

TO: ALA Council

RE: Office for Human Resource Development and Recruitment (HRDR)
2012 Annual Conference Activity Report

ACTION REQUESTED/INFORMATION/REPORT:

INFORMATION ONLY

ACTION REQUESTED BY:

None

CONTACT PERSON: Lorelle R. Swader, CAE, Director

DRAFT OF MOTION: None

DATE: June 4, 2012

BACKGROUND:

HRDR provides information on education and professional development in support of the principle of lifelong learning. It designs and disseminates recruitment materials, conducts recruiting activities, and encourages participation in recruitment at the grassroots level of the profession. The office communicates with libraries on issues relating to management of human resources and acts as an advocate for “best practices” in these areas.

In support of HRDR’s programmatic priorities, the office manages the ALA-Wide Scholarship Clearinghouse, JobLIST Placement Center (at MW, Annual and division national conferences) and Librarycareers.org website. In support of its leadership development mission, the office coordinates the Emerging Leaders program, ALA/Council Committee Chair Orientation and ALA Internship program.

As part of its liaison duties, the HRDR staff supports the following ALA committees and round tables: COE; COSWL; HRDR Advisory; Scholarship & Study Grants; TOLD; LEANRT; LIRT; LSSIRT, NMRT and SORT. They also support four scholarship juries and two Assemblies (Education and Recruitment).

The attached report is meant to highlight office activities since the 2012 Midwinter Meeting.

Attachments: JobLIST Placement Center Activities
Career Development Activities Statistics
Round Table Activities

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Annual Conference JobLIST Placement Center

For more than 30 years, the ALA Placement Service has provided opportunities for employers and job seekers to meet, network, and achieve success in reaching their employment goals. The recently branded “JobLIST” Placement Center is intended for people at every stage of their careers--not just new graduates. The center will be open during the Annual Conference in Anaheim. All services and sessions are free to job seekers (unless otherwise noted). The dates of operation will be: Saturday & Sunday, June 23 - 24, 2012, 9:00am - 5:00pm. The Center will be located in Hall A of the Anaheim Convention Center. Conference registration is not required to participate. The following institutions have reserved booth space within the Center:

- City of Oakland/ Oakland Public Library; California
- Salt Lake City Public Library; Utah
- Evansville Vanderburgh Public Library; Indiana
- University of Illinois Library at Urbana-Champaign; Illinois
- LSSI

(For a full listing of activities and workshops in the Center, please see the attached flyer at the end of this report)

Career Development Activities

As part of the ALA 2015 Strategic Plan, HRDR was awarded an internal grant to support a series of career development activities for job seekers through August 2012.

The array of services is designed to provide a comprehensive response to the full range of career-related needs of ALA members (including needs expressed by attendees at the ALA conferences) and those services which are frequently requested by professionals going through job search, networking, career transition, professional development and retirement-related challenges.

The program is designed to include items that individuals could immediately implement, as well as items that provide more in-depth coverage of a particular topic that will require more reflection and, at times, “homework” on the part of the participant. Additionally, the overall program is meant to focus on their needs at different stages of their career development as library professionals, from first time job seekers graduating from college to mid and late library-related professionals.

The program includes several components, which members opt to participate in – choosing one, several or all of these offerings, depending on their current and anticipated career-related challenges:

- Online Virtual Chats (Held monthly)
- Webinars (Held quarterly)
- Individualized Counseling Sessions (Held onsite in the JobLIST Placement Center during the Midwinter Meeting in Dallas, TX)
- Telephone counseling sessions (Held during the week following the Midwinter Meeting in Dallas)

We have contracted with consultant, Dr. Caitlin Williams who has been in the field of career development for more than 20 years. She writes, speaks, conducts research and coaches individuals on ways to continue growing professionally, as well as ways to remain employable in a challenging economy. As a faculty member of San Jose State University, Caitlin has been partnering with ALA for nearly 10 years to offer individuals help with managing their career and providing free one-on-one career coaching sessions at ALA conferences.

Attached to this report is an updated list of the activities supported by the ALA 2015 Strategic Plan internal grant funds that were awarded to HRDR. For a complete list of activities and access to archived webinars and chats, please visit:

<http://joblist.ala.org/modules/jobseeker/controller.cfm>

Emerging Leaders Program

Attendees of the ALA Annual Conference in Anaheim are invited to meet the 2012 class of Emerging Leaders (EL) at a poster session and reception from 3 - 4 p.m. on Friday, June 22. The ALA 2012 class of ELs will showcase their final projects at the poster session, which will take place at the Anaheim Convention Center, Room 303AB. All are welcomed and encouraged to attend. Light refreshments will be served.

The poster session will be the culminating event for this class of Emerging Leaders. Since the ALA Midwinter Meeting, the groups have been working virtually on projects related to ALA or a professional concern. These groups have been supported by ALA staff and member mentors from the profession. The poster session will allow each group to showcase its creative and innovative solutions for their projects.

Participants in the EL '12 class come from all across the United States, British Columbia and the United Kingdom, and represent a variety of types of libraries. An ALA division, round table, chapter or an ALA affiliate organization sponsored approximately one-third of the participating Emerging Leaders.

Applications are now being accepted for the 2013 class. Details on the program criteria as well as a link to the application can be found on the Emerging Leaders webpage at:

<http://www.ala.org/educationcareers/leadership/emergingleaders> . **The deadline to apply is Aug. 3, 2013.**

ALA – Wide Scholarship Clearinghouse

The Clearinghouse received a total of **601** scholarship applications this year. The numbers below represent completed applications evaluated by the juries and the number of awards made by the respective units.

ALA level scholarships:

- General (Includes: Marshall Cavendish, Christopher Hoy/ERT and David H. Clift) – **408 applicants (3 awarded)**
- Support (Includes: Tom & Roberta Drewes, Miriam L. Hornback and Tony B. Leisner) – **174 applicants (3 awarded)**
- Mary V. Gaver – **158 applicants (1 awarded)**
- Peter Lyman Memorial/SAGE Scholarship in New Media Jury – **104 applicants (1 awarded)**

Division/Round Table scholarships:

- Federal Librarians Cicely Phippen Marks Scholarship (Administered by FAFLRT) – **66 applicants (1 awarded)**
- ALSC – **149 applicants (6 awarded)**
- Century (Administered by ASCLA) – **31 applicants (1 awarded)**
- LITA – **140 applicants (3 awarded)**
- Spectrum – **120 applicants (50 awarded)**

Continuing Education Units (CEUs) Program Update

The International Association for Continuing Education and Training (IACET) has awarded ALA the prestigious Authorized Provider status. IACET Authorized Providers are the only organizations approved to offer IACET Continuing Education Units (CEUs). The recognition period extends for five years, and includes all programs offered or created during that time.

In order to achieve Authorized Provider status, ALA completed a rigorous application process, including a review by an IACET site visitor, and successfully demonstrated adherence to the ANSI/IACET 1-2007 Standard addressing the design, development, administration, and evaluation of its programs. ALA is now authorized to use the IACET name and Authorized Provider logo on promotional course material. Although not all ALA programs will be eligible for CEUs, the HRDR staff is working with units across the association to establish quality standards for programming. In addition, we are now linked to the IACET web site.

YALSA is the first unit to offer ALA CEUs as part of its continuing education program. Below is a listing of their courses that have been approved:

1. **Connect, Create, and Collaborate: Supporting Teen Needs with Technology**
12 participants (1.5 CEUs)

2. **Power Programming**
10 participants (1 CEU)
3. **Making the Match: Finding the Right Book for the Right Teen at the Right Time**
(The number of participants completing the course is not available at this time) (1.5 CEU)

Committee on Education (COE) and LIS Education

Recently, the ALA Committee on Education (COE) appointed a working group to undertake the charge of discussing and developing diversity recommendations for Library & Information Studies (LIS) education in the following areas:

- Multicultural curriculum
- Recruitment and mentoring of minority students
- Recruitment and retention of minority faculty
- Administrative support for a multicultural environment

The working group is comprised of members of COE, the Association for Library and Information Science Education (ALISE), the Committee on Diversity (COD), the International Relations Committee (IRC), the American Indian Library Association (AILA), the Asian Pacific American Librarians Association (APALA), the Chinese American Librarians Association (CALA) and REFORMA (National Association to Promote Library and Information Services to Latinos and the Spanish Speaking).

The first task of the group was to survey ALA accredited programs asking about their diversity efforts. Preliminary returns, which were presented to COE during the 2012 Midwinter Meeting, had a very low response rate. After further discussion, COE asked the working group to re-evaluate the purpose of the survey, its design and make it more inclusive by also surveying NCATE approved programs. After evaluation of the final data, the committee will determine next steps.

Leadership Development Training

The Training, Orientation and Leadership Development (TOLD) committee is supporting President-elect Maureen Sullivan in hosting a strategic leadership meeting for all incoming ALA and Council committee chairs. This event is being held during the 2012 ALA Annual Conference in Anaheim, CA.

Round Table Activities

As part of their liaison duties, the HRDR staff supports the following ALA round tables:

- Learning Round Table (LEANRT)
- Library Instruction Round Table (LIRT)
- Library Support Staff Interests Round Table (LSSIRT)
- New Members Round Table (NMRT)

- Staff Organizations Round Table (SORT)

Several activities are being planned by these groups. **(For a full listing of these activities, please see the attached list at the end of this report).**

HRDR STAFF:

Lorelle R. Swader, CAE, Director, lswader@ala.org

Beatrice Calvin, Program Officer for Placement/Recruitment, bcalvin@ala.org

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What's Happening in the ALA JobLIST Placement Center at the Annual Conference in Anaheim
Location: Hall A of the Anaheim Convention Center

Saturday, June 23

9:00 a.m. – 5:00 p.m.

Placement Open: Career Counseling, Resume Reviews, & Employers Interviewing

10:30 a.m. – 12:00 noon

Workshop: **Surviving an Information Science Career Crisis in a Time of Change**



In his book, 'Recovery, Reframing, and Renewal: Surviving an information science career crisis in a time of change' author Oliver Cutshaw examines the difficulties confronting information professionals who, due to financial downturns, technological change, or personal crises, are forced to re-evaluate their career options. During this session on in the ALA JobLIST Placement Center, Cutshaw will give a brief presentation based on his book and then open the floor for a lively, interactive discussion.

1:30 p.m. – 3:00 p.m.

Workshop: **Unusual Opportunities to Enhance Your Resume**

How can you make yourself stand out when all of the candidates have an MLS? What will impress the person doing the hiring? Attend this session to get in on the discussion which will feature different ways others have taken advantage of opportunities such as practicums, fieldwork, independent studies, and special projects in order to enhance their resume and impress hiring officials.

Sunday, June 24

9:00 a.m. – 5:00 p.m.

Placement Open: Career Counseling, Resume Reviews, & Employers Interviewing

9:00 a.m. – 10:30 a.m.

Workshop: Labor Market Updates: Looking into a Cloudy Crystal Ball

Regional Commissioner for the Bureau of Labor Statistics Richard J. Holden will provide observations and analysis on future job trends in our society with a special emphasis on the library and information profession.

10:30 a.m. – 12 noon

Open House

Representatives from various libraries and library-related companies will have an opportunity to talk with conference attendees about their individual work environments. They will discuss various aspects that make their institutions unique – such as work culture, facilities, sports, music, arts, campus and community life, etc. They will showcase the activities available in and around their institutions that highlight the quality of life.

12 noon – 1:30 p.m.

Meet & Greet Federal Librarians; Refreshments Served

Hiring Librarians from various areas within the federal government will be available to discuss current open positions.

1:30 p.m. – 3:00 p.m.

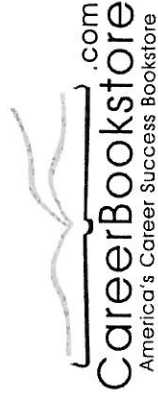
Workshop: Careers in Federal Libraries

If you've ever considered working for the federal government, this is a session you should attend. You'll hear from leaders in the Congressional Research Service, Government Printing Office, Dept. Homeland Security, General Services

Administration, and more! Join us to discover the wealth of opportunities available to MLS/MLIS degree holders.

4:00 p.m.*

Drawing for Free One-Year Subscription to the Virtual Career Library Takes place in Membership Pavilion



Register Your Library to Win a Free One-Year Subscription to the Virtual Career Library!

Do your library patrons need job search and career exploration support in today's tough economy? Then head on over to the ALA Membership Pavilion at the 2012 ALA Annual Conference in Anaheim to register your library to win a free one year subscription (\$950.00 value) to the Virtual Career Library. This innovative career information service is changing the way forward-thinking libraries are providing career guidance and job search information for their library patrons. Don't miss out on this great opportunity to win a subscription that will expand your library services and help library patrons who count on you for job search and career guidance support.

Entry forms will be available on Saturday and Sunday of Conference in the ALA JobLIST Placement Center located in Hall A of the Anaheim Convention Center and in the Membership Pavilion located in the exhibits hall. The drawing will take place on Sunday, June 24th at 4:00 p.m. in the Membership Pavilion.

In addition to the one-year subscription to the Virtual Career Library, Career Communications, Inc. has also donated several publications for us to give away. The titles are listed below. They are also offering ALA conference attendees a 10%

discount on all online purchases from CareerBookstore.com on all online orders through July 31, 2012.

Titles from Career Communications to give away:

- Complete Job Search Book for College Students (The), 3rd ed. by Richard Walsh, 2007
- Extraordinary Jobs in the Service Sector by Alecia T. DeVantier and Carol A. Turkington, 2006
- Gallery of Best Cover Letters: A Collection of Quality Cover Letters by Professional Resume Writers, 3rd ed. by David F. Noble, 2007
- Resumes for Dummies, 5th ed. by Joyce Lain Kennedy, 2007
- What to Do with Your History or Political Science Degree by Princeton Review, 2007

**Career Development Activities Statistics Supported by 2015 Strategic Plan Funds
for FY12**

By Activity

Date	Activity	Event	No. Registered/ Accessed	Notes
Oct. 27, 2011	CHAT #1	Tips for Getting Unstuck in Your Job Search	90/92	
Nov. 17, 2011	CHAT #2	Career Communication Documents - including that all-important resume	476/470	
Dec. 15, 2011	CHAT #3	Prepare to WOW Them in Your Next Interview!	450/440	
Feb. 23, 1012	CHAT	Using Social Media for an Even More Effective Job Search	617 registered	Postponed to following month due to facilitator injury
March 22, 2012	CHAT #4	Using Social Media for an Even More Effective Job Search	386/397	
April 26, 2012	CHAT #5	Use the Power of Your Story, Your Brand and Your Accomplishment Statements to STAND OUT in Your Job Search	442/441	
May 24, 2012	CHAT	CHAT – Cancelled		
July 26, 2012	CHAT #6	Topic to be determined		
Aug 23, 2012	CHAT #7	Topic to be determined		
Jan. 21&22	COUNSELING Sessions	On-site, face-to-face at conference	23	Approx.75 people on the

				wait list
Jan. 25 & 26	COUNSELING Sessions	Follow-up sessions Via Telephone after conference	21	
June 23 & 24	COUNSELING Sessions	On-site, face-to-face		
June 27 & 28	COUNSELING Sessions	Follow-up sessions Via Telephone after conference		
Oct. 12, 2011	WEBINAR #1	Mastering the Art of Resiliency		No Survey was set-up for this session
Jan. 11, 2012	WEBINAR #2	How to Get Unstuck in Your Job Search	163	
April 11, 2012	WEBINAR #3	Moving Difficult Conversations Toward Positive Outcomes: Coping with Challenges in the Workplace	376/427	
July/Aug 2012	WEBINAR #4	Topic to be determined		

O/Webinars/Placement Events by Activity

2012 ALA Annual Conference Activities for HRDR supported Round Tables

LearnRT

Preconference: Disney's Approach to Quality Services - Friday, June 22, 8 a.m. – 3:30 p.m. Disneyland Hotel, Castle A & B

You will examine the time-tested model for delivering world-class guest service and discover how attention to detail creates a consistent, successful environment for both employees and customers. Then take a field trip behind the scenes to see these principals in action. Intriguing and unforgettable, this unique field experience affords you a first-hand view of the invaluable business philosophies of Walt Disney himself. As you witness the day-to-day operation of his first Theme Park, you'll gain insights into more than 80 years of business principles that can be easily adapted and implemented in your own organization... and inspire your library to new heights. After lunch on your own, regroup for an afternoon of networking and discussion on applying quality service practices in libraries.

Empowering Staff to Learn: Self Directed Learning Models – Saturday, June 23, 1:30 – 3:30 p.m. Hilton, Laguna A

Do those you train resist learning? Is formal training not yielding enough return? Join this program to learn successful methods for empowering your staff to seek learning, develop informal and formal learning goals, and create a culture of growth and learning in your library.

Ignite, Interact, & Engage Adult Learners: Maximizing the Learning Outcomes – Sunday, June 24, 10:30 a.m.– noon Anaheim Convention Center, room 203B

Engaging learning begins with engaged trainer-teacher learners. This session is designed to help you become more effective by involving you in the very exercises and techniques that produce effective learning. A sense of creativity, inspiration, and playfulness is not required—but strongly recommended. Those who forget to bring that sensibility to the workshop can expect to leave with it.

Staff Training Showcase – Sunday, June 24, 1:30 – 3:30 p.m. Marriott, Grand Salon G-K

The training showcase is a poster session type of program celebrating innovative continuing education, staff development and training initiatives in all types of libraries and library organizations. Participants present best practices from their organization or institution. Raffle, snacks, and informal networks are also part of this popular annual event.

Learning Round Table Meet and Greet – Sunday, June 24, 4:00 - 5:30 p.m. Marriott, room 304

Join in the conversation about training in your library. Share your ideas, find out trends, and meet new people. This is a great way to connect with other innovative and friendly library folks. Snacks provided, all are welcome.

Nuts and Bolts of Staff Training: Discussion and Resources for New Trainers – Monday, June 25, 10:30 – noon Anaheim Convention Center, room 205B

Are you new to staff training? Or are you a wise sage with advice and resources to give? Join this discussion as we share resources for planning, marketing, implementing, and evaluating staff training.

LIRT

LIRT's 35th Anniversary Celebration: Sunday, June 24th, 5:30 - 7:00 p.m. at the Sheraton Park Hotel Ballroom

Where were you in 1977? That is when a small group of ALA members formed a new round table to focus on instruction issues in all types of libraries. That's when the Library Instruction Round Table (LIRT) was born! Now, 35 years later, LIRT will be celebrating those founders and all the LIRT leaders who followed, at a party during the ALA Annual Conference in Anaheim. Who is invited? Anyone who has ever been a member of LIRT!

There will be good food, a great band and time to reconnect with friends and colleagues. The party will also premier an important Emerging Leaders 2012 project: *35 Years of LIRT: An Oral History Project*, highlighting interviews of past LIRT leaders. Come join the celebration!

Critical Thinking and Library Instruction: Fantasyland or Adventureland? Sunday, June 24, 10:30 a.m. to 12:00 p.m. at the Anaheim Convention Center, Room 201D

LIRT provides a forum for inclusive conversation and professional development in library instruction and information literacy, key components of lifelong learning. Critical thinking competencies are essential to this process. As librarians move beyond "how to" instruction sessions, understanding and incorporating educational principles and practices, such as critical thinking, will help leverage their collaborations with user communities. Join us as we explore how libraries can promote successful information literacy outcomes through theory-based instruction, practical critical thinking activities, and faculty-librarian partnership in pedagogy.

Featured presentations include: "Cultivating Critical Thinking in K-12 Library Instruction: Results of the Implementation of Bloom's Taxonomy" by Kathy Rosa, "Junk Science: Encouraging Critical Thinking in a Communication Research Methods Class" by Rosalind Tedford, "Moving from Fantasy to Adventure by Grounding Information Literacy Instruction in Critical Thinking Models" by Robert Schroeder, and "Your Make-It-Work Moment: Creating Space for Critical Thinking in the Library Classroom" by Barbara Alvarez, Jennifer Bonnet, and Sigrid Anderson Cordell.

For more information, please visit: <http://fleetwood.baylor.edu/lirt/program.html>

Bites with LIRT (Held offsite)

Library Instruction Round Table (LIRT) is organizing "Bites with LIRT" groups for lunch during the ALA Conference in Anaheim. This is your opportunity to meet other librarians interested in library instruction while enjoying lunch in a local restaurant.

LIRT welcomes anyone who has an interest in instruction from all types of libraries. You need not be a member of LIRT to participate. We hope you will join us in this opportunity to

exchange ideas and experiences about library instruction in a relaxed setting. Enjoy a stimulating and fun lunch with LIRT--good food, good company, and interesting conversation. We will make the arrangements; all you have to do is reserve your spot online at <http://fleetwood.baylor.edu/lirt/bitessum.php> and show up! Deadline is **June 18, 2012**

NMRT

Conference 101 (NMRT) Friday, June 22, 1:00 - 3:30 p.m., Hilton, California A

Are you a first-time conference attendee with a long list of questions? Long-time ALA members and leaders will teach you to decipher the conference program and navigate the exhibits. You'll learn how ALA really works and leave with the confidence and knowledge to make the most of your conference experience.

NMRT Conference Orientation Saturday, June 23, 8:00 – 10:00 a.m. Marriott, Grand Salon A-C

New to the Annual Conference or ALA? Get a fun and informative introduction to the Annual Conference and Anaheim. Learn how to navigate the exhibits and decipher the conference program, how to make ALA and NMRT work for you, and where to spend your free time in the city. NMRT provides tips from the pros and an orientation that will prepare you to take full advantage of the conference experience.

Mentoring Social (NMRT) Friday, June 22, 7:30 – 8:30 p.m. Hyatt, Barcelona

The NMRT Mentoring Social gives participants in both the NMRT Conference Mentoring Program and NMRT Career Mentoring Program a chance to meet in person. For Conference Mentoring participants, this is a further chance to exchange conference survival tips and make a definite professional connection at Annual. For Career Mentoring participants, the social provides an opportunity to cement the mentoring relationships developed during the previous nine months of career mentoring. All participants in NMRT's Mentoring programs are encouraged to attend even if their mentoring partner cannot attend the social.

Networking: What Works? (NMRT) Saturday June 23, 1:30 – 3:30 p.m. Marriott Grand Salon A-C

Networking gets the job done! Discover what happens behind the closed doors of a library search committee - and how your professional (and personal) networks can make or break your prospects. Then learn how other librarians navigated the networking maze to land plum positions. With the insider scoop, practical pointers, and the opportunity to connect with both peers and mentors, you'll be able to put your network to work for you.

Student Reception (NMRT) Sunday June 24, 6:30 – 7:30 p.m. Hyatt, Royal Ballroom B

Library school students are invited to network in a relaxed environment and learn more about ALA from unit representatives, NMRT leadership, and experienced ALA members. The Student Chapter of the Year Award is presented and light refreshments will be served.

Awards Reception (NMRT) Sunday June 24, 7:30 – 9:00 p.m. Hyatt, Royal Ballroom A

Join us for networking and light refreshments as NMRT recognizes recipients of the 3M Professional Development Grant and the Shirley Olofson Award. All are welcome.

SORT

Stop the Privatization Beast: Preventing Privatization Through Advocacy A Panel Discussion Sunday, June 24 1:30 – 3:30 p.m. Anaheim Convention Center, room 207D

Case studies of privatization of libraries. Advocacy approaches for the public and elected officials to utilize in dealing with privatization of libraries. Ideas you can take home to use immediately.