services and resources in the early childhood community. The staff person became heavily involved in regional organizations, both volunteer and governmental, that address early childhood needs.

From the beginning, we depended on an easy-to-use survey of workshop participants to determine if progress was being made. The standard form measures not only satisfaction with the content and delivery of the workshop itself, but also the likelihood of participants actually changing their behavior.

For subsequent years, financial support for the initiative was part of the community programs budget rather than a separate LSTA grant. Regional workshops were presented annually.

Ongoing research in early 2006 measured quantitatively whether change was occurring over time as a result of our initiative. We located a pool of participants from the first year of training and surveyed them. Findings showed that public libraries and librarians throughout the state had earmarked both time and material resources toward enhancing their early literacy programming and services.

### Looking long-term

By the third year of the initiative, we began to consider how to sustain the early literacy endeavor long-term. The process of social change typically starts either from the top down or from the bottom up. Each method has its own strengths and challenges, but to expand into a major social

## COLORADO'S KEYS TO SUCCESS

1. The people involved have a deep personal commitment to children, early literacy, and libraries.
2. The management of each library supported early literacy work.
3. People realized the development of their literacy programs overlapped with other libraries' interests and that therefore it was more efficient to share than work separately.
4. Colorado's activities were based on modest and reasonable goals. Rather than attempting massive changes, participating agencies incorporated much of their work into existing staff and responsibilities.
5. Likewise, plans and evaluations from the beginning were reasonable and achievable, while incorporating an adequate level of detail and goals.
6. Colorado Libraries for Early Literacy has a simple management structure that allows for individual initiative and creativity while also ensuring systemic communication and evaluation. Members feel responsibility to one another and the group. As Patricia Froehlich from Colorado State Library says, "Big thinkers and detail people."
7. A common platform, Every Child Ready to Read, existed, providing the foundation and resources to allow Colorado Libraries for Early Literacy to forgo a time-consuming research and trial stage.

force, both ends must meet in the middle and support one another. We felt the Colorado initiative had good support from both the grassroots and the top, but the time had come to explore formalizing a statewide network that would outlive its current practitioners.

In spring 2007, we received another small LSTA grant to start the process by surveying the existing early literacy providers. We found:

1. Widespread support for establishing a statewide network;
2. A need for a system (preferably electronic) to share insights, materials, and questions;
3. A desire for more in-person staff training and support.

Winter 2007 found us recruiting people for a steering committee to establish the statewide network. In January

## ONLINE REPORTS AND MATERIALS

■ Free pamphlets on children's literacy from the Colorado State Library: [www.cde.state.co.us/cdelib/Free\\_CSL\\_Resources.htm](http://www.cde.state.co.us/cdelib/Free_CSL_Resources.htm)

■ "Training Jumpstarts Early Literacy Service," Fast Facts #239. June 8, 2006. M. Claire Williamson. [www.lrs.org/documents/fastfacts/239\\_Early\\_Lit%20workshop.pdf](http://www.lrs.org/documents/fastfacts/239_Early_Lit%20workshop.pdf)

■ "Early Literacy Initiative Impacts Public Library Services for Young Children," Fast Facts #237. April 20, 2006. Robbie Bravman Marks. [www.lrs.org/documents/fastfacts/237\\_Early\\_Literacy\\_.pdf](http://www.lrs.org/documents/fastfacts/237_Early_Literacy_.pdf)

■ "A Closer Look: Early Literacy Programs and Practices at Colorado Public Libraries," October 2006, Robbie Bravman Marks. [www.lrs.org/documents/closer\\_look/early\\_lit.pdf](http://www.lrs.org/documents/closer_look/early_lit.pdf)

■ "Guiding Social Change Through Colorado's Libraries: the Early Literacy Initiative," March 2008. Bonnie McCune. [www.cde.state.co.us/cdelib/download/pdf/EarlyLiteracyInitiativeSummary.pdf](http://www.cde.state.co.us/cdelib/download/pdf/EarlyLiteracyInitiativeSummary.pdf)

■ Colorado Libraries for Early Literacy at [www.clel.org](http://www.clel.org)

2008, the group met for the first time and selected a name—Colorado Libraries for Early Literacy—and a mission statement:

*"All children deserve the joy of reading and the skills in life that literacy brings. Colorado Libraries for Early Literacy is passionately committed to strengthening children's literacy through library services and community advocacy."*

Members formed committees and selected priorities for activities. Chairpersons volunteered, a meeting schedule was created, and a process formalized. Interest and support now had a central point around which to coalesce, and the enthusiasm and skills of many people were added to the effort.

### Coming into its own

Colorado Libraries for Early Literacy has moved from initial organizing into an ever-more ambitious expansion plan. Now only two years old, the program has a large and growing website with numerous resources for library staff and educators. It just completed a series of short videos to demonstrate fingerplays and songs, in partnership with Rocky Mountain PBS. It regularly trains employees from around the state in the Every Child Ready to Read @ your library curriculum and storytime activities.

Still in its infancy, Colorado Libraries for Early Literacy is supporting the establishment of literacy-based storytimes in libraries, training for library staff, exchange of support materials and publications, and community advocacy. A decentralized approach allows local libraries to implement the activities they are comfortable with, thereby moving the state's entire library community forward.

A major challenge reported by libraries in Colorado (and across the nation as well) is reaching the parents and caregivers of at-risk children—the ones who need the training most. The obvious answer—get out of your library to see them—depends on funding. Some libraries are able to visit Head Starts, childcare centers, and schools to present literacy-based read-alouds and training sessions for adults. Others are still seeking ways to accomplish this outreach.

Another constant challenge for libraries is to include themselves as part of the early literacy landscape. Every opportunity to remind the public of our services and skills—as members of advisory groups, presenters at conferences, participants in educational planning—must be utilized.

The political dialogue in much of the United States seems to circle around universal preschool and increasing quality childcare. Many parents, however, want to be the primary caregivers for their young children. Additionally, substantial numbers of at-risk children do not receive care in formal and government-regulated settings.

Finally, there is the question of cost. In Colorado, the estimate of providing universal preschool for 4-year-olds

alone is well over \$150 million annually. In these difficult economic times, the likelihood of support for a new major expenditure is small and still leaves early literacy education for parents out of the equation.

How much more effective to use an informal, existing network like public libraries, in partnership with other community groups, to deliver the simple and proven techniques of early literacy training like Every Child Ready to Read.

Many libraries have adopted either Every Child Ready to Read or the subsequent storytime approach. But collaboration via regional and statewide early literacy efforts is unusual and difficult to sustain. By utilizing the practical lessons learned by Colorado libraries, we can continue to broaden our reach to educators, parents, and decision-makers, bringing awareness of the vast resources we stand ready to provide. ■



BONNIE McCUNE was community programs consultant at the Colorado State Library from 1999 to 2008. She may be reached at [bfmccune@gmail.com](mailto:bfmccune@gmail.com).

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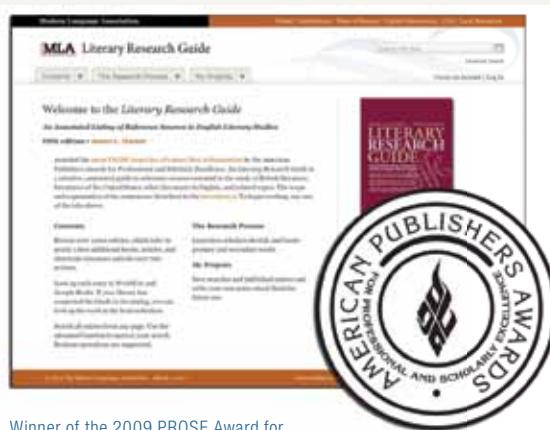
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# Currents

- March 15 **Kurt Bodling** was named technical services librarian at Mount Vernon (Va.) Estate and Gardens.
- March 1 **Kathy Bradshaw** was appointed human resources librarian at University of North Carolina at Greensboro.
- August 31 **Gary Branson** became director of Marion (Ohio) Public Library.
- September 30 **Karyle Butcher** will retire as head librarian at Oregon State University's Valley Library in Corvallis.
- July 6 **Amy Byrne** became adult services department manager at the Nichols branch of Naperville (Ill.) Public Library.
- At the end of July **Beverly Cooper** retired as director of Fleming County (Ky.) Public Library.
- In June **Helene Corlett** retired as circulation desk supervisor and manager of

local history services at Madison (N.J.) Public Library.

- July 12 **Jez Dene** became library director of Portneuf District Library in Pocatello, Idaho.
- June 18 **Martha Esch** retired as director of Kent (Mich.) District Library.
- May 4 **Joe Filapek** became adult services department manager of the 95th Street branch of Naperville (Ill.) Public Library.
- **Francena Goodine** retired July 31 as director of Treat Memorial Library in Livermore Falls, Maine.
- April 26 **Keith Gorman** joined the University of North Carolina at Greensboro as assistant head of special collections and university archives and digital collections coordinator, and July 1 **David Gwynn** was named the university's digital projects coordinator.



Amy Byrne



Joe Filapek



Keith Gorman



David Gwynn

- May 3 **Sandy Hall** became the young adult librarian for Morristown and Morris Township (N.J.) Library.
- July 25 **Leanne Hillery** became cataloging and metadata services librarian at Old Dominion University Libraries in Norfolk, Virginia.
- August 16 **Arnold Hirshon** was appointed university librarian at Case Western Reserve University in Cleveland, Ohio.
- August 16 **Kira Homo** became electronic records archivist at the University of Oregon Libraries in Eugene.
- July 27 **Amy Kearns** joined Middletown Township (N.J.) Public Library as assistant director and manager of adult services.
- July 1 **Katy Kelly** was appointed communications and outreach librarian at the University of Dayton in Ohio.
- July 1 **Steve Knowlton** became collection development librarian at the University of Memphis in Tennessee.
- Virginia Tech Libraries in Blacksburg has named **Charla Lancaster** its first-ever director of assessment and library access services.
- March 8 **Michele Lee** was appointed special collections librarian at Mount Vernon (Va.) Estate and Gardens.
- July 7 **Carol Levers** was named director of the Kansas City (Kans.) Public Library.
- July 30 **Pam Link** retired as children's librarian at Columbia (Ga.) County Library.
- **Tomas Lipinski** will start as executive associate dean for the School of Library and Information Science at Indiana University—Purdue University Indianapolis in January 2011.
- July 14 **Helen Lucas** retired as library cataloger at Fairfield (Conn.) University.
- **Meribah Mansfield** retired July 23 as director of Worthington (Ohio) Libraries.
- September 27 **Kelley McGrath** will become metadata management librarian at the University of Oregon in Eugene.
- The University Libraries at Virginia Tech in Blacksburg has named **Rebecca Miller** as college librarian for science, life sciences, and engineering.

## CITED

- **John W. Hill**, District of Columbia Public Library board president, was recently honored at the Urban Libraries Council Annual Membership meeting in Washington, D.C., as the Urban Player for 2010. The award recognizes individuals who have positioned their public library as a vital resource in the broad agenda of their city and county, as well as enriching the community by creating a stronger presence for the public library.

■ August 31 **Kate Moore** retired as manager of the Mount Pleasant (N.C.) branch of the Cannon Memorial Library.

■ July 30 **Patrick Mullin** retired as interim associate university librarian for collections and services at the University of North Carolina at Chapel Hill.

■ July 19 **Tara Murray** became director of information services for the American Philatelic Research Library in Bellefonte, Pennsylvania.

■ July 19 **Berit Nelson** was named vice president of library relations for SirsiDynix in Provo, Utah.

■ August 9 **Jerome Offord** became university librarian, department head for the library science program, and assistant professor at Lincoln University in Jefferson City, Missouri.

■ August 9 **Mary Page** was appointed associate director for collections and technical services at the University of Central Florida Libraries in Orlando.

■ September 30 **Susan Todd** will retire as director of Athens-Limestone (Ala.) Public Library.

■ August 31 **Jan Walsh** retired as Washington state librarian.



Berit Nelson



Yan Xu

## OBITUARIES

■ **Erwin Charles Burmeister**, 81, died July 21. He served as librarian in the public libraries of Milwaukee; Michigan City, Indiana; and Stockton, California, before joining the library of the University of the Pacific in Stockton as chief cataloger and head of technical services until his retirement in 1992.

■ **Anne Farley**, 57, librarian at Bonny Eagle Middle School in Buxton, Maine, died July 14 after rescuing her granddaughter from a river current at Old Orchard Beach in Maine.

■ **Carolyn Field**, 93, died July 24. She was a former coordinator of children's services for the Free Library of Philadelphia. A past president of state and national library organizations, Field was also a writer and teacher.

■ **John P. Gerber**, 65, died June 12 after a year-long fight with pancreatic cancer. He served as an archivist at Harvard Law School in Cambridge, Massachusetts, and became a medical librarian at the Veterans Affairs Boston Healthcare System in West Roxbury, Massachusetts, acting as primary librarian from 2009 until his death.

■ **Joe W. Kraus**, 92, died July 6. He became librarian of Westminster College in Fulton, Missouri, in 1946, and assistant librarian at Tulane University in New Orleans in 1948. In 1951, he joined Madison College in Harrisonburg, Virginia, as librarian and head of the department of library science. From 1962 to 1966, he was director of libraries at Kansas State University in Manhattan, and served as director of libraries at Illinois State University in Normal from 1966 until his retirement in 1982.

■ **Marjorie Martinez**, 61, director of the Buda (Tex.) Public Library, died after a long illness July 24.

■ **Alice Perlaw**, 95, librarian at Madison (N.J.) High School for 62 years, died July 12. The library was named after her in 2007.

■ **Jo Anna Riegel**, 69, died July 26. She served as librarian at Wagnalls Memorial Library in Lithopolis, Ohio, for 29 years.

■ **Lola Teubert**, 83, died July 25. She was a well-known storyteller and young adult/literacy services librarian at Evansville Vanderburgh (Ind.) Public Library until her retirement in 2006.

■ June 1 **Todd Walworth** joined the Tennessee State Library and Archives as digital materials librarian.

■ December 31 **Paul Whitney** will retire as city librarian at Vancouver Public Library in British Columbia.

■ August 9 **Ann Whitver** became government documents librarian at the

Tennessee State Library and Archives.

■ **Yan Xu** recently became manager of the adult services department at the Naper Boulevard branch of Naperville (Ill.) Public Library.

■ **Sylvia Zasloff** recently retired as head of the reference department at Paramus (N.J.) Public Library.

### At ALA

■ August 13 Program Coordinator **Jordan Mack** left the American Association of School Librarians.

■ July 26 **Chelsea McGorisk** joined ALA as production editor in Production Services.

■ August 13 **Aileen Ruane**, registrar in the Member and Customer Service Center, left ALA. ■

Send notices and color photographs for *Currents* to Katie Bane, [kbane@ala.org](mailto:kbane@ala.org).

# It's Not Monkey Business

Profound ideas populate the pages of picture books

by Jennifer Burek Pierce

If by vocation or avocation you've come to cherish children's literature, you've no doubt encountered some skepticism about this particular passion. For too many people, children's books simply don't merit serious consideration. As Seth Lerer aptly observes in his award-winning *Children's Literature: A Reader's History from Aesop to Harry Potter*, "For a long time, what was not literature was the ephemeral, the popular, the feminine, the childish." Even outside the canon-building environs of literary studies, a youth literature expert can feel fated to reprise Rodney Dangerfield's signature quip: "I get no respect."

Anyone who has listened to children's authors and illustrators speak about their work or has researched the origins of a popular book knows that the complexity and the depth of works for young readers belie the semblance of simplicity that a 32-page picture book might suggest. To represent the

world for children involves skillful choices based on training, research, and lived experience. Entering the lists on the side of children's literature as a reflection of larger cultural concerns is the Jewish Museum in New York City, with its summer exhibition, "Curious George Saves the Day: The Art of Margret and H. A. Rey."

Strictly speaking, children were not the target audience for the exhibition, with its displays of minutely handwritten diary entries, passenger lists, and editorial correspondence. Adults brought enthusiastic little ones anyway, so the museum rang with exuberant cries of "Monkey! Monkey! Mon-keeee!" and child-style plot summaries whenever the possessor of a piping little voice recognized a visual from these enduring stories.

Colorful images from the Reys' books and a small room full of oversized pillows and picture books notwithstanding, the exhibition was about the political context in which the Reys developed their famed series as well as its youth appeal. The creators of Curious George were German Jews who fled France in 1940 as the Nazi army approached Paris.

The exhibition, like Louise Borden and Allan Drummond's *The Journey That Saved Curious George: The True Wartime Escape of Margret and H. A. Rey*, reveals the duo's life, first as

newlyweds in Brazil and France, then as refugees in Portugal, Rio de Janeiro, and New York.

Throughout their exhausting travels, the Reys carried their manuscripts, and the cheerful illustrations assured anyone with suspicions that the couple might be spies that the hus-

band and wife were exactly who they proclaimed themselves to be—creators of stories for children.

In addition to the very-well-known tales about Curious George and the Man in the Yellow Hat, the Reys crafted books about constellations and French nursery rhymes. They also wrote and illustrated *Whiteblack the Penguin Sees the World* and other books that evoke themes of peace and acceptance. Having seen war, its dangers and strife, the Reys endeavored to amuse children and to educate them, too.

An exhibition like this asks viewers to do more than understand how a popular children's series came to be. It encourages curiosity, tolerance, and all the other values that the Reys' characters embody. It reflects the belief that children's literature makes connections to adult concerns and effects in the real world, and makes quite clear that such work ought to get some respect. ■

JENNIFER BUREK PIERCE is assistant professor of library and information science at the University of Iowa in Iowa City. Contact her at [youthmatters@ala.org](mailto:youthmatters@ala.org).



The complexity and depth of children's literature

belies the semblance of simplicity that a picture book might suggest.

## SEE ALSO

- "Curious George Saves the Day: The Art of Margret and H. A. Rey." past exhibits, Jewish Museum.
- Bella R. Ehrenpreis, "Curious George: A Jewish Monkey?" Paper presented at the Midwest Association of Jewish Studies, October 2001.

# Customer's Always Right

To thrive, the library must be an essential component of the community's educational infrastructure

by Brian Mathews

**W**e strive to provide great customer service, yet few of us actually use the “C” word. We have many names—patron, borrower, user, reader—but “customer” remains controversial and typically we avoid it. Not so at Howard County Library, located in the Baltimore suburbs. At HCL, they embrace the term, feeling that it accurately conveys the relationships they are building with their community.



**A top priority is to focus on key subject areas, including health, environment, finance.**

This is part of using strategic vocabulary.

“Circulation” became the “customer service desk.” “Librarians” and “library associates” became “research specialists” and “instructors.” “Programs” were tagged “workshops,” “seminars,” or “events.” And, perhaps most controversially, “storytimes” became “children’s classes.”

## Smart terminology

HCL President and CEO Valerie Gross explains, “We use smart terminology in order to be more intuitive,” adding, “We want to be very clear about what we do, how we do it, and how we talk about it.”

Gross has strategically positioned the library inside the realm of education. This is evident from HCL’s mission statement: “We deliver high-quality education for all ages” and by the use of the term “curriculum” to describe the library’s agenda

of providing instructive and transformational experiences. HCL operates very much like a business and behaves like an academic organization.

The library’s most successful initiative is A+ Partners in Education, an ambitious collaboration with the local schools. Each of the county’s K–12 public schools is assigned a branch library along with a liaison. Library staff work closely with teachers in planning assignments, assisting with

access to instructional content and research field trips, and celebrating aca-

demical achievement.

This effort has paid off. Not only has the library seen a rise in gate counts and borrowing, but it has also solidified a strong relationship with the community through events such as a regional spelling bee and a reading competition dubbed Battle of the Books. According to Gross, when county executives had to make a 3% budget reduction last year, the main sectors that were impacted were transportation and community services. Education, under which the library resides, was left untouched. “It’s important that we align ourselves with what is valued most in our community,” she observes.

Success fuels ambition, and HCL recently revealed its aspirations for the future. A top priority is to focus on key subject areas including health, environment, finance, and science

education. The library will also explore virtual instruction, which would reach more people online through webinars, videocasts, and classes.

Another area of concentration is the customer experience. One goal is to increase “customer convenience” through “impulse borrowing” and other merchandising techniques, shifting collections to maximize visibility, and studying usage patterns both online and within the buildings.

Retention is another prominent theme: 90% of the community has library cards, so the library is looking at ways to build incentives for frequent borrowers. Another focus is to place an emphasis on making a strong first and second impression as well as creating a lasting impression that leads to fiercely loyal customers.

Gross admits to being inspired by Nike’s outreach tactics and strives to make a similar emotional connection with her customers. “Education is timeless; 200 years from now, self-directed education will still be critical for economic advancement and quality of life, and the public libraries that embrace this will always be center stage, regardless of the current technology.” She contends that we shouldn’t just strive for relevancy, but rather, that we should embed the library so that it becomes an indispensable component of the community. ■

**BRIAN MATHEWS**, [brianmathews.com](http://brianmathews.com), is a librarian at the University of California, Santa Barbara, and author of *Marketing Today's Academic Library* (ALA Editions, 2009). His column spotlights leadership strategies that produce inspirational libraries.

# Librarian's Library

## The First First Library

by Mary Ellen Quinn

The next time you find yourself in Canton, Ohio, make a stop at the National First Ladies' Library, home of the Abigail Fillmore Library Room. This room replicates the first permanent White House library, established by Millard and Abigail Fillmore in 1850. Although the library remained mostly intact for more than 50 years, just a few of the original volumes can be found in the White House today. In 2004, the National First Ladies' Library

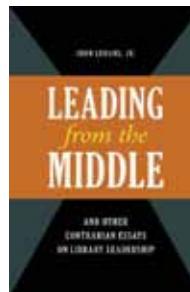
began working with the Library of Congress and the Bibliographic Society of America to reconstruct the original Fillmore collection. *The First White House Library: A History and Annotated Catalogue* offers essays on

how the library was founded and funded, and how it was housed, added to (and weeded), and organized over the years. The catalog portion of the book is a list of the items in the White House Library in 1850, with notes and commentary describing the books and how they reflected the literary and intellectual currents of the day. INDEXED. 398P. \$55 FROM PENNSYLVANIA STATE UNIVERSITY PRESS (978-0-271-03713-4)

### Library Leadership

John Lubans Jr. is a columnist for *Library Leadership and Management*,

and 36 of his columns and other writings are collected as chapters in *Leading from the Middle and Other Contrarian Essays on Library Leadership*. The title *Leading from the Middle* comes from one of the chapters, in which Lubans describes his leadership philosophy: In essence, everyone's the boss. Other chapters discuss teamwork, types of bosses, coaching, productivity, and more. Lubans provides

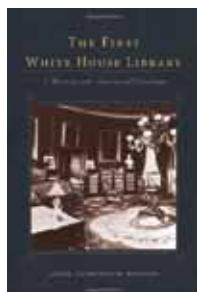


various examples, from lessons learned from Southwest Airlines to the process of training his own dog, to make his points. A good addition to the management shelf, along with standard texts.

INDEXED. 298P. PBK \$50 FROM LIBRARIES UNLIMITED (978-1-59884-577-8)

### Regional Reading Places

I spend a week in Door County, Wisconsin, every summer and so was



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Intellectual freedom is one of our bedrock values, and as the intellectual freedom issues and challenges libraries face are always evolving, so must the profession's response. The eighth edition of the *Intellectual Freedom Manual* offers, among other updated material, three "new Interpretations" of the *Library Bill of Rights*; 10 revised Interpretations; resolutions on the retention of circulation and other records and free expression in the workplace; and privacy and confidentiality guidelines related to RFID. An essential tool.

INDEXED. 439P. PBK \$65 (978-0-8389-3590-3)



The second edition of *Web-Based Instruction: A Guide for Libraries* was published just four years ago, but changes in the technology landscape have prompted author Susan Sharpless Smith to write a third. Web 2.0 has been incorporated into many of the chapters, and each chapter has been updated to include new technologies and ideas. In addition, the book has a website at [www.ala.org/editions/extras/smith10566](http://www.ala.org/editions/extras/smith10566).

INDEXED. 236P. PBK \$55 (978-0-8389-1056-6)



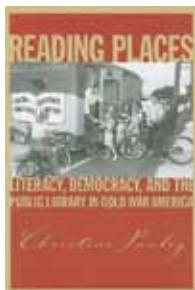
*The First White House Library: A History and Annotated Catalogue* offers essays on how

the library was founded and funded, and how it was housed, added to (and weeded), and organized over the years.

interested to open *Reading Places: Literacy, Democracy, and the Public Library in Cold War America* and find out it is based on events in Door County in the 1950s.

Based on a concept laid out in the

pamphlet “Wisconsin-Wide Library Idea” (1949) that rural libraries could help create an informed citizenry, a regional library made up of seven existing libraries and two new bookmobiles was established in 1950 in



an experiment to expand services in Door and neighboring Kewaunee counties. Sounds like a good thing, but in fact the Door-Kewaunee Regional Demonstration was controversial; it ended after just three years when a referendum to continue it failed.

Author Christine Pawley examines why, using a small piece of library history as a springboard to delve into larger questions related to rural reading habits, cultural differences, and the development of public libraries and librarianship.

The debates back then about whether libraries serve a purpose or are a waste of tax dollars find their echoes today.

INDEXED. 325P. PBK \$28.95 FROM UNIVERSITY OF MASSACHUSETTS PRESS (978-1-55849-822-8) ■

MARY ELLEN QUINN is editor of *ALA Booklist's Reference Books Bulletin*.

## ROUSING READS

### HAPPY BIRTHDAY, DUTCH

Elmore Leonard's friends call him Dutch. Many of his fans do, too, and while using a nickname presumes a degree of familiarity to which those of us who only know Leonard through his books aren't entitled, we can't help ourselves. We feel like we know him. Leonard's fans tend to stay the course; his 44th book, *Djibouti*, will be published in October, and I'm confident I'm not alone among his devotees in being able to say that I've read them all. So while I would never drop “Dutch” into cocktail conversation, I'm not above referring to him that way in those one-on-one conversations I imagine us having.



On October 11, Leonard will celebrate his 85th birthday. He has been a professional writer for 60 of those 85 years. He came up the old-fashioned way, through the pulps. While working for a Detroit advertising agency in the 1950s, Leonard wrote western stories. In 1961, he tried writing full-time but was forced to take freelance advertising jobs to pay the bills. (Along with 44 published books, Leonard has accumulated more than 100 rejections in his writing life—but none lately.) In 1969, he published his first crime novel, *The Big Bounce*, and began selling screenplays to Hollywood (more than 30 of his novels and stories have been turned into movies). It wasn't until the 1980s, though, that Leonard finally broke through: In 1984, *LaBrava* won the Edgar Award from the Mystery Writers of America, and the next year *Glitz* hit the *New York Times* bestseller list, where many of Leonard's succeeding books have also found homes.

Although he's written in many styles and genres, his work more or less falls into three camps: the westerns (including *3:10 to Yuma*); the gritty, noir-tinged crime novels, set mainly in Detroit and written in the 1970s (*City Primeval* may be the best); and the freewheeling caper novels, which have ranged across the country and, recently, the globe. It was in the caper novels—*Stick*, *Pronto*, and *Get Shorty* are my favorites—where the signature Leonard style flourished: comedy threatening to turn tragic as wonderfully idiosyncratic characters try to scratch itches they can't quite reach.

And what of Leonard's latest, number 44, which is about a documentary filmmaker in Djibouti, on the Horn of Africa (“the gateway to Islam . . . or the backdoor to the West”) to shoot a film about Somalian pirates? He may be 85, but Leonard remains in top form, combining his characteristic flourishes—the back-and-forth banter, always oozing wit but never too smart for the room; the always-startling juxtaposition of the comic ordinariness of daily life against bursts of graphic violence—with a superbly clever bit of storytelling in which most of the action takes place in the past, as the filmmaker and her assistant view film and decide how to structure their documentary.

Mike Lupica once said that “the next best thing to reading Elmore Leonard is re-reading him.” I couldn't agree more. Someday, after I retire from *Booklist*, I plan to re-read the entire oeuvre, starting at the beginning and working my way through however many there are at that point.



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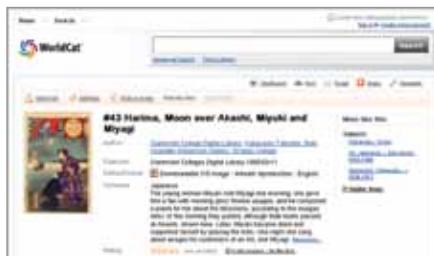


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## CASE STUDY

### TECHNOLOGY: REDUCING OPERATING COSTS

**K**ing County (Wash.) Library System (KCLS) has the second-highest circulation of any public library system in the United States. Serving a population of 1.2 million in 44 branches, annual circulation for the library system is 21 million. The library system needed a better way to manage the more than 85,000 items coming into and going out of its Preston Sort Center every day.

The Preston Sort Center serves as a central distribution point for all the branches of KCLS. With an old conveyor belt system, it took 18 full-time employees and occasional outsourced help to sort the materials coming into the center, identify reserve items,

and pack the items to be delivered to the appropriate branch. The system was also error-prone and tough on the staff, because drivers had to move stacks of totes weighing 160 pounds across the warehouse.

In 2005, KCLS installed an automated materials handling system from FKI Logistex (now Lyngsoe Systems).

Since then, material volume has increased 35%, but the library is able to process it with fewer staff, and it has broadened the responsibilities of the shipping department to better serve patrons and free up branch staff.

The system worked with KCLS's existing barcodes, a necessary feature because the library had ruled out implementing RFID tags. It also allows the Sort Center to achieve 24-hour turnaround time for materials, getting them to branches and patrons much faster. This has made it possible for the library to introduce a new "just-in-time" operation, in which the warehouse stores 35,000 low-use items like older VHS tapes, which frees up shelf space at the branches but allows patrons to access these items within a day.

The system has also reduced errors. "We could not have continued to do business otherwise," said KCLS Special Projects Coordinator Lee Loyd. "The accuracy that is possible with an automated system cannot be achieved when you rely heavily on human activity."



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The Library Director, an administrative faculty position reporting to the civilian Academic Dean and Provost, is directly responsible for the administration of all Library operations. The Nimitz Library is highly regarded on campus and is increasingly seen as a hub of campus academic life. Detailed information about Nimitz Library can be found at <http://www.usna.edu/Library/>. The Annual Report is available on request.

The search is for a proven innovative and experienced library administrator with excellent organizational, strategic planning, communication, human resources and interpersonal skills. A complete advertisement is available at [http://usna.edu/CTL/Library\\_Director.htm](http://usna.edu/CTL/Library_Director.htm).

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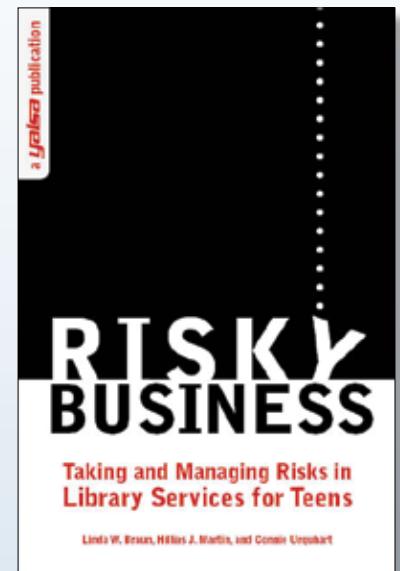
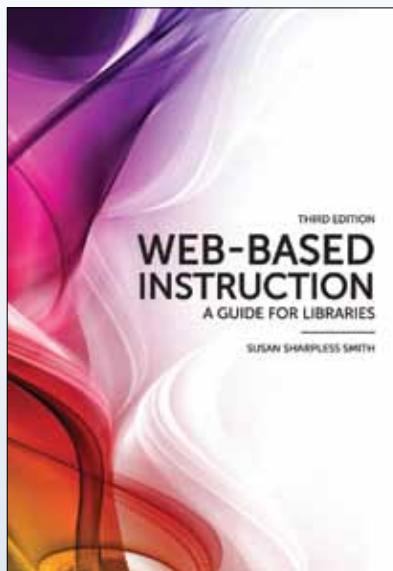
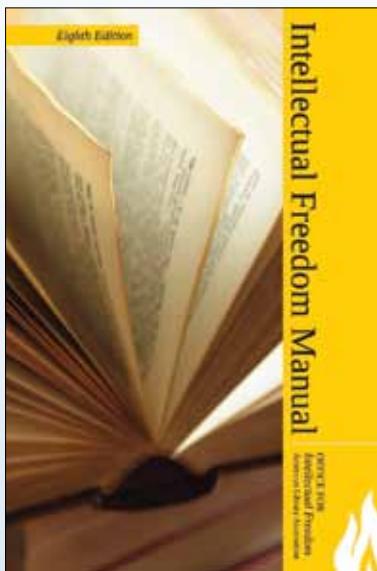
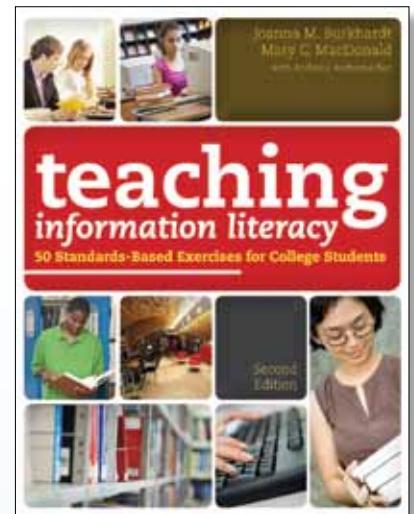
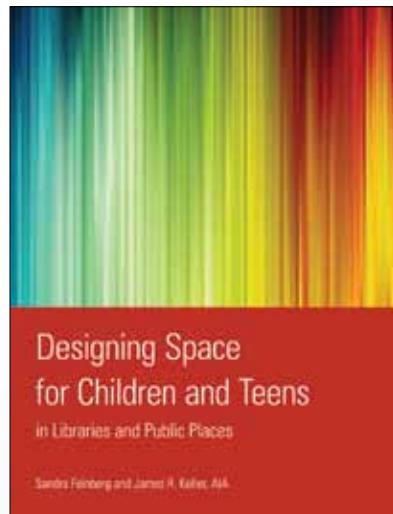
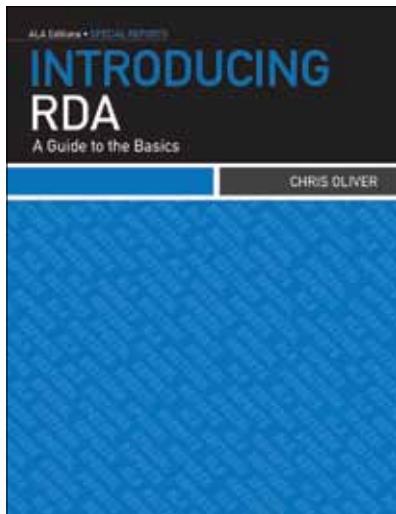
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# Why Librarianship Endures

Gentle Readers will always need Gentle Guidance

by Will Manley

Once when I was working the reference desk, a seemingly normal community college student (no exposed underwear, multiple tongue piercings, neck tattoos, or a message shaven into his hair) asked why so many Civil War battles were fought in national parks. He wanted information on the subject because he had decided to write a research paper about it. He felt it was very unfortunate that the army had trespassed on these national parks because in his words, "They are environmental treasures that should always be kept clean and safe. Plus, cannon shots might start forest fires."

As someone who is very interested in reducing my own ecological footprint, I was quite impressed with his passion for Planet Earth. I was not as impressed with his grasp of history. Working through the problem together, we pretty much

decided that wooded and mountainous areas might provide a strategic military advantage to one side or the other. We then went through the historical timeline and discovered that, voila, the Civil War was fought in the 1860s and the national parks were established in 1916. Then we moved on to some conclusions about Civil War battles and national parks.

While I had some initial concerns that someone so clueless could enter a community college, I quickly supplanted my concern with complacency. Some people are very skeptical about the future viability of librarianship in a high-tech world. My answer to that? Our patrons keep us in business.

Here's an interesting fact: Dictionary.com lists 22 synonyms for "moron." For its listed antonym of "moron"—"brain"—there are a mere 13 synonyms. What does it say about English-speakers that we're nearly twice as effective at describing stupidity as intelligence? The reason, I'm sure, is that there are far more stupid people in the world than smart ones—and I don't think that's changing. In fact,

consider this: The smarter machines get, the less people have to use their own brains, and we all know that underused brains atrophy. Thus, librarians will be around for a long, long time.

**Our patrons keep us in business.**



Here's what I'm afraid of: Scientists and engineers might invent a "smart" chip or a "stupid" vaccine.

A woman who lives across the street from me just had a very expensive, high-tech pacemaker put into her heart. She says it will keep her alive for at least 20 more years. She's 80. "Do you really want to live that long?" I asked.

Her answer was interesting. "Yes, because in 20 years, there'll be an even better pacemaker that will keep me alive for another 20 years."

"That would make you 120," I said. She just smiled.

You'd be surprised at the number of people walking around with man-made body parts. It's inevitable that some biomedical research company will come up with a "brain enhancement" insert—and just as inevitable that the federal government will mandate that these inserts be surgically implanted into the brains of people with average to low IQs. Only then will I worry about the future of our proud and noble profession.

So, embrace your clueless patrons. They are your future. ■

WILL MANLEY has furnished provocative commentary on librarianship for over 30 years and in nine books on the lighter side of library science. Write him at [wmanley7@att.net](mailto:wmanley7@att.net).



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