american libraries

March/April 2019

BLOCK-CHAIN
REACTION

Libraries and the
future of secure,
distributed databases

WHAT IS BLOCKCHAIN?

What does it have to do with libraries?

BLOCKCHAIN

Edited by Susan Alman and Sandra Hirsh

Technology experts and editors Alman and Hirsh build on their ongoing research to discuss how blockchain's potential use as a convenient system for recordkeeping could lead to more government documents, historical records, and other pieces of information migrating to such a system. They and their contributors also examine its possible consequences for academic, public, school, and special libraries, as well as the information professionals who sustain those institutions, making this book an exciting read for everyone interested in the future of librarianship.

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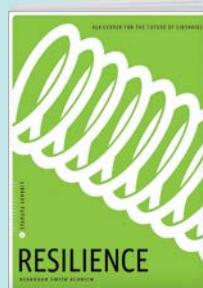
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COVER STORY

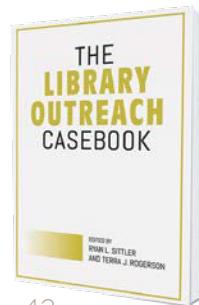# BLOCKCHAIN REACTION

How library professionals are approaching
blockchain technology and its potential impact   p. 26
BY Carrie Smith

THE
LIBRARY
OUTREACH
CASEBOOK

EDITED BY:
RYAN L. SITTLER
AND TERRA J. ROGERSON

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from the EDITOR

A Digital Discourse

Sanhita SinhaRoy

Blockchain's practical applications are still being explored—not least by library professionals. In our cover story (p. 26), Carrie Smith asks five librarians and information professionals about this emerging technology and its likely impact. We hope you find the discussion as intriguing as we did.

For tech that's more accessible in the here and now, read our feature on some of the latest trends (p. 34) popping up in libraries across the country. Alison Marcotte talks with several members of ALA's Library and Information Technology Association about digital citizenship, translation apps, and virtual reality (VR), among other burgeoning tools. For instance, some library workers are using VR to foster empathy by presenting patrons with the opportunity to experience a tornado or walk through a refugee camp. As Joyce Kasman Valenza of Rutgers University School of Communication and Information says in the story, this new technology can help "patrons go well beyond the four walls of the library."

Similarly, in our Spotlight (p. 22), some older patrons of Arlington Heights (Ill.) Memorial Library are benefitting from a VR program that takes them on virtual vacations. It's an especially heartwarming story, as many of these seniors are typically homebound by physical or cognitive limitations. One patron said he never thought he'd see the beach again until the library brought a VR viewer to his memory-care facility.

Weighing in on artificial intelligence and machine learning are ALA President Loida Garcia-Febo (p. 4) and librarian Jason Griffey (p. 47). We also profile the Library of Congress's new five-year digital strategy (p. 38) as well as offer an interview with philanthropist Melinda Gates (p. 24), who speaks about empowering women and the vital role libraries play in providing equal access to information. Gates is this year's honorary chair of National Library Week, in April.

If all this digital discourse has you craving analog, you may delight in our Bookend (p. 56), which showcases Texas A&M's collection of items donated by bestselling author George R. R. Martin. The photo comes complete with a sword and dragon figurine.

You can't get more analog than that.

Sanhita

> VR is being used to foster empathy, presenting patrons with the chance to experience a tornado or walk through a refugee camp.

Exploring AI

How libraries are starting to apply artificial intelligence in their work

Loida Garcia-Febo

I have recently started to hear more phrases such as, "I don't have to visit a library; I just ask Alexa [or Siri or Google Assistant] and it tells me everything I need to know. I speak to it all day."

The impact of even this early wave of artificial intelligence (AI)—including voice assistants and machine learning (ML)—is still uncertain in many fields, but it is time to include AI on our professional agenda and in our national conversation. In talking with librarians working in this area, it's clear that while AI can be useful, it also raises familiar concerns about privacy, intellectual freedom, authority, and access. And there are diversity considerations, as well, including access for people with different linguistic styles or abilities.

Fortunately, librarians are looking at AI from several perspectives. Some are using it to teach information literacy and critical-thinking skills to help patrons formulate questions for these devices and learn how to evaluate responses. University of Rhode Island, for example, is housing its collaborative efforts around AI in the library.

Cambridge (Mass.) Public Library (CPL) partnered with MIT Libraries and Harvard metaLAB to host the installation "Laughing Room," in which participants enter an artificially intelligent room that plays a laugh track whenever something is said that the room's algorithm deems funny. CPL Director Maria McCauley says this helped people to consider the impact of surveillance and AI on their lives. To further engage library users with big issues in science and technology shaping our society, the library will host a public dialogue about humor, culture, and AI with Harvard Law School's Cyberlaw Clinic this spring.

At MIT, Chris Bourg, director of libraries, is focusing on building a technical infrastructure so its collections are accessible by APIs and therefore can be used by machine-learning algorithms. MIT Libraries is working with AI/ML researchers at the university to analyze various library tasks and workflows that might be enhanced by AI. As Bourg says, it is important for academic libraries to make their collections accessible to AI tools like Alexa so that when someone asks a voice assistant for information, reputable scholarly literature is available. To make this successful, libraries will have to work to ensure scholarly information is openly accessible, not locked behind paywalls.

All this may be a lot of new information to process. But Catherine Nicole Coleman, digital research architect at Stanford Libraries in Palo Alto, California, has a good approach: Last year, Coleman conducted "Library AI Conversations" to help library workers familiarize themselves with the latest research and issues. She also worked mostly with bibliographers, archivists, and catalogers to explore the possibilities of AI for metadata and collection development. Additionally, they are collaborating with computer science faculty and faculty in the humanities and social sciences to explore human–machine collaboration, interaction, and interface (bit.ly/stanfordAI).

At ALA, we have resources to help library workers understand AI, these new devices, and the role of libraries. The Center for the Future of Libraries has written about voice-control devices (bit.ly/CFLvoice); the January issue of *Library Technology Reports* (bit.ly/LibTechAI) explores AI and ML; and many of our conferences—including the Library and Information Technology Association's forum and the Association of College and Research Libraries national conference—include sessions on AI.

My fellow library workers, the future of libraries will continue to be about the communities we serve. Librarians and library professionals will need to be at the forefront to support communities as these technologies transform our world. Let's continue the conversation and learn together. **AL**

> Library professionals will need to continue to be at the forefront to support communities as emerging technologies transform our world.

LOIDA GARCIA-FEBO is an international library consultant.

CELEBRATE

NATIONAL LIBRARY WEEK

APRIL 7-13, 2019

This April, celebrate your library and its staff for the work they do to respond to and build strong communities.

Melinda Gates
2019 National Library Week
Honorary Chair

Libraries=Strong COMMUNITIES
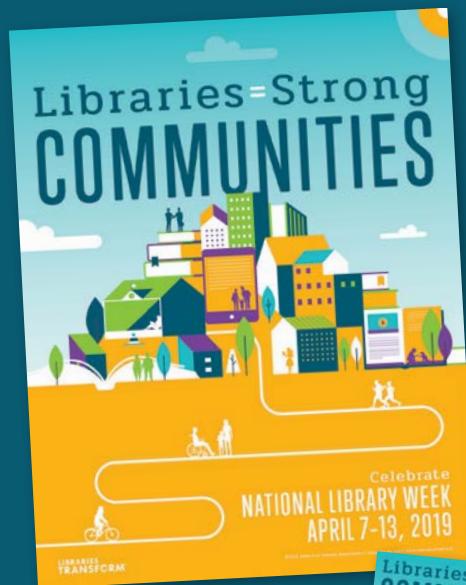
2019 National Library Week Poster

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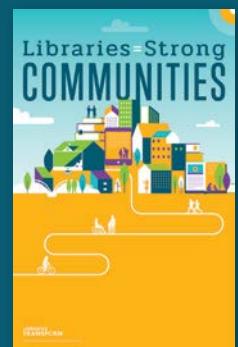
Libraries = Strong Communities Mini Poster

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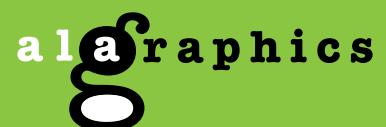
alagraphics

Not Representative of School Librarians

I was disheartened by your inclusion of Amanda Oliver as the sole representative of school librarians in "Other Duties as Assigned" (Jan./Feb., p. 40). While I have no doubt her experience sheltering 2nd-graders during a suspected active shooter scenario was terrifying, by her own admission she'd "been wanting to leave for a while, but that sealed the deal."

There are many of us in the school librarianship role who persist despite the ways in which we're pulled. Yes, such a position often demands we "come early and stay late," but it is our dedication to the children and teachers we serve that drives us to make these choices. You would be hard-pressed to find a classroom teacher who does not also make these sacrifices.

As a teacher–librarian in a Title I school, I very much feel the pressure of being pulled in multiple directions—from a full-time teaching schedule to applying for grants, from running after-school reading clubs to acting as the teacher in charge in administrators' absence, from making calls to social services on behalf of students to organizing book sales and author and illustrator events. The list could go on. While it is challenging work, it is highly rewarding.

There are reasons we decide to stay with this career. I wish you

would've highlighted the struggles and rewards of a different school librarian in your article.

Susie Isaac
Denver

E-Content Advocates

On behalf of San Juan (P.R.) Community Library, we wish to salute American Library Association (ALA) President Loida Garcia-Febo and former ALA President Sari Feldman for meeting with major publishers regarding ebook and e-content acquisitions ("E-Content Challenges Ahead," The Scoop, Dec. 14). We hope that they can be the agents of positive change that our libraries so desperately need.

While we all love digital content, it is unjust that it often costs public libraries three to five times more than the consumer retail price to acquire ebooks and digital content. In addition, we strongly object to metered-access titles. It makes acquisitions both challenging and a misnomer, as we are really renting metered titles and spending exorbitant sums on current or popular titles.

Bravo to our ALA presidents for their efforts! We are rooting for you on behalf of the children and adults who depend on our public libraries.

Connie Estedes
San Juan, Puerto Rico

Living Our Mission

As an early career librarian and an African-American woman, it is beyond disheartening to read news stories about African-American students—many whom are studying library and information science, no less—being treated in discriminatory ways by library staffers. Every employee represents and shapes people's perceptions of librarians and the library, so I cannot stress enough how incredibly vital it is for all library staffers to adhere to the values of the profession and the purpose of the institution. We must implement our mission on a daily basis and behave in a way that does not turn library students away from entering librarianship.

It is hard enough to recruit and retain library students of color without calling the police on them. Library professionals must

create a space for everyone. And yet, a universal and inviting space was not what Ashly Horace, a graduate student studying library science, experienced in November while visiting the West University branch of Harris County Public Library in Houston to observe storytime as part of her graduate work.

Nor is it what Juán-Pabló González, who is also studying library science, experienced at the Catholic University of America's law library in Washington, D.C., on October 10. In both incidents, police officers were called to the library to remove these students.

It is shameful for me to read these types of stories. It is imperative that we, stewards of the great institutions that libraries are, communicate better. I believe that both these situations would not have resulted in police officers being called if the students were white. I also believe that each situation could have had a different outcome if the library professional decided to listen and talk rationally to these students.

The main concern that I had when I read about these students' interactions with library personnel was that it might dissuade them from becoming librarians. I wholeheartedly hope that they continue to study library and information science, as they are critically needed in this profession. We must recruit and retain African-American librarians and librarians of color so that library professionals reflect the patrons they serve. Negative interactions with library professionals do nothing to inspire future librarians.

Jina DuVernay
Atlanta

CORRECTION

The as-told-to piece "Other Duties as Assigned" (Jan./Feb., p. 40) incorrectly asserted that a manager at an unnamed branch of D.C. Public Library declined to take the position unless a full-time police officer was hired also. The manager never made such a statement.

This set of interviews was great. 👍

@KCROWE in response to "Other Duties as Assigned" (Jan./Feb., p. 40)

ALA Launches New Advocacy Storytelling Resources

On January 25 the American Library Association (ALA) released new and updated advocacy tools and a redesigned ALA Advocacy web page (ala.org/advocacy) to help libraries better tell their stories. The new site features the first in a series of short videos on advocacy, in which ALA member Tom Brooks, communications specialist at Cobb County (Ga.) Public Library System, highlights how he built strong relationships with local news media to promote his library. Resources on the site also show step by step how to contact journalists and leverage social media to spread your message.

The site provides plug-and-play resources and self-serve downloads including a calendar to assist in creating year-round advocacy plans, template letters, a congressional calendar, social media graphics, one-pagers, and policy briefs. These examples of storytelling, relationship building, and year-round advocacy have been designed to empower ALA members and library advocates to reach community influencers and decision makers at all levels and encourage them to engage with libraries, according to the January 25 news release.

The new advocacy resources were commissioned as part of the campaign Libraries = Strong Communities by ALA President Loida Garcia-Febo, whose presidential advisory committee provided guidance and feedback as ALA undertook a redesign of the advocacy tools on the site. "The time is ripe for fresh resources to inspire and challenge our advocacy," Garcia-Febo said in the statement. "We all agree on the need to tell our library stories. ALA wants to give members specific tools and guidance for how to do that effectively."

ALA will continue to add new resources, including two more advocacy storytelling videos, in the coming months. ●

Moniz receives YALSA's 2019 Innovation Award

The Young Adult Library Services Association (YALSA) has selected Ryan Moniz, learning and growth librarian at Markham Public Library in Ontario, Canada, as the recipient of its 2019 Innovation Award for his Essential Skills program. Moniz will receive a $500 award, funded by Friends of YALSA.

Moniz's Essential Skills program is a free workshop series designed to support teens on the autism spectrum and those living with intellectual or cognitive impairments. It teaches digital literacy skills that can help to improve quality of life for the learners. Through group activities, the program also provides participants with an opportunity to build healthy relationships with peers while enhancing interpersonal skills and reducing social isolation for an at-risk population.

For more information about the award, visit bit.ly/YALSAInnovative.

ODLOS Seeks Diversity Research Grant Proposals

The Office for Diversity, Literacy, and Outreach Services (ODLOS) is soliciting proposals for the diversity research grant program, a one-time $2,500 award for original research. Applications may focus on any diversity-related topic that addresses critical gaps in the knowledge of diversity, equity, and outreach issues within library and information science. Proposals are currently being accepted for one-year research projects that will be undertaken July 1, 2019, through June 30, 2020.

A jury of ALA members will evaluate proposals and select up to three awards, with grant recipients announced prior to the 2019 ALA Annual Conference and Exhibition in Washington, D.C.

Proposals are due by midnight Pacific time on April 15.

For examples of past projects and a complete list of criteria and proposal instructions, visit bit.ly/ALADiversityRG. For more information or to inquire about possible research topics, email diversity@ala.org.

MLSA Reauthorized Through 2023

On December 31 the Museum and Library Services Act (MLSA), which reauthorizes the federal Institute of Museum and Library Services (IMLS), was signed by President Trump.

The new legislation authorizes IMLS through fiscal year 2023 and contains improvements to enable more libraries on tribal lands to participate in IMLS grant programs, permit use of IMLS funding for disaster preparedness and assistance, and encourage greater use of data-driven tools to measure the impact and maximize the effectiveness of library services.

The bill passed despite threats to stall it in December, in part thanks to persistent advocacy by ALA members, including extra efforts of advocates in then–House Speaker Paul Ryan's (R-Wis.) district, who made calls and wrote letters to the editor to raise awareness of MLSA's importance to libraries and their communities.

The ALA Washington Office encourages members to thank Congress for passing MLSA through ALA's legislative action center (bit.ly/ALAActionCenter). ●

United for Libraries Office Goes Virtual

The United for Libraries office is now virtual. United staff will both telecommute from home and work onsite at Regus Business Centers in the Philadelphia area. The change was made to save on rent, utilities, and other related expenses, and to improve efficiency by eliminating the need for staff to perform maintenance tasks.

United for Libraries staff members' email addresses and phone extensions will remain the same. Its new mailing address is 600 Eagleview Blvd., Suite 300, Exton, PA 19341.

PLA Short Fiction Contest Winners Announced

Six writers have been recognized for their entries in the Public Library Association's (PLA) National Short Fiction Contest. More than 600 writers from across the US submitted short stories on the theme of courage.

The contest jury awarded the $1,000 first prize to Mim Eichmann for her story "Slomp." The jury also awarded $500 honorable mentions to R. L. Burke's "The Invitation" and Donald Ryan's "Call It What You Will." All three juried winners will be given the opportunity to have their stories published in Short Édition's Short Story Dispensers.

Three readers' choice winners were also announced: "The Ship" by Jasmine Wheeler, "Bread Crumbs" by Jessica Normile, and "Quest" by Unoma Nguemo Azuah. All 606 qualifying short story submissions can be viewed on the contest site (bit.ly/PLAshortstories2018).

ALSC Awards 14 Strengthening Communities Grants

The Association for Library Service to Children (ALSC) has awarded 14 $5,000 Strengthening Communities through Libraries mini-grants to support STEAM learning in libraries during out-of-school time.

The grantee libraries range in size and location and represent ALSC members from 11 different states. A full list of grantees is available at bit.ly/ALSCsctl2018. For more information about the grants, visit bit.ly/ALSCGrants.

PLA Offers Regional EDISJ Symposia

Social Justice and Public Libraries: Equity Starts with Us, PLA's symposium on equity, diversity, inclusion, and social justice (EDISJ) will be offered three times in 2019: February 25–26 in Denver; August 12–13 in Charleston, South Carolina; and October 28–29 in Chicago.

Mia Henry—a facilitator and educator who teaches self-reflection, relationship-building, and understanding social movement history—will lead the symposium. Members of the PLA Task Force on Equity, Diversity, and Inclusion will also help guide each session.

Participants will build a shared understanding of core EDISJ concepts; develop strategies to address their own biases and learn how to share this knowledge; develop regional connections; and use case studies and equity tools to create an action plan for strengthening EDISJ practices in their libraries and communities.

Registration for each symposium is limited to 100, and attendance on both days is required. The symposium is $150 for PLA personal members and $250 for nonmembers. Limited financial support for staff from small and rural libraries may be available.

For more information, including registration instructions and lodging options, visit bit.ly/EDISJSymposia.

70 Libraries Named for Great Stories Club

Seventy libraries have been selected to participate in ALA's Great Stories Club series on Truth, Racial Healing, and Transformation (TRHT), a thematic reading and discussion program series engaging underserved teens through literature-based library outreach programs and racial healing work.

Celebrate the CSK Book Awards' 50th Anniversary

ODLOS and the Ethnic and Multicultural Information Exchange Round Table are celebrating the 50th anniversary of the Coretta Scott King (CSK) Book Awards in 2019. The awards serve as a guide for parents, librarians, and caregivers, for the most outstanding books for youth by African-American authors and illustrators that demonstrate an appreciation of and affirm African-American culture and universal human values. The CSK Book Award titles promote understanding and appreciation of the culture of all peoples and their contribution to the realization of the American dream of a pluralistic society.

A 50th anniversary celebration toolkit with program ideas, templates, and artwork is available at bit.ly/CSK50.

ALA Graphics is marking the anniversary with a new limited-edition T-shirt, available in black or yellow, and a gold-plated anniversary pin, available at the ALA Store (bit.ly/CSK50th). ●

The grantees represent 46 public libraries, 13 school libraries, five community college libraries, four academic libraries, one prison library, and one cultural center library. Additionally, 50 community partner organizations including alternative schools, youth detention centers, and other organizations that serve youth, are participating in the project.

Participating libraries will receive 11 copies of up to four books on the TRHT Great Stories Club reading list; a programming grant of up to $1,200; travel and accommodation expenses paid for attendance at a two-day orientation workshop in Chicago; and additional resources, training, and support from the Public Programs Office and ODLOS.

The libraries will work with small groups of teens in 2019 to read and discuss book titles on the themes "Deeper Than Our Skins: The Present Is a Conversation with the Past" and "Finding Your Voice: Speaking Truth to Power."

A final round of Great Stories Club grants for the TRHT series will be offered in 2019. More information on upcoming opportunities and the program itself is available at bit.ly/ALA-TRHTGSC.

2019 Leadership Institute Applications Open

Applications for the 2019 "Leading to the Future" ALA Leadership Institute, to be held August 5–8 at the Hilton Chicago/Oak Brook Hills Resort and Conference Center in Oak Brook, Illinois, will be accepted through March 8. The four-day immersive leadership development program for 40 mid-career librarians will be led by former ALA President Maureen Sullivan and library and leadership consultant Kathryn Deiss.

Now in its seventh year, the institute helps future library leaders develop and practice their leadership skills through reflective and active learning. It offers participants an opportunity to delve into leadership practices, concepts, and frameworks, and to shape their own sustainable leadership vision and ethos while building a learning community and network.

The application form and guidelines are at bit.ly/ALALeadershipInst. Applicants may nominate themselves or be nominated by their employer. Participants also receive a free one-year membership to the Library Leadership and Management Association.

Academic Library Impact Research Grant Applications

The Association of College and Research Libraries invites practicing librarians and information professionals employed in academic and research libraries to apply for funding for research on library contributions to student learning and success through Academic Library Impact Research Grants. Proposed projects should aim to build on the foundations of the 2017 Academic Library Impact report and fill gaps in existing literature.

In this round of grants, the committee welcomes proposals related to issues

of equity, diversity, and inclusion. The grants provide up to $3,000 for research, with successful recipients eligible to apply for up to $1,500 in additional funding for dissemination of their findings.

Applications are due April 25. More information is available at bit.ly/ACRL impactgrants.

Booklist Announces Graphic Novels in Libraries Month

In July 2019 *Booklist* will host Graphic Novels in Libraries Month, which will foster partnerships between libraries and publishers and provide librarians with tools to select, curate, and promote graphic titles for patrons of all ages.

The program will begin at the ALA Annual Conference and Exhibition in Washington, D.C., with a panel and meet-and-greets with authors and illustrators. Throughout July, *Booklist* will share original videos on social media

using the #ReadGraphic hashtag featuring authors and illustrators.

Booklist will partner with select libraries to help bring authors and illustrators to comics-related library events.

New Workshop on Mental Health

ALA Publishing eLearning Solutions will host a new workshop, "Dealing with Mental Health on the Front Lines," with Loren Mc Clain, in two 90-minute sessions on March 7 and 14.

The workshop will cover how identifying mental illnesses and disorders in the workplace and in the community lead to a better understanding of how library policies and procedures come into play, and how you can create a more positive and supportive environment for your employees and the public.

Registration is available at bit.ly/ALA mhwebinar19. AL

Julius C. Jefferson Jr.

Section head, Congressional Research Service, Library of Congress, Washington, D.C. | jeffersonforalapresident.com

Libraries are not just where we work; they are sentinels of our democracy, where lives are affected and our country's ideals are upheld. I am reminded of this every day as I traverse the entrance of the Library of Congress's James Madison Memorial Building, where this inspiring quote is inscribed: KNOWLEDGE WILL FOREVER GOVERN IGNORANCE: AND A PEOPLE WHO MEAN TO BE THEIR OWN GOVERNOURS, MUST ARM THEMSELVES WITH THE POWER WHICH KNOWLEDGE GIVES.

It is an exciting time to be a member of the American Library Association (ALA). ALA can and will play an important role at this critical juncture in the history of our profession and our country, and it must stand united to speak with one voice: to advocate for the education of an informed citizenry; to promote freedom of expression and privacy; to fight the constant threat of reduced funding for library programs; to support information policies that seek to unite our country, rather than policies that divide, such as the repeal of net neutrality.

As ALA president, my focus will be to build the Association's brand. What is that brand? It is the 57,866 committed members—librarians and library workers—who are and need to be recognized as technologically savvy, inclusive, innovative, passionate, and diverse. Building that brand means strengthening relationships within our complex organizational structure.

As president, I will address internal and external concerns that face ALA, focusing on supporting our strategic directions by advocating for policies that reflect our core values.

I will strive to:

1. help increase funding by building on the grassroots approach
2. strengthen equity, diversity, and inclusion in our Association *and* in the libraries where we work
3. defend and protect privacy and intellectual freedom
4. champion the careers of library workers by providing professional development and leadership opportunities, using a communities of practice model
5. build a culture of inclusion by strengthening relationships with divisions, round tables, affiliates, and member initiative groups
6. build and strengthen relationships with our chapters
7. lead our Association through the on-boarding of a new executive director
8. lead ALA in our conversation about better governance, ensuring all voices are heard
9. provide fiscal guidance as we seek to ensure concrete benefits to members
10. recruit the next generation by introducing K–12 students to a career in librarianship

My commitment to libraries and my ability to serve and lead ALA members is reflected in my active participation within our Association. I have served on the ALA Executive Board, chaired ALA committees, served and led affiliate organizations, and served at the local level. I currently serve on ALA Council.

I stand prepared to serve the members of ALA, providing leadership for a modern library association.

I ask for your vote for ALA president. AL

> ALA can and will play an important role at this critical juncture in the history of our profession and our country.

ALA ELECTION VOTE: March 11–April 3. More information at bit.ly/ALAelection19

Lance Werner

Executive director, Kent District Library,
Comstock Park, Michigan | lancewerner.com

CANDIDATE FOR **ALA PRESIDENT**

We're living in an increasingly divided world that needs to be brought together and where intellectual freedom must be staunchly defended.

The American Library Association (ALA) and libraries are in a unique position to help, heal, and lead. We must bring more civility and critical thought into the world through kindness, empathy, and love.

Libraries are on the front line, doing an outstanding job of serving the underserved. But there is also an opportunity to bring all stakeholders closer together through engagement and advocacy. This is where ALA has the greatest opportunity to deliver significant value for members, helping with strategic engagement and advocacy.

To accomplish this, changes are due. Our rapidly evolving world outpaces the old mode of merely promoting library service and librarianship. It's not enough to simply focus on our craft—we need new dance steps for change.

Step one: Ensure member voices are heard in updating the ALA mission so it's focused on the future rather than focused inward. Just as a lead dancer looks in the direction that he or she plans to take a partner, ALA's future focus will help libraries with far-reaching goals and accomplishments.

Step two: Help members gain a seat at the table by leveraging their greatest assets: kindness, empathy, and love. Everything libraries do stems from those three traits and values. These are the dance moves that businesses want to learn.

Think about how kindness, empathy, and love apply to client service, organizational culture, emotional engagement, and delivering real value. These are the tenets that attract customers, investors, and prosperity. In exchange for helping teach these dance moves, libraries can enjoy stronger alliances and advocacy for furthering their mission.

> ALA and libraries can help, heal, and lead. Let's bring more civility and critical thought into the world with kindness, empathy, and love.

This is precisely what ALA can accomplish on a national and international level. In doing so, our Association can help libraries do the same locally.

Too often, libraries may be invited to the party but not asked to dance. To turn this around, we need to make the first move by learning where the missions of other stakeholders align, turning up the music, and asking them to dance!

As president of ALA, I will implement this shoes-on-the-dance-floor strategy. I'm ready to take the lead and inspire others to do the same.

I'll accomplish this by:
- expanding ALA training to help people employ advocacy and inclusion for themselves and their profession
- developing apprenticeship programs for real-world, on-the-job experience
- guiding others in fast-track creation and implementation of ideas
- seeking input from ALA members to explore answers to tough questions about the future of libraries

Change can happen only if we are willing to change and willing to take charge.

As ALA president, I will focus on this for the benefit of libraries everywhere.

Let's dance! **AL**

Maggie Farrell

Dean of university libraries, University of Nevada, Las Vegas | maggieforalatreasurer.com

CANDIDATE FOR **ALA TREASURER**

I am greatly honored to stand for election for American Library Association (ALA) treasurer and to serve our profession by providing leadership for the financial well-being of our Association.

ALA is at a critical time with changes in Association leadership positions, increased operational costs, flat-to-decreasing membership, and declining revenue. Librarians and library workers have a variety of choices for professional development, service, and engagement, so ALA needs to adapt to the changing expectations of the library profession if it is to remain relevant and vibrant. This will require critical examination of our conferences, activities, publishing, operations, and structure in order to meet the needs of our contemporary profession. As your treasurer, I will diligently work to provide analysis, support, and financial details that facilitate decisions on how we move forward as an association.

Currently I am chair of the Budget Analysis and Review Committee (BARC). In this role, I lead a team of members, working closely with the ALA treasurer and Finance office to provide oversight for the Association's finances. This experience has provided me with insights into the financial and organizational structures of ALA. Of critical importance is process: ensuring that we follow ALA policies, respond to ALA Council referrals, and provide direction to the Finance office. As BARC chair, I have established the goals of transparency, clarity, and communication as we focus on immediate and long-term goals.

As ALA treasurer, I will continue this service with similar goals. Transparency in our budget processes is necessary as we consider not only the current financial state but how we strategically invest in our infrastructure to modernize our work. As we consider real estate options, we need transparency in the financial details in order to make an informed decision that will impact ALA for many years. I will strive to bring clarity to the budget process. Clarity is essential for making informed decisions with an understanding of processes throughout the organization, including

> To remain relevant, ALA needs to adapt to the changing expectations of the profession.

divisions and round tables. We need to use simple and clear language in understanding and describing our budget. Although ALA has many units with revenue and nonrevenue activities, our processes should be understood by members. Transparency and clarity are at the foundation of communication regarding Association finances. I will facilitate regular communication to ALA leadership, including division and round table leaders. As treasurer, I will continue this pattern to provide regular and direct communication for ALA members.

In addition to my service on BARC, I have served on Council, on the Association of College and Research Libraries executive board, and as chair of various committees and task forces.

I have also held leadership positions in state and regional library associations and consortia. As library dean of three universities, I have broad budget experience and financial expertise that complement my MLS and master's of public administration degree. My skills in facilitation and management will contribute to the dialogue of examining the financial infrastructure required to modernize our Association's operations.

Thank you for considering me for this critical leadership position, and I ask for your vote. **AL**

ALA ELECTION VOTE: March 11–April 3. More information at bit.ly/ALAelection19

Andrew K. Pace

Executive director, technical research, OCLC,
Dublin, Ohio | pacefortreasurer.org

CANDIDATE FOR ALA TREASURER

I am honored to stand for election as treasurer of the American Library Association (ALA), and I ask for your support.

ALA's treasurer does what you might expect, but there's more to the job than many realize, especially in the coming three years. Of course, I will dedicate myself to ALA's financial success. But I will also help make sure ALA invests its assets to align with key priorities: advocacy; information policy; professional and leadership development; and equity, diversity, and inclusion.

I will do this by stressing the same three principles I used as an ALA councilor and Executive Board member: transparency, trust, and transformation.

Transparency. Previous treasurers have helped make the financial workings of ALA more understandable—from annual budgets and balance sheets to the role of endowment trustees and relationships with divisions, chapters, round tables, committees, and affiliates. My excellent working relationship with Council, the Executive Board, and ALA leadership and finance staff will make ALA's finances even more transparent. Members can always expect an open mind, direct communication, and candor.

Trust. Professionally, I have managed revenue budgets as high as $30 million. As a member of the Library and Information Technology Association and its former president, I consulted with the division's board regarding its financial future, urged its merger with other divisions, and helped create its budget review committee. Managing finances requires a level of trust that I have worked hard to earn. Trust is also earned by devoting oneself to creating a more inclusive environment, both at our places of work and within the Association. I am committed to viewing ALA's initiatives through the required lens of social justice.

Transformation. ALA membership, governance, finances, IT infrastructure, staff work spaces, and conferences are in a state of major transformation. As an Executive Board member, I've been a key player in strategic discussions and the financial impact that comes with them. As a member of the Finance and Audit Committee, I have worked closely with

> Trust is earned by devoting oneself to creating a more inclusive environment at work and at ALA.

the current ALA treasurer, Budget Analysis and Review Committee, and ALA Finance staff to ensure that budgets and investments align with organizational strategy and aren't simply numbers on a page. While ALA invests in its future, it's important to have a leader with an eye toward fiscal responsibility as well as wise investment. As treasurer, I will work hard to ensure that the profession's core values are never compromised.

ALA faces an interesting paradox. On the one hand, it has suffered budget deficits in the wake of financial crisis, de-professionalization from outside forces, and an organizational structure that is rooted in 19th- and 20th-century governance models. On the other hand, its outstanding balance sheet reflects the value libraries bring to society and the profession, and a devoted membership that embraces a 21st-century focus and direction.

I firmly believe ALA can leverage its balance sheet to invest in financial development, IT, and advocacy—the heart, body, and soul of the Association—to ensure both short-term relevance and long-term viability. I will lead ALA's embrace of a transparent realism in its financial planning and reporting that supports a shared commitment to libraries, library workers, and the future of the Association. **AL**
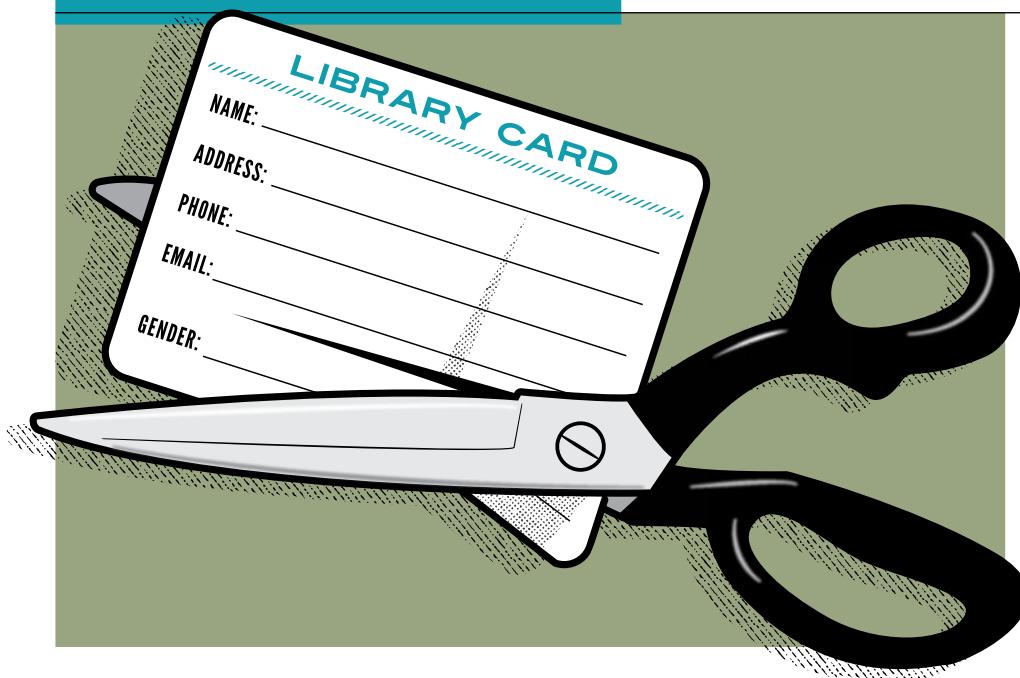
Ditching the Gender Data

Why "male" and "female" are vanishing from some library card applications

BY Anne Ford

What do we use 'gender' for?"

That might sound like the opening volley of a gender-studies lecture. But when Erin Shea, supervisor of Ferguson Library's Harry Bennett and Weed Memorial and Hollander branches in Stamford, Connecticut, wondered it aloud at a staff meeting last October, she was waxing practical, not theoretical.

Specifically, she was questioning a common procedure followed by her library and many others: requiring patrons to specify their gender on library card applications. "I expected to hear that we used [gender data] for statistics," she says. "But the answer was: '*Huh.* We don't really use it.'" Ever since, applying for a library card at Ferguson has meant submitting one's name, birth date, address, phone number, and email address—and nothing else.

Just two states away, Joel Nichols, administrator for data strategy and evaluation at Free Library of Philadelphia, had a very different experience when advocating for a gender-free library card application a couple of years ago. "My department was saying, 'We're never going to use this gender information,'" he says. "But there were strong objections from other people" based on "the notion that this data might somehow, someday be worth something."

Though it's the official policy of Free Library of Philadelphia to process any library card application where the gender field is left blank, the paper form still asks applicants to choose "male," "female,"

"self-identified," or write something else on the line provided.

The Gay, Lesbian, Bisexual, and Transgender Round Table (GLBTRT) of the American Library Association (ALA) has since 2015 recommended that libraries refrain from collecting information about patrons' gender identities if that information is not truly needed to provide service. Four years later, some libraries have followed this recommendation, others haven't, and still others have never collected gender information to begin with.

At the 2019 Midwinter Meeting in January, ALA Council passed a resolution to address the proposed definition of sex under Title IX by the US Department of Health and Human Services and the Justice Department, and to affirm the Association's support of civil rights protections for people of diverse gender identities. "ALA is committed to diminishing social exclusion, stigmatization, and underrepresentation within the communities served by libraries through an increased understanding of gender," the

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>
> **ERIN SHEA,** supervisor of Ferguson Library's Harry Bennett and Weed Memorial and Hollander branches in Stamford, Connecticut

Illustration: Tom Deja

resolution states. "[ALA] encourages libraries to create welcoming and inclusive spaces to meet the information needs of people of diverse gender identities."

Advocates say having a data field for gender at best singles out transgender patrons and signals that they are not welcome in the library, and at worst can lead to harassment or physical violence if patrons are forced to disclose their transgender status.

"I see gender on the library card as a barrier to access that I personally am working to undo," Nichols says. "It is slowly changing."

'A welcoming and safe space'

Removing gender from library card applications was not the first step that Ferguson Library took to help transgender patrons feel more welcome. That process began in 2016, when Shea converted the Weed Memorial and Hollander branch's existing single-user restrooms into all-gender restrooms. "I was like, 'This is low-hanging fruit,'" she recalls. "We just had to buy new signs."

Afterward, "we did get push-back [from patrons], but it wasn't coming from a place of hate. It was coming from a place of ignorance," she says. "I hadn't really taken time to educate the staff about why this was happening, and the staff in turn are the ones who educate the public." So she invited a presenter from Norwalk, Connecticut–based Triangle Community Center, a provider of LGBTQ programs and services, to speak to her staff about ways to be more gender inclusive. It was the presenter, a transgender man, who introduced the idea that gender seldom truly needs to

be specified or collected. "It was easy to see how that was part of our strategic plan—to promote the library as a welcoming and safe space where all are included," she says. "I feel very grateful to work here, because everyone was like, 'Oh yeah, that's a great idea.'"

Since gender has disappeared from the library's card applications, she adds, the only feedback she's gotten has been positive: After the *Stamford Advocate* newspaper ran a story about the library's decision, a local mom called to say thanks.

Shea believes the change is having additional positive effects, even if they're not immediately apparent. "Lots of people are not going to notice the change, but the people it matters to will notice, and even if they don't comment on it, those are the people we made the change for," she says.

Approaches to avoid misgendering

Conversely, some libraries are adding—rather than subtracting—a particular data field from their applications in hopes of making all patrons feel more welcome.

"We are adding 'preferred name,'" explains Deb Sica, deputy county librarian for Alameda County (Calif.) Library. The change, which is under way, will allow any patrons—not just trans-gender ones—to indicate the name by which they wish to be addressed by library staff.

"It's always a little off-putting when you have a specific name [you like to be called], and you're called your official name

BY THE NUMBERS

Money Smart Week

1,000

Approximate number of libraries that participated in Money Smart Week activities in 2018. This year it will be observed March 30–April 6 and will include thousands of free programs and events across the country to help educate consumers on how to better manage their personal finances.

2002

Year the Federal Reserve Bank of Chicago started Money Smart Week. The American Library Association has been a national partner of the event since 2011.

3

Age at which kids begin understanding the concepts of saving and spending, according to Beth Kobliner, author of *Make Your Kid a Money Genius (Even If You're Not).*

30%

Percentage of US adults—or approximately 73 million people—who report that they are just getting by financially or are struggling, according to a 2017 Federal Reserve Board report.

44%

Percentage of Americans who don't have enough cash to cover a $400 emergency.

$37,000

Average dollar amount that a student borrower owes upon graduating college. ●

Photo: © igorkol_ter/Adobe Stock

Columns Society members at University of Mississippi tell visitors about the Committee on History and Context plaque placed at Barnard Observatory.

What's in a Building Name?

University librarians and archivists contribute to reviews of contentious namesakes

BY Timothy Inklebarger

What should be done about university buildings named after controversial historical figures?

With the goal of reconciliation and justice, institutions across the US are increasingly undertaking formal measures to review who they've memorialized—evaluating names of buildings and monuments to determine connections to white supremacy and other forms of discrimination. Unsurprisingly, university librarians and archivists are finding a role in these discussions, providing historical materials on the buildings and individuals in question, and in many cases taking their involvement a step further by creating LibGuides, supporting community forums, and helping develop evaluation criteria.

"What does it mean for Oregon State University to value equity and inclusion if individuals after whom its buildings are named did not?" asks Natalia Fernández, curator at Oregon State University's (OSU) Special Collections and Archives Research Center (SCARC) and archivist of the Oregon Multicultural Archives and OSU Queer Archives. To help answer this question, she says, archivists and special collections librarians should be called upon to provide historical context. "We also have the opportunity to engage our communities in productive and transformative discourses," she adds.

Fernández and SCARC Director Larry Landis participated in OSU's nearly two-year review, which involved developing a name-evaluation process, carrying out research, and holding public meetings before deciding the fate of the names of five buildings on OSU's Corvallis campus: Arnold Dining Center, Avery Lodge, Benton Annex, Benton Hall, and Gill Coliseum.

In 2016, a committee that included Fernández and Landis drafted evaluation criteria that examined such factors as bigoted actions taken by a commemorated individual, the individual's public versus private persona,

and whether or not the individual's exclusionary beliefs changed over his lifetime. In fall 2017, the university hosted six community engagement forums led by trained facilitators that asked alumni, faculty, students, and members of the public to weigh in on questions like "What do you think the difference is between remembering history and revering history?" and "What does reconciliation mean to you?"

Fernández says in the early stages of the review, archivists began preparing information for researchers—institutional records from the boards of trustees and regents, news articles, photographs, oral histories, and memorabilia—which was used and cited as a basis for dialogue in the forums' small-group discussions.

"I felt it was important to have archivists as part of the community engagement sessions because we are able to connect the conversation to historical information," Fernández says. Archivists also created a LibGuide to help contextualize the information.

Ultimately, the university chose to rename the buildings named after Joseph Avery, who was connected to a proslavery newspaper in the 1850s, and Thomas Hart Benton, a proslavery US senator from Missouri. Avery Lodge is now Champinefu Lodge—*champinefu* meaning "at the place of the blue elderberry"—to honor the language and historic contributions of the local Kalapuya tribe. Benton Hall is now Community Hall, while Benton Annex is now the Hattie Redmond Women and Gender Center, named for an African-American and Oregonian women's suffrage leader.

At University of Michigan, Terrence McDonald, history professor and director of the Bentley Historical Library (the campus archive), says he was among a group of faculty members asked by University President Mark Schlissel in 2016 to reflect on the topic of building names.

"[The review of building names] is happening all across the country," McDonald says. "The one commonality is, it's always a historical question, and that's what's great about the current moment. It's a tremendous opportunity to think carefully about the good and bad parts of American history."

In 2018, with input from the committee, the university's board of regents voted to change the names of two structures on campus: a science building named after Clarence Cook Little, a former university president who called for eugenics practices and anti-miscegenation laws, and a portion of a residence hall named after Alexander Winchell, a former university professor who published racist theories about the origins of mankind. The names have been removed but the buildings have not yet been renamed.

McDonald says the committee requested a "vast amount of information" to assist in the investigation of the two figures, and the Bentley Historical Library committed two employees to the task.

He says the evaluation process also prompted archivists and historians to ask who is *not* being commemorated. The archive is now tracking the history of African-American students at the university between 1853 and 1960. "Once it's done, it will be a tremendous resource for teaching," McDonald says.

At University of Mississippi, a historical reckoning has been ongoing for decades. Leigh McWhite, an archivist who began working at the University Archives and Special

> ## "It's a tremendous opportunity to think carefully about the good and bad parts of American history."
>
> **TERRENCE MCDONALD,** history professor and director of the Bentley Historical Library at University of Michigan

Collections in 1993, says students frequently request research papers and other materials on Confederate symbols connected to the university.

"I have often described it as the longest-running dialogue on Confederate symbols in the nation," she told the Society of American Archivists at a presentation last August.

Though the discussion on historical objects has long been part of the campus culture, it wasn't until 2017 that the Chancellor's Advisory Committee on History and Context recommended renaming Vardaman Hall, a building named after former Mississippi Gov. James K. Vardaman, a known white supremacist. Rather than rename eight other statues, memorials, and structures, the committee recommended installing plaques on campus to contextualize the individuals memorialized.

McWhite says that advisory committee members came to the archives to use resources for historical research, which provided the basis for recommendations. Also made available to the committee in its review of building names was a LibGuide created by McWhite and librarian Amy Gibson, "Contextualization at the University of Mississippi."

"The library tries to stay on top of what is [being discussed]," says McWhite. "This is a topic we could contribute to." AL

TIMOTHY INKLEBARGER is a writer living in Chicago.

during a library transaction. There's an instant divide, for everyone," Sica says.

The change came out of a desire to support the transgender community and to enhance the overall patron experience. "Our library wants to become less transactional and more personal," Sica explains, "and this is part of that initiative."

At San Antonio Public Library, patrons whose preferred names don't match the name on their IDs aren't questioned about it. "It doesn't matter," says Assistant Director for Public Service Dale McNeill. "If they fill out an application and it says 'Julia,' and we look at their ID and it says 'John,' we tell them, 'I have to put in your record the name that's on your ID. However, whatever name you prefer, we'll put that in the alias field, and when we speak to you, we'll use that name.' And when the person picks up holds, they'll be under that name. I think most people feel like that makes sense."

In addition, he urges staff members to refrain from using "sir" or "ma'am" when speaking to patrons, particularly over the phone, because it can be easy to misgender someone—whether the person is transgender or not. "What I tell staff is, 'No matter what your grandma told you, try really hard not to say 'sir' or 'ma'am.' Find a way to say, "It's really been a pleasure to speak with you," and then just place your lips together.'"

He tells staffers, too: "I'm not asking you to do something special because this person is transgender. I'm asking you to just be a nice person. Nobody likes to be misgendered." AL

ANNE FORD is *American Libraries* editor-at-large.

Libations in the Library

Alcohol-friendly events draw new, younger faces

BY Anne Ford

Sipping in the stacks. Boozing amid the books. Whatever you call it, libraries and Friends groups are doing it: serving alcohol after hours, usually as part of a fundraiser, and usually with great success.

The idea of alcohol at a library-sponsored event may strike some as unusual. But supporters say that serving alcohol increases event attendance, particularly among younger adults, and cultivates a public image of the library as a hip, up-to-date social setting.

"People are used to relaxing with a beer or a glass of wine," says Marcy James, programming coordinator for Jefferson County (Colo.) Public Library (JCPL). "When was the last time you went to a big fundraiser or a wedding without alcohol? I think people see libraries as a place to take your child for storytime, which is wonderful, but not as a place to kick back with other adults. If we're going to change that view, I think alcohol is part of that."

Last fall, the Jefferson County Library Foundation hosted a six-week program titled "Stouts and Stories, Ales and Tales." Because county regulations prohibit alcohol from being served within the library itself, the program's kickoff fundraiser took place at a local event venue. But that didn't deter about 150 attendees from paying $15–$25 to sample craft beer from local brewers, play games such as giant beer pong, enjoy live music and a photo booth, sample food-truck fare, and listen to informative talks about the brewing process. Participants also received "beer tour passports" that could be stamped at local breweries in the weeks following the kickoff event and used to access discounts and prizes.

For Cindy Matthews, the library's promotions and marketing manager, the event was not just about attracting new patrons to the library or even raising money, but also about increasing accessibility. "Colorado hosts the Great American Beer Festival, which brings in thousands of people who pay $85 and up to learn about beer. Not everyone can afford to attend a program like that," she says. "With this kind of program, we're able to make it accessible to the community."

The library did hear from at least one patron who expressed disappointment in the foundation's decision to serve alcohol. Still, "I'd say the response was overwhelmingly positive," James says. "It attracted a little bit of news and a different patron base. It was really nice on social media, too; we had 26-year-old guys commenting."

Intoxicating concerns

Whenever alcohol is served, worries around overserving—that is, the possibility of a patron becoming inebriated—will arise. So far, that hasn't been an issue at the events she's overseen, says Leia Droll, executive director of development at North Carolina State University Libraries in Raleigh. The libraries' Friends group holds regular onsite programs called Library Libations, at which members enjoy hors d'oeuvres and alcoholic beverages while learning more about the library's offerings.

"We hire professional bartenders. It's not like people are serving themselves," she points out. "Very few attendees drink a lot. We've never had anything go wrong." It helps that, per university regulations, only beer and wine (no hard liquor) are served. It may also help that students are not permitted at the events.

Still, the notion of someone wandering through a library while brandishing a glass of Chianti or Cabernet may inspire mental images of wine-soaked books or stained carpeting. But Droll says a few commonsense precautions have warded off those issues. "Our staff is pretty careful," she says, "and we don't let people touch

anything that's valuable or rare. They typically say, 'If you come to this particular area, you put down your drink,' and we have staff and volunteers monitoring that.'"

In her view, all the regulations and precautions have been worth it: Serving alcohol has helped attract many younger alumni to the Friends group. "It's just had a really incredible reach," Droll says of the program, which typically sells out. "One of the things we've heard is: 'It's so great to see young people and new faces here.'"

Limiting the liquor

Worthington (Ohio) Libraries has seen similar success with its Friends' annual Books and Brews fundraiser. Now in its fourth year, the evening event attracts about 225 patrons ages 21 and up, who pay $35–$45 for samples from nearby breweries, food donated by local restaurants, a silent auction, a jazz combo, and a trivia contest. The first time it was held, recalls Director of Community Engagement Lisa Fuller, one of her colleagues came up to her and said, "Look, Lisa! Young people in the library!"

Like Droll, Fuller has not encountered any instances of intoxication at the event. "It's not as if you have an unlimited supply of alcohol available," she points out. "You're not even getting a full beer from any one brewery." And if someone does become impaired, well, "it's a neighborhood event; a lot of people walk here," she says. "Nobody has to worry about driving home."

At least part of the fundraiser's popularity, she adds, stems from

> ## "There's an appreciation of the disconnect: 'Oh my gosh, I'm having a beer in the library.'"

LISA FULLER, director of community engagement, Worthington (Ohio) Libraries

the delight that comes from interacting with a familiar environment in an unusual way: "What we've heard is that it's really fun to be in the library after hours. I think there's an appreciation of the disconnect: 'Oh my gosh, I'm having a beer in the library.' A couple people have said, 'If only we could check out books at the same time!'" AL

ANNE FORD is *American Libraries* editor-at-large.

Residents of The Highlands at the Moorings of Arlington Heights assisted-living facility in Illinois enjoy a virtual tour of Monticello.

It's Not Such a Small World After All

Introducing older adults to virtual reality

Many seniors are prevented from traveling the world—or even just taking a stroll outside—by limited physical or cognitive abilities. But now, thanks to virtual reality, older patrons of Arlington Heights (Ill.) Memorial Library don't have to feel homebound: The world is coming to them.

BY Anne Ford

At first glance, the virtual-reality (VR) viewers at Arlington Heights Memorial Library look like old-school View-Masters, the kind that let kids in decades past insert a cardboard disk to stare at scenes of *Scooby-Doo* or *The Beverly Hillbillies.* But though the VR viewers operate on the same basic principle as a View-Master—hold to face, marvel at what you see—they provide much more than a few minutes of fun. They can open up the world.

Mary Jo Lepo, the library's senior and accessible services manager, first purchased the viewers in 2016 as part of a Google Expeditions kit. Google Expeditions is a VR tool that allows users to lead or join virtual trips to world locations; it's sometimes used in classrooms to give students the feeling of, say, walking up to the Eiffel Tower, tromping through the forests of Borneo, or even swimming in the ocean with sharks. But Lepo saw other possibilities.

"We are always looking for new ways to do programming with seniors," she says—especially innovative, creative programming. The Google Expeditions technology seemed perfect in that it lets an "expedition leader" (teacher, librarian, or the like) set up the VR viewers ahead of time, meaning users don't have to do anything except hold the viewers to their faces and enjoy the experience. In other words, it makes high-tech low-tech.

Lepo piloted the technology by offering a "virtual vacation" as part of a health and wellness program at the local senior center in May 2017. The response was overwhelmingly enthusiastic. "When I saw how people reacted, I realized, 'Oh, there's a lot more potential here,'" she recalls. "I just wanted to do it over and over again."

Since then, she's held Google Expeditions programs at nearly two dozen sites in the community, such as nursing homes and assisted-living facilities. Each program accommodates up to 30 participants; the only requirement is that they be physically able to hold one of the viewers. More-mobile participants can stand up and move around while using a viewer if they like, while the less mobile can stay seated at a table, resting their arm or taking a break whenever necessary.

> "It's helped people look at the kinds of programs that can be offered to seniors in a different way."

MARY JO LEPO, senior and accessible services manager, Arlington Heights (Ill.) Memorial Library

Photo: Arlington Heights Memorial Library

"One of the most rewarding ones for me was one of the first that we did in a memory-care facility," Lepo says. "I know one of the gentlemen there because we've been visiting him with library materials for a while. He's not terribly verbal. We were doing a visit to Brazil, and we were on the beach, and I said, 'Hey, Jim, how's it going? How are you enjoying our trip?' And he said, 'I never thought this would happen to me again.' He meant he hadn't seen a beach in a long time. It was very moving."

Other popular excursions have included Monticello (home of Thomas Jefferson) and a trip under the sea. Sometimes Lepo and the hosting community partner make the experience more authentic by serving themed food, making and distributing excursion "tickets," and handing out souvenirs. "I always tell them, 'It wouldn't really be a trip if you didn't get a souvenir,'" she says. In the works are trips to Bristol, England; the Great Barrier Reef; and the Louvre in Paris.

"As easy as it sounds, you do have to plan," Lepo cautions. "You've got to rehearse each tour, you've got to know how to set up the equipment, and you do have to augment it with other things like music for ambiance, and talk about some fun facts for each location you're visiting." And then there's the cost: A Google Expeditions kit that accommodates up to 10 participants runs nearly $5,000.

But Lepo says the money and time have been more than worth it. "It's helped people look at the kinds of programs that can be offered to seniors in a different way," she says. "And it's increased awareness of the scope of things that the library can do." AL

ANNE FORD is *American Libraries* editor-at-large.

Urban Farming in Hanoi

The new VAC Library in Hanoi, Vietnam

VIETNAM The new VAC Library in Hanoi is teeming with koi and greenery. Vietnamese firm Farming Architects built the new open-air library—whose name is an acronym of the Vietnamese words for garden, pond, and cage—with an impressive aquaponics system to teach kids about urban farming. The library is an immense structure made of wooden frames with various cubicles filled with books. However, within its nearly 600 square feet is a production system designed to teach kids about sustainable food production.—*Inhabitat*, Jan. 14.

CUBA The University of Florida is working with the Biblioteca Nacional de Cuba José Martí (BNCJM) in Havana to register Cuban materials in WorldCat. Through a partnership between the BNCJM, the University of Florida, and OCLC, 133,000 Cuban titles have been registered. More than 97,000 are unique. The materials appear as part of the University of Florida Libraries collection with the holding designation "University of Florida BNCJM."—*OCLC*, Jan. 10.

LEBANON The National Library in Beirut reopened to the public December 4 after 40 years, having shut its doors during the Lebanese civil war. Its collection of more than 300,000 volumes is now housed in a red-tiled complex built between 1905 and 1907. Although the library is understaffed and underfunded, Executive Director Gelnar Atoui Saad said her staff is focusing on completing an inventory and restoring some of the older books and manuscripts.—*Daily Star* (Beirut), Jan. 15.

ISRAEL A little green booklet whose cover features a cartoon of former Prime Minister Menachem Begin is one of the millions of items held by the National Library of Israel. But until now, it was one of many items the library did not earmark for digitization because it is an "orphan work" whose copyright holders cannot be located. Now, following an amendment to the Copyright Law passed in the Knesset on January 1, the library will have greater freedom to digitize its vast holdings without fear of lawsuits.—*Jerusalem Post,* Jan. 15.

CANADA Libraries are running into barriers in accessing both ebooks and digital audiobooks for their patrons. Sharon Day, who chairs an e-content working group for the Canadian Urban Library Council, says major ebook publishers are charging unfair prices, while Audible, the company that owns the rights to many digital audiobooks, is declining to share them at all.—*CTV News*, Dec. 17. ●

Melinda Gates

Philanthropist pens book on lifting up women to save the world

Melinda Gates is one of the most influential people in the world. As cofounder of the Bill & Melinda Gates Foundation with her husband, Microsoft founder Bill Gates, she has helped steer more than $45 billion to causes that range from global poverty to library funding. In her new book, *The Moment of Lift: How Empowering Women Changes the World* (Flatiron Books, 2019), Gates offers raw data and anecdotes from her life and travels to demonstrate that women's prosperity and health are intrinsically linked to the health and prosperity of the world at large.

Gates spoke with *American Libraries* at the 2019 American Library Association Midwinter Meeting & Exhibits—where it was revealed that she would serve as this year's honorary chair of National Library Week.

The Moment of Lift is about lifting up women and girls. What do you mean by *lift,* and why is it so important? I feel like we're in a moment, and I use this metaphor in the book, that reminds me of the *Apollo* launches that I watched when I was a little girl. The engines have been ignited, the Earth is shaking and rumbling, and we have this moment, because of #MeToo, where we can lift up all women and really change the course of humanity.

You mention myriad ways that we can do this. Can you expound on that? We can do it by using our voice, our advocacy, our time, our money, our energy. We can start by looking in our own homes and saying, "Do we have full equality within our partnership at home? Do we have full equality in our communities? Are we using our voice on behalf of women?" In our workplace, are we speaking up if a woman's voice is cut off at the table or if we see gender discrimination or if we don't see equal pay? Are we making sure all women can come forward and participate in society with their full voice and that they're actually lifting themselves up and able to completely thrive and reach their potential?

You talk in the book about your initial reluctance to be a public face for the foundation. Has it gotten any easier? When I started the foundation, I never saw myself being a public advocate for issues. I'm a very private person. But as I got deeper in the foundation's work, I realized I had so much to say.

I've met so many women around the world who've had the courage to step out and speak to me and share their stories. I feel like those stories deserve to be told, and when I started to learn how important gender equality is in the world and how much it changes everything, I realized I needed to use my voice on behalf of it.

It's gotten somewhat easier over time, but I still walk in halls, even just this past week, where sitting in the front row, all the positions of power are held by men. It's not easy to be the only woman in that forum. But it's important for me to be there and use my voice to be a role model for other girls; to let them know that you can have the courage and should have the courage, and that if you make it to these positions, you should use it on behalf of everybody else.

You're the honorary chair of National Library Week this year. Why is it important to celebrate libraries that week and throughout the year? We should celebrate libraries because they are where the community gathers. They are the place where we provide equal access to information. I was at Seattle Public Library recently, and what I love about it is that all walks of life are there. Sitting between the shelves or at a table or at the computers getting information—it's where we come together. We learn and grow from that. AL
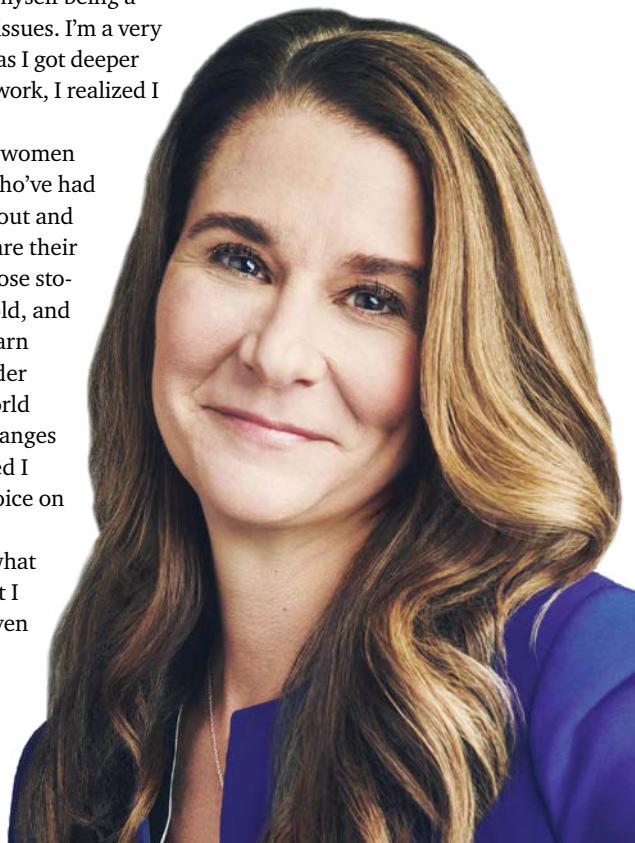
Photo: Jason Bell

"We will give exactly the same book to everybody on exactly the same terms with exactly the same conditions. You can't come in and buy a better version of the library. There's no gold-plated service. You can't jump the queue. With the exceptions where we know that you need additional help, but we won't advantage anybody. We'll just do our best to make sure that nobody is disadvantaged."

TONY AGEH, chief digital officer of New York Public Library (NYPL), in "NYPL's Chief Digital Officer Says Public Is Better Off When Libraries Are 'Risk Averse' about Tech," GeekWire, December 26.

"It's an award-winning book. It's received national attention. Of course there are ideas in the book that people will not agree to, but I think that's also a reason why it makes for a good one to consider and discuss."

ROD WAGNER, director of the Nebraska Library Commission, in "'One Nebraska' Book [*This Blessed Earth,* by Ted Genoways] on Farm Family Is Divisive, Won't Get Proclamation, Ricketts Says; Author Calls Move 'Shocking,'" *Omaha World-Herald,* January 8.

LAST YEAR IN A LIBRARY IN ALASKA I READ A FOLK TALE IN A RANDOM BOOK ON A RANDOM SHELF & HAVE BEEN THINKING ABOUT IT SINCE & TODAY I WROTE THE LIBRARIAN W/ NO BOOK TITLE OR AUTHOR & IN 2 HRS I HAD A SCAN OF THE STORY & COVER IN MY INBOX—LIBRARIANS SHOULD BE RUNNING EVERYTHING.

JON KLASSEN, @burstofbeaden, Twitter, January 9.

"The trio had talked about their shared fantasy of creating a bookmobile and taking it on the road, especially around their local community. With the Durham (N.C.) Public Library under renovation until 2020 and the selections at local stores lacking, [Alexis Pauline] Gumbs and her counterparts decided to take action: The trio is transforming an Airstream trailer into what Gumbs called 'a tiny, black feminist nerd utopia.'"

ERIC GINSBURG, "These Heroes Are Saving Black Feminist Classics by Putting Them on Wheels," Teen Vogue, January 9.

"This was my home for that year, and I felt like I belonged. I belonged, and I was safe here. And I believe that was partially due to your influence, for me."

LYDIA SIGWARTH, to Debra Stephenson, former children's librarian at Carnegie-Stout Public Library in Dubuque, Iowa, in "The Room of Requirement," *This American Life,* December 28.

BLOCK-CHAIN
REACTION

How library professionals are approaching blockchain technology and its potential impact

BY Carrie Smith

Susan Alman and Sandra Hirsh—like many people—couldn't avoid news about blockchain in 2017. But it wasn't all about Bitcoin. "There were interesting applications across numerous industries that piqued our interest," says Hirsh, director of the San José State University (SJSU) School of Information.

That year, Alman, a lecturer at SJSU, and Hirsh secured an Institute of Museum and Library Services grant to facilitate a national conversation on blockchain's potential in libraries. By the time they hosted a national forum in summer 2018, cryptocurrency markets had soared and then tumbled, and the news had shifted to "crypto winter."

But outside the cryptocurrency boom and bust, blockchain—the distributed, secure database structure underlying many cryptocurrencies—could prove useful for libraries, they thought. "There are credible examples of blockchain use for interlibrary loan, scholarly publishing, credentialing, and the development of a universal library card," says Alman. "However, there is a need for model projects to be set up for beta testing, and that is the focus of the path forward."

In order to get there, "there is a real need for training information professionals on what blockchain is, how it works, and how it could be applied in libraries," says Hirsh.

So what is blockchain? "A blockchain is basically a distributed database where lots of different parties can read and write transactions to the database," says Darra L. Hofman, a PhD candidate at University of British Columbia and researcher on archival applications of blockchain. "Instead of a third party checking those transactions, the blockchain has a built-in consensus mechanism that checks transactions to make sure they're good (that I have the $20 I just tried to spend, for example)."

Transactions that pass get hashed—in other words, assigned a digital fingerprint that identifies the transaction. Those validated transactions then get grouped together into a block, which is assigned its own hash. That hash becomes the first hash of the next block of transactions, linking them together in a chain.

"If everything works as it should," says Hofman, "blockchains can theoretically give us a trustworthy database of good transactions without a human being or institution having to intervene to verify those transactions."

CRYPTO-CURRENCIES

Digital currencies that use encryption to verify and secure transactions and manage the amount of currency in circulation without centralized control. Most (but not all) cryptocurrencies operate on blockchain technology.

HASH

An algorithmically assigned key that identifies a piece of data but cannot be used to reproduce it. Hash algorithms are frequently used to verify the integrity of files, check passwords, and identify files.

D³HJ6⁸7W³²R_TK³⁷

American Libraries talked with five librarians and information professionals who are at the forefront of blockchain technology about what library workers need to know about blockchain, the role libraries can play in educating the public, and the ways this emerging technology could affect libraries themselves.

Caroline Coward
Library group supervisor, NASA Jet Propulsion Laboratory in Pasadena, California

M Ryan Hess
Library services manager, digital initiatives, Palo Alto (Calif.) City Library

Darra L. Hofman
Blockchain@UBC researcher, University of British Columbia iSchool in Vancouver

Bohyun Kim
Chief technology officer and associate professor, University of Rhode Island Libraries in Kingston

Annie Norman
State librarian, Delaware Division of Libraries in Dover

What should librarians and library workers understand about blockchain technology? How will you train staff on blockchain concepts?

HOFMAN: What a particular librarian or library worker needs to know about blockchain technology is incredibly context-dependent; answering reference questions about Bitcoin requires an entirely different breadth and depth of knowledge from making decisions about a blockchain implementation to manage interlibrary loans. That said, as information professionals, everyone in the library world should have familiarity with what blockchain is because it's likely to become increasingly common in spaces where parties have low trust but still want to cooperate. Perhaps the most important thing to know is that no one's word in the blockchain space is gospel. Because this is such a new, evolving technology, we haven't even agreed on what a blockchain is yet.

KIM: The decentralized nature of blockchain and the combination of transparency, security, and privacy that it offers without involving any third-party authority means it can impact many industries, ranging from educational credentialing to supply chain management. A deeper understanding can guide librarians and library workers toward seeing the potential of blockchain in librarianship and the information management industry. The easiest way to start engaging library staff would be to share introductory reading materials and have a group discussion about what each person found interesting and potentially useful. The discussion then can move into how blockchain could be used to benefit libraries.

What role can libraries play in educating their communities about this new technology?

HESS: At Palo Alto City Library, we are planning to embed blockchain into programs that have nothing to do with blockchain. We will teach about it by inadvertently solving a practical problem using blockchain, say, in a maker workshop where people need a way to share a digital object with a friend when no server is available to host the file.

HOFMAN: While there's a lot of technological and mathematical complexity underlying blockchain, helping patrons learn about it is 100% within our capacity as information professionals. After all, not every librarian knows about diesel engines or TCP/IP protocols, but every librarian knows

how to help patrons define their information needs and find the right sources to meet those needs. At the "intro to blockchain" level, libraries can bring in guest speakers, put together recommended reading lists, and integrate blockchain discussion into information literacy work. For libraries that have the resources and inclination, blockchain is also a good fit for lab- and makerspace-type initiatives, like walking people through coding a smart contract. A lot of education will also happen at the one-to-one reference interview level.

KIM: Blockchain technology can be introduced in multiple contexts depending on the interests of the community. At places where there are many senior citizens, the application of blockchain technology to electronic health records may draw attention. Blockchain can also be introduced as a technology that is driving a lot of tech start-ups, a field where more job opportunities are likely to appear. In a community where there's interest in Bitcoin, libraries can explain how blockchain powers a cryptocurrency, show other digital currencies, and discuss how things would change if digital currencies become more common. For hands-on experience, a library can put together a class showing people how to set up and use a Bitcoin wallet.

Even those who own cryptocurrency may not fully understand how blockchains work. What resources can libraries use to introduce staff and patrons to blockchain concepts?

HESS: The best approach is to explain the concepts at the highest levels. People already understand concepts like ledgers, peer-to-peer networks, crowdsourced truth (like Wikipedia), and shared documents (like Google Docs). These are good metaphors to use when getting blockchain concepts across. Once people understand how all these ideas come together, they are in pretty good shape to explore blockchain-related services like the distributed web or blockchain identity management apps. These are easy to use in a standard browser or on a phone.

HOFMAN: For libraries with nearby universities, researchers love talking about their work. I'm always thrilled when one of the local public libraries asks me to come talk about blockchain. There are also a number of popular-press books that might be useful for people looking for an "intro to blockchain" beyond cryptocurrency, such as *Blockchain Revolution,* by Don Tapscott and Alex Tapscott (Portfolio, 2016).

SMART CONTRACT

A piece of executable code on the blockchain. Can function like a simple program, sending payments when certain conditions are met, or perform more complicated functions like managing agreements between users. Ethereum, the blockchain platform that powers the cryptocurrency Ether, is designed for executing smart contracts.

CONSENSUS MECHANISMS

How a blockchain's rules are enforced and how a block gets written to the chain. Proof-of-work is a common consensus mechanism for the largest cryptocurrencies (Bitcoin and Ether). It relies on computers doing complicated calculations in order to secure the right to write to the chain and receive a small cryptocurrency reward. Many other consensus mechanisms exist, including proof-of-stake, proof-of-asset, and proof-of-storage, along with more centralized mechanisms with named approvers, which are more common in private blockchains.

KIM: Nowadays, a cryptocurrency like Bitcoin can be purchased from an ATM at a convenience store. Therefore, it is likely that more and more people will end up purchasing a type of cryptocurrency without understanding exactly how it works. For this reason, the more widely a cryptocurrency is purchased and circulated, the more education about blockchain technology will be needed. A good general introduction to the concept of blockchain that I recommend is "The Great Chain of Being Sure about Things" in *The Economist* from 2015 (bit.ly/BlockchainBriefing).

Many people are skeptical about blockchain. How do you navigate a healthy skepticism amid the blockchain buzz?

HOFMAN: My work on blockchain isn't about the really cool math underlying the cryptography or developing neat consensus mechanisms. My work is about understanding blockchain as a recordkeeping technology: How does this technology help protect (or conversely, undermine) people's

rights? How will we preserve these records in their context to ensure their ongoing availability for a variety of societal needs and purposes? What can blockchains help people do? What's missing? These questions are prompted by the technology, but they're fundamentally questions about people and information that we've been grappling with for millennia. When you look at blockchain, or really any technology, through that humanistic lens, then the naive techno-optimism that fuels the hype is a lot less powerful. The focus shifts from the super-cool technology to how we can really use this technology to help people.

KIM: Libraries are not here to convert people into blockchain enthusiasts or make them blockchain skeptics. They are here to equip people with sufficient knowledge and capability to tell useful and nonbiased information from a marketing or sales pitch. A library's role in educating the public about blockchain is to help people understand both what it is capable of and what it cannot do, in order to empower people to make informed decisions should blockchain get adopted more widely in the future. These efforts ought to be combined with libraries' ongoing mission of educating the public about information literacy.

COWARD: Admittedly, blockchain is being touted as the new panacea, mostly because so few people understand the limitations as well as the

Learn More

- SJSU will be hosting a six-week MOOC, "Blockchain and Decentralization for the Information Industries," March 11–April 21 (ischool.sjsu.edu/blockchain-mooc).
- ALA Editions will release *Blockchain,* the third book in its Library Futures series, this spring.

capabilities of the technology. Many believe it's a fad, a flash in the pan. Once the fervor dies down, technologists and enthusiasts will continue to put blockchain to use where it is most effective and transformational.

While blockchain is most commonly associated with cryptocurrency, applications have been proposed for rights management, fighting fake news, and managing health records. How might blockchain technology be used to solve problems libraries are facing today? What applications are libraries working on?

HESS: One area I am exploring is how blockchain can be used to enable community members to share things beyond the library walls. Conceptually, such a distributed, autonomous service could run on blockchain. People would interact with it as a distributed app on their devices, but underneath, it would be blockchain. This might seem threatening to many librarians, but it is a huge opportunity. In a sense, what we are talking about is infecting the internet with library values. How can that be bad?

NORMAN: Currently, library data is locked in various silos by vendors and by governance. Blockchain represents, in part, a shift to distributed recordkeeping and person-centered portfolios. Person-centered recordkeeping will provide benefits to individuals and allow the entities that serve them to quantify the cumulative value that is obtained from services for individuals and at scale across all users. The goal is to view library data seamlessly to gain more insights into library value. A blockchain-based distributed data management solution would perhaps enable us to access data more easily across the library landscape.

> **"Managing digital rights, preserving historic documents and records accurately without corruption, and securing sensitive, private, or credential-related information are areas … where blockchain can bring benefits."**
>
> **BOHYUN KIM,** chief technology officer and associate professor at University of Rhode Island Libraries in Kingston

HOFMAN: Some of the library-specific applications being explored include interlibrary loan, identity management, and institutional repositories and research workflows. In other words, cases where parties who don't necessarily have an established relationship all need to be able to read and write related transactions on a database and to be able to trust those transactions. Blockchains' affordances, including tamper-resistance, disintermediation, and distributed architecture and redundancy, point to similar problems in both the archives and library spaces: those thorny cases where you have low trust between parties who nonetheless want to interact but where you would like to avoid the costs and delays of a third-party intermediary.

KIM: Managing digital rights, preserving historic documents and records accurately without corruption, and securing sensitive, private, or credential-related information are areas of interest to many libraries. These are also areas where blockchain can bring benefits, such as increased security, privacy, or efficiency, and blockchain applications are currently being developed and tested in these areas outside of libraries. It is possible that some of those blockchain applications will also meet the needs of and be used by libraries.

COWARD: In academic libraries, blockchain technology is directly applicable to the peer-review process and for chain of custody for digital repositories. In corporate, government, or other special libraries where security is paramount, blockchain is applicable in a wide variety of information-sharing scenarios within an organization, especially if that information is restricted or classified.

What factors should libraries consider before implementing a blockchain project internally?

HESS: To build blockchain services, you need programmers, solid project management teams, and well-paid visionaries on your staff. Many libraries, even big systems, do not do software development well. For this reason, most libraries would be better served approaching blockchain in one of three ways. The first option is to enter this space through existing services others have built for you, like the InterPlanetary File System. Another option is to delegate your project to a grant-funded nonprofit. The third is to stick to introducing blockchain concepts in tech programs, lectures, and community conversations.

DECENTRALIZED/DISTRIBUTED APPLICATION (DAPP)

Blockchain-enabled software systems that provide a user interface, often websites. Instead of running on a single server, dapps run on multiple nodes on the blockchain using smart contracts.
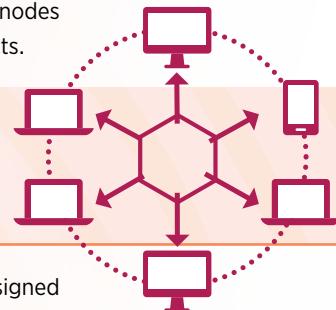
INTERPLANETARY FILE SYSTEM (IPFS)

A file transfer protocol (like HTTP) designed for peer-to-peer sharing of content. It uses the Ethereum blockchain to store unalterable information. Plus, a blockchain-based cryptocurrency, Filecoin, is being created to incentivize hosting IPFS content.

NORMAN: Delaware is a small state and we depend on our vendors to develop new technologies for us. The library profession generally is also small, with a limited amount of value for vendors to invest and innovate on our behalf. For us to innovate ourselves would take a lot more resources, time, attention, and expertise than we have. Libraries should agree on what's needed and speak with one voice to vendors. Blockchain solutions for data alignment might be more affordable and faster to implement and help ensure patron access and privacy over time.

KIM: Blockchain is not the only way to keep private or sensitive data securely and transparently. Blockchain's decentralized mechanisms also make it slow and costly to implement and maintain. There are many other solutions that are faster and cheaper. If achieving data integrity, transparency, and long-term preservation by virtue of technical implementation alone—without relying on any third-party authority—is of paramount importance for a project, then blockchain would be a great fit. Embarking on an internal blockchain project would be an investment for libraries, so they need to carefully examine if a given project requires decentralization as a higher priority than speed or implementation cost.

COWARD: I would go through a series of questions. First, what problem is the library trying to solve? Second, is blockchain really the right technology to solve the problem?

Third, do you have someone already on staff with the technical know-how to create and upload to a block? And fourth, do you have someone on staff who's able to maintain the system? If the answers to two, three, or four are no, then reconsider your approach. Any technology should facilitate and make a process more efficient.

What are some of the potential drawbacks of using blockchain technology?

HESS: Early on, many blockchain solutions will be attempted for problems that can be done just as well with standard software. Blockchain has some limitations that, if not considered, could mean wasted money and projects that do not pan out. The blockchain story is a long-term journey. Many lessons need to be learned still.

HOFMAN: One of the biggest drawbacks of blockchain technology is that it's still very high up in the hype cycle, so it requires a good bit of thought and time investment to determine if a solution can actually deliver what an organization needs. Blockchain also heightens problems of "never forgetting" that the internet has brought to the fore. Transactions recorded on the blockchain are supposed to be immutable. What happens when that immutable data is wrong and needs to be corrected? How do we square that immutability with things like the General Data Protection Regulation, which provides for a right to erasure? When you consider how quickly "anonymized" data is becoming identifiable (or re-identifiable) with things like Big Data analytics and the ever-growing cache of auxiliary information being collected, then the idea of an immutable cache of personal information is obviously problematic. How to manage that problem is less a technological question and more a question of values, priorities, and needs.

> ## "In a sense, what we are talking about is infecting the internet with library values. How can that be bad?"
>
> **M RYAN HESS,** library services manager, digital initiatives at Palo Alto (Calif.) City Library

51% ATTACK

If more than half of the parties verifying a transaction are controlled by the same entity (or group of entities with a common interest), they can rewrite parts of the blockchain and hijack transactions.

PRIVATE AND PUBLIC KEYS

Private keys and public keys together identify a user's cryptocurrency wallet. The private key acts as a kind of password, and the public key acts as an address. The private key cannot be changed and, if lost, renders the currency in the wallet unusable.

KIM: Blockchain has a real potential to bring more efficiency and security. At the same time, if one party or individual gains control of more than half of a blockchain's verifiers, they can rig the consensus mechanism, called a "51% attack." This will completely undermine the promised security of a blockchain system. Currently, running a blockchain also requires a huge amount of computing power, which is a real environmental and economic concern. In addition, data stored in a blockchain is permanently inaccessible if the owner forgets her or his private key, because the system operates without any third-party authority to restore the key. The lack of interoperability between different blockchain systems and the difficulty in scaling with large amounts of data are other potential drawbacks, although these may be solved in the near future.

COWARD: It's a specific tool for a specific job, so carefully consider your resources before diving headlong into a project. Don't assume it will be easy to create and maintain. It's like any open source technology: You need staff with technology skills to keep this thing afloat.

Do you foresee blockchain technology—particularly its ability to facilitate transactions without third parties—changing the role of libraries? How so?

HOFMAN: I'm not convinced that blockchain will change what we do so much as how we do it. While librarians and archivists

have always required an array of technical skills, our work lies at the intersection of information and people. Ultimately, the thing that makes one a professional is judgment. While blockchains might automate some of what we do, I would argue that the work that makes us library professionals or archival professionals is that messy, fraught, contingent work that relies on judgment, wisdom, understanding, and, ultimately, our humanity, and that work should never be automated.

KIM: Libraries do handle transactions, such as circulation, room bookings, workshop registrations, payments of fines, and so on, that could be facilitated on a blockchain. However, these are only a small part of what libraries do. Public education and community outreach, support, and advocacy take up a larger role than any of these transactions. I don't think blockchain technology will change the role of libraries.

COWARD: It may enable certain libraries to expand their service offerings to include anything that involves the secure porting of information or other assets in a linear fashion in a distributed network: passport and visa processing; academic

or scientific peer review; chain of custody for medical, legal, or other sensitive information; and perhaps international interlibrary loan borrowing and fee payments. It will definitely show administrators and the public at large that libraries continue to embrace cutting-edge technologies that make patron and user lives easier and more enriched.

HESS: One of the killer applications of blockchain is how it revolutionizes trust. It enables total strangers to exchange things without trusting one another. You do not need an intermediary referee, like a library, to govern the sharing of things like books, tools, or services. It could greatly limit the role of integrated library systems or revolutionize how cataloging works. There is the potential for some very disruptive changes to the way libraries operate. **AL**

CARRIE SMITH is editorial and advertising assistant for *American Libraries.*

TECH TRENDS

Library
tech leaders
recommend their
favorite tips and tools

BY Alison Marcotte

Building prototypes with apps. Building bridges with translating tools. Building empathy with virtual reality. Librarians are experimenting with the latest technology to construct a better world—and help patrons access it.

American Libraries spoke with three library tech leaders—panelists from the Library and Information Technology Association's Top Tech Trends panel at the 2019 Midwinter Meeting & Exhibits—about what apps, devices, software, and best practices their libraries have implemented and how others can, too.

Explore immersive technologies

Libraries haven't fully explored the potential of virtual reality (VR), augmented reality (AR), and mixed reality (MR), says Joyce Kasman Valenza, assistant teaching professor of library and information science at Rutgers University School of Communication and Information.

VR completely immerses users in a 360-degree digital world through devices such as HTC Vive, Oculus Rift, or Google Cardboard. AR enhances what users see by layering 3D objects over the real world (think Snapchat

The MERGE Cube AR STEM toy works with a smartphone.

filters and *Pokémon GO*). MR allows real-world and digital objects to interact, combining elements of AR and VR. An example of MR technology is Microsoft's HoloLens (bit.ly/ALHoloLens).

"We've seen [VR and AR] with gamers, and we've seen it as kind of a novelty," says Valenza. But new forms of narrative are being created for VR—such as through Google Spotlight Stories (bit.ly/ALSpotlight), Storyfab (bit.ly/ALStoryfab), and Metaverse (gometa.io)—and librarians will want to point patrons to these collections, Valenza says.

"All these knowledge experiences become what a library is obligated to collect," she says. "It's just a translation of collection and access, and learning is all a part of our library core values."

Valenza says VR, AR, and MR could be used at the library for immersive virtual field trips, such as a walk through the solar system, the experience of a tornado, or a walk around a refugee camp; a science lab with the opportunity to fully explore, rotate, and dissect a 3D model of the human body; previewing a college campus or vacation spot; or test-driving a new car.

"It's cool, but it's more than cool," she says. "These are collaborative experiences, and they're also experiences that really can help our patrons go well beyond the four walls of the library, go well beyond their personal, cultural experience, to present opportunities to expand empathy."

The MERGE Cube (mergevr.com/cube) is an affordable ($10–$15) AR STEM toy that works with a smartphone app and optional goggles. Pointing the phone at the cube transforms it into a handheld hologram that allows patrons to explore topics such as math, science, anatomy, and engineering.

Bring your calendar into the future

Suzanne Wulf, head of digital services at Niles-Maine (Ill.) District Library (NMDL), stresses the importance of libraries having updated online calendar systems. "We want to be seen as this place for innovation and technology and run a makerspace, but then we have a calendar that looks like it came from the 1990s," she says.

She recently upgraded NMDL's website with Communico (communico.co), an integrated suite of cloud-based applications for libraries. A few of her favorite features include an intuitive interface that allows staff to easily book rooms, create programs, search for events, and edit reservations; the ability to replicate the user interface of your library website when building your Communico site; customizable reports; and individual user logins with customized permission levels.

Use Creative Commons Zero photos

When photos have a Creative Commons Zero (CC0) license (bit.ly/ALCC0), users are allowed to copy, modify, and distribute them, even for commercial purposes, without permission. CC0 photos are available on Pexels, Pixabay, Unsplash, and other free photo sites.

"It really has changed a lot for users," Valenza says. "Imagine the guy who has a barbershop and just wants to put out a flier. Now that makes it so much easier." She says it's important that librarians educate patrons about intellectual property and the wealth of content offered through CC0.

Teach online classes in person

Treehouse (teamtreehouse.com) provides video-based courses for technology and computer science skills, but the courses offered through NMDL didn't have many takers, Wulf says.

Then in 2018, NMDL began offering Treehouse's coding workshops, such as Python/HTML and CSS, in a flipped-classroom learning environment at the library. Instructors introduced students to the interface and watched the videos together, and students took coding challenges and quizzes. Usage nearly tripled in one month and quadrupled in another month.

"We found that this made students feel more comfortable using Treehouse on their own," Wulf says. "In fact, after the last series, our usage remained incredibly high. It's one of those double-beneficial things where we're able to teach class and get people in, but we were also able to promote this resource that we pay for already."

Wulf also recommends DigitalLearn.org, a free Public Library Association website that offers courses on internet privacy, understanding cloud storage, and more. She says it's a great place to direct users who are trying to get comfortable with technology. DigitalLearn.org also offers resources for librarians, like templates and documents for learning how to design a class.

Demonstrate digital citizenship

Tech that was ostensibly designed to make our lives safer, easier, and more connected can have some unexpected consequences.

"You might not think about how a security camera on your front door or voice commands on your lights can be used in a way that can really impact emotional health," says Cynthia M. Dudenhoffer, associate professor and director of information resources and assessment at Central Methodist University (CMU) in Fayette, Missouri. She notes a rise in domestic violence tied to home monitoring systems like Google Nest (bit.ly/ALGaslight). Dudenhoffer calls this effect "digital gaslighting."

CMU's digital citizenship course teaches students the importance of being good citizens when

DigitalLearn.org offers free courses geared toward users new to computers.

Photo illustration: © fizkes/Adobe Stock (photo); DigitalLearn.org (screenshot)

engaging with technology and online. "We teach that you should never say, do, or post anything that you wouldn't do in real life," Dudenhoffer explains. "Digital gaslighting is the opposite: using technology and the internet to skew someone's perception of the world, through false content or content that strictly shows one particular slant, or using technology to control the actions of others."

Translate with tech

Several products break the language barrier with real-time translation. Dudenhoffer's library uses the SayHi app (sayhitranslate.com) for mobile; other free tools like Skype Translator and Google Translate (for mobile or desktop) can also bridge the gaps.
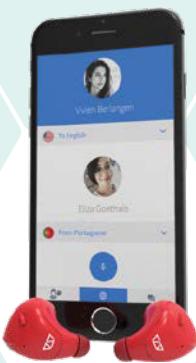
On the higher end, Waverly Labs' Pilot earbuds ($250) and companion app let two people who speak different languages understand each other. The system currently supports 15 languages and 42 dialects.

Access open educational resources

The open access, open science, and open data movements are providing alternatives to subscription databases in response to what Valenza calls "information privilege and information poverty."

"How do we ensure that people who need access to information can get access to information," she asks, "and how do we create that equity when so much is behind a paywall?"

Valenza thinks libraries could be doing more with open educational resources. One project that she says demonstrates library leadership by providing access to a wealth of new content and tools is the searchable portal OASIS (Openly Available Sources Integrated Search, oasis.geneseo.edu). Developed at the State University of New York at Geneseo's Milne Library, it aims to facilitate the discovery of open content. OASIS searches open content from more than 70 different sources and contains more than 170,000 records.

Make prototypes with Marvel

Dudenhoffer has a sign in her office that says PLAN LESS, PROTOTYPE MORE. She teaches workshops on prototyping using an app called Marvel (marvelapp.com) that lets users create web or app prototypes without writing a single line of code. In Marvel, you can take photos of your mock-ups, animate the buttons, link the screens, and play the prototype immediately.

"Things like that give people who might think they don't have the training a chance to make something you can play with in 20 minutes, whereas that used to take semesters and semesters of coding design," Dudenhoffer says. "The fact that we can make those kinds of tools accessible is really exciting." AL

Marvel lets users create web or app prototypes without writing code.

ALISON MARCOTTE is a freelance writer for *American Libraries.*

A NEW DIGITAL STRATEGY FOR AMERICA'S LIBRARY

The Library of Congress (LC) holds two of the five known manuscript copies of President Abraham Lincoln's 1863 Gettysburg Address, so it's no surprise that LC would hold an event to mark the speech's 155th anniversary. On November 19, 2018, the library hosted talks by Librarian of Congress Carla Hayden and others to discuss Lincoln's legacy (bit.ly/gburgday), but it also launched something new. Hayden and her staff invited attendees and livestream viewers to join its Letters to Lincoln project (bit.ly/LettersLincoln) by helping to transcribe 28,000 scanned pages of documents written to or by Lincoln, making LC's Abraham Lincoln Papers more accessible online and easier for researchers to find.
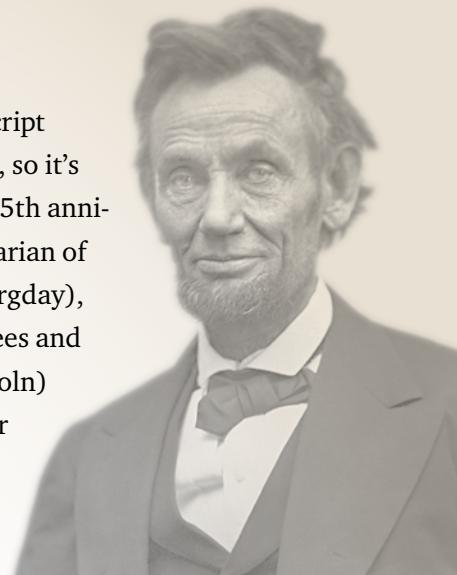
The Library of Congress expands its online offerings through letters, maps, and colors   by Greg Landgraf

"What you're doing in helping us transcribe these letters is bringing to life the letters and the thoughts of people from decades and centuries ago," Hayden said at the event.

Letters to Lincoln is just one of the many projects launched or under development as part of LC's new five-year digital strategy (bit.ly/lcdigital) announced October 1. The initiative has three primary planks:

- "Throw open the treasure chest," as LC puts it, by growing the library's digital collections and sharing them as widely as possible
- Connect to more users by improving online access and creating opportunities for public participation
- Invest in the future by ensuring that LC staffers have the tools and the training to protect and preserve collections as technology evolves

The digital strategy falls under *Enriching the User Experience* (bit.ly/lcenrich), the library's FY2019–2023 strategic plan, which outlines such broad goals as expanding access to its collections and modernizing

KATE ZWAARD
Director of digital strategy at LC

operations. "The strategic plan has the vision of what we'd like the library to look like five years from now," says Kate Zwaard, LC's director of digital strategy. "The digital strategy breaks it down into specific initiatives."

LC created Library of Congress Labs (bit.ly/lclabs) in September 2017 to test projects that use LC's digital collections in innovative ways, including the following.

By the People

Letters to Lincoln is one campaign within the By the People crowdsourced transcription platform (bit.ly/lcByPeople). LC is also using it for efforts to transcribe the papers of American Red Cross founder and nurse Clara Barton (1821–1912); African-American civil rights pioneer Mary Church Terrell (1863–1954); disabled Civil War soldiers; and baseball player and scout Branch Rickey (1881–1965), who signed Jackie Robinson to the Brooklyn Dodgers in 1945, breaking the Major League color barrier.

Examining these original documents offers a more immediate sense of history than a textbook can provide. "One letter in the collection is from Lincoln to his first fiancée [Mary Owens], and it's incredible," Zwaard

says. "In his own hand, he talks about his approach to love and marriage, and it gives a real sense of who he was."

The opportunity to work with primary-source documents will be valuable for students and educators, lifelong learners, and others with a deep curiosity, according to Meghan Ferriter, senior innovation specialist for LC's digital initiatives. The transcriptions will also make the collections more usable.

Scanning historical documents greatly improves their access, but it also has its drawbacks. "So many resources available are currently presented at the item level," Ferriter says. "Clara Barton's diary is described, but there's no differentiating metadata for individual pages or keywords." Transcribing and tagging the documents is making them searchable for the first time.

Nineteenth-century handwriting can be difficult to decipher, and people with visual disabilities may not be able to read the originals. Once transcribed over the next year or so, Lincoln's letters will be indexed and full-text searchable, making it easier for researchers to find specific documents.

By the People will continue after the first five pilot campaigns are completed. Ferriter says LC has begun a

Victoria Van Hyning guides local students in transcribing letters from Library of Congress collections during the Letters to Lincoln crowdsourcing kickoff event on November 19, 2018.

process to identify the next collections targeted for transcription, and it will incorporate lessons learned from the first projects in making those decisions. LC has also released Concordia (bit.ly/lcConcordia), the software that powers these crowdsourced transcription projects, as open source code on GitHub. That means libraries and other organizations can use it for their own crowdsourced transcription projects at no charge.

Story Maps

Story Maps (bit.ly/lcStoryMaps) combine artifacts from LC's collections, narratives written by staff experts, and geographic data on a platform created by geographic information systems developer Esri to present stories online in an immersive way. The Incunabula Story Map (bit.ly/lcIncunabula), for example, illustrates not only how publishing in Western Europe evolved in the 50 years after the first Gutenberg Bible was printed, but where it took place.

"Because of the geospatial data revolution in the past 20 years or so, people are much more conscious of what a visual display can do," says John Hessler, a specialist in computational geography and geographic information scientist and one of the pioneers of the project. "Geospatial visualization is the key to displaying these things in a way that people can understand them."

LC has developed seven Story Maps so far, but because about 40 staffers have been trained to create their own, more will be coming. No project manager or committee dictates topics. "Our goal is to get 'hidden' collections out there," Hessler says, so LC curators, content specialists, and librarians will create Story Maps when they identify worthy collections that haven't gotten the display or publicity they deserve.

Specific Story Maps will attract different audiences. The Incunabula Story Map, for instance, offers an introduction to books printed before 1500 that's well suited to the general public. Behind Barbed Wire (bit.ly/lcBarbedWire), a Story Map about Japanese-American internment camp newspapers during World War II, provides links to digital copies of the original documents that are valuable for historians and other researchers. All of LC's Story Maps also contain map data that sociologists and geographers can download.
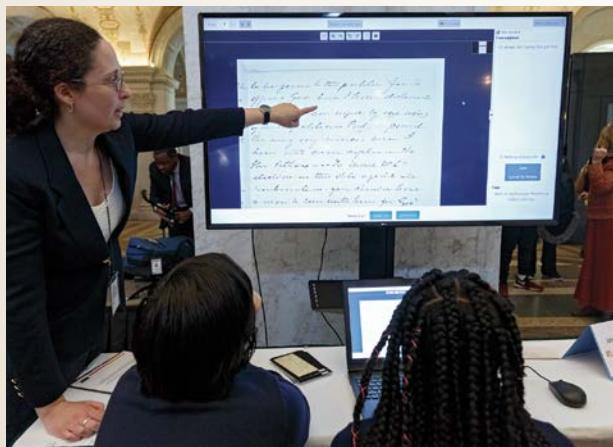
Photo: Shawn Miller

> 1630: All the blue bonnets : an original national air sung with unbounded applause by Mr. Horn with an accompaniment for the piano forte by Mr. Braham.

The Library of Colors (top) allows users to browse various LC collections visualized by colors in the titles of the work. The Incunabula Story Map (below) illustrates how publishing evolved in Western Europe after the first Gutenberg Bible was printed.
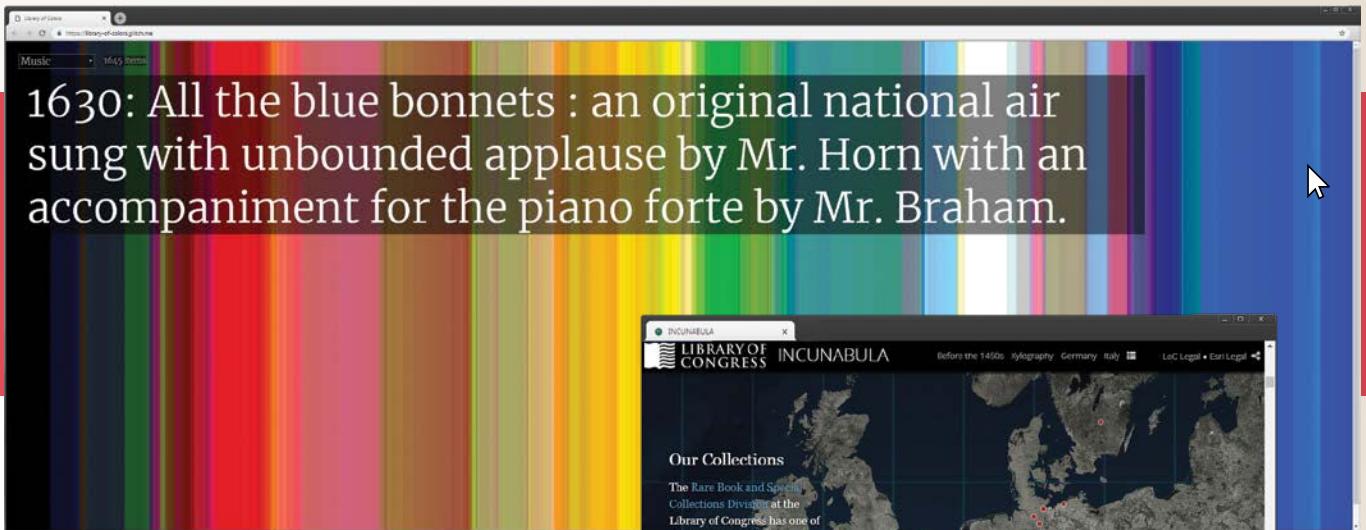
Individual Story Maps may, however, turn out to be ephemeral. "We don't see Story Maps as things that will be out there forever," Hessler says. "They are more like temporary exhibits or presentations that highlight our collections."

Innovator-in-Residence

In September 2017, LC appointed data artist Jer Thorp as the library's innovator-in-residence (bit.ly/lcInnovator) to explore the library's digital collections and create new ways to showcase them. "He's putting things next to one another that don't normally go together in hopes that it might spur curiosity," Zwaard says.

JER THORP
Innovator-in-residence at LC

One of his suggestions was to guest host LC's Twitter account for three hours on November 8 for something he called a #SerendipityRun (bit.ly/SerendipityRun). Hayden started off by tweeting a note written by civil rights activist Rosa Parks describing how she felt at the moment of her 1955 bus protest in Montgomery, Alabama, and Twitter users shared documents they had discovered that connected to it in some way. Then others reposted items LC had already tweeted about and matched them with other relevant library resources.

Another example is Thorp's data visualization project, the Library of Colors (bit.ly/LibraryOfColors), which came about while he was thinking of ways to use the library's MARC data set. He identified colors in the titles of works and used a tool developed by Laura Wrubel (bit.ly/lcColors), a George Washington University software development librarian working on assignment with LC Labs, to visualize the palettes from various LC collections. "In large part these color palettes speak to trends in the titles themselves: the large blue region in Music, the common use of the terms *black* and *blood* in American literature," Thorp wrote on Medium.

Thorp also hosts the *Artist in the Archive* podcast (bit.ly/ArtistArchive) to relate his experiences. LC reappointed him for a second term in July, and he will soon announce a call for applications to be the next innovator-in-residence.
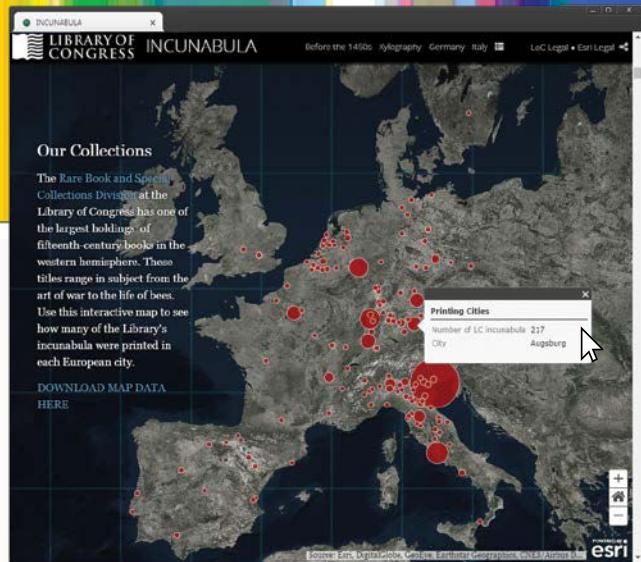
LC for Robots

Computers are far more efficient at analyzing data than humans. "The library wants to encourage digital scholarship through our labs site," Zwaard says. Part of that is LC for Robots (bit.ly/lcRobots), a collection of available bulk data, MARC records, and APIs that researchers can use for computer analysis, as well as tutorials about how to use them.

Zwaard adds that identifying ways to effectively support digital scholarship, both online and onsite, is a high priority. That support may ultimately take the form of future workshops, resource guides, or an onsite digital scholarship center. LC will announce future digital endeavors on its news site (loc.gov/news) or through its blog The Signal (blogs.loc.gov/thesignal). AL

GREG LANDGRAF is web content specialist at Greene County (Ohio) Public Library and a regular contributor to *American Libraries.*

COPYRIGHT FOR CREATORS

How we built an arts-focused program at our library

BY Carla-Mae Crookendale, Hillary Miller, and Sue Robinson

Richmond, Virginia, is home to a vibrant art scene fed by the high numbers of Virginia Commonwealth University (VCU) School of the Arts alumni who live and work in the city. Given the large concentration of artists, designers, and arts scholars in our region and their need for information on the legal landscape and fair use, VCU Libraries, working with VCU School of the Arts, created programs about copyright for this particular audience.

In 2017 we started the "Copyright for Creators" series aimed at graduate and undergraduate students and faculty in arts disciplines, as well as creators throughout the university, such as web designers and communicators. Like most VCU Libraries events, this series was free and open to the public, and the topics covered were relevant to this large community both on campus and off.

HOW WE DID IT

Once we decided to hold the series, our first step was to establish a partnership with the School of the Arts. We worked with the dean's office to cosponsor a series of events designed to help prepare students for life after college, including how to navigate potential copyright concerns that they may face as working artists. Next, we identified and contacted content experts—both legal and artist-scholars—to bridge the gap between law and practice. We were fortunate that our university counsel had extensive experience with intellectual property law and had advised artists in different fields in the course of her practice. We also contacted artists and scholars from the faculty who could provide real-world context to the issues discussed. Their participation enriched the sessions and encouraged attendance among their students.

We decided to use a modular approach and broke the content into three distinct sessions. The basic session format provided 45 minutes for the legal expert to present copyright information, 15 minutes for a faculty guest to share their expertise, and 15 minutes for a Q&A with the audience. During the second year we held this series, we invited different faculty guests for variety.

THE DETAILS

Session one: Our overview covered copyright basics, with a heavy focus on the concept of fair use. The presenter cited fair use case law from art and other creative fields and explained legal outcomes and implications. The cases covered the concept of transformative fair use and included examples of appropriation, parody, and remix of creative works.

Session two: We addressed reuse of images and other media, including music and video. The presenter highlighted the differences between what is allowable in an educational environment versus what is allowable
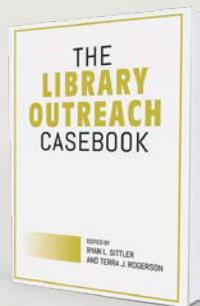
This is an excerpt from *The Library Outreach Casebook,* edited by Ryan L. Sittler and Terra J. Rogerson (Association of College and Research Libraries, 2018).

on the open web. She also helped the audience understand contractual issues that can arise when using content from websites with terms and conditions that can restrict use of images or other media. Faculty guests were a video artist who uses appropriated material for social commentary and a documentary filmmaker and photographer.

Session three: Finally, the third part of the series looked at issues faced by art scholars. The presenter focused on reuse of images in scholarly publications, including the complex layers of rights in artworks and the permissions process. She also covered publishing agreements and author rights. Our faculty guests—all art historians—outlined their experiences obtaining image rights and permissions for books they have had published.

VCU Libraries has a professional public relations and event planning office to support faculty initiatives like "Copyright for Creators." This internal, virtual agency frees librarians to focus on the program's creation and content. Whether your library has this level of staff support or you are in a do-it-yourself office, the processes and tactical steps are similar.

PLAN AND PLAN SOME MORE

Talk before you act. Your PR office should be brought in from the start rather than at the end of an assembly-line-style process. Colleagues from this office can offer insights about a variety of practical factors, focus your ideas, and scale and organize your event for the greatest chance of success. For instance, our events office—which manages

Rogers v Koons 1992: Koons loses

Rogers v. Koons

Art Rogers - "Puppies"

Jeff Koons - "String of Puppies"

[images retained – educational fair use]

close to 200 events each academic year—strongly advises a maximum time of 90 minutes for a program. It can also offer time-tested guidance on such matters as the best setup for your session and how time, day, and conflicting events can affect turnout.

Think about the intended audience. The tactics and tools used to promote an event will vary widely. Determine the scale, tone, and budget for the sessions. The speaker you choose for a formal lecture may be different from one you pick for an informal discussion or panel presentation. Reserve a suitable venue. For example, "Copyright for Creators" held sessions both in the School of the Arts interdisciplinary collaboration space and in the library's lecture hall.

Set up a registration system. This gives you control over the budget and setup. Registering attendees also provides a way to communicate with them about the event. This was particularly important since ours was a three-part series that depended on repeat attendance. We also asked for some basic info to glean who was interested and why. We used the Springshare product LibCal for registration, which was an efficient and streamlined way to manage the event. Participants automatically received a confirmation email upon registering, a reminder a day before the event, and a feedback survey an hour after the event ended.

Don't forget about tech. Test and check the technology in the room. Gather presentations in advance and load them on a hard drive or store them in the cloud. This is particularly important for media-rich talks. Recruit volunteers or colleagues to staff a check-in table and welcome attendees, run microphones, and assist in other ways. This frees the hosts to tend to guest speakers and handle introductions and other podium duties.

Get legal advice. Consider contacting your university's legal team to see if an intellectual property expert would be willing to partner with you. Find someone

REGISTERING ATTENDEES PROVIDES A WAY TO COMMUNICATE WITH THEM ABOUT THE EVENT.

who can strike a balance that will encourage responsible copyright behavior and support academic and creative freedoms. Having our university counsel was a great benefit: Her position allowed her to speak with authority on the university's policies as well as articulate the university's support for fair use.

THE BIG DAY

Be clear with speakers about what you need from them and how long they are to speak. We provided a list of specific topics that we wanted our legal expert to cover and explained the specific perspectives we wanted guest speakers to provide. Less is more—if you tell someone to talk for 10 minutes, they will generally talk for 15 minutes or more. The session moderator should be prepared with questions for the Q&A in case the audience doesn't offer any. Questions can also be solicited in advance via email or social media.

Decide if you will record sessions and how you will share session content. On advice of our legal expert, we decided not to record the sessions in order to provide a candid environment for the presenters and the audience to speak, but we did create a research guide to share the legal expert's slides and other helpful resources. Unfortunately, it was difficult to share slides from our artist-scholars in the guide because of the copyrighted works within them that could not necessarily be considered fair use (for example, art images that were displayed as the speaker explained the permissions process they went through to use the images in their scholarship). To maximize the impact of the workshops, translate presentation slides into an easily readable format by writing them up as case studies.

Do not try to fit too much into one session. We lengthened ours with a hands-on activity based on concepts covered, but most attendees did not stay for the extra half hour. Based on feedback from a follow-up survey, we learned that inviting attendees to more focused sessions with hands-on components would be more effective than increasing the length of the event beyond an hour and a half.

PRE- AND POST-SESSION ASSESSMENT

We repeated the series in 2018 because of our first-year success. For both years, we gathered information about attendees' status and department during registration. We found there was interest from faculty and students

in the School of the Arts as well as from those involved in creating art or media throughout the university, including faculty and staff in communications, university relations, and web design. Many attendees were alumni and artists from the community.

Based on post-session feedback, attendees found the series highly useful. This was largely due to the legal expert's interpretation of specific, relevant case law combined with real-world perspectives and concrete examples from faculty experts. This combination helped attendees understand best practices in their disciplines and provided them with a framework to analyze copyright issues in their own work. Topics that attendees were most interested in learning more about in future workshops included:

- discipline-specific issues or media-specific issues, such as reusing video for filmmakers
- protecting copyrights, including copyright registration and defending and litigating against infringement
- contractual or work-for-hire issues when hiring independent contractors or working on a freelance basis
- navigating and managing the permissions process
- finding images or other works that are free of some or all copyright restrictions

LOOKING AHEAD

In future years we plan to hold more focused workshops with hands-on components that cover topics attendees want to learn more about. Now that we have built a partnership among our library divisions and the School of the Arts, we would like to increase our efforts and hold a daylong series of events with a guest speaker from outside the university who is both an artist and lawyer or has expertise in both areas. The day could include workshops, public lectures, and time spent with students in the classroom. We may also partner with community arts organizations for future events. AL

CARLA-MAE CROOKENDALE (left) is arts research librarian, **HILLARY MILLER** (right) is scholarly communications outreach librarian, and **SUE ROBINSON** (not pictured) is director of communications and public relations at Virginia Commonwealth University in Richmond.

Unintentional Inequity

Examining equity gaps in our libraries

in practice

BY Meredith Farkas

Narratives about libraries often portray them as "the great equalizer," but achieving equity means more than just opening the doors to everyone. ALA's Access to Library Resources and Services guide (bit.ly/AL-equity1) says that "equity extends beyond equality … to deliberate and intentional efforts to create service delivery models that will make sure that community members have the resources they need."

Libraries rarely design services to specifically exclude certain patron groups, but exclusion is often the unfortunate result of not considering the unique needs and circumstances of all community members. For example, after my son was born, I noticed that my local library offered programs for babies and toddlers only on weekday mornings. This made their programming to support early literacy inaccessible to the children of most working parents.

A friend recently mentioned that her new hometown library charges patrons a small fee to place a hold on materials. Holds are often the only way to get access to bestsellers at any library. This effectively means that timely access to popular materials is limited to those who can pay.

At academic institutions, unpaid library fines can prevent a student from registering for classes or applying for graduation. A few years ago, my library removed fines on all materials except high-demand technologies like laptops.

Librarians do so much to mitigate childhood achievement gaps tied to socioeconomic status. "At the same time, we counteract it by charging fines and fees to our patrons," said Dawn Wacek, youth services manager at La Crosse (Wis.) Public Library, in her February 2018 TEDx talk, "A Librarian's Case against Overdue Book Fines" (bit.ly/AL-equity2). Wacek cites a 2016 report from the Colorado State Library that suggests overdue fines and fear of fines are among the biggest barriers keeping low-income families from using libraries (bit.ly/AL-equity3).

Libraries need to examine their policies and practices to see if they disproportionately impact marginalized community members. Equity audits—which some public schools have used to explore their data, policies, and practices and identify equity gaps—can benefit libraries as well (bit.ly/AL-equity4).

Examining data about funding, hiring, utilization of services, access to opportunities, collection diversity, and other factors can be useful when analyzing potential equity gaps. In San Diego, for example, a 2016 audit showed that resources were unevenly distributed to the city's 36 libraries because the city provides matching funds for private donations to specific branches, which led to branches that serve wealthy neighborhoods getting more funding (bit.ly/AL-equity5). The auditor recommended pooling a portion of the funds to distribute them more evenly. San Diego Public Library eliminated fines for overdue materials in July.

In 2018 Evanston (Ill.) Public Library (EPL) hired a consulting group to perform an equity audit. The consultants examined equity issues in the surrounding area as well as those within the library itself and suggested a greater focus on serving communities affected by systemic racism. Among its 11 recommendations was hiring staffers who reflect the diversity of the community EPL serves (bit.ly/AL-equity6), which is 18% black, 9% Latinx, and 9% Asian.

Libraries should also look at the unique needs and desires of the different patron groups they serve. Los Angeles County Library's iCount initiative, which launched in 2016, not only examined barriers to equity but also worked to address the needs of every community within its large and diverse service area (bit.ly/AL-equity7).

If our profession is committed to equity, we need to look at structural barriers that create inequity. Conducting a deep audit of policies, practices, usage statistics, and community data can help libraries serve everyone. AL

> Libraries need to examine their policies and practices to see if they disproportionately impact marginalized community members.

MEREDITH FARKAS is a faculty librarian at Portland (Oreg.) Community College and a lecturer at San José (Calif.) State University School of Information. She blogs at Information Wants to Be Free. Email: librarysuccess@gmail.com

AI and Machine Learning

The challenges of artificial intelligence in libraries

dispatches
BY Jason Griffey

Artificial intelligence (AI) and machine learning are everywhere, giving driving directions and identifying objects in photographs. They are so engrained in our technology that often people don't realize what they're experiencing is a machine learning system. Everyone with a smartphone has an AI system that uses machine learning.

For example, Google's Android operating system records, measures, and collects information and sends that data to servers. These servers use billions of data points collected from tens of millions of users as input for their machine learning systems. When you ask an Android phone to show you photos from the beach, a complex set of data moves back and forth between your phone and Google's servers, comparing your photos to the billions in its data set. The search results include pictures that the AI decided were most likely to be related.

Since Google has billions of photos to assess and millions of people helping it train its AI, the decisions that the AI makes are generally good. But AI is only as effective as its training data and the weighting given to the system as it learns to make decisions. If the data is biased, contains bad examples of decision making, or is simply collected in a way that doesn't represent the full problem set, the system will produce broken, unrepresentative, or bad outputs.

Apple, on the other hand, has chosen to model its AI and machine learning by analyzing and weighting your data locally on the iOS devices themselves. Your devices use the same machine learning algorithms to include your photos in Apple's preset weights, but they aren't pushed to Apple's servers. Because each data set is analyzed locally, there is no shared decision making as there is with Google. Each device must do heavy lifting itself, rather than rely on remote servers for the bulk of the work.

For data privacy and security concerns, localized machine learning has an advantage. If you don't need to send photos and data back and forth from server to client, and if providers don't need to store and host data, the data's vulnerability to attack is greatly reduced.

The examples above focus on object and image recognition in photos by a machine learning system. This is only one of dozens of uses for AI and machine learning systems.

It's also easy to see how an AI system is useful for libraries and archives in creating metadata from digitization projects.

> For data privacy and security concerns, localized machine learning has an advantage.

AI systems can be trained to recognize locations from a single photograph—including where the photographer was standing—based on angle, geography, and other factors. These systems can be enormously useful in making the processing and cataloging of archives and collections more discoverable.

As more libraries and library vendors move into developing AI and machine learning systems, we should be sensitive to the privacy implications of collecting and storing the data that's needed to train and update those systems. As with existing systems where we outsource data collection and retention to vendors, libraries need to be aware of the mechanisms by which that data is protected and how it may be shared with others through training sets. Where libraries can provide local analysis in the style of Apple and iOS, they should.

The opportunities associated with new machine learning systems to reform large portions of library activities will be rich and varied. While it will be some time before AI will conduct full conversations or reference interviews with students and patrons, the use of AI as an increasingly powerful lever inside other systems will progress quickly over the next three to five years. Libraries can watch these systems as they develop, work with vendors, and create their own services and systems so that our values and ethics are baked into the technology at the outset. AL

JASON GRIFFEY is a librarian and technologist and the founder and principal at Evenly Distributed. Adapted from "Artificial Intelligence and Machine Learning in Libraries," *Library Technology Reports* vol. 55, no. 1 (Jan. 2019).

Spreading 'Bookjoy'

Ideas for growing a successful Día celebration

youth matters

BY Maricela Leon-Barrera

San Francisco might not be known for bright skies, but there is a special day in late April when the fog breaks and the sun seems to shine: Día de los Niños/Día de los Libros, or Día.

Conceived in 1996 by author Pat Mora, with support from Reforma and the Association for Library Service to Children, Día is a celebration of children, literacy, and diversity. This year will mark 20 years that San Francisco Public Library (SFPL) has been proudly supporting Día in our community, with the goal of connecting kids to "bookjoy"—the pleasure of reading.

Every year we host a vibrant afternoon of music, dance, performances, literacy activities, and community resources for families. This year Día will be observed April 30, and we are already far into planning our event. If your library is looking to host or expand a Día celebration of its own, here are some considerations that have made our program successful:

Take inventory. Brainstorm what funding you have and what you want to offer. Consult resources online (dia.ala.org) to jog the thought process. Do you want to have storytimes and take-home crafts? Is the focus on book giveaways and home-library building? What kind of entertainment will be featured? Over the years we've had DJs, storytellers, musicians, dancers, taiko drummers, hula-hoopers, and bubble-blowers.

SFPL includes agencies that are varied in scope, such as those that focus on art, music, science, movement, public services, and different types of literacies. Though we host our celebration in the Mission District, a neighborhood with strong ties to the Latinx community, we promote the multiethnic event at every local library and encourage all families to attend.

Find your partners. Día San Francisco is the work of a team, and SFPL is one lead agency with a shared interest in organizing the event. We are part of the Early Literacy Network, a consortium that serves the interests of families with children newborn to age 5, and having these partners helps us with planning, donations, fundraising, and cross-promotion. Internal partners are important, too: Hugely popular at our celebration is the library's own bookmobile.

Think logistics. Where and when might you host this event? Do you want the celebration to be indoors or outdoors? Our Día takes place at Parque Niños Unidos, a beloved public park. The event is always held on a Sunday because we know it's a common day to spend with family. SFPL works with the city to request that the street adjacent to the park be closed to traffic. We also request permits for use of the park, refuse collection, parking clearance, and barricades.

Get your neighbors involved. Ask local organizations to showcase their resources for area families. Día San Francisco doesn't charge to set up a table, but we ask that participants come up with one literacy-based, make-and-take activity and materials for at least 300 children. When agencies register, they let us know ahead of time what their activity will be, which allows for a variety of crafts without replication. Past activities have included paper bag puppets, mask making, and homemade play dough.

Start planning early. In the fall, we choose a date and submit our park reservation. In the months leading up to the event, organizers divide the work of recruiting volunteers, soliciting donations, and renting tables, chairs, and portable restrooms. Don't forget the details that make your space inviting. Every year our volunteers decorate the park in a rainbow of *papel picado* (tissue-paper banners) and carefully take it down to store for the following year.

Promote your event. We advertise Día on our website, on our Facebook page, and through publicity materials, such as postcards and posters. Another way to get the word out is to add your event to the National Día Program Registry (bit.ly/AL-DiaRegistry).

To libraries interested in taking part in Día, I invite you to join us. Whether your celebration is big or small, your Día will promote a love of literacy. AL

MARICELA LEON-BARRERA is early learning coordinator at San Francisco Public Library, where she leads programs, partnerships, and initiatives focused on children newborn to age 5.

> Having partners helps us with planning, donations, fundraising, and cross-promotion.

Transform the High School Library

Innovative ways to get more students—and staff—engaged with your space

When I took the role of head librarian at a public high school five years ago, I was excited about the possibilities. My previous experiences at middle and elementary schools were meaningful, but high school was the next level. I saw potential to reach students before they enrolled in postsecondary schools or started vocations. I was pumped to introduce great reads and instill in students a love of research.

Surely, I thought, students will pour into the library, begging for the latest bestsellers. Imagine my surprise when one of the first students to enter the library asked, "Does anyone ever check books out?"

After examining the stats, I found that students did not check out very many books. During my first nine weeks, only 81 books were circulated at a school with a population of more than 800 students.

Certainly, students' academic performance and achievement showed that they were readers and there was a culture of reading. It became clear that students were reading novels for English classes, essays from professional journals, stories from local newspapers, and *New York Times* and *Wall Street Journal* articles assigned by social studies and science teachers.

Now I had a dilemma: Do I take on the task of promoting titles within the school library, or do I conduct a needs assessment to determine how best to use the space for the entire school community?

As the year went on, I realized that prioritizing relationships with students, teachers, staff members, administrators, and parents was the best way to resolve the issue of an underutilized space. I was reminded that the quiet school library no

on my mind
BY Chiquita Toure

longer exists. The school library needs to take on a different role as it caters to present-day academic and social needs. The reality of low circulation cannot overrule the necessity of being a learning hub where student meets student, staff member meets staff member, staff member meets students, and community meets school.

We can become "the place to be" through transformational thinking. Here are some ideas for getting the community to see the school library differently:

Start a virtual book club. Social media is second nature to students. Take book club selections and prompts online, and encourage all members of the school community to participate in a digital discussion.

Host brown-bag lunch workshops. For example, in my first year I hosted a Women's History Month–themed event at which I invited professional women in the community to speak about their careers while students ate lunch in the library.

> Prioritizing relationships was the best way to resolve the issue of an underutilized space.

Start a writing center. I was honored whenever students solicited my advice on writing personal essays, college applications, résumés, and informational reports. Consider forming a student-led writing center. At our school, a literary publication featuring poetry, prose, opinion, and artwork was born from this group.

Hold information literacy sessions. Teach students serious search strategies and how to dig into noteworthy databases. Show them how to handle the overload of information by focusing on research questions, not topics.

Bring in storytellers. Who says high schoolers are too old to enjoy a professional storyteller? Students learn the significance of spoken language and ways to honor oral history from our cultural bearers.

Put on music. After purchasing a Bluetooth speaker for the library, I found that playing music—reggae, gospel, jazz, pop, and rap—while students gathered to chat, play cards, put puzzles together, and study was an effective strategy to get students to visit more often.

Promote the library to instructors. Market the school library as an open space where educators from different disciplines can meet to showcase interactive learning and share their course reading.

Are we meeting the needs of a new generation of school library users? As models of professional learning, we must be prepared to take the community to a higher level of engagement. AL

CHIQUITA TOURE is school librarian at Eastmoor Academy in Columbus, Ohio. This is an excerpt from "Not Your Mother's School Library: Transformational Thinking and Innovation to Impact Learning for the School Community," Knowledge Quest blog, July 2, 2018.

Become Future Ready

Tips for preparing for change

When I started at the American Library Association in 1987, I was given a copy of Rosabeth Moss Kanter's *The Change Masters: Innovation and Entrepreneurship in the American Corporation* (Free Press, 1985) to read because, well, change was happening. It was then, it is now, it will be tomorrow. New uses for technology drive change, as does the extent to which people of all ages, particularly younger digital natives, access information online.
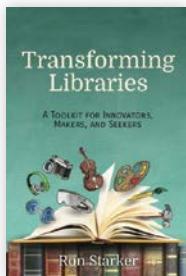
Transforming Libraries: A Toolkit for Innovators, Makers, and Seekers, by Ron Starker, begins with the premise that libraries are at a tipping point in the evolutionary process, from being book warehouses to serving as centers for collaboration and learning.

librarian's library
BY **Karen Muller**

Starker analyzes issues that are changing libraries, including their historical context, the specific challenges each faces, and the range of resources and references available to address them. For example, if a library wishes to help increase its community's musical intelligence, what tools are required? How could it build a studio for recording or rehearsals, for example? Issues addressed include censorship, information literacy, marketing, building design, and implementing the changes to move a library forward. EdTechTeam Press, 2017. 306 P. $24.97. PBK. 978-1-945167-30-0. (Also available as an ebook.)

In *Reengineering the Library: Issues in Electronic Resources Management,* George Stachokas assembles 15 essayists to present best practices on the delivery of digital resources. The essays primarily concern the academic library, but topics such as licensing and cost containment affect libraries of all types. Licensing issues addressed include new uses of the vast bodies of text available for data mining, accessibility requirements, and open access. Electronic resources management is much more than creating access tools; it might encompass evaluation, technical and reference support, and promotion of the tools available, which calls for teams with diverse skill sets. Some of the practical measures presented include using LibGuides to enhance the awareness of electronic resources, measuring usage with statistics, and managing the discovery services that help library users access the riches. ALA Editions, 2018. 336 P. $79. PBK. 978-0-8389-1621-6.

THE BESTSELLERS LIST

TOP 3 IN PRINT

1 | **National School Library Standards for Learners, School Librarians, and School Libraries** by American Association of School Librarians

The *Standards* enables school librarians to influence and lead in their schools, districts, and states, and to develop plans that meet today's educational landscape.

2 | **Reference and Information Services: An Introduction, 4th edition** by Kay Ann Cassell and Uma Hiremath

In this book Cassell and Hiremath provide tools to manage the ebb and flow of changing reference services in today's libraries.

3 | **Fundamentals of Collection Development and Management, 4th edition** by Peggy Johnson

Johnson offers complete coverage of different aspects of collection development and management, with numerous suggestions for further reading and narrative case studies that explore these issues.
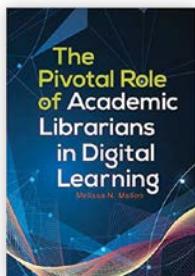
Starker posits that the new value of libraries is their role as centers for learning, and Stachokas notes that, in academic libraries at least, electronic materials are the most heavily used. Melissa N. Mallon, in *The Pivotal Role of Academic Librarians in Digital Learning,* focuses on the important role that librarians play in building a learning environment and demonstrating their value to the institution's educational mission. Mallon examines aspects of the librarian's job that are most directly part of the educational process in academia. She explores ways to collaborate with faculty to build critical thinking skills and integrate digital resources into research processes. She also addresses providing instructional support to different groups—undergraduates, commuter students, distance learners, and professional-degree students on campus only on evenings or weekends. Libraries Unlimited, 2017. 150 P. $50. PBK. 978-1-4408-5217-6. (Also available as an ebook.)

Instituting the changes required for advancing digital learning requires management, whether the project is large or small. *Project Management in Libraries: On Time, on Budget, on Target,* by Carly Wiggins Searcy, provides a road map. Using formal methodology from the Project Management Institute, Searcy presents an iterative model adapted to libraries. She also addresses the skills necessary to select the proper tracking tool or plan a meeting that will help attendees contribute meaningfully to a project. She breaks out elements of each phase, covering information gathering, deliverables, budget, and the schedule for the initiation stage. ALA Editions, 2019. 136 P. $54.99. PBK. 978-0-8389-1719-0.

Future-Proof Your Team, by Catherine Hakala-Ausperk, is the first in ALA Editions' new Leadership Planners series of workbooks for structuring a planning process. Hakala-Ausperk starts by urging readers to "plan to know what's going on" and moves them through steps to determine where their team should be going. She then addresses how to remove barriers to change, persuade reluctant staff members, and involve the community. ALA Editions, 2019. 64 P. $19.99. PBK. 978-0-8389-1770-1.
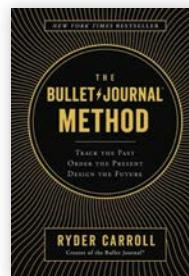
Many guides, apps, and paper planners are available for enhancing personal productivity, and the current hot method is bullet journaling. *The Bullet Journal Method: Track the Past, Order the Present, Design the Future,* by Ryder Carroll, details Carroll's productivity approach, which involves making bulleted lists of commitments, plans, tasks, and thoughts that can be structured into daily and future planners and indexed into a set of collections dedicated to a project or activity. The point is to quickly record what has been accomplished and what needs to be done. The book also includes sections on goal setting and assessment. Penguin Random House, 2018. 320 P. $26. 978-0-525-53333-7. (Also available as an ebook.) AL

KAREN MULLER was librarian and knowledge management specialist for the ALA Library until her retirement in 2017.

The Top-Selling Books from ALA Publishing (Since January 1, 2019)

TOP 3 IN EBOOKS

1 | **Fundamentals of Collection Development and Management, 4th edition** by Peggy Johnson

Johnson offers complete coverage of different aspects of collection development and management, with numerous suggestions for further reading and narrative case studies that explore these issues.

2 | **The Neal-Schuman Library Technology Companion: A Basic Guide for Library Staff, 5th edition** by John J. Burke

This primer gives readers a sound and sensible way to consider, access, and deploy library technologies to better meet the needs of library users.
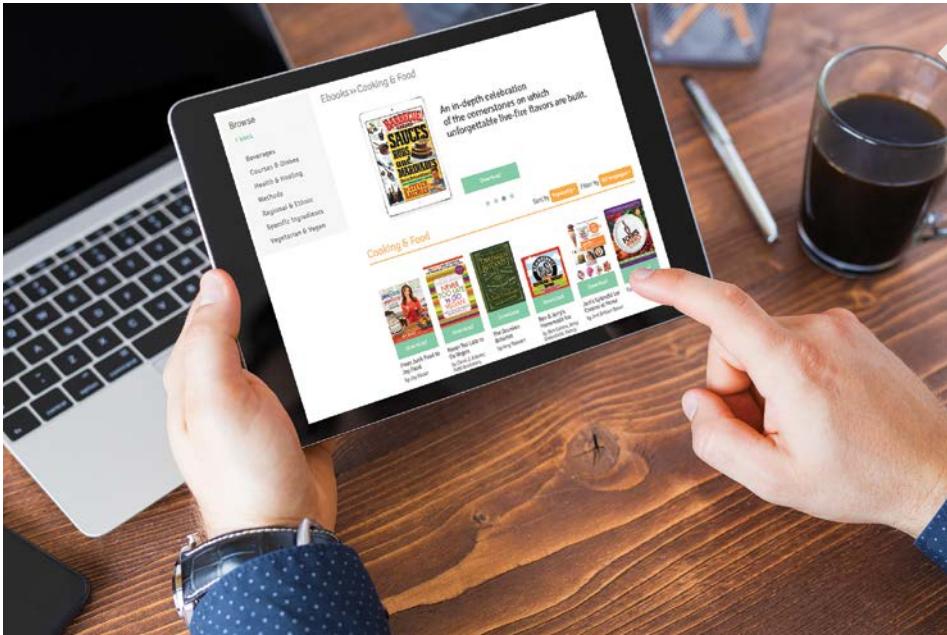
3 | **New on the Job: A School Librarian's Guide to Success, 2nd edition** by Hilda K. Weisburg and Ruth Toor

From job search strategies to the details of creating acceptable-use policies, this edition shares the joys and perils of the profession, along with practical advice from decades of experience.

Ebooks Made Easy

Budget-friendly acquisition models

As patron interest in ebooks continues to grow, maintaining a robust digital collection can strain library budgets. Alternative licensing and access models remain one of the best ways for libraries to control their digital title lending costs, and these companies focus on providing right-size fits for libraries and patrons alike.

Total BooX

Total BooX offers patrons unlimited access to ebooks on its platform and a unique payment model: Libraries pay only for material that's read, whether that means a page or an entire book. By transferring ownership of the book directly to the patron, this model bypasses the high prices libraries sometimes have to pay for ebook licenses.

The library does not pay for or maintain ownership of any titles.

To use Total BooX, libraries allocate a budget and are charged based on reading statistics. Libraries pay a percentage of the book's list price equal to the percentage read, and pages that are flipped past or quickly browsed through are not billed. Material that's been read remains on the patron's device, accessible in their Total BooX account at any time without further charge to the library. In addition to the passive savings of paying only for material that's read, libraries can control costs

by customizing the subjects or publisher catalogs they make available to patrons.

The free-to-download Total BooX app is compatible with iPad, Android, and Kindle Fire tablets. There are 80,000 titles available from more than 30 publishers, with new titles added each week, and titles are available to patrons at any time without hold or wait lists. Librarians and users alike can curate "reading shelves" in the app to share recommendations or simply maintain a to-be-read pile. Shelves can be made public or kept private.

Total BooX provides monthly reports on title interest and reading habits based on anonymized statistics. The app tracks on- and offline patron reading data, but the company states that it does not share that data with third parties.

Setup fees start at $500 and are based on library size. The fee includes staff training and marketing, and Total BooX will consult with libraries to determine a lending budget for the platform. There is no annual platform fee. For more information, visit totalboox.com.

ProQuest Ebook Central

ProQuest has a long track record of innovative ebook acquisition models. It was among the first

ProQuest Ebook Central offers a range of acquisition models and DRM-free titles.

to roll out demand-driven acquisition, allowing libraries to pay for only books that are loaned, and it launched an access-to-own option in 2016, allowing libraries to apply funds spent on short-term ebook loans toward their eventual purchase. In 2018, ProQuest added more than 10,000 digital rights management (DRM)–free ebooks from academic publishers to its Ebook Central platform. DRM-free ebooks allow concurrent usage and have no print, download, or copy limitations, a particular advantage for patrons in academia. Libraries can purchase DRM-free ebooks through Ebook Central via one of three models: title-by-title, subscription, or usage-based. Libraries still have the option to purchase the same titles with standard DRM protections.

Ebook Central includes several collection management features: discovery, selection, acquisition, and analytics. It has the largest selection of any ebook platform available to libraries, with more than 1 million titles from more than 750 publishers. Syndetics Unbound, made available on Ebook Central for Academic Complete subscribers in early 2018, introduces interactive elements to the discovery layer, including related titles and tags, plus expanded book information pages with author information and awards. The platform is available to all types of libraries, including academic, public, school, government, and corporate.

Subscribers to ProQuest's ebook collections receive free access to Ebook Central. Those without active subscriptions pay a usage fee based on the amount spent on the platform. More information is available at bit.ly/SolEbookCentral. **AL**

CASE STUDY

DPLA Takes on Ebook Distribution

How do you use DPLA Exchange? We are currently testing the DPLA Exchange to collect and provide feedback on the user experience, particularly for collection development librarians. In addition, we are evaluating its benefits for the different types of libraries across our network. We have discovered that using the Exchange is easy—just sign in, browse or choose search parameters, add selections to the cart, and purchase.

USER: Judy Poe, former library network manager, Yavapai Library Network in Prescott, Arizona

PRODUCT: DPLA Exchange

DETAILS: The DPLA Exchange is an ebook marketplace hosted by the non-profit Digital Public Library of America (DPLA). It offers popular ebooks and openly licensed titles.

DPLA Exchange is a platform-fee-free ebook marketplace.

How does DPLA Exchange serve your library system's needs? The Exchange provides us with a platform-fee-free store to purchase materials from a wide variety of publishers. Additionally, it supports consortial purchasing, so our 43 member libraries (including academic libraries and K–12 schools) can acquire materials that are then accessible to all the patrons in our network.

What are the main benefits? The DPLA Exchange is an easy, straightforward platform that allows us to order from diverse vendors through a simple and easy-to-use interface. With the Exchange, we can quickly search and browse for ebooks that appeal to our patrons. It enables our libraries to purchase digital items without a platform fee, allowing them to spend more of their funds on materials. We are excited to be part of this new and innovative paradigm for libraries and to work with a nonprofit organization that shares our libraries' missions to provide quality resources, rather than with a commercial entity focused on profit.

What would you like to see improved or added? We hope to see a broader selection of ebooks, especially from the Big Five publishers, added to the Exchange, so it offers a more competitive selection of popular titles. In addition, we'd like to see audiobooks made available. Finally, we'd particularly like to have a clearer ability to see what has been ordered by other members of our consortium, and more searchable metadata made available (such as series information). Librarians always want more metadata! ●

PEOPLE *Announcements*

ON THE MOVE

Cranston (R.I.) Public Library appointed **Martha Boksenbaum** as youth services librarian at its Auburn branch in November.

October 16 **William Burchfield** joined the Kentucky Historical Society in Frankfort as cataloging librarian.

The University of North Carolina at Greensboro Libraries appointed **Deborah Yun Caldwell** as 2018–2020 diversity resident in December.

Will Dean became research and data services librarian at Temple University's Ginsburg Health Sciences Library in Philadelphia in October.

Jina DuVernay began a two-year fellowship as visiting archivist of African-American collections at Emory University's Stuart A. Rose Manuscript, Archives, and Rare Book Library in Atlanta January 22.

East Baton Rouge (La.) Parish Library named **Kristen Edson** deputy director in November.

In October **Lauri Fennell** joined Temple University in Philadelphia as public health and social sciences librarian in the Learning and Research Services Business, Social Sciences, and Education unit.

Cranston (R.I.) Public Library appointed **Christine Hall** as cataloging and reference librarian in December.

Portage County (Ohio) District Library appointed **Jonathan Harris** director, effective December 3.

Victoria Ames Hart became director of library services at Northeast Lakeview College in San Antonio in December.

OhioNET named **Nancy S. Kirkpatrick** executive director and CEO in January.

November 29 **Natalie McDonough** started as library development specialist at the New York State Library Division of Library Development.

Brynne Norton joined Montgomery College Library in Rockville, Maryland, as access services associate director in October.

Prince George's County (Md.) Memorial Library appointed **Roberta Phillips** as chief executive officer in January.

Veronda J. Pitchford joined the Califa library membership consortium in San Francisco as assistant director in November.

November 13 **Alan Price** became director of the John F. Kennedy Presidential Library and Museum in Boston.

PROMOTIONS

Arlington Heights (Ill.) Memorial Library promoted **Mike Driskell** to executive director November 20.

Brooklyn (N.Y.) Public Library promoted **Nicholas Higgins** to chief librarian October 29.

Brown University in Providence, Rhode Island, promoted **Joseph Meisel** to Joukowsky Family University Librarian October 29.

Boca Raton (Fla.) Public Library promoted **Ellen Randolph** to manager of library services in December.

Kudos

December 12 **Melanie Huggins,** executive director of Richland Library in Columbia, South Carolina, received One Columbia Arts and History's 2018 Stephen G. Morrison Visionary Award, recognizing Columbians who support the growth and vitality of the city. ●

North Carolina State University in Raleigh promoted **Greg Raschke** to senior vice provost and director of libraries December 1.

Craig Scott was promoted to director of Gadsen (Ala.) Public Library November 2.

January 1 **Tanya Sinclair** was promoted to chief engagement officer at Pickering (Ont.) Public Library.

In September **Lisa Radha Weaver** was promoted to director of collections and program development at Hamilton (Ont.) Public Library.

RETIREMENTS

Barb Angelone retired as head of circulation services at Cranston (R.I.) Public Library January 2.

Linda Archetto, head of teen services at Cranston (R.I.) Public Library, retired January 2.

David Bosca retired in December as library director at South University in West Palm Beach, Florida.

Michael P. Butler retired as executive director and CEO of OhioNET in Columbus January 2.

SUBMISSIONS
Send notices and photographs to
Amy Carlton, acarlton@ala.org.

MORE ONLINE
americanlibrariesmagazine.org/currents

In November **Kathleen Citro** retired as director of Embry-Riddle Aeronautical University's Hunt Library in Daytona Beach, Florida.

Joanne Lovejoy, library assistant at Cranston (R.I.) Public Library, retired November 9.

Cecilia Swanson retired as director of Portage County (Ohio) District Library November 30.

Sarah E. Thomas retired as vice president of Harvard Library and Roy E. Larsen Librarian of the Faculty of Arts and Sciences in Cambridge, Massachusetts, December 31.

Jonalyn Woolf-Ivory retired as executive director of Sno-Isle Libraries in Marysville, Washington, in December.

AT ALA

Crystal Carrazco returned to ALA as membership communications specialist in December.

November 19 *American Libraries* promoted **Terra Dankowski** to managing editor.

ALA Staff Support Services promoted **Valeria Edwards-Newman** to office manager in December.

December 28 **Lois Ann Gregory-Wood** retired as Council secretariat after 50 years with ALA.

ALSC Awards Coordinator **Courtney Jones** left ALA January 4.

January 14 **Earla J. Jones** joined ALA as director of conference service operations.

The ALA Development Office named **Anne Manly** assistant director, corporate and foundation relations, December 10.

In Memory

L. H. Werner Fajardo, 92, who held several positions at University of California, Santa Barbara Library for more than 20 years, including supervision in cataloging, special collections, and bibliographic searching, died in August. Fajardo was active in the International Federation of Library Associations and Institutions and the Seminar on the Acquisition of Latin American Library Materials.

Helen Mae Mullen, 91, a librarian at the Free Library of Philadelphia for 44 years, died December 2. Mullen began her career as a children's librarian and progressed to coordinator of the Office of Work with Children, becoming the first African-American woman to head a department at the library. She served as 1981–1982 president of the Association of Library Service to Children and received the Public Library Association's Allie Beth Martin Award in 1992, the Pennsylvania Library Association's Distinguished Service Award in 1994, and outstanding alumni awards from both Hastings College and Syracuse University.

Carlton C. Rochell, 85, dean of New York University Libraries until his 1999 retirement, died December 23. As dean, he launched the first minicomputer-based online catalog in the country; incorporated the Courant Institute, Business and Real Estate Institute Libraries, and the NYU Archives; founded the Wagner Labor Archives; launched the Elmer H. Bobst Awards for Arts and Letters; brought the NYU Press under the management of the libraries; and integrated campus media and video production services. He served as chairman of the board of the Research Libraries Group, on the board of the Association of Research Libraries, and on ALA Council. He led the New York delegation to the White House Conference on Libraries in 1979, was a member of the New York State Governor's Commission on Libraries, and was chair of the New York Regents Advisory Council on Libraries. Prior to joining NYU, Rochell was director of Atlanta Public Library from 1968–1976, and in the early 1960s, worked to integrate city libraries in Hattiesburg, Mississippi, and Anniston, Alabama.

Kay Webster, 61, coordinator of youth services for 38 years at Greene County (Ohio) Public Library, died November 27. Webster was instrumental in the library's decision to reinstate its bookmobile in 2001. ●

Trish McFadden joined United for Libraries as program coordinator December 10.

The Association for Library Service to Children appointed **Anne Michaud** full-time program coordinator December 3.

Phil Morehart was promoted to senior editor of *American Libraries* September 1.

Kara O'Keefe, Public Library Association manager for marketing and membership, left January 4.

Veronica Perez, production editor and graphic designer in Production Services, left ALA December 13.

Don Wood retired as program officer in ALA's Chapter Relations Office December 28. AL

An Archive of Ice and Fire

I n George R. R. Martin's A Song of Ice and Fire book series and its TV adaptation, *Game of Thrones,* a massive barrier of ice and rock known as the Wall protects the Seven Kingdoms from threats from the north. "The Wall" at Texas A&M University's Cushing Memorial Library and Archives isn't hundreds of feet high like its fictional counterpart, but it is imposing. Nicknamed by library staffers, it's an area in the library that holds Martin's personal collection of ephemera spanning his career.

Martin's relationship with Texas A&M began in the 1970s, when he first visited AggieCon, a science fiction and fantasy convention held at the university, says Jeremy Brett (right), curator of the library's Science Fiction and Fantasy Research Collection. In 1993, Martin began shipping items to the archives, which now include more than 50,000 pieces.

The collection contains replicas of swords used by *Game of Thrones* characters, which are on permanent display because they are "incredibly popular," says Brett. The collection also includes short stories, correspondence, personal papers, and items from his time working on the TV adaptation of *Beauty and the Beast* in the 1980s, but the *Game of Thrones* items are the most sought after, according to Brett. Patrons can request to view book drafts, shooting scripts, board-game prototypes, and figurines. Lucky patrons may even catch a glimpse of Martin himself.

"He's been here a couple times," says Brett, who recounts a gift Martin gave the library during his last visit. "He donated his first edition of *The Hobbit.* He's the American Tolkien, so that was very fitting." AL

THE BOOKEND showcases librarians, their work, and their work spaces. For consideration, please send press material to americanlibraries@ala.org.

Photo: Texas A&M University Libraries

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