Report to Council and Executive Board

April 17, 2009

Keith Michael Fiels
Executive Director

<u>Library Legislative Day</u>

On May 11 and 12, 2009, over 350 library advocates from around the country will meet in Washington, DC to attend National Library Legislative Day (NLLD). This two-day event includes a day of briefings on key library issues, training on how to communicate with members of Congress and roundtable discussions with key Capitol Hill policymakers. Library advocates then take this information to Congress, where they meet with their elected official and share with them the concerns of the library community and information on library legislation. Advocates also have an opportunity to socialize with Members of Congress and their staffs on Monday evening at a Congressional reception.

With a new Administration and a new Congress, libraries have a unique opportunity to establish relationships with their newly elected officials. Key issues will include library funding, privacy, the Consumer Product Safety Improvement Act (CPSIA) and many more. Breakout sessions on telecommunications, the PATRIOT Act and an update on the American Recovery and Reinvestment Act (ARRA) will also be included. After meeting with their elected officials, library activists will be able to return home to their communities with new relationships and enhanced advocacy skills.

For library advocates unable to travel to Washington, there are several ways to participate in NLLD activities. For the first time, advocates at home will be able to follow the meetings on the Hill via Twitter, and call their Members of Congress as the meetings progress. Please sign up for updates from the Office of Government Relations Twitter account (ala_ogr) so you can get in on the action! There will also be opportunities to get involved via the Legislative Action Center, the District Dispatch and Facebook, so please check out the National Library Legislative Day's website for more information.

<u>ACRL 2009 Draws Record-Breaking Participation</u>

More than 4,300 library staff, exhibitors, speakers and guests from every state and twenty-two countries met from March 12-15, 2009 in Seattle for the ACRL 14th National Conference. Combined with the more than 350 people participating online in the ACRL 2009 Virtual Conference, the Seattle conference had the highest combined registrant participation ever for an ACRL National Conference, with 3,263 face-to-face and virtual attendees.

ACRL 2009 offered more than 300 programs that explored the changing nature and roles of academic and research libraries and librarianship. Recognizing that travel budgets for academic librarians are tight due to the tough economy, ACRL enhanced its 2009 Virtual Conference to include dynamic screen captures (audio of the session synched with PowerPoint)

of more than 80 conference sessions; live, interactive Webcasts; Second Life library tours and speaker materials. The virtual conference is also provided for free to all ACRL conference registrants for one year.

Additional details about ACRL 2009 are available at http://www.ala.org/ala/newspresscenter/news/pressreleases2009/march2009/acrlconferencewrap.cfm

El día de los niños/El día de los libros (Children's Day/Book Day) 2009 Has Launched

ALSC has launched Día 2009, again offering complimentary bilingual brochures to participating libraries and an interactive, searchable database of events across the country. 2009 partners include Simon & Schuster, providing postcards featuring Dora the Explorer; HarperCollins, providing posters featuring Día Founder Pat Mora's new Día-themed picture book, *Book Fiesta!*; the Association of American Publishers (AAP), working with ALSC's Quicklists Consulting Committee to produce a list of recommended titles published by AAP members.

The number of partners for 2009 has increased to include publishers offering special discounts for libraries to purchase books for their Día celebrations. There are over 100 more participating libraries hosting Día events than there were at this time last year. New this year is a Día wiki, accessible from the ALSC wiki at http://wikis.ala.org/alsc/index.php, intended to offer a forum for idea-sharing about on-going celebrations which culminate on April 30. For more information, including information about registering for free materials, please visit http://www.ala.org/dia.

Economic Stimulus Package

Due to the ambiguous nature of the American Recovery and Reinvestment Act, the ALA Washington Office has launched bi-monthly calls to the ALA state chapters and state librarians to ensure that ALA members, through the chapters, have the most up-to-date information possible. Previous topics included updates on the state stabilization fund and also details on the broadband programs as information becomes available. Members have an opportunity to ask questions and provide feedback for upcoming agendas.

The calls have been successful, with over 35 states participating in each call. The Washington Office will continue these calls as long as they remain informative and relevant.

OITP, in collaboration with the Office for Government Relations (OGR) and other units within ALA, has been working to advocate on behalf of the library community to maximize the possibility for benefit from the broadband stimulus federal funding that will be available from the Departments of Commerce and Agriculture.

OITP's efforts have been focused on the broadband funding, $7.2 billion, appropriated for the National Telecommunications and Information Administration (NTIA), US Department of Commerce, and the Rural Utilities Service (RUS), US Department of Agriculture, and is involved in an intense effort to understand its day-to-day progress in order to attempt to influence grant programs to the benefit of the library community. Details may be found at the www.ala.org/knowyourstimulus web site.

LITACamp May 7 and 8

LITACamp is just a few weeks away. The Camp will convene in Dublin, OH on Thursday, May 7 and Friday May 8, 2009. LITACamp has no pre-determined session topics or presenters, other than the daily keynote sessions. The participants create and lead most of the sessions. Each determines the topic and format of each session, signs up for a time slot, and pitches the session idea to the group. The exact schedule will be created as each day develops. The purpose of this format is to encourage collaboration, interaction, discussion, and real-time innovation.

The daily keynotes, delivered by notables known for pushing library technology to directly serve patrons, will be designed to stimulate discussions and ideas and energize the days sessions. Our keynoter speakers are Joan Frye Williams and John Blyberg.

Visit the LITACamp wiki at http://litacamp.pbwiki.com/ for the most up-to-date information.

If your organization is interested in sponsoring the Camp, please contact LITA Executive Director, Mary Taylor, at your earliest convenience. There are four levels of sponsorship: graham crackers, marshmallows, chocolate and s'mores.   For details, see the wiki at http://litacamp.pbwiki.com/LITA+CAMP+2009+Sponsorship. If you prefer to discuss your options with Mary, please call her (312-280-4267).

Step Up to the Plate @ your library

The fourth year of Step Up to the Plate @ your library, the partnership between ALA and the National Baseball Hall of Fame and Museum, has launched. Librarians can go online to download a free toolkit with ideas to help promote the program locally. Designed to promote the importance of information literacy skills and increase awareness of the library as an essential information resource, Step Up to the Plate @ your library encourages people of all ages to use the resources at their public or school libraries to look up the answers to a series of baseball trivia questions developed by the library staff at the Baseball Hall of Fame. This year, the questions are inspired by the history and diversity of our national pastime. The program launched to the public during National Library Week, which also coincides with Youth Baseball Week at the Hall of Fame. The Hall of Fame is coordinating several in-museum promotions for the week, which typically sees 2,000 to 3,000 visitors per day.

LLAMA Announces John Cotton Dana Library Public Relations Award 2009 Winners

Six libraries are winners of the John Cotton Dana Library Public Relations Award, which recognizes and honors outstanding achievement in library public relations. The John Cotton Dana honor has been awarded continuously since 1946 and is sponsored by the H.W. Wilson Company, the H.W. Wilson Foundation and LLAMA. The winners are:

- Baltimore County Public Library
- Gwinnett County Public Library
- Houston Public Library
- The Library Foundation of the Multnomah County Library

- St. Paul Public Library
- Ypsilanti District Library

PLA Spring Symposium

The 2009 PLA Spring Symposium was held April 2-4 in Nashville, TN, and featured six intensive day-and-a-half long workshops focused on subjects pertinent to public libraries and public librarians. Workshops included: Everyday Library Ethics: How the Right Thing is the Better Thing for Your Library and Community; Service Responses: Selecting and Implementing the Right Mix for Your Library; Silk Purses and Sow's Ears? Assessing the Quality of Public Library Statistics and Making the Most of Them; Today's Library: From the Inside Out; Libraries Connect in the 21st Century; and Current Issues: A PLA/CPLA Workshop.

The 539 Spring Symposium attendees also had the opportunity to network with their peers and enjoy social events including the Opening General Session and reception with musician Tom Chapin, the Author Luncheon featuring writer Ann Patchett, as well as several area library tours.

In addition, 104 PLA members attended the bonus workshop, *Turning the Page: Building Your Library Community*. Developed by PLA with funding from the Bill & Melinda Gates Foundation, *Turning the Page* is an advocacy training program designed to equip librarians and library supporters with the skills, confidence, and resources they need to create community partnerships, build alliances with local and regional decision makers, and ultimately increase funding for their libraries. This training is primarily only available to library systems participating in the Bill & Melinda Gates Foundation's Opportunity Online hardware grants program, but was offered free of charge to PLA members at the 2009 Spring Symposium.

Coverage of Spring Symposium events can be found on the PLA blog at www.plablog.org. For more information about the Spring Symposium, visit www.pla.org.

New ALSC Executive Director

Aimee Strittmatter was appointed Executive Director of ALSC on April 6, 2009. Aimee came to ALA as the Deputy Executive Director for ALSC in March 2005. Prior to joining ALA, Aimee was Children's Services Supervisor at the William P. Faust Public Library of Westland (MI), from September 2002 to February 2005; Children's Librarian at the Chicago Public Library, from June 2000 to August 2002; and, Public Library Associate at the Loving Branch of the Ann Arbor District Library (MI), from April 1998-April 2000. Aimee is an April 2000 graduate of the University of Michigan, School of Information, with a concentration in library and information science. In addition to the Master of Science in Information, she has a Bachelor of Arts in Criminal Justice, with an additional major in Anthropology, from Michigan State University.

ACRL Debuts Web Redesign

An updated, user-centered redesign of the ACRL Web site went live in mid-April. The update is the result of an extensive planning and redesign process in order to better serve the information seeking needs of the ACRL membership and general public. The results of an ACRL membership survey informed the redesign process, with many suggestions on usability incorporated into the final design. The redesign integrates the ACRL Web presence with the

September 2008 update of the ALA Web site. The new site design features a variety of enhancements, including updated site organization for ease of navigation, direct access to committee and section information, and eye-catching highlights of upcoming events and services. The new site additionally features dynamic content updates to keep information current and relevant. A variety of RSS feeds for content, such as upcoming events, provide an additional means for visitors to stay up to date with ACRL activities. The newly updated site is available at http://www.acrl.org.

ALA OFFICES

ALA Publishing: ALA Editions

New titles published since March 1 include:

Service Learning: Linking Library Education and Practice
by Loriene Roy, Kelly Jensen, and Alex Hershey Meyers
As concern grows over the relevance of a master's degree to the professional work of librarianship, more and more library schools will be looking to incorporate service learning into the student experience. Roy brings together authors from top-tier schools to outline their successful programs and surrounding efforts.

The Newbery and Caldecott Awards: A Guide to the Medal and Honor Books, 2009 Edition
by the Association for Library Service to Children (ALSC)
The latest edition of the Newbery and Caldecott Awards guide covers the most distinguished American children's literature and illustration. Librarians and teachers everywhere have come to rely on this annual guide for quick reference, collection and curriculum development, and readers' advisory. The fresh look and format make locating information on the award-winning books easier than ever before.

Marketing Today's Academic Library: A Bold New Approach to Communicating with Students
by Brian Mathews.
Written in a concise and engaging manner that speaks to popular anxiety points about new marketing techniques, this book is filled with tips and strategies that academic librarians can use to communicate with today's students.

Developing a Compensation Plan for Your Library, Second Edition
by Paula M. Singer and Laura L. Francisco
This straightforward book includes updated versions of the numerous checklists, worksheets, and salary surveys that made the first edition such a popular and relied-upon resource. The revised information reflects changes in the labor market, with added sample forms and real-world examples.

Protecting Intellectual Freedom in Your School Library
by Pat R. Scales for the ALA Office for Intellectual Freedom (OIF)

This book presents a number of scenarios in which intellectual freedom is at risk and detailed information on how to handle challenges to materials in a school library's collection. Scales is a well-known expert on intellectual freedom issues, and a regular columnist for *Book Links.*

[Protecting Intellectual Freedom in Your Academic Library](#)
by Barbara M. Jones for the ALA Office for Intellectual freedom (OIF)
Presenting scenarios in which intellectual freedom is at risk in academic libraries, this book includes case studies, training tips, sample policies, and analysis of important statutes and decisions to assist librarians in handling challenges to the materials in their library's collections.

[Hosting a Library Mystery: A Programming Guide](#)
by Elizabeth M. Karle
This resource includes instructions for program planning and five example mystery scripts, which serve as an excellent starting point for librarians to acquaint users with a wide variety of library services as well as library personnel, special collections, and research skills.

Look for these on the [New Products page](#) of the new ALA Store. Further information about all ALA Editions titles is at www.alastore.ala.org.

ALA Publishing: ALA Graphics

ALA Graphics best-selling products for February and March were posters and bookmarks supporting Teen Tech Week and National Library Week. *Twilight* and Hugh Laurie READ posters continue to be popular, while *Coraline* and *Diary of a Wimpy Kid* bookmarks received a sales boost from the release of the new movie and book respectively. ALA Graphics now has a Twitter feed (@Graphics) that provides product updates and information, as well as interesting anecdotes and pop culture trivia on the current product line. The feed began in late February, and already has more than 80 regular followers. [Follow ALA Graphics on Twitter!](#)

Information about all ALA Graphics products is at www.alastore.ala.org.

ALA Publishing: ALA Guide to Reference

Guide to Reference continues to add new subscribers and is welcoming positive feedback such as:

 "ALA's online *Guide to Reference* unlocks a hundred years of reference scholarship devoted to identifying, describing, and organizing the best sources for finding authoritative information on any subject. It blends traditional print reference tools with timely Internet resources and makes them available to any subscriber, anywhere at any time."

"A core resource in the field of librarianship, no scholarly librarian can provide effective research service without ALA's Guide to Reference. Not only does it cover the world of knowledge, by identifying and describing the major, authoritative resources within each field, but it effectively meets the critical challenge of selectivity in a sea of information. Congratulations on a brilliant, well-organized and invaluable work." www.guidetoreference.org

ALA Publishing: ALA TechSource

The most recent (April) issue of *Library Technology Reports* is "Open Source Public Workstations in Libraries" by John Houser, Senior Technology Consultant at PALINET in Philadelphia. More information is at http://www.techsource.ala.org/ltr/

Phase two of the TechSource website update is slated for late spring, including a new Drupal-based website, and enhanced e-journal delivery of *Library Technology Reports* (LTR) and *Smart Libraries Newsletter* (SLN).

ALA Publishing: *American Libraries*

In conjunction with its April 2009 Facilities issue, *American Libraries* issued a greatly expanded Digital Supplement featuring more than 80 of the best in library design, construction, and renovation projects, plus several other related articles that can be read online, in print, or downloaded as a PDF. www.ala.org/alonline/

The *New York Times* based a story on President Obama's assertion in an interview with *American Libraries* (August 2005) that he found his job in Chicago through the public library. http://cityroom.blogs.nytimes.com/2009/04/14/job-seekers-at-the-library-in-obamas-footsteps/

AL Focus has published several new videos, all of which are available at http://alfocus.ala.org/ and can be downloaded or embedded for other use.

ALA Publishing: Booklist Publications

Booklist, *Book Links*, and *Booklist Online* wrapped up Spring circulation-building campaigns on March 31. Combined, these campaigns generated hundreds of new subscriptions. Efforts included e-mail messages, Website and e-newsletter banners, and a *Booklist Online* Webinar "Daily Tips for Daily Use," that attracted more than 300 attendees. March issues of *Booklist* magazine included a Spotlight on Graphic Novels, a Spring travel Roundup, and the annual ALA Notables Books and Media issue, the long-time source of fully annotated lists.

Booklist Publications has joined the Twitterati at http://twitter.com/ALA_Booklist. Daily postings keep followers informed about the *Booklist Online* Review of the Day and other noteworthy articles or *Booklist* happenings. Keir Graff, *Booklist Online*'s senior editor and *Likely Stories* blogger, has also set up his Twitter feed at http://twitter.com/Booklist_Keir .

International Relations Office
(IRO)

Japanese Books for U.S. Public Libraries

In March, the International Relations Office, thanks to a grant from Toyota Motor Corporation, provided 200 public libraries that are ALA organizational members, with a set of 50 translated works of Japanese modern fiction and non-fiction.

**Office for Government Relations
(OGR)**

The Consumer Product Safety Improvement Act

OGR has been working closely with Congressman Jeff Fortenberry (R-NE), who introduced legislation specifically to exempt ordinary books from the Consumer Product Safety Improvement Act of 2008 (CPSIA). ALA will continue its grassroots outreach to collect cosigners and push for the passage of the bill, should it come to the Floor for a vote.

LSTA Funding

In an effort to get members of Congress to sign onto a "Dear Colleague" letter for increased funding for the Library Services and Technology Act (LSTA) and Improving Literacy Through School Libraries, ALA activated its advocacy network, which collectively sent out 1,090 emails in three days. Twenty-six Members of Congress signed the letter in less than a week – an increase of eight members over the signers to last year's letter.

"Plain Language" Legislation

A bill calling for renewing the requirement for the federal government to write in "plain language" was introduced by Senator Akaka on March 11, 2009. ALA previously endorsed the plain English efforts in the Clinton Administration when then-Vice President Gore initiated this as part of their "Reinventing Government" programs. ALA is endorsing this new bill, S. 574, consistent with the Association's policies to support access to government information. Writing in "plain English" is one of the links in a long chain of requirements to help the American public gain no-fee access to government information.

Cybersecurity

Senators Rockefeller and Snowe introduced two cybersecurity bills on April 1. S.773 would "ensure the continued free flow of commerce within the United States and with its global trading partners through secure cyber communications to provide for the continued development and exploitation of the Internet and intranet communications for such purposes, to provide for the development of a cadre of information technology specialists to improve and maintain effective cybersecurity defenses against disruption, and for other purposes." The bill has been referred to the Senate Commerce Committee.

The other bill, S. 778, would "establish, within the Executive Office of the President, the Office of National Cybersecurity Advisor." This bill has been referred to the Committee on Homeland Security and Governmental Affairs.

**Office for Information Technology Policy
(OITP)**

<u>OITP Staffer Publishes Article in *Library Technology Reports*</u>

In the January 2009 issue of *Library Technology Reports*, OITP IT Policy Analyst, Timothy Vollmer, has a piece titled "On-the-Ground Lessons from OITP's Public Library Connectivity Study." His article discusses findings from the 2007 OITP Connectivity Study, examining the exploding demand for broadband connectivity at public libraries, analyzing barriers to increasing connectivity, and suggesting ways libraries and policymakers may better plan for and implement fast connections in public libraries.

<u>Section 1201 of Digital Millennium Copyright Act (DMCA)</u>

The American Library Association (as a member of the Library Copyright Alliance, along with the Association of Research Libraries, the American Association of Law Libraries and the Special Libraries Association) and the Music Library Association have filed response comments supporting proposed exemptions to Section 1201 rulemaking during the second round of proceedings by the U.S. Copyright Office at the Library of Congress.

Office for Library Advocacy
(OLA)

<u>ALA and Safeway Corporation Partnership</u>

OLA is leading an in-kind ALA partnership with the Safeway Corporation to bring public awareness and advocacy messages about libraries to consumers through a new cereal box campaign.

Beginning this summer, packaging of Safeway's "family cereal line" will feature five different back panels about libraries. They will be distributed nationally to approximately 1,500 Safeway-owned stores around the country, which include Dominick's, Genuardi's and Safeway Stores.

The panels will focus around themes such as genealogy, lifelong learning, discover the world, get rich (promoting the value of the library), and great mysteries of the library. Special thanks to Nann Blaine Hilyard for bringing a previous Safeway and libraries collaboration to OLA's attention.

Office for Research and Statistics
(ORS)

<u>Member Demographic Survey: ALA Demographic Studies</u>

Beginning in May 2005, ALA invited members to participate in a brief demographic survey. As of March 1, 2009, there were 37,035 members who had participated, approximately 56% of total membership.

<u>Supporting Learners in Public Libraries</u>

"Supporting Learners in U.S. Public Libraries" outlines many of the technology resources public libraries provide to learners of all ages and the challenges libraries face in meeting growing demand. It describes how sustained funding enables public libraries to offer increased assistance and services to their communities. The study was newly published in March 2009.
http://www.ala.org/ala/aboutala/offices/ors/plftas/Issues%20brief-Ed.pdf

<u>Research Update</u>

A Presentation to the ALA Executive Board regarding various research activities supporting *Ahead to 2010* strategic plan assessment, ALA membership analysis, and understanding trends in the profession (Saturday, April 25, 2009) is available on the web site. See Library Board Documents http://www.ala.org/ala/aboutala/governance/officers/ebdocuments/index.cfm

**Public Information Office
(PIO)**

2009 National Library Week Kick Off at RainbowPUSH's Library

In recognition of the valuable contributions of our nation's libraries, Reverend Jesse L. Jackson, Sr., CEO and Founder, RainbowPUSH Coalition, and Keith Michael Fiels, Executive Director, American Library Association, read to a group of children on April 11, to kick off the 2009 observance of National Library Week. The event took place in RainbowPUSH's library in Chicago.

During the RainbowPUSH Coalition's Saturday Morning Forum, which is televised, Reverend Jackson and Fiels also discussed how libraries are an important community hub of literacy and learning and a place people turn to during difficult economic times.

**Public Programs Office
(PPO)**

New ALA Traveling Exhibit Connects Harry Potter with Real World Sciences

The ALA Public Programs Office, in cooperation with the National Library of Medicine (NLM), announces a new, small format traveling exhibition to libraries, "Harry Potter's World: Renaissance Science, Magic, and Medicine." Public, academic (university, college and community college) and medical libraries may apply to host the banner exhibition by downloading an application at www.ala.org/harrypotter. In order to be considered, applications must be received at ALA by May 1.

Using materials from the NLM's History of Medicine collections, the exhibition explores Harry Potter's world, its roots in Renaissance science and the ethical questions that affected not only the wizards in J.K. Rowling's books, but also the historical thinkers featured in the series. Exhibition panels feature the works of 15th- and 16th-century alchemists, naturalists and occultists, and explore the intersection between the Harry Potter novels and Renaissance thinkers, lore and practices. More information about the exhibit, including educational resources, is available at http://www.nlm.nih.gov/exhibition/harrypottersworld/index.html.

ALA Announces Second Tour for "Pride and Passion" Traveling Exhibit

The ALA Public Programs Office, in association with the National Baseball Hall of Fame and Museum, is pleased to announce that 25 additional libraries have been selected to host "Pride and Passion: The African American Baseball Experience," a traveling exhibit telling the story of black baseball players in the U.S. over the past century and a half.

The National Endowment for the Humanities (NEH) has provided funding for the exhibit to travel to these 25 selected libraries, in addition to the 25 libraries selected to host the exhibit in September 2008. "Pride and Passion" is based upon a permanent exhibit of the same name on

display at the National Baseball Hall of Fame and Museum, Cooperstown, NY. For more information, visit www.ala.org/publicprograms.

NEH, ALA Announce *We the People* Bookshelf Awards for 4,000 Libraries

The ALA Public Programs Office and the National Endowment for the Humanities (NEH) selected 4,000 school and public libraries throughout the country to receive the sixth annual *We the People* Bookshelf. Libraries from all 50 states, the District of Columbia and several U.S. territories will receive the collection of 17 books for young readers on the theme "Picturing America." A full list of Bookshelf recipients will be available at http://publicprograms.ala.org/bookshelf in mid April.

In addition to the set of 17 books for young readers, the selected libraries will receive three of the titles in Spanish translation, posters, bookmarks and bookplates to assist in the promotion of the *We the People* Bookshelf, as well as two bonus titles for readers of all ages. The Bookshelf grants are part of the NEH's *We the People* program, which is designed to encourage and enhance the teaching, study and understanding of American history, culture and democratic principles. Since 2003, NEH and ALA have distributed 13,000 *We the People* Bookshelves to public and school libraries.

ALA DIVISIONS

American Association of School Librarians (AASL)

AASL Releases New Guidelines during School Library Media Month

On April 14, AASL unveiled the latest publication, *Empowering Learners: Guidelines for School Library Media Programs*. This publication completes the last in the triad of tools to help school library media specialists work toward creating a 21st century learning community. The other two publications are the "Standards for the 21st-Century Learner" and "Standards for the 21st-Century Learner in Action."

AASL Celebrates School Library Media Month

April kicked off AASL's month-long celebration of School Library Media Month. With funds for school libraries available from the American Recovery and Reinvestment Act (ARRA), AASL urged school library media specialists to advocate for their school library media programs by inviting their local representatives for a visit during the month of April. This call to action will help legislators understand why school library media specialists are indispensable to a student's educational career.

Award-winning author and advocate for reading at all ages, James Patterson, was announced in mid-March as School Library Media Month (SLMM) spokesperson. Patterson will record public service announcements (PSAs) for school library media specialists to use in their school broadcasts, as well as to send to their local radio stations. Patterson is also a highly anticipated author at AASL's National Conference in November.

Professional Development Webinars Delve Deeper into Learning4Life

Every Wednesday during School Library Media Month, AASL will host webinars dedicated to the four strands of the learning standards – skills, dispositions, responsibilities and self-assessment. Learning4Life (L4L) is AASL's national implementation plan created to support states, school systems and individual schools in preparing to implement AASL's Standards and Guidelines.

Association of College and Research Libraries (ACRL)

2009 ACRL Legislative Agenda

Each year, the ACRL Government Relations Committee, in consultation with the ACRL Board of Directors and staff, formulates an ACRL Legislative Agenda. Drafted with input from the ACRL Scholarly Communications and Copyright Committees, additional committees, ACRL leaders, and ALA Washington Office, the legislative agenda is prioritized and includes objectives for legislative action at the national level on issues that may affect the welfare of academic and research libraries.

The 2009 Legislative Agenda focuses on eight priorities including government information, public access to federally-funded research, Library Services and Technology Act (LSTA) reauthorization, orphan works, Section 108, Section 215 of the PATRIOT Act, network neutrality, and fair use. The complete legislative agenda, including details on each priority, is available on the ACRL Web site at
http://www.ala.org/ala/mgrps/divs/acrl/issues/washingtonwatch/legagenda.cfm

ACRL Board Beta Tests *ALA Connect*

The ACRL Board of Directors took a leadership role in beta testing the new *ALA Connect* online community over the past several months. The board was the first group to participate in a virtual vote through Connect, demonstrating its commitment to virtual participation and information technology priorities. As a result of beta testing, the board recommended several enhancements to Connect, including distribution of calendar items across all ALA areas. Thanks to the hard work of Jenny Levine in ITTS, all ACRL committees are fully populated in Connect. The board encourages all ACRL members to use *ALA Connect* as a virtual workspace.

News from *Choice*

Choice is now completely moved out of the old office building at 100 Riverview Center and up and running at Liberty Square. Pictures from moving day and the new offices are on the ACRL Flickr site at http://www.flickr.com/photos/acrl/ (*Choice* Construction set).

The giveaway item at the *Choice* booth at the ACRL 14th National Conference was an Amazon Kindle 2. There was a great turnout at the booth, with not only entries for the Kindle 2, but librarians inquiring about free trials to test out *Choice Reviews Online*. In total there were 372 cards swiped at the booth. There were 137 non-subscribers to *Choice Reviews Online,* and 84 of them requested information about a free trial. Out of the 372 entries for the Kindle 2, the lucky winner was Holly Gardinier, the Performing Arts Librarian from Claremont Colleges.

Immersion 2009 Assessment and Intentional Teacher Tracks Applications

The ACRL Institute for Information Literacy is now accepting applications for its Immersion '09 Program. For the first time, Assessment and Intentional Teacher tracks will be offered simultaneously from December 2-6 in Nashville. Applications for both tracks are being accepted now through May 29. Complete details on both tracks, along with application instructions, are online at http://www.acrl.org/ala/mgrps/divs/acrl/events/index.cfm (Click "Immersion '09"). Acceptance is competitive to ensure an environment that fosters group interaction and active participation.

The Assessment Track is intended for experienced academic librarians (5+ years teaching experience), active in teaching and learning, and those with leadership roles for information literacy (IL) program development who want to improve their knowledge and practice of both classroom and program assessment. The Intentional Teacher Track is aimed at the experienced academic librarian (5+ years teaching experience, in a library or other setting) who wants to become more self-aware and self-directed as a teacher.

50th Annual RBMS Preconference

ACRL's Rare Books and Manuscripts Section (RBMS) will celebrate its 50th Annual Preconference, June 17 – 20, 2009 in Charlottesville, VA (site of the first RBMS preconference in 1959). This year's preconference, *Seas of Change: Navigating the Cultural and Institutional Contexts of Special Collections,* represents an important moment in the history of RBMS and its affiliated professions. In addition to celebrating RBMS's achievements, the conference will also look broadly at how special collections librarianship has evolved over the past half century with respect to changes in social, cultural, technological, economic, and academic environments, and – more importantly – the response that will be needed to such changes in the future. A variety of workshops, seminars, short papers, discussion topics, tours, receptions and a booksellers' showcase will complement the main program. Major sponsors include the University of Virginia Library and the Antiquarian Booksellers Association of America. For complete schedule, registration, and housing information, please visit http://www.rbms.info/conferences/preconferences/2009/index.shtml

ACRL Preconferences at ALA Annual 2009

ACRL is offering three preconferences in conjunction with the 2009 American Library Association (ALA) Annual Conference in Chicago on Friday, July 10. Complete details and registration materials are available online at http://www.acrl.org (click "Events & Conferences"). May 22 is the advance registration deadline.

"Discovering Digitization: Defining Your Path to Digital Access," will offer participants an understanding of the components of successful digitization project planning by discussing specific examples. Topics include project planning, digitization and image processing, and cataloging and metadata.

"Instructional Design for Librarians: The What, Why, and How of ID," will allow participants to gain an understanding of instructional design principles. These principles can help attendees design effective and high-impact teaching environments from semester-long courses to one-shot library instruction classes to the effective use of signage and website design.

"The Not-So-Distant Librarian: Online Library Instruction to Engage Students and Faculty," will teach participants the practical tips and tools for designing and implementing online library instruction that addresses a variety of learning styles and engages students through active learning exercises, and fosters faculty buy-in.

Association for Library Collections & Technical Services (ALCTS)

Up-Coming E-Forum Discussions from ALCTS

These moderated electronic discussion forums provide an opportunity for librarians to discuss matters of interest through the ALCTS e-forum discussion list. Registration is necessary to participate.

April 21-23: "Open Source ILS"
May (date to be determined): "Organizational adaptability/creating the future ALCTS"

Additional topics and dates for future discussion will be announced soon. Suggestions for other topics are welcome. To register go to: http://lists.ala.org/sympa, click on ALCTS (spelled out) under the ALA Division heading, then choose alcts-eforum@ala.org. A login and password are required to register. Instructions for obtaining a login and password may be found on the list homepage. Participation is open to anyone.

Up-Coming Web Courses and Webinars

Fundamentals of Acquisitions
Session 2: April 13 – May 8, 2009
Session 3: June 1 – June 26, 2009

Fundamentals of Electronic Resources Acquisitions
This web course is sponsored by Harrassowitz.
Session 3: June 8 – July 3, 2009

Fundamentals of Collection Development and Management
This online web course is sponsored by ProQuest.
Session 3: May 4 – May 29, 2009

Registration is open for the March web courses and will open soon for the May and June courses. See the ALCTS Website for more information: www.ala.org/alcts

Beyond the Institutional Repository: Campus Research Distribution Strategies
Webinar presented by Marilyn Moody, Boise State University
Wednesday, May 6 at 2pm Eastern (11am Pacific; noon Mountain; 1pm Central)

Generating Campus Buy-In for Your IR
Webinar presented by Marisa Ramirez and Michael D. Miller, California Polytechnic State University
Wednesday, June 10 at 2pm Eastern (11am Pacific; noon Mountain; 1pm Central)

More webinars are being scheduled, so check back frequently.

Association for Library Service to Children (ALSC)

ALSC Institute

The location of the 2010 biennial ALSC National Institute—ALSC's fifth—has been selected. The Institute will take place in Atlanta, GA, September 23-25, 2010 at the Emory Conference Center Hotel and will feature three days of valuable continuing education including a variety of program tracks and workshops, keynote speeches from award winning children's book authors and illustrators, and a luncheon sponsored by the Friends of ALSC. For more information, please visit: http://www.ala.org/ala/mgrps/divs/alsc/confevents/institute/index.cfm.

ALSC on *ALA Connect*

ALSC members have embraced the new *ALA Connect* and are excitedly populating the site with committee work, discussion topics, and interest groups. The office has been working diligently to make the transition easier for members by adding a new section about *ALA Connect* to the ALSC web site, and sending out information through ALSC's electronic discussion lists. ALSC division leaders have responded positively by encouraging members to sign-in to *ALA Connect* and explore its many features.

Bookapalooza

Each year the ALSC office receives almost 3,000 newly published books, videos, audiobooks, and recordings from children's trade publishers. The materials are primarily for children, ages

birth through fourteen, and are submitted to ALSC award and media evaluation selection committees for award and notables consideration. After each ALA Midwinter Meeting in January, these books need to be removed from the ALSC office to make room for a new year of publications.

The Bookapalooza Program was created to find new homes for these materials. ALSC selected three libraries to receive a Bookapalooza collection, to be used in a way that creatively enhances their library service to children and families. The libraries were: Fletcher (OK) Public School Library, Laguna (NM) Public Library and Henry Whittemore Elementary School Library (Waltham, MA). For more information, including application instructions, please visit http://www.ala.org/ala/mgrps/divs/alsc/awardsgrants/profawards/Bookapalooza/index.cfm

Carole D. Fiore ALSC Leadership Fund

Through a generous donation from Carole D. Fiore, a past president of ALSC, a leadership fund has been established. The Fund is intended to enhance leadership development within ALSC by sponsoring activities to develop members who show an interest in ALSC and are committed to it as future leaders.

Proceeds from the fund may be used to enhance programming at ALSC's Division Leadership Meetings or provide other new opportunities for leadership development. Fiore, along with her husband Stan Fiore, will be recognized at events sponsored by the Fund, as well as at ALSC's flagship event, the Newbery Caldecott Awards Banquet.

Online Courses

ALSC experienced a successful offering of online continuing education courses in February 2009. Courses included:

 "The Newbery Medal: Past, Present, and Future," taught by ALSC Past President and past Newbery chair Kathleen T. Horning;

two sections of "Reading Instruction and Children's Books," taught by Katherine Todd, Adjunct Professor, Manhattanville (NY) College;

"Sharing Poetry with Children," taught by Sylvia Vardell, Professor, Texas Women's University; "The Tech-Savvy Booktalker," taught by Nancy J. Keane, Library Media Specialist, Rundlett Middle School.

Registration for the summer session will open on Monday, May 18. For more information, please visit http://www.ala.org/alsc and click on Education & Careers—Professional Development—ALSC Online Learning.

Spring 2009 Great Interactive Software for Kids Selected

This list, compiled by the ALSC Great Interactive Software for Kids (GISK) Committee and updated quarterly, recognizes high-quality computer programs and digital media for children 14 years of age and younger. The products added to the list this quarter are:

Animation-ish, FableVision
Bob the Builder: Can Do Zoo, Brighter Minds Media, LLC
Crazy Machines 2, Viva Media
Giggles Baby: Nursery Rhymes, Leveractive
Goosebumps HorrorLand, Scholastic
Nancy Drew: The Haunting of Castle Malloy, Her Interactive
Pixton, Pixton Comics, Inc.
World of Goo, Brighter Minds Media, LLC

For more information, please visit http://www.ala.org/alsc and click on Awards & Grants—Children's Notable Lists—Great Interactive Software for Kids.

ALSC Student Member OPAL Sessions

This spring, ALSC is encouraging student members to interact, network and learn virtually through our new Student Sessions. These one-hour sessions, taking place in OPAL (Online Programming for All Libraries), give students the opportunity to learn first-hand about hot library issues from ALSC members around the country. The first session took place on February 19: "Feeling the Crunch: Library Programming on a Budget," and was a smash success. The second ALSC Student Session took place on March 19, and was also an overwhelming success with more than 35 participants.

The topic, particularly relevant during these tough economic times, was "How I Got My First Library Job: Tips from Library Directors," with speakers Therese Bigelow, Chesapeake (VA) Public Library Assistant Director, and Gene Nelson, Provo (Utah) City Library Director. Therese and Gene gave participants advice on where to look for jobs, what to do (and what *not* to do) in an interview, and how to make a resume stand out. There was also ample time at the end of the session for participants to ask the speakers questions specific to their needs or areas of interest.

The next ALSC Student Session, entitled "Library 2.0: Technology in Children's Services", is scheduled for Wednesday, May 6 at 7 pm CDT. For more information, including specific dates, please check the ALSC Web site at http://www.ala.org/alsc and click on Membership—Students.

Kids! Campaign Phase 2: Grades 5-8

ALSC's Kids! @ your library® public awareness campaign is launching into phase two in July during the ALA Annual Conference in Chicago. Initially launched in 2006, the campaign currently provides a free, online tool kit of promotion tips, downloadable art, sample press materials, and other resources to help local libraries reach out to children in grades K-4, their parents and caregivers. Phase two is aimed at kids in grades 5-8. In anticipation of the launch of phase two, ALSC has uploaded two resources to help libraries reach out to fifth through eighth graders. The online tool kits, "15 Ways to Use Poetry @ your library®" and "Poetry Programs @ your library®" are intended to hook kids into the library with poetry.

ALSC asked librarians to share how they used the Kids! @ your library® Campaign tool kit materials to promote their libraries to children and their families. In March, the ALSC Public Awareness Committee chose 10 winners based on their creative use of the resources. Each winning library received a $100 cash prize. Winning libraries included the Public Library of Charlotte-Mecklenburg County (NC); Foster Elementary School, Pittsburgh, PA; Dayton Metro Library, E. C. Doren Branch, Dayton, OH; Cuyahoga County Public Library, Parma South Branch, Parma, OH; Johnson County Public Library, Franklin Branch, Franklin, IN; Office of Library and Information Services, State of Rhode Island, Providence, RI; Pamunkey Regional Library, Hanover, VA; Maricopa County Library District, Phoenix, AZ.; H. Leslie Perry Memorial Library, Henderson, NC; and Hearst Library, Lead, SD. A subcommittee of the Public Awareness Committee reviewed the entries and chose the winners from among 44 entries.

To find the new materials and many other resources for promoting the library to kids, visit the Kids! Campaign Web site at www.ala.org/kids.

ALSC at Annual Conference 2009

ALSC President Pat Scales' Charlemae Rollins President's Program, part of ALA's Auditorium Speaker Series, will feature speaker Melba Beals, one of the original Little Rock Nine who faced angry mobs while the United States National Guard escorted her into a school that was being integrated for the first time. The ALSC Quicklists Consulting Committee and Great Web Sites Committee will collaborate to create a Civil Rights–themed resource list for attendees. A local Chicago children's choir will open the program.

The ALSC preconference will have an intellectual freedom theme, with a focus on how young people can learn to be proactive about their right to read. Judy Blume, renowned author of fiction for children, young adults, and adults, and nationally-recognized expert on intellectual freedom, will headline the speaker lineup.

ALSC Awards Presentations include the following:

- o The Newbery Caldecott Wilder Banquet will take place Sunday evening, July 12, 6:00-11:00 pm at the Sheraton Chicago Hotel and Towers. There will be a cash bar reception from 6:00-7:00; doors to the Banquet open at 6:45. Speeches from Newbery Medalist Neil Gaiman, Caldecott Medalist Beth Krommes, and Wilder Medalist Ashley Bryan will follow the dinner, and a receiving line will conclude the evening's events.
- o The 2009 Pura Belpré Awards Celebracíon will take place on Sunday, July 12, from 1:30-4:00 pm and will feature Medallists Margarita Engle and Yuyi Morales, as well as Honorees and other performers. The location will be announced in late May. The year 2009 marks the first year that these important awards, jointly administered by ALSC and REFORMA, will be presented annually rather than every other year.
- o The Odyssey Awards for Excellence in Audiobook Production, administered jointly by ALSC and YALSA and sponsored by *Booklist*, will be presented on Monday, July 13, from 3:30-5:30 pm. The location will be announced in late May.
- o The ALSC Awards Presentation will follow the President's Program on Monday, July 13, from 10:30 am – 12:00 noon. The Batchelder, Carnegie, Geisel, and Sibert Awards will be presented and the ALSC membership meeting will follow.

**Library and Information Technology Association
(LITA)**

LITA Movers and Shakers

Congratulations to the LITA members who were named 2009 Movers and Shakers by *Library Journal.* The 2009 Movers and Shakers include: Karen Coombs, Jason Griffey, Sarah Houghton-Jan, Lauren Pressley and Karen Stembridge.

LITA Preconferences at Annual Conference

LITA is offering two full-day preconferences on Friday, July 10 from 9:00 am to 5:00 pm.

A Thousand Words: Taking Better Photos for Telling Stories in Your Library. Speakers—Cindi Trainor, Eastern Kentucky University; Michael Porter, WebJunction; Helene Blowers, Columbus Metropolitan Library. In this hands-on workshop, learn techniques for shooting and editing better photos, camera settings that result in the best photos, and basics of editing an image. Learn how to capture library events more effectively and artistically, and take and select better photos for websites and promotional materials. Licensing work and finding others via Creative Commons will also be covered. Participants should bring a digital camera and laptop. Familiarity with moving photos from camera to computer is a must.

Creating Library Web Services: Mashups and APIs. Speaker: Karen Coombs, University of Houston. del.icio.us subject guides, Flickr library displays, YouTube library orientation; with mashups and APIs, it's easier to bring pieces of the web together with library data. Learn what an API is and what it does, the components of web services, how to build a mashup, how to work with PHP, and how to create web services for your library. Participants should be comfortable with HTML markup and have an interest in learning about web scripting and programming and are encouraged to bring a laptop for hands-on participation.

Participants do not need to attend the Annual Conference to register for a LITA preconference. Visit the 2009 ALA Annual Conference registration page (http://www.ala.org/ala/conferencesevents/upcoming/annual/2009/registration.cfm) to register for these events or sign up on site in Chicago.

**Library Leadership and Management Association
(LLAMA)**

LLAMA Announces 2009 AIA/ALA Library Building Award Recipients

Eight separate projects were selected to receive the 2009 American Institute of Architects/American Library Association (AIA/ALA) Library Building Awards. These awards celebrate the finest examples of library design by architects licensed in the U.S. Recipients will

be presented their awards at the 2009 ALA Annual Conference in Chicago on July 13. The winners are:

- Arabian Library, Scottsdale Public Library, Scottsdale, AZ
  richard+bauer architecture, LLC
- C.V. Starr East Asian Library, University of California Berkeley, Berkeley, CA
  Tod Williams Billie Tsien Architects
- Chongqing Library, Chongqing, China
  Perkins Eastman
- Biblioteca Central Estatal Wigberto Jiménez Moreno, León, Guanajuato, Mexico
  Pei Partnership Architects LLP
- NYPL Francis Martin Library, Bronx, NY
  1100 Architect, P.C.
- Gentry Public Library, Gentry, AK
  Marlon Blackwell Architect
- Minneapolis Central Library, Minneapolis, MN
  Pelli Clarke Pelli Architects
- Palo Verde Library / Maryvale Community Center, Phoenix, AZ
  Gould Evans Associates + Wendell Burnette Architects

LLAMA Sponsors Fundraiser at Chicago's Famous Second City

LLAMA will present a night of improvisational comedy "A Night of Laughs at Chicago's Second City," on Friday, July 10, in conjunction with the Annual Conference. Since 1959, The Second City has established itself as a Chicago landmark and a national treasure, launching the careers of such comic greats as Tina Fey, John Belushi, Mike Myers, Bill Murray, Gilda Radner and countless others. A portion of the ticket price will help support future LLAMA programming.

**Public Library Association
(PLA)**

Congratulations to Leadership Fellows Harvard Scholarship Winner

PLA has awarded Ishwar Laxminarayan, Director of the Jackson District Library in Jackson, MI, a PLA Leadership Fellows scholarship for the Senior Executives in State and Local Government program at Harvard University Kennedy School of Government.

The Leadership Fellows program offered PLA members who are public library managers a chance to attend executive leadership training at some of the best universities in the United States. The programs were reviewed and chosen by the PLA Leadership Taskforce because they focus on teaching management concepts not generally learned in a library school setting. This was the first year for the PLA Leadership Fellows program.

Fellows will be asked to share their experience at a PLA program and provide input to the Leadership Taskforce in an effort to help shape a comprehensive leadership development

program for PLA. More information about the Leadership Fellows can be found online at http://www.pla.org/ala/mgrps/divs/pla/plaawards/Leadership/index.cfm.

PLA Offers 3 Preconferences, 20 Programs at ALA Annual Conference

PLA is offering attendees a full lineup of programming at the 2009 ALA Annual Conference, scheduled for July 9-15, 2009 in Chicago.

PLA preconferences include intensive, full-day workshops on technology, advocacy, and customer service.
Building Communities through Innovative Applications of Technology will help participants understand how to enhance library services and reach out to new communities through technology**.**

Library Advocacy… From Your Community's Perspective will teach participants how to effectively use the PLA publication, *Libraries Prosper with Passion, Purpose, and Persuasion: A PLA Toolkit for Success*. Each participant in that preconference will receive a copy of the publication.

Finally, *Why We Borrow: Small Libraries Chime In* will focus on best practices in library customer service. All preconferences are being held Friday, July 10 from 9 am-5 pm. Detailed descriptions and ticket prices can be found online at www.pla.org.

PLA is also offering Annual Conference attendees the opportunity to attend multiple programs ranging in topics from children's literacy to community collaboration, library management to programming for seniors, and much more. The ever-popular PLA President's Program and Awards Presentation, Monday, July 13 from 5:00-6:30 pm, will feature author and broadcaster Cokie Roberts. More information is available at www.pla.org.

Young Adult Library Services Association (YALSA)

YALSA Announces Winners of Membership Drive

Donna Ko, Media Assistant at the Central Academy of Technology and Arts in Monroe, NC, won a Flip Ultra video camera by becoming a new member of YALSA. Deborah Christensen, Media Coordinator at the school, also won a Flip Ultra for recommending Ko join YALSA as part of the Association's 2009 membership drive. For more information visit www.ala.org/drive2009.

2009 Teen Read Week™ Web Site Launches

On April 16, YALSA launched its 2009 Teen Read Week™ web site, which offers tips and resources to help librarians celebrate the event with this year's theme "Read Beyond Reality @ your library."   This year Teen Read Week™ runs from October 18–24. For more information visit www.ala.org/teenread.

YALSA Announces WrestleMania Reading Challenge Winners

Christian Cervantes and Stephanie Diaz of Houston were crowned national champions in the WrestleMania® Reading Challenge, sponsored by YALSA and World Wrestling Entertainment®, with support from Mattel. Ten regional winners in grades 7–8 and 9–12 from across the United States came to Houston as the guests of World Wrestling Entertainment. The national finals took place at the Houston Public Library the day before WrestleMania XXV. Besides winning a trip to WrestleMania, each regional winner also won $2,000 for his or her library to purchase YA materials.

YALSA Opens Registration for Summer E-Courses

YALSA will offer two online courses this summer: *Beyond Booklists: Serving Today's Diverse Teens,* taught by Jennifer Velasquez; and *Pain in the Brain: Adolescent Development and Library Behavior,* taught by Beth Gallaway.   Both classes run from June 1–26. To read course descriptions, please visit www.ala.org/yalsa and click on "Online Courses." Registration for YALSA's courses is available at www.ala.org/yalsa through May 26. Four-week courses cost $135 for YALSA members and students, $175 for ALA members and $195 for nonmembers.

Upcoming Events and New Initiatives

- Support Teen Literature Day will be celebrated Thursday, April 16, 2009 with a second round of Operation Teen Book Drop.
- Visit YALSA's booth #7 at the Missouri Association of School Librarians conference, April 19-21.
- Visit YALSA's booth at the New Mexico Library Association Conference, April 22-24.
- Call for proposals opens May 1, 2009 for YALSA's 2010 Young Adult Literature Symposium to be held November 5-7, 2010 in Albuquerque, NM.
- Scholarship applications open May 1, 2009 for YALSA's 2010 Young Adult Literature Symposium (November 5-7, 2010 in Albuquerque, NM).
- Summer E-courses, June 1 – 26.
- "Genre Galaxy Preconference," Friday July 10, 2009 in Chicago.
- Michael L. Printz Award Program and Reception, Monday July 13, 2009 in Chicago.

ALA-APA

Library Support Staff Certification Program Seeks Approval of ALA Executive Board

The Library Support Staff Certification Program (LSSCP), funded by a grant from the Institute of Museum and Library Services, is a year ahead of schedule. The proposal for this national, voluntary opportunity for library support staff to receive certification from ALA-APA is now on the ALA-APA web site (http://www.ala-apa.org/lsscp). The LSSCP Advisory Committee will seek approval for the program from participating ALA units this spring and from the ALA Executive Board at the ALA Annual Conference in July. Field tests of LSSCP are scheduled for fall, 2009. If the ALA Executive Board approves LSSCP, applications for candidacy will be accepted beginning in January, 2010.

LSSCP is a competency based certification program. Candidates for certification must achieve six of ten competencies. Three will be required: Foundations of Library Service, Communication and Teamwork, and Technology. Three more competency sets must be achieved from the remaining seven competency sets: Access Services, Adult Reader's Advisory Services, Cataloging and Classification, Collection Management, Reference and Information Services, Supervision and Management, and Youth Services.

Library organizations providing continuing education to library support staff may also apply to have courses in the competency sets approved.