

Report to Council and Executive Board

April 19, 2010

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Executive Director

Strategic Planning

For the last month and a half, members have had an opportunity to comment on ALA's draft 2015 Strategic Plan. Comments have been received from 755 individual members, and, along with comments from ALA Committees and Boards and ALA Affiliates, have been incorporated into the latest draft plan, which will be discussed by the ALA Executive Board at its upcoming meeting in Chicago on April 23rd.

Following Board discussion, the draft plan will be forwarded to Council for discussion and adoption at Annual Conference in DC.

To see the latest version of the draft plan, go to:

<http://www.ala.org/ala/aboutala/missionhistory/plan/2015/index.cfm>

School Library Month

During the month of April, school librarians celebrate School Library Month (SLM) nationwide. This year, AASL has provided many tools to help school librarians celebrate. Multiple public service announcements, created by SLM spokesperson Laurie Halse Anderson, are available for download. Logos, sample letters for state legislators, and flyers are also available for download. On AASL's social networking sites, school librarians can find regular updates of activities to enjoy with their school communities based on the theme, "Communities Thrive @ your library."

El día de los niños/El día de los libros (Children's Day/Book Day) 2010

ALSC has launched Día 2010, an initiative that celebrates children, reading, and diversity each and every day. Registration is going well with participating libraries receiving complimentary bilingual brochures. Libraries can use the interactive, searchable database to find events across the country and use as a resource tool for planning their own events. 2010 partners include HarperCollins, which is once again providing a poster featuring tips for celebrating Día and Arte Publico Press; Charlesbridge Publishing; and Cinco Puntos Press which is offering substantial discounts on books for Día. The new Día Facebook Fan Page has been sharing daily program ideas with a countdown to April 30, the annual date Día is celebrated. For programming ideas and to become a fan, visit the Official Día Fan Page at

<http://www.facebook.com/pages/The-Official-El-dia-de-los-ninosEl-dia-de-los-libros-Childrens-DayBook/194406259143?ref=ts> . For more information, including information about registering for free materials, please visit <http://www.ala.org/dia>.

Preservation Week @ your library Debuts May 9-15, 2010

Recognizing the critical role libraries play in preservation, the Association for Library Collections and Technical Services (ALCTS) in collaboration with the Library of Congress and the Institute of Library and Museum Services (IMLS) will sponsor the first national Preservation Week, May 9-15, 2010.

Preservation Week intends to raise awareness of libraries' role in connecting the general public to preservation information and expertise. Events sponsored by libraries will increase preservation awareness by emphasizing the close relationships among personal, family, community, and public collections and their preservation.

It is the first national awareness campaign targeting collections preservation awareness for the general public by strengthening community partnerships for preservation. For more information, see the ALCTS report.

Capwiz

Since September, over 100,000 messages have been sent to state and federal officials through the Capwiz advocacy software system shared with ALA Chapters. Florida, New Jersey, and New York have seen large responses to calls for action to battle state budget cuts or anti-library initiatives. In Florida, the State Aid to Public Libraries was saved when 29,000 messages to the legislature and Governor led to the reinstatement of the \$22 million appropriation at \$21.5 million.

During National Library Week, 30 Chapters will be asking individuals to contact their state legislators and governors to let them know the value of libraries.

Capwiz is provided at no charge to the State Chapters through ALA and the Chapter Relations Office. Plans are currently underway to extend Capwiz to all School Library State Affiliates.

Funding Crisis Efforts

The ALA Office for Library Advocacy has organized an "ALA Crisis Team," aimed at monitoring of and quick response to crisis situations affecting libraries around the country. The team consists of members of OLA, *American Libraries*, the Public Information Office, the Chapter Relations Office, the Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF) and appropriate division(s).

The Crisis Team continues to monitor situations occurring around the country. Recently, ALA President Camila Alire and American Association of School Librarians (AASL) President Cassandra Barnett, wrote a joint letter opposing cuts of school librarians throughout the Los

Angeles Unified School District; both presidents also wrote a joint letter opposing proposed cuts of school librarians throughout the Ann Arbor, Michigan, school district.

For the most current information, visit *American Libraries* at www.americanlibrariesmagazine.org.

Dinners for Spectrum

In early April, Camila Alire, Roberta Stevens, and Jim Rettig announced the launch of the “Dinners for Spectrum Scholars” program as part of the Spectrum Presidential Initiative. The concept is simple: bring people together for a meal or night out and encourage them to make a donation to the Spectrum Scholarship Program. The Presidents are encouraging members to host a dinner at home or invite a group out to a favorite restaurant.

To learn more about Dinners for Spectrum Scholars, visit <http://spectrum.ala.org/dinners-for-spectrumscholars>. The site provides tips and tools for hosting a Dinner, along with plenty of information about the Spectrum Program and Presidential Initiative, including information about celebrity Honorary Co-Chairs, the stories of Spectrum Scholars, and news and pictures from dinners and other special events.

For more information about the Spectrum Initiative, see the Office for Diversity Report.

atyourlibrary.org

atyourlibrary.org is the public Web site for the Campaign for America’s Libraries. The goal of www.atyourlibrary.org is to provide information and recommended resources that everyone can take advantage of at their local libraries. Since January, ALA staff from PIO and *American Libraries* magazine have run the web site.

New articles feature the latest trends, how-tos and tips for parents, job seekers, teenagers and kids. All of the articles are shared with libraries under a Creative Commons license so that libraries can repurpose the articles in either an online or offline format, with credit to *atyourlibrary.org*. Recent articles include those on the history of baseball’s Negro Leagues, tax resources at libraries, an interview with author Sharon Robinson, daughter of baseball legend Jackie Robinson, and financial management.

Where available, recommended resources are linked to the World Cat database, which provides a list of the nearest libraries with the recommended item.

PLA 13th National Conference a rousing success

This March, 7,725 attendees gathered at the Oregon Convention Center for nearly 200 programs at PLA 2010 that focused on such key issues as advocacy, technology, literacy, and serving adults and youth.

For a detailed conference wrap up, see the PLA Report.

Turning the Page Draws to a Close

Turning the Page: Building Your Library Community was developed by PLA as a required educational component for public libraries participating in the Bill and Melinda Gates Foundation Opportunity Online hardware grants program. Funded by a \$7.7-million grant from the Gates Foundation, the program began in March of 2008 and will conclude May 31, 2010. Over 3,000 participants from 32 states attended *Turning the Page* conferences; another 500 completed the online version. During the two-day training seminars, library staff, trustees, and community supporters explored the skills integral to successful advocacy campaigns.

Diantha McCauley, grantee and Director of Augusta Public Library in Fishersville, VA, shares her gratitude. "Please accept this heartfelt thank you for the wonderful educational experience, *Turning the Page*. It proved to be one of the best experiences we had ever had. The speakers were fantastic and the workshops were full of useful information."

PLA and ALA thank the Gates Foundation for its support of public libraries.

ALA-APA, Library Support Staff Certification (LSSC) Program

The Library Support Staff Certification (LSSC) Program began accepting candidates for certification on January 25, 2010. As of the week of April 12, LSSC has 85 candidates taking approved courses and working on portfolios. Twelve professional librarians have applied to review portfolios. So far, 11 courses have been approved by LSSC in the competency sets, and more are pending approval. Library support staff can apply at any time, and more portfolio evaluators are needed. More information about LSSC is available at www.ala-apa.org/lssc

ALA OFFICES

ALA Publishing: ALA Editions

New Electronic Products

ALA Editions is experimenting with new ways to deliver content. Two new electronic types of product have been introduced in the past month:

eCourses : Offered in a number of subject areas including management, marketing and customer service, computing, and personal development, eCourses offer a variety of convenient and affordable options for training library staff.

[eEditions](#) : eEditions allow the customer to purchase ALA Editions books and ALA TechSource's *Library Technology Reports* in electronic format directly from the ALA Store. eEditions include file formats that are readable using a variety of software and devices, including the Amazon Kindle, Sony eReader, iPhone's Stanza eReader, Adobe Digital Editions eReader, and the MobiPocket eReader. They can also be read on desktop and laptop computers using free software.

New Titles Published Since Late February

[The Readers' Advisory Handbook](#)

Edited by Jessica E. Moyer & Kaite Mediatore Stover

Covering everything from getting to know a library's materials to marketing and promoting readers' advisory, this handbook will help readers expand services immediately without adding costs or training time.

[Public Library Services for the Poor: Doing All We Can](#)

Leslie Edmonds Holt and Glen E. Holt

While recognizing the financial crunch libraries are under, the authors offer concrete advice about programs and support for this unique group, showing how to train staff to meet the unique needs of the poor, cooperate with other agencies in order to form partnerships, and more.

[Succession Planning in the Library: Developing Leaders, Managing Change](#)

Paula M. Singer with Gail Griffith

Drawing on her expertise as a leading consultant on human resource issues in the library, Paula Singer addresses the issue of planning for change—not just at the top but at all levels of an organization.

[Countdown to a New Library: Managing the Building Project, Second Edition](#)

Jeannette Woodward

Packed with helpful checklists and worksheets, this revised edition includes updated references, standards, materials, and resources; tips for efficient HVAC systems and evolving rules for LEED certification; information on new technological issues; and much more.

[Building Science 101: A Primer for Librarians](#)

Lynn M. Piotrowicz & Scott Osgood

Designed for libraries where construction of a wholly new building is not feasible, this book offers step-by-step instructions for improving the energy use of existing structures, with methods for being environmentally and fiscally responsible, identifying ways to enhance building maintenance, and investing resources now in order to free them later for core library functions.

[Public Libraries Going Green](#)

Kathryn Miller

This is the first book to focus strictly on the library's role in going green, helping readers with collection development, disposal, and recycling issues; green equipment, technology, and facilities; programming ideas and supporting tables and figures; and ways to get the community involved in the process.

ALA TechSource

ALA TechSource recently hosted a very well-received Webinar with Karen Coyle, [Directions in Metadata](#). More than 600 attendees learned from the event, and hundreds have viewed the [archive](#) of the Webinar on the [ALA TechSource blog](#).

To coincide with the Webinar, [Karen Coyle's January and February 2010 issues of Library Technology Reports as a two-volume set](#) was offered.

The *Digital Licensing* course, written by Lesley Harris, has launched, as well as 35 courses designed by Mindleaders that are being [offered](#) through ALA's online learning Moodle site.

ALA TechSource's latest issues are available for sale in both print and electronic format via [MetaPress](#), the e-journal host. Print copies of recent issues of *Library Technology Reports* are available for purchase through the ALA Editions catalog and the [ALA Store](#).

For the Latest from ALA Editions

The most recent ALA Editions catalog can be downloaded [here](#), and all of the new products are available on our [new products page](#). Information about all ALA Editions titles is at www.alastore.ala.org.

You can keep up with ALA Editions on Facebook and Twitter.

ALA Publishing: ALA Graphics

Summer ALA Graphics Catalog Delivered in April

The summer [ALA Graphics catalog](#) was delivered the first week in April, and featured three new celebrity READ posters: [Dakota Fanning](#) holding the book *Eclipse*, from the Twilight Saga; Academy-Award nominated actress [Taraji P. Henson](#), and [Queen Rania al Abdullah of Jordan](#)—the first English/Arabic READ poster offered. ALA Graphics partnered with the Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF) to develop a [poster](#) and [bookmark](#) titled “Friend Your Library” in honor of National Friends of the Library Week. New materials for [Teen Read Week 2010](#) and [Banned Books Week 2010](#) were also released. A new [poster](#) and [bookmark](#) featuring original art from “BONE” author and illustrator Jeff Smith, is also now available.

The summer ALA Graphics catalog can be downloaded [here](#), with all of the new products available on the [new products page](#). Information about all ALA Graphics products is at www.alastore.ala.org.

To keep up with popular culture and other items directly related to ALA Graphics, follow ALA Graphics on [Twitter](#) or [Facebook](#)!

ALA Publishing: *American Libraries*

Green Efforts in Library Buildings

The 2010 [American Libraries' Library Design Showcase](#) extensively covers environmentally sensitive new and renovated library buildings both [online](#) and in the April print issue. The content is expanded on the Web site with 10 additional showcases, and in a digital supplement spotlighting more of the 85 projects submitted—with a special focus on green efforts.

Print vs. Digital

Adding to the ongoing green initiatives, *American Libraries* is also currently determining individual reader preferences for digital versus print delivery. Starting in March, each new issue of *American Libraries* is accompanied by a digital edition and readers can choose to receive print plus digital, or digital-only. [Read](#) the entire March digital edition in the easy-to-use flipbook format, or download it as a PDF for offline reading. (If you haven't already taken *American Libraries'* [brief survey](#), you can do so now and your input will help us move toward delivering the magazine the way you prefer.)

Win a StoryCorps Interview

American Libraries is offering librarians [a once-in-a-lifetime opportunity](#) to do a personal [StoryCorps](#) interview with an admired mentor or colleague during the 2010 ALA Annual Conference. For a chance to win an interview slot, librarians have to explain whom they would like to interview and what the relationship has meant to their careers. Winners will be announced in May.

New Drupal Website

American Libraries' [recently launched Drupal website](#) continues to add new content as soon as it is available (without waiting for the print issue) and engage readers in discussion, as well as simplifying production procedures. The site has been well received by users.

New Videos Including PLA's National Conference

[AL Focus' new videos](#) include several covering the PLA national conference in Portland; all the videos can be downloaded or embedded for other use.

ALA Publishing: Booklist Publications

E-Newsletters

Thousands of readers have already [signed up for Booklist's electronic newsletters](#), *REaD Alert*, *Booklist Online Exclusives*, and *Booklist's Quick Tips for School and Libraries*. The newsletters have become an integral part of the publication cycle and a popular *Booklist* addition.

Recent Issues of *Booklist* Magazine

In addition to the usual line-up of recommended-only reviews and columns, recent issues of the print magazine covered ALA's 2010 Best Lists and included spotlights on Graphic Novels, Series Nonfiction, and Historical Fiction.

Booklist Webinars

The *Booklist* webinar program, introduced in Fall 2009, has already attracted more than 5,000 attendees and significant sponsorship. Upcoming webinars include "Let's Get Graphic: Kids' Comics in Classrooms and Libraries;" "Crime Fiction Past and Present;" and "Trends in Teen Lit: The Independent View." Updates and upcoming webinar information are available on the [Booklist Online webinars page](#).

ALA Publishing: Digital Reference

Resource Description and Access (RDA)

The RDA Toolkit is on track for a June launch, with a complimentary open-access period through August 31. For more information, please visit www.rdaonline.org.

International Relations Office (IRO)

Haiti and Chile Library Relief Efforts

Thanks to a generous donation of \$7,500 from Sirsi/Dynix, ALA has raised \$12,000 that will go to assisting the rebuilding of libraries. Fundraising for libraries in Chile is just getting under way. ALA will be targeting specific libraries in each country for its efforts, and will be setting up an Adopt a Library program similar to the successful program to match libraries with colleagues in the Gulf region after Hurricanes Katrina and Rita.

Office for Accreditation (OA)

Prism: the newsletter from the ALA Office for Accreditation

The Spring 2010 edition of *Prism: the newsletter from the ALA Office for Accreditation* is now available at http://www.ala.org/ala/aboutala/offices/accreditation/prp/prism/prism_current.cfm. Features include accreditation actions taken in January, the statistical reporting summary of changes in LIS programs, a discussion of the differences between accreditation and certification, how External Review Panels for comprehensive reviews are formed, announcement of events and trainings at the 2010 ALA Annual Conference, a call for comment on the ALA Standards for Accreditation, a call for comment on the draft revised ALA/American

Association of School Librarians (AASL) Standards for Initial Preparation of School Librarians, and AASL/ National Council for Accreditation of Teacher Education (NCATE) recognition news.

Office for Diversity (OFD)

Many Voices, One Nation

Office for Diversity is announcing Gale, part of Cengage Learning, as a sponsor of *Many Voices, One Nation* at the ALA Annual Conference in Washington, D.C. Through Gale's generous sponsorship, *Many Voices, One Nation* will be free to conference attendees (registration for the event is required).

This year's *Many Voices, One Nation* will take place from 7:30 -10 p.m. on Friday June 25 and will highlight ALA President Camila Alire's Family Literacy Focus, an initiative to encourage families in ethnically diverse communities to read and learn together. The *Many Voices, One Nation* program, an evening of literature and performance during the ALA Annual Conference, brings together writers and artists from different perspectives and presents a rich program of spoken word, music and performance art that celebrates and reminds us of the many unique cultures sharing one world.

Conference registrants can request tickets to event code ALA6. A maximum of 300 free tickets will be available for the event, so individuals are encouraged to register early.

REACH 21 Travel Grants

The Office for Diversity is providing a unique opportunity for library school students and recent graduates to attend the upcoming Spectrum Leadership Institute, June 23-25 in Washington D.C. Twenty travel scholarships for the institute are available through the *REACH 21: Preparing the Next Generation of Librarians for Leadership* project funded by the Institute of Museum and Library Services (IMLS).

REACH 21 Institute Scholarship recipients will receive full support (including travel within the U.S. and Canada, lodging and meals up to \$1,500) to attend the 2010 Spectrum Leadership Institute. The Institute brings together LIS students and graduates from across the country to network, learn models of cross-cultural leadership, reaffirm professional values grounded in service to diverse communities, develop career skills and connect with a wide-range of leaders and potential mentors. REACH 21 Institute Scholarship recipients are invited to stay on in D.C. to attend the 2010 ALA Annual Conference at their own expense.

Applicants must be current students in an ALA-accredited graduate program in library and information studies or an ALA-recognized National Council for Accreditation of Teacher Education (NCATE) School Library Media program or individuals with less than three years post-MLIS experience. Current or recent participants in LIS diversity recruitment initiatives are strongly encouraged to apply.

Individuals who have participated in any recruitment initiative whose mission supports a more diverse workforce are eligible to apply. Additionally, individuals who have not participated in a diversity recruitment initiative but who belong to one of the following racially and ethnically under-represented groups—American Indian/Alaska Native, Asian, Black/African American, Hispanic/Latino or Native Hawaiian/Other Pacific Islander—may also apply.

Applications will be accepted until all REACH 21 Leadership Institute Scholarships have been awarded, with preference given to those applications received by April 15, 2010.

Spectrum Presidential Initiative

Over the past few months, several groups have donated to the Spectrum Presidential Initiative:

The Young Adult Library Services Association (YALSA) continued its support of the Spectrum Scholarship Program and this year's special Spectrum Presidential Initiative. In 2011, YALSA will fund one Spectrum Scholarship for an individual interested in pursuing young adult services as a career. This is the third straight year that YALSA has sponsored a Spectrum Scholar. The Spectrum Scholarship consists of \$5,000 for tuition reimbursement and \$1,500 towards the scholar's participation in the Spectrum Leadership Institute at the ALA Annual Conference.

The American Indian Library Association (AILA), an affiliate of the American Library Association, has announced its support of the Spectrum Presidential Initiative with a contribution of \$2,500.

The Association for Library Services to Children (ALSC) has expanded its commitment to the Spectrum Scholarship Program. Beginning with the announcement of the 2010 class of Spectrum Scholars, ALSC will sponsor one Spectrum Scholar each year through funding from the Frederic G. Melcher Endowment. The ALSC Spectrum Scholarship will be awarded to a Spectrum applicant who expresses an interest in library service to children.

The Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF) has provided a gift of \$500 to the American Library Association's (ALA) Spectrum Scholarship Program. During this year's special Spectrum Presidential Initiative, four ALTAFF Board Members—Sally Gardner Reed, Peggy J. Danhof, Peggy Barber and Joan Ress Reeves—have combined efforts to match ALTAFF's gift.

The Asian/Pacific American Librarians Association (APALA), an affiliate of the American Library Association, has supported the Spectrum Presidential Initiative with a contribution of \$2,500.

The Arkansas Library Association (ArLA), a chapter of the American Library Association, has announced its support of the Spectrum Presidential Initiative with a contribution of \$500.

Alandra Byrd-Washington, Program Director Philanthropy and Volunteerism, at the W.K. Kellogg Foundation has agreed to join the Advisory Committee for the Spectrum Presidential Initiative.

The Spectrum Presidential Initiative Leadership Taskforce continues to build and add content to the <http://spectrum.ala.org> web site. Individuals are encouraged to visit this site to learn more about the initiative, track the progress of the campaign, and find ways to get involved in this

exciting initiative.

To date, nearly \$200,000 has been raised under the Spectrum Presidential Initiative.

Office for Government Relations (OGR)

Federal Budget

ALA is working with Senator Jack Reed's (D-RI) and Senator Olympia Snowe's (R-ME) offices to garner signatures on a letter that will be sent to the Senate Labor, Health and Human Services, and Education Appropriations Subcommittee. This letter requests \$300 million for the Library Services and Technology Act (LSTA) and \$100 million for Improving Literacy Through School Libraries (ILTSL). Thus far the letter has accepted signatures from Senators Reed, Snowe, Lincoln (D-AR), Wyden (D-OR), Leahy (D-VT), Johnson (D-SD), Brown (D-OH), Bingaman (D-NM), Stabenow (D-MI), and Akaka (D-HI). ALA is focusing its efforts on members, encouraging them to call their U.S. senators to urge them to sign on to this letter.

Two letters have already been sent to the House of Representatives Appropriations Committee asking for similar amounts for LSTA and ILTSL. U.S. Rep. Raul Grijalva (D-7-AZ) and Congressman Vernon Ehlers (R-3-MI) were the sponsors of this letter and gained 22 signatures for IMLS and 21 for ILTSL.

Congress is currently drafting the FY2011 budget. Specific dollar amounts will not be made public until a bill is marked up this summer, but ALA is meeting with key House and Senate staffers to make sure they understand the importance of libraries in America.

It is unlikely that Congress will have all of the appropriations bills passed before November's midterm elections.

Community College and Career Training Grant Program

On March 30, President Obama signed the "fix healthcare bill" into law, which included \$2 billion for the Community College and Career Training Grant Program, a new Trade Adjustment Assistance (TAA) program that was created through the Department of Labor in last year's stimulus bill but was never funded. This money will be spent at \$500 million a year for FY11-14 and will be awarded competitively. While ALA welcomes this provision, there is also disappointment. Since last summer, community college librarians and ALA have worked on a different proposal that could have included community college libraries.

ALA will continue to work with community college supporters to seek improved recognition and funding for their libraries.

ALA Announces Support for Digital Due Process

In late March, the ALA joined the Digital Due Process Coalition (DDP), a group that seeks to update the Electronic Communications Privacy Act (ECPA). DDP includes a diverse group of

privacy advocates, major companies and think-tanks, proposing principles to guide the updating of ECPA, the key federal law that defines the rules for government access to e-mail and private files stored in the Internet “cloud.”

The DDP principles are fully consistent with ALA’s policies in support of privacy rights, including people’s activities in the new technological environments available to us now. Governmental entities should not be able to access personal electronic records, e-mails and other data without appropriate search warrants, particularized suspicion and probable cause.

ALA has advocated for these principles as part of the library community’s commitment to civil liberties including the “right to read” and the privacy rights of readers and library users. If ECPA is updated following these key principles, law enforcement can have the tools to conduct its work and investigations while the public can trust that basic privacy rights will be protected.

ALA Announces Winners of 2010 James Madison Award

On March 15, 2010, ALA announced the joint winners of the 2010 James Madison Award. Sharing the honor this year are Meredith Fuchs, General Counsel to the National Security Archive, and the Citizens for Responsibility and Ethics in Washington (CREW).

In December of 2009, the National Security Archive, CREW, the White House and the National Archives and Records Administration (NARA) entered into an agreement setting forth general principles that resolved the missing White House e-mail lawsuit filed first by the Archive in September 2007. This outcome has done much to ensure the transparency of the White House.

The award was presented during the 12th annual National Freedom of Information Day Conference, which was held on March 15 at the Newseum in Washington, D.C.

Office for Human Resource Development and Recruitment (HRDR)

First Webinar for Emerging Leaders Held

On March 12, ALA Executive Director, Keith Michael Fiels, presented the first in a series of webinars designed especially for ALA Emerging Leaders program participants.

The webinars are designed to provide in-depth learning opportunities for the Emerging Leaders who have limited time at their working sessions during the Midwinter and Annual Conferences. The webinars will be used to enhance knowledge about ALA for the Emerging Leaders.

The webinar was recorded and will be available on the Emerging Leaders web page.

Office for Information Technology Policy (OITP)

Release of Report on Future of Libraries

On March 10, OITP released *Checking Out the Future: Perspectives from the Library Community on Information Technology and 21st-Century Libraries*. The policy brief, written by OITP Consultant Jennifer Hendrix, explores how many library professionals are recognizing the need to evolve during the digital revolution and are driving adaptations designed to ensure that libraries remain an integral part of our society's commitment to education, equity, and access to information.

The publication is available at:

http://www.ala.org/ala/aboutala/offices/oitp/publications/policybriefs/ala_checking_out_the.pdf

Three Library Programs Recognized for Best Use of Cutting-Edge Technologies

In June 2009, OITP and the subcommittee for its Program on America's Libraries for the 21st Century issued a call for nominations for best library practices using cutting-edge technology to showcase libraries that are serving their communities with novel and innovative methods. OITP has since recognized Contra Costa County Library in Pleasant Hill, CA; North Carolina State University Libraries in Raleigh, NC; and Jones Library in Amherst, MA, for their use of cutting-edge technologies in library services. OITP produced descriptions of these programs to provide the library community with some successful models for delivering quality library service in new ways. The descriptions can be viewed at: <http://www.wo.ala.org/districtdispatch/wp-content/uploads/2010/03/CuttingEdgeLibraries.pdf>.

March 2 SSRC/FCC/ALA Event on Capitol Hill

The American Library Association hosted an event in the Rayburn House Office Building on Capitol Hill to unveil the Federal Communications Commission (FCC) and the Social Science Research Council (SSRC) study findings of the SSRC report *Broadband Adoption in Low-Income Communities* on March 2. The FCC commissioned the study to help inform their understanding of barriers to broadband adoption and to shape the National Broadband Plan due to Congress on March 17 under the American Recovery and Reinvestment Act.

Staffing News

After more than six years at OITP, Carrie McGuire, who worked as the Director of the Program on Networks has left ALA for a position at the National Archives, working to establish a new office on government information.

Marijke Visser published an article on tagging in the March 2010 issue of *Information Technology and Libraries* and served as a guest lecturer at Indiana University.

OITP Announces 2010 L. Ray Patterson Award Winner

This winner of this year's L. Ray Patterson Award is Fred von Lohmann. Mr. von Lohmann has a long history working in support of balanced copyright policy, with a particular focus on the interests of users and libraries. He is a senior staff attorney with the Electronic Frontier Foundation where he focuses on copyright and intellectual property issues.

Successful Completion of Michigan Alternative Spring Break

OITP hosted Sarah Pipes, a Michigan graduate student, during March 1-5 for the Alternative Spring Break Program. The program gives students an opportunity to observe the daily operations of various organizations and write a short report about them. During her time with OITP, Sarah attended meetings on telecommunications policy and participated in a briefing OITP held on Capitol Hill where she met several representatives from other national policy organizations.

National Broadband Plan

The Federal Communications Commission released the National Broadband Plan on March 16. OITP conducted an initial analysis of the plan and concluded that several initiatives should be supported, whereas others are good concepts but call for additional measures to ensure that the library community is well served. Discussions on the plan continue in anticipation of the many requests for information (Notices of Proposed Rulemaking) expected to be released beginning in April.

In anticipation of the release of the plan, OITP hosted an all-day meeting on February 22 to discuss expected proposals to modify the E-rate program. Members of the E-rate Task Force, consultants and ALA staff attended. Key topics included simplification, raising the funding cap, and proposals to expand the eligible entities and services for the E-rate program.

ALA Washington Office has been working on several aspects of the National Broadband Plan (NBP), including participating in discussions with other "anchor institutions" about whether or not there is a role for a coordinating function of some type. The Schools, Health and Libraries Broadband (SHLB) Coalition, which includes schools (K-12 and higher education), healthcare providers, as well as the ALA and other library representatives, has started a series of discussions about if or how to work together to bring broadband connectivity into all communities. The idea of a "United Community Access Network" (UCAN) was referenced in the NBP although there are few specifics. Other groups involved with SHLB include Internet2, National LambdaRail, the Association of Research Libraries, the American Association of Community Colleges, and EDUCAUSE. Discussions are ongoing.

Office for Intellectual Freedom (OIF)

Choose Privacy Week Participation

As the inaugural Choose Privacy Week (CPW, May 2 – 8) draws nearer, the Office for Intellectual Freedom is seeking information on events that are happening in participating

libraries across the country. This information will be shared at www.privacyrevolution.org so that individuals can find out where to go to take part in this exciting campaign.

Libraries that have not yet organized a program, but are interested in the campaign, still have many options to participate in Choose Privacy Week. A video will be released, prior to CPW that can be shown as part of a library event; it will be a “program in a box” for libraries to use to introduce privacy issues, whether in person or online. To host a community forum on privacy, visit http://www.privacyrevolution.org/index.php/resources/for_libraries/civic_engagement for free downloadable resources. Many libraries will have other innovative ideas for programming and events, and OIF is eager to learn about what has been planned.

Any help in spreading the word by forwarding this message to library-related lists or social networking sites will be appreciated.

Please direct input on CPW events to Angela Maycock, Assistant Director (and Choose Privacy Week coordinator), Office for Intellectual Freedom, amaycock@ala.org , or (312) 280-4221, (800) 545-2433 x4221 toll-free, (312) 280-4227 fax

Office for Library Advocacy (OLA)

Library Snapshot Day

Twenty states are participating in Library Snapshot Day, a national initiative designed to capture library usage in a single day in states throughout the country through photos, videos, stories and statistics. The national effort was created by the Advocacy Coordinating Group of the Committee on Library Advocacy, and is based on New Jersey’s “Library Snapshot Day.” Additional states will be holding Library Snapshot Days this summer and fall.

Office for Literacy and Outreach Services (OLOS)

The American Dream Starts @ your library. Round 2

On April 2, OLOS notified 70 public libraries in 21 states that they had been selected to receive \$5,000 grants for the American Dream Starts @ your library. This is the second round of funding available for libraries serving adult English language learners and is generously funded by the Dollar General Literacy Foundation.

This round of funding went to a wide range of public libraries with an equally wide range of planned services, including building collections (print and digital); expanding programs, services and classes; developing outreach and collaboration; and improving technology (onsite and mobile).

105 public libraries from 24 states submitted applications for this round of funding. OLOS was able to re-fund five libraries from the first round of grant recipients. These libraries were selected based on their first round accomplishments, plans for round two, geographic locations, and planned activities.

For the full list of funded libraries and for more information on the American Dream Starts @ your library, please visit www.americandreamtoolkit.org.

Accessibility Focus of 13th Annual ALA Diversity and Outreach Fair

Office for Literacy and Outreach Services (OLOS) invites members from all types of libraries to participate in the 13th-annual Diversity and Outreach Fair during the 2010 ALA Annual Conference in Washington, D.C. The theme of the 2010 Diversity and Outreach Fair will be accessible library services, in recognition of the 20th anniversary of the Americans with Disabilities Act. The event is once again generously sponsored by DEMCO.

Scheduled from 3-5 p.m. on Saturday, June 26, 2010 in the Washington Convention Center, the Diversity and Outreach Fair provides an opportunity for libraries and member groups to share their successful diversity and outreach initiatives with ALA Annual Conference attendees. The Fair celebrates examples of diversity in American libraries and demonstrates possibilities for libraries seeking “diversity in action” ideas. Selected applicants will have the opportunity to present posters and converse with conference attendees about their diversity initiatives. For more information, please visit www.ala.org/divfair.

National Bookmobile Day @ your library

April 14, 2010 saw the first-ever celebration of National Bookmobile Day, a collaborative effort between the American Library Association, the Association of Bookmobile & Outreach Services (ABOS), and the Association for Rural and Small Libraries.

OLOS Communications Specialist John Amundsen worked with National Bookmobile Day committee chair Kevin Walsh and Michael Swendrowski, chair of the OLOS Subcommittee on Bookmobiles, to develop and implement a communications plan and resources for libraries to use as they planned their nationwide celebrations, including:

- An online toolkit, which offered downloadable sample PR materials, fact sheets, talking points, flyers, Spanish-language materials, sticker templates, and logos;
- The National Bookmobile Day wiki, which featured best practices, programming ideas, and examples of media coverage;
- A community on ALA Connect for online collaboration.

To promote public awareness, OLOS consulted with ALA's Public Information Office (PIO) media relations staff to assist in the development and dissemination of a national press release, which PIO in turn sent out through ALA News, AL Direct, trade publications and to features editors at daily newspapers. In addition to the national press release, National Bookmobile Day was also highlighted in the general National Library Week media advisories and main press release.

In addition to traditional public relations tactics, a large emphasis was placed on social networking to disseminate messages about National Bookmobile Day. Accounts were set up on Twitter and Facebook, the latter of which was tremendously successful, with over 550 “fans” of the event. This social networking strategy enabled reaching out to a large population and sharing news, highlights, and announcements.

Response to the event has been overwhelmingly positive. As of April 13, there were almost 100 mentions in Google News of National Bookmobile Day, and libraries across the country have utilized the resources provided by OLOS to plan and promote their celebrations – including a large celebration held by the San Francisco Public Library, attended by noted authors, a documentary filmmaker, and the President of the San Francisco Board of Supervisors. For more information on National Bookmobile Day, visit www.ala.org/bookmobiles.

Keys to Engaging Older Adults @ Your Library Toolkit

In March 2010, OLOS launched its latest library outreach toolkit, “Keys to Engaging Older Adults @ your library®,” a resource that responds to the concerns of librarians across the country who provide services for the ever-growing older adult population in their communities. In progress since 2008, the toolkit was finalized with the assistance of the Office for Literacy and Outreach Services Advisory Committee, the OLOS Subcommittee on Older Adults, and Allan M. Kleiman, Kathy Mayo, and Fatima Perkins.

In addition to a print version, the toolkit is available for free download, both in regular and large print formats, with a high-contrast large print edition currently in production.

Response to the toolkit has been very positive, with over 500 copies distributed across the country in just two weeks. The toolkit builds on additional resources from OLOS including “The Small but Powerful Guide to Winning Big Support for Your Rural Library,” “The Guide to Building Support for Your Tribal Library,” and “How to Serve the World @ your library®.”

Office for Research and Statistics (ORS)

Public Library Funding & Technology Access Study

Detailed study findings of the *Public Library Funding & Technology Access Study* will be released in June, 2010 as an *American Libraries* digital supplement. Full study findings will be available from the project website.

ALA Household Surveys

The Household Survey section of the ALA website was updated on April 12 to include findings from the most recent poll conducted for ALA by Harris Interactive in January, 2010, and data from interim surveys (2007-2009) (<http://www.ala.org/ala/research/librariystats/public/index.cfm>). Detailed findings from the 2010 survey are included in the *State of America's Libraries* report to be released mid-April.

Public Information Office (PIO)

National Library Week

National Library Week Honorary Chair Neil Gaiman kicked off National Library Week (April 11-17) by participating in a live Internet event that highlighted the value of libraries and librarians.

Coordinated by the American Library Association's (ALA) Campaign for America's Libraries and the Jessamine County (KY) Public Library (JCPL), "An Evening with Neil Gaiman" was streamed live by nearly 700 individuals and more than 120 libraries, hosting National Library Week events. Gaiman spoke about his lifelong love of libraries, the role libraries play in tough economic times and other topics. Gaiman interacted with a live audience at JCPL from the University of Minnesota using high definition videoconferencing technology.

The event is archived on ALA's public awareness Web site www.atyourlibrary.org.

Additional partners in the event included HarperCollins Children's Books and the University of Minnesota.

PIO at PLA

The Public Information Office worked with the Public Library Association (PLA) to develop a Web press kit, press releases and op ed on behalf of the recent PLA conference in Portland, OR. Efforts resulted in 145 news placements at a circulation rate of more than 2.5 million. Conference publicity highlights included an op ed entitled "We cannot afford to close the book on libraries," which ran in the opinion section of the *Oregonian* Web site on March 23. The op ed was focused on how libraries are facing a perfect storm as usage increases and funding decreases. That same day, the print issue of the *Oregonian* ran a feature piece on the changing role of libraries. The article entitled "Libraries are making some noise," appeared on the front page of the newspaper and featured a quote from PLA President Sari Feldman as well as information on the PLA National Conference.

Feldman participated in interviews with Portland Public Radio and an in-studio interview with KATU –TV's (ABC Affiliate) AM Northwest. PIO also worked with conference guest Natalie Merchant to secure a live performance with KGW TV's *Live @ 7*. While appearing on the program Merchant discussed her performance at the PLA National Conference and stated that "the audience was one of the best she ever had".

Public Programs Office (PPO)

NEH, PPO Announce 4,000 *We the People* Bookshelf Grants to 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 seventh *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 “A More Perfect Union.” A full list of Bookshelf recipients will be available at <http://publicprograms.ala.org/bookshelf> in late April. Since 2003, NEH and ALA have distributed 17,000 *We the People* Bookshelves to public and school libraries

In addition to the set of 17 books for young readers, the selected libraries will also receive bonus materials to support library programs, including a DVD edition of “The Civil War,” the award-winning documentary by Ken Burns, and posters, bookmarks and bookplates to assist in the promotion of the *We the People* Bookshelf. Some 1,000 of the selected libraries will also receive three of the Bookshelf titles in Spanish translation. For more information on the *We the People* Bookshelf, visit <http://publicprograms.ala.org/bookshelf>.

Traveling Exhibit Tour Expanded to Include 25 Additional Libraries

The ALA Public Programs Office and the National Constitution Center (NCC) in Philadelphia announced that the traveling exhibit “Lincoln: The Constitution and the Civil War” will travel to an additional 25 libraries, extending the reach of the exhibit to a total of 50 libraries. The additional copy of the exhibition will travel to public, academic and special libraries, selected from the pool of original applicants, from August 2010 through December 2014. The traveling exhibition and tour are funded by a major grant from the National Endowment for the Humanities (NEH) to the National Constitution Center.

“Lincoln: The Constitution and the Civil War” offers a fresh and innovative perspective on Abraham Lincoln that focuses on his struggle to meet the political and constitutional challenges of the Civil War. Libraries host the 1,000-square-foot exhibit for six weeks, receive a \$2,500 grant from NEH for exhibit-related expenses, and present at least two free public programs featuring a lecture or discussion by a qualified scholar on exhibition themes. All showings of the exhibition will be open to the public. For more information on the traveling exhibit, visit <http://www.ala.org/ala/aboutala/offices/ppo/programming/lincoln/index.cfm>.

ALA DIVISIONS

American Association of School Librarians (AASL)

AASL School Library Month Spokesperson Visits New York School

In celebration of AASL's School Library Month (SLM) 2010, spokesperson Laurie Halse Anderson visited with students at Mexico Academy High School in Mexico, NY. The award-winning author's message to the students focused on the essential role school libraries and school librarians play in education. Anderson said, "A school library that doesn't have a full-time school librarian in it is... well, just a room full of books." In addition to speaking to students, Anderson has produced multiple public service announcements, including videos, for school librarians. She has also taken to the social Web to voice her support for school librarians.

AASL Collects Data on Cuts to School Library Programs

AASL recently conducted an informal survey of its state affiliates to gauge the scope of school librarian position eliminations nationwide. With almost half of the affiliates responding, results found that many districts have reduced or eliminated full-time and part-time certified school librarian positions. Reductions have caused many districts to shuffle a full-time school librarian between multiple schools, or to force school librarians to fill multiple roles in the school. With the data from this survey, AASL hopes to better support school librarians with tools and resources to help them advocate for their positions.

AASL Holds Webinars During School Library Month 2010

For the entire month of April, AASL will host weekly webinars focused on its program guidelines, *Empowering Learners: Guidelines for School Library Media Programs*. Every Wednesday, experts will focus on one of the four chapters of the program guidelines. The webinars will help school librarians advance their school library programs to meet the needs of the changing school library environment. Archived versions of each webinar will be available shortly after the webinar has been held and participants have the opportunity to earn continuing education (CE) credits for attending.

Association of College and Research Libraries (ACRL)

2010 Scholarly Communication 101 Road Show Hosts

The ACRL Scholarly Communications Committee has selected five sites from 40 applications to host the *Scholarly Communication 101: Starting with the Basics* workshop this spring and summer. The institutions selected to host the 2010 road shows are Florida State University in Tallahassee; Lehigh Valley Association of Independent Colleges in Bethlehem, PA.; Bryan College in Dayton, TN; Kansas State University in Manhattan and Texas Tech University in Lubbock. The 2010 sites were selected from 40 applications from 23 states, Puerto Rico and

Canada, representing over 80 colleges and universities, 16 consortia and their members and nine ACRL Chapters.

Led by two expert presenters, this structured interactive overview of the scholarly communication system supports individual or institutional strategic planning and action. The workshop focuses on new methods of scholarly publishing and communication, open access and openness as a principle, copyright and intellectual property, and economics, providing a foundational understanding for attendees. Host sites are partnering with other institutions in their areas to extend the reach to as diverse an audience as possible.

The Anywhere Library

ACRL has released a new monograph title, “The Anywhere Library: A Primer for the Mobile Web” by Courtney Greene, Missy Roser, and Elizabeth Ruane of DePaul University. Mobile computing is rapidly becoming an important part of everyday life. With a user-centered, practical emphasis geared to the non-technical librarian, “The Anywhere Library” approaches the creation of a mobile-optimized library Web site as a process rather than simply as a product. The authors guide readers through the process of mobile Web development by providing numerous examples of site design for a variety of different devices, planning and decision-making tips and sample code. The book also serves as a guide for the future, with resources and tips on iteration and revision. Purchase “The Anywhere Library” through the ALA Online Store <http://www.alastore.ala.org/>, by telephone order at (866) 746-7252 in the U.S. or (770) 442-8633 for international customers.

ACRL OnPoint Chats

The ACRL OnPoint chat, “Conversational openings with faculty about scholarly communication,” was held on March 4, and “Maximize Your Chance of Success: Advice for Writing a Winning Proposal for ACRL 2011” on April 8. Visit <http://www.ala.org/ala/mgrps/divs/acrl/events/onpoint/index.cfm> for transcripts and details on future ACRL OnPoint chats.

2010 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, along with additional committees, ACRL leaders and the 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 ACRL Board of Directors recently approved the 2010 ACRL Legislative Agenda in time for Library Advocacy Day on June 29 in Washington, D.C. The 2010 ACRL Legislative Agenda focuses on eight priorities including public access to federally-funded research, Section 215 of the PATRIOT Act, network neutrality, government information, orphan works, fair use and anticircumvention, lead in books and supporting school librarians. The complete agenda is available online at <http://www.ala.org/ala/mgrps/divs/acrl/issues/washingtonwatch/10agenda.cfm>.

LCA Activities on Streaming Films, Public Access, GBS

The Library Copyright Alliance (LCA) – consisting of ACRL, ALA, and the Association of Research Libraries (ARL) - released an issue brief that reviews the legal status of streaming entire films to students located outside of physical classrooms. The discussion was prompted by recent news of a disagreement between the University of California - Los Angeles and a media equipment trade association over the streaming of films to students as part of an online courseware system. The brief explains characteristics that could increase the likelihood that a particular use will be allowed as well as the arguments that could lead a court to find in favor of educational uses. It also explains how these statutory provisions interact, and, most importantly, how the scope of fair use is affected by the other provisions in the Act. The full text of the brief is available on the LCA Website at http://www.librarycopyrightalliance.org/bm~doc/ibstreamingfilms_021810.pdf .

A letter (<http://www.librarycopyrightalliance.org/bm~doc/acta-leak-letter-3-22-final.pdf>) sent March 22 to U.S. Trade Representative (USTR) Ambassador Ron Kirk from technology companies and public interest organizations, including LCA, called for an open, public discussion of the proposed Anti-Counterfeiting Trade Agreement (ACTA). The letter responds to a recent leak of the proposed agreement's text, which the USTR had refused to release publicly. Additionally, LCA submitted a letter (<http://www.librarycopyrightalliance.org/bm~doc/arl-ala-acrl-ipecc-comments.pdf>) to the U.S. Intellectual Property Enforcement Coordinator (IPEC) on March 24 in response to a request for comments by the Office of Management and Budget as it develops its Joint Strategic Plan for enforcement, as required by the Prioritizing Resources and Organization for Intellectual Property (PRO IP) Act of 2008. The letter expresses concerns about potential enforcement strategies that would unduly burden library users and argues that public access is an integral part of copyright law.

LCA also released "GBS March Madness: Paths Forward for the Google Books Settlement," a diagram developed by Jonathan Band exploring the many possible routes and outcomes of the Google Books Settlement (GBS), including avenues into the litigation and appeals process. The diagram is available at <http://www.librarycopyrightalliance.org/bm~doc/gbs-march-madness-diagram-final.pdf> .

New CRO eNewsletter, Facebook Page

Joining the list of the five eNewsletters (*Editors' Picks*, *Internet Resources*, *Hot Topics*, *ShelfLife*, and *Forthcoming Titles*) from *Choice Reviews Online* (CRO) is the *Publisher's Choice Online* eNewsletter. This new addition will include all the titles for the current month that have a Browse the Book link to view the full-text for that title. To sign up for this, or any of the other CRO eNewsletters, go to the CRO Web site. <http://www.cro2.org> and click on the gray "Sign Up for Our Email Newsletters" button. *Choice Reviews Online* has also launched a new Facebook presence, featuring a *Choice* review of the day. Become a fan today at <http://www.facebook.com/pages/Choice-Reviews-Online/123263348158> .

SPARC-ACRL Forum Video

Videos of presentations from the Scholarly Publishing and Academic Resources Coalition (SPARC)-ACRL Forum on “The ebook transition: Collaborations and innovations behind open-access monographs,” held at the 2010 ALA Midwinter Meeting in Boston, are now available on the SPARC Web site. The forum featured information on three ambitious initiatives to deliver free online access to scholarly monographs. Watch video of the forum at <http://www.arl.org/sparc/meetings/ala10mw/>.

ACRL e-Learning Update

ACRL offered a wide variety of e-learning events, including 6 Webcasts and 3 online courses since the last report to Council. Live, interactive Webcast topics included text messaging, reference, open source research tools, Google Wave, mobile Website design and creating iGoogle gadgets. Multi-week, asynchronous courses featured instructional design for online teaching and learning, designing specialized online information literacy courses, and creating accessible Web pages.

Immersion ‘10 Program Assessment and Intentional Teacher Tracks

Application materials are now available for the ACRL Immersion ‘10 Program - Assessment and Intentional Teacher Tracks. The program will be held November 10-14, 2010 in Nashville. Applications for both tracks are being accepted through May 7, 2010. The Assessment Track is intended for experienced academic librarians (5-plus-years teaching experience) active in teaching and learning, along with those in leadership roles for information literacy (IL) programs. The Intentional Teacher Track is aimed at the experienced academic librarian (5-plus-years teaching experience, in a library or other setting) who wants to become more self-aware and self-directed as a teacher.

Acceptance for both tracks is competitive to ensure an environment that fosters group interaction and active participation. More information is available on the ACRL Web site at <http://www.ala.org/ala/mgrps/divs/acrl/issues/infolit/professactivity/iil/immersion/immersion10.cfm>. Questions concerning the program or application process should be directed to Margot Conahan at (312) 280-2522 or mconahan@ala.org.

Association for Library Collections & Technical Services (ALCTS)

Preservation Week @ your library Debuts May 9-15, 2010

Recognizing the critical role libraries play in preservation, the Association for Library Collections and Technical Services (ALCTS) in collaboration with the Library of Congress and the Institute of Library and Museum Services (IMLS) will sponsor the first national Preservation Week, May 9-15, 2010.

Preservation Week intends to raise awareness of libraries’ role in connecting the general public to preservation information and expertise. Events sponsored by libraries will increase

preservation awareness by emphasizing the close relationships among personal, family, community, and public collections and their preservation.

It is the first national awareness campaign targeting collections preservation awareness for the general public by strengthening community partnerships for preservation.

Preservation Week will begin to address the preservation concerns of the valuable collections of individuals, families and collectors by providing Web resources, success stories, and ideas for programs and projects, focusing on libraries as a place for preserving our rich heritage. The Preservation Week Web site will connect librarians with excellent resources already available for those who need specific preservation information. Go to the Preservation Week site at www.ala.org/preservationweek or the At Your Library site for information and resources

A Preservation Week poster and bookmark is now available in the ALA Store. Help support Preservation Week by purchasing these items. Visit the ALA Store online at: <http://www.alastore.ala.org/detail.aspx?ID=2823>

Preservation Week is pleased to have Gaylord, Familyarchives.com, and Archival Products as Corporate Partners.

Preservation Week Free Webinars

During Preservation Week, ALCTS will be offering two free webinars for the public through their local libraries. Peter Verheyen of Syracuse University presents the first, May 11, "Dealing with Archival Suppliers". This webinar will help the public and librarians learn what products they need to preserve their materials, how to work with the suppliers, and the benefits of using the right supplies. On May 13, Michelle Brown of Cornell University will talk about the ever present problem of mold and mildew and what it can do to valuable keepsakes. Anyone who stores things in a damp basement will want to be part of this webinar. Registration information will be forthcoming. The webinars are scheduled for 2:00 p.m. Eastern time, 1:00 p.m. Central and 11:00 a.m. Pacific.

New Fundamentals of Preservation Web Course Offered in May

The Fundamentals of Preservation (FOP) web course, to be offered May 10 – June 4, is an introduction to the principles, policies and practices of preservation in libraries and archives. This course was developed by Karen Brown, University at Albany, SUNY, and Jacob Nadal, UCLA. It is designed to inform all staff, across divisions and departments and at all levels of responsibility. Fundamentals of Preservation will provide the tools needed to begin extending the useful life of collections.

The course includes:

- Preservation as a formal library function, and how it reflects and supports the institutional mission;
- The primary role of preventive care, including good storage conditions, emergency planning, and careful handling of collections;
- The history and manufacture of physical formats and how this impacts on preservation options;

- Standard methods of care and repair, as well as reformatting options; and
- Challenges in preserving digital content and what the implications are for the future of scholarship.

Fundamentals of Preservation is one of the ALCTS approved courses for the Collections track of the Library Support Staff Certification program.

To register, complete the online registration form for the session you would like to attend, available in the Events & Conferences section of the ALCTS Web site: www.ala.org/alcts. Registration is \$109 for ALCTS members and \$129 for non-members.

Preservation Webinar Series Premieres in May

The Preservation Webinar series premieres May 12 with a presentation on Disaster Preparedness and Planning. Nancy Kraft of the University of Iowa is the developer and presenter of this important series. The first two webinars, listed below, are scheduled for 2:00 p.m. EDT, 1:00 p.m. CDT and 11:00 a.m. PDT. Registration fee is \$39 for ALCTS members and \$49 for non-members.

- *Disaster Preparedness and Planning*. May 12, 2010, during Preservation Week (May 9-15)
Are you prepared for a disaster to your collection? According to the Heritage Health Index Report issued by Heritage Preservation in partnership with the Institute of Museum and Library Services, 78 percent of us are not prepared, putting over 1.6 billion items at risk in our libraries in the U.S. Preparedness is of utmost importance in the event of a disaster, large or small. Learn about the fundamentals of emergency planning which include identifying key players, assessing risks, establishing collection priorities, and other preparations for protection of your collections. Kraft discusses tools available for and gives tips on overcoming roadblocks to writing a disaster plan. Lessons learned in this session can be applied to any size institution.
- *Disaster Response*. June 9, 2010.
Once a disaster strikes, the knee-jerk reaction is to rush in and save everything. Rushing in without advance planning puts collections at risk of more damage and staff at risk of injury. This session discusses managing a disaster situation and salvaging collections. Topics covered include: assessment and planning, working with a vendor and volunteers, handling public relations and managing collection salvage. A single-building incident will be used as a case study to illustrate the implementation of a disaster response effort. Lessons learned in this presentation can be applied to disasters large or small, no matter the size of the institution.

Nancy Kraft is the Head of Preservation at the University of Iowa Libraries where she is responsible for directing the preservation and conservation of the library collections. In 2009 she received the Midwest Archives Conference Presidents' Award for her extraordinary work following the historic levels of flooding that struck Iowa in the summer of 2008. She is also active in the American Library Association where she served as 2005-2006 Chair of the Preservation & Reformatting Section of the Association for Library Collections & Technical Services.

Association for Library Service to Children (ALSC)

ALSC 2010 National Institute

Registration is now open for ALSC's 2010 National Institute to be held September 23-25, 2010, at the Emory Conference Center Hotel in Atlanta, GA. Attendees will have the opportunity to hear from award-winning authors and illustrators such as Ashley Bryan, Carmen Deedy, John McCutcheon, Brian Selznick, David Saylor, Walter Dean Myers and Christopher Myers as well as the opportunity to attend over 30 hours of programming with educational tracks focusing on technology, programming and partnerships, and children's literature. Networking opportunities will be plentiful through the Association Connection Program and a reception at the Center for Puppetry Arts, with transportation sponsored by Peachtree Publishers. For more information including registration rates and hotel block information, please visit <http://www.ala.org/alscinstitute>.

May Hill Arbuthnot Honor Lecture

The 2010 Arbuthnot Lecture will take place at 7:00 p.m. on May 13, 2010 at the University of California- Riverside Extension Center. The lecture will be delivered by Kathleen T. Horning, Director of the University of Wisconsin-Madison's Cooperative Children's Book Center and ALSC Past-President. The Riverside County Library System is hosting the lecture in cooperation with the University of California- Riverside. To register for complimentary tickets, please visit <http://www.rivlib.net/Arbuthnot>. The 2011 Arbuthnot Committee is now seeking host site applications for the 2011 Arbuthnot Lecturer Lois Lowry to be delivered next spring. For more information, please visit <http://www.ala.org/alscawards>, click on "Book and Media Awards" and then on "Arbuthnot" in the left-hand navigation menu.

ALSC Student Member OPAL Sessions

ALSC's Student Sessions have been very successful generating more than 9,700 visits to the ALSC student member section of the Web site. The sessions encourage student members to interact, network and learn virtually. Additionally, there have been 1,600 visits to this year's archived Sessions. The session that took place in March, "Getting your First Library Job: Tips from Library Directors" attracted more than 50 participants, all of whom gave the session rave reviews afterwards. The last session of the year will be "Tech Tools for Parents and Caregivers" on April 27. For more information please visit www.ala.org/alsc and click on "Membership" and then "Student" on the left-hand navigation menu.

ALSC at PLA National Conference

Newbery, Caldecott, and Belpré posters, created for ALSC by Follett Library Resources, and ALSC pins were among some of the hottest giveaways at this year's PLA Conference. Posters flew off the tables as ALSC members and potential new members were greeted by staff at the ALA booth in the exhibits hall. In addition to the giveaways, ALSC's updated "Competencies for Librarians Serving Children in Public Libraries," ALSC initiatives such as El día de los niños/El

día de los libros (Children's Day/Book Day), and ALSC's Great Early Elementary Reads list were promoted, all of which received a very warm welcome from PLA attendees.

New ALSC Spectrum Scholarship

The ALSC Board approved the use of the Frederic G. Melcher Endowment to support the Spectrum Scholarship Program. Beginning with the announcement of the 2010 class of Spectrum Scholars, ALSC will sponsor one Spectrum Scholar each year through funding from the endowment. The ALSC Spectrum Scholarship will be awarded to a Spectrum applicant who expresses an interest in library service to children.

ALSC at the ALA Annual Conference 2010

ALSC President Thom Barthelme's Charlemae Rollins President's Program will feature Dr. Patricia K. Kuhl. She will discuss her research and findings on infants' early language and later reading skills, teaching librarians how they can best help families with literacy. The program is taking place on Monday, June 28, 2010 at 8:00 a.m. Dr. Kuhl is internationally recognized for her research on early language and brain development, and studies that show how young children learn. Her work has played a major role in demonstrating how early exposure to language alters the brain. She has spoken at the White House on several occasions and has appeared on the Discovery television series "The Baby Human"; the NOVA series "The Mind"; and the "The Power of Ideas" and "The Secret Life of the Brain" on PBS. She has also been featured on *The Today Show*, *Good Morning America*, *CBS Evening News*, *NBC Nightly News*, NHK, CNN, and in *The New York Times*, *Time*, and *Newsweek*. For more information, including registration rates, please check the ALSC Web site at <http://www.ala.org/alscevents>.

Registration for the ALSC Preconference is now full. "How Picturebooks Work (and Play) Today", will take place on Friday, June 25, from 8:00 a.m. – 5:00 p.m. at the Corcoran Gallery of Art. For more information about this event, please check the ALSC Web site at <http://www.ala.org/alscevents>.

- ALSC Awards Presentations:
 - The Newbery Caldecott Banquet will take place Sunday evening, 6:00-11:00 p.m. at the Hilton Washington. There will be a cash bar reception from 6:00-7:00; doors to the Banquet open at 6:45. Speeches from Newbery Medalist Rebecca Stead and Caldecott Medalist Jerry Pinkney will follow the dinner, and a receiving line will conclude the evening's events.
 - The 2010 Pura Belpré Awards Celebración, in collaboration with REFORMA, will take place on Sunday from 1:30-3:30 p.m. and will feature Medalists Rafael López and Julia Alvarez, as well as Honorees and other performers. The location will be announced in late May.
 - The Odyssey Awards for Excellence in Audiobook Production, administered jointly by ALSC and the Young Adult Library Services Association (YALSA) and sponsored by *Booklist*, will be presented on Monday from 4:00-5:30 p.m. A reception with light refreshments, sponsored by the Audio Publishers Association, will follow the award presentations and program. The location will be announced in late May.

- The ALSC Awards Presentation will follow the President's Program on Monday, June 28, 10:30 a.m. – 12:00 noon. The Batchelder, Carnegie, Geisel, and Sibert Awards will be presented and the ALSC membership meeting will follow.

Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF)

Nordstrom

Great news! Nordstrom has once again donated \$10,000 to ALTAFF to fund matching grants for the Books for Babies program. Nordstrom's support is a wonderful way for Friends groups (and libraries and other non-profits engaged in early childhood literacy projects) to purchase the kits at a significantly discounted rate.

Authors for Libraries

ALTAFF has created a new affiliate category within ALTAFF called "Authors for Libraries." This idea was generated from a favorite author, Marilyn Johnson, who wrote *This Book is Overdue*, and spoke at the last Author Tea. When she went on ALTAFF's website, she said she was surprised to find that there was no author advocate category that she could join – surprised because ALTAFF works with so many authors. A category has now been created for interested authors (certainly all who participate in the many author programs) to join ALTAFF for \$39 and provide a pro-library quote that can be used in marketing and advocacy.

In return for their "membership," a link will be created from the ALTAFF site to theirs, along with encouragement to keep their touring dates up-to-date on the front of their sites. ALTAFF, in turn, will promote this link to members so they can find and contact library-friendly authors who are traveling in their areas. The authors will also be provided with action alerts from the Washington Office, and they will receive the newsletter. This is a thrilling new opportunity to engage "our" authors.

Association of Specialized and Cooperative Library Agencies (ASCLA)

Project Director Search Completed

The search for a project director for the revision of the standards for Libraries for the Blind and Physically Handicapped has been completed and Tom Peters of Tap Information has been hired. Mr. Peters has worked in and with libraries and library-related organizations for 23 years. He is the founder of [TAP Information Services](#), which provides a wide variety of high quality planning, consulting, research, and assessment services supporting libraries, consortia, government agencies, publishers, and other information-intensive organizations.

NLS Standards Revision Project Team Appointed

An advisory and working team was appointed to the NLS standards revision project by ASCLA President, Brenda Bailey-Hainer. The team will be meeting at ALA during the last week of April. The members are:

- Stephen Prine (Library of Congress/NLS Representative)
- Mike L. Marlin, Manager, California Braille and Talking Book Library (Working Team – Ex-Officio member of Advisory Team)
- Kim Charlson, Director, Perkins Braille & Talking Book Library (representing the American Council of the Blind)
- Stella B. Cone, Director of GLASS, Georgia Public Library Service
- Margaret M. Conroy, Missouri State Librarian, Missouri State Library (Chief Officers of State Library Agencies (COSLA) Representative)
- Jill Lewis, Maryland Regional Librarian (Working Team – Ex-Officio member of Advisory Team)
- Claudia Perry (Blinded Veterans Association Field Service Representative (Service Officer))
- William Reed, OLBPD Manager, Cleveland Public Library, Ohio Library for the Blind & Physically Disabled

Search Underway for New *Interface* Editor

A search is underway for a new *Interface* Editor. Emily Inlow-Hood's 2 year term expires this year. Find details at <http://ascla.ala.org/blog/2010/03/ascla-seeking-interface-editor/>

New Brochure Markets ASCLA programs

A new brochure marketing ASCLA programs at the annual conference was designed, distributed, and is available for download at <http://ascla.ala.org/blog/2010/04/ascla2010conferenceguide/>. The Consulting Preconference is generating a lot of attention from prospective attendees once again (...it was extremely popular at Midwinter).

Library and Information Technology Association (LITA)

Sunday Afternoon with LITA

That is...Sunday afternoon at the Annual Conference. The afternoon begins with LITA's most prominent annual program, Top Technology Trends. This program features the ongoing roundtable discussion about trends and advances in library technology by a panel of LITA technology experts. The panelists will describe changes and advances in technology that they see having an impact on the library world, and suggest what libraries might do to take advantage of these trends.

The Top Tech Trends program is followed by the LITA Awards and Scholarships Reception for the following winners:

- Marshall Breeding, Director for Innovative Technologies and Research for the Vanderbilt University Libraries in Nashville, TN and Executive Director of the Vanderbilt Television News Archive, has been named the winner of the 2010 LITA/Library Hi Tech award for Outstanding Communication in Library and Information Technology.
- John Willinsky, Khosla Family Professor of Education at Stanford University and founder of the Public Knowledge Project (PKP) is the winner of the 2010 Frederick G. Kilgour Award for research in library and information technology.

In addition, the following award and scholarships will be presented:

- LITA/Ex Libris Student Writing Award,
- LITA/Christian Larew Memorial Scholarship in Library and Information Technology,
- LITA /OCLC Minority Scholarship in Library and Information Technology, and
- LITA/LSSI Minority Scholarship in Library and Information Technology.

The afternoon culminates with the LITA President's Program, *Four or More: The New Demographic* presented by Mary Madden, senior research specialist, Pew Internet & American Life Project. Madden is not talking about four-year-olds; she is highlighting a new leading edge group: those who own four or more Internet-connected devices.

Library Leadership and Management Association (LLAMA)

[ACRL/LLAMA Spring Virtual Institute April 21-22, 2010](#)

Management, leadership, and entrepreneurial skills are essential for today's successful librarian. On April 21-22, 2010, the ACRL/LLAMA Spring Virtual Institute – *“Doing Well by Doing Good”: Entrepreneurial Leadership for Librarians* will explore different models and aspects of leadership and management and their impact on librarianship in today's challenged and flat economic environments. The institute features both synchronous and asynchronous sessions with archives of all programs available for on-demand viewing for a full year after the event. Complete details are available on the institute website at <http://www.acrl.org/ala/mgrps/divs/acrl/events/springvirtualinstitute.cfm> .

[Free Online Appointment Orientation](#)

For those new to LLAMA or those seeking more information about the organization and the appointment process, a free online orientation was held Wednesday, April 7. LLAMA President-elect Gail Kennedy and other LLAMA leaders reviewed the online committee application process and answered appointment questions.

[2010 Call for LLAMA/Section Committee Volunteers](#)

LLAMA and its sections are evolving to meet the changing needs of members, and the need to enlist their talent and ideas. Volunteer for a division or section committee at: <http://www.ala.org/cfapps/committee/volunteerform> . Upon login, the opportunities available for LLAMA and its Sections will display. Forms submitted will be reviewed by division and section leaders, who will send an email invitation to join the committee. Appointments will be made through early June, but volunteers should apply early, as committees may fill up. Serving on a committee not only helps LLAMA and its Sections, but also develops leadership skills and builds a professional network of colleagues for the volunteer. LLAMA encourages members to be part of its leadership network in 2010 and beyond.

[LLAMA Executive-Level Webinar Series Recordings Available Now](#)

Recordings of The Library Leadership and Management Association's (LLAMA) Executive webinar series featuring Pat Wagner from Pattern Research are now available for purchase online. These webinars were designed to meet the needs of experienced leaders and managers at the dean, director, department head and branch manager level.

Each 60-90 minute webinar recording provides materials drawn from many sources and offers an interdisciplinary approach to leadership topics with material from outside the library world that can help participants solve complex problems. "Emphasis is on practical applications rather than academic models – how-to leadership above the basics that are provided in many leadership institutes," said Ms. Wagner. Available titles are:

"The Executive-Decision Maker's Secret Weapon – How You Can Make Better Choices with the Use of Graphic Models"

"Learn the Supervisor's Balancing Act – How You Can Bring Out the Best in Your Top People Without Micromanagement"

"Make Your Library Dreams Come True – How You Can Use Project Management Techniques to Write a Strategic Plan"

LLAMA Members: \$25.00 each (originally \$30 each) or buy all three recordings for just \$60.00;
Non-LLAMA-members: \$35.00 each (originally \$49 each) or buy three recordings for just \$90.00.

[Swap and Shop PR Xchange: We're Looking for the Best of the Best](#)

Most libraries have amazing promotional materials: Newsletters, program announcements, reading celebrations, websites, YouTube videos and more. The chance to show them off is here again this year. LLAMA is looking for entries for the LLAMA/PRMS Swap and Shop Best of Show competition.

Winning entries will be on display during the *Swap & Shop PR Xchange* program scheduled for Sunday, June 27, 2010 from 11 a.m. to 1:30 p.m., during the ALA Annual Conference in

Washington, DC. Awards will be presented to the winners on that day. Free samples of public relations materials from dozens of libraries will be available for attendees to “Xchange” during the program. Entries must be postmarked no later than April 15, 2010. For more information, please see <http://www.lama.ala.org/llamaleads/?p=617> .

AIA/ALA Library Buildings Award Seeks Jury Nominations

The Building and Equipment Section (BES) Library Building Awards Committee of The Library Administration and Management Association (LLAMA) is seeking nominations and applications for jurors for the 2011 Library Buildings Award competition. Jointly sponsored by the American Library Association (ALA) and the American Institute of Architects (AIA), the prestigious biennial awards recognize distinguished accomplishments in library architecture by American architects.

The jury consists of three librarians selected by ALA, and three architects selected by AIA. The LLAMA BES Library Building Awards Committee will review applications and select the ALA jurors. Judging will take place in January, 2011 at the AIA Headquarters in Washington, D.C. For more information, see <http://www.lama.ala.org/llamaleads/?p=603> .

Public Library Association (PLA)

PLA Wraps up a Successful 13th National Conference

This March, 7,725 attendees gathered at the Oregon Convention Center for nearly 200 programs at PLA 2010 that focused on such key issues as advocacy, technology, literacy, and serving adults and youth.

“Since the Great Depression, our nation’s libraries have never played such an important role in the communities that they serve,” said PLA President Sari Feldman. “From job-seekers to families that are trying to make ends meet, libraries are on the front lines of helping Americans get back on their feet. Yet as library visits and circulation increase, library budgets across the country are in shambles. This year’s conference provided a national platform to share ideas on how to prepare to weather the perfect storm that is brewing in many of our communities.”

Conference attendees had access to such economy-driven programs as “Tough Decisions in Tough Times,” “Don’t Play Dead When Facing Life-Threatening Budget Cuts,” and “Cents and Sensibility: Will your Technology Pay Off?” among others.

In addition, the conference provided the occasion for the release of “Opportunity for All: How the American Public Benefits from Internet Access at U.S. Libraries,” a study funded by the Bill & Melinda Gates Foundation and the Institute of Museum and Library Services, which shows that nearly one-third of Americans age 14 or older—roughly 77 million people—used a public library computer or wireless network to access the Internet in the past year. The report is the first large-scale study of who uses public computers and Internet access in public libraries.

Preconference programming included a luncheon featuring acclaimed author Patrick Somerville (*The Cradle*) and Nancy Pearl’s “Book Buzz,” a perennial favorite of attendees.

The conference opened with a heartfelt performance by Natalie Merchant. Before a crowd of more than 2,000, Merchant performed several songs from her new album *Leave Your Sleep*, a compilation of poems and nursery rhymes set to music. Audience members jumped to their feet as Merchant leaped from the stage while performing “Kind and Generous.” Merchant had to stop to compose herself and fought back tears as she shook audience members’ hands. “Thank you for being librarians,” she said as she made her way through the crowd.

Taking the stage after Merchant was Opening Session speaker and Pulitzer Prize-winning columnist Nick Kristof. Kristof moved audience members as he spoke of the importance of women’s rights in the developing world and his admiration for libraries and librarians.

Best-selling author Scott Turow (*Presumed Innocent*) served as keynote speaker for Thursday’s Adult Author Luncheon, while Virginia Euwer Wolff (*Bat 6*) led the Young Adult Author Luncheon.

Other conference speakers included: Chelsea Cain, author, *Confessions of a Teen Sleuth*; Sue Grafton and Judy Kaye, authors, *U Is for Undertow*; Marcia Muller, author, *Locked In*; Kadir Nelson, author/illustrator, *Change Has Come: An Artist Celebrates Our American Spirit*, and Luis Alberto Urrea, author, *The Devil’s Highway*.

Sarah Vowell, author and contributor to NPR’s *This American Life* keynoted the Closing Session, concluding the conference with her wry and entertaining perspective on American history.

Those who were not able to attend the conference in Portland, OR, had an opportunity to join their colleagues via the Web. Online subscribers participated in such activities as ten live, interactive education programs and discussion boards.

The conference also offered access to 400 exhibiting companies, including top book publishers, who showcased the latest in products and services for public libraries and their users.

At www.placonference.org you’ll find links to valuable conference resources like:

- Issues of the *PLA Daily News*, the onsite conference paper
- The PLA Blog for attendee perspectives
- Program handouts
- Recorded program information

PLA @ ALA

PLA has planned a valuable range of educational sessions and a President’s Program with Will Shortz for attendees of the ALA National Conference in Washington, D.C. Programming includes:

Saturday, June 26

- I’m Doing Events at the Library from Now On: Running an Effective Author Series on a Budget

- Help for Hard Times @ the Library
- I Need a Mentor, Quick!: Mentoring Options in Rural Public Libraries
- Public Library at the Heart of the Community: New Service Models for a Changing Era
- Bang for Your Buck: Partnerships that Save Money and Are Easy to Replicate
- Extreme Makeover: Summer Reading
- Programs, Promotion, and PR
- Reach Out and Serve: Embracing Special Populations
- Sharing Costs, Sharing Spaces: The Cost Savings of Designing a Multi-Purpose Facility
- Summer Camp @ The Library?

Sunday, June 27

- Every Child Ready to Read (ECRR): Evaluation Update
- Homeless, Not Helpless: Issues, Challenges and Solutions for Serving Customer Without Homes
- Advocacy By All
- Passing the Baton: Who Will Take It?
- PLA President's Program and Awards Presentation featuring Will Shortz
- HELP! My Patron is a Cyber Patient: Learn to Help Patrons Identify Their Health Information Needs and Locate Relevant Resources
- Japanese Paper Theater: Interactive Culture for Your Library
- Recruiting the Future: Promoting Public Librarianship as a Career

Monday, June 28

- Phat* Fiction: Engaging Hip-Hop Literature in the Public Library (*phat=popular, hip, and tempting fiction)
- Translation Station: Tools for Serving New Americans

Programs co-sponsored by PLA:

Saturday, June 26 –“GIS in EVERY Library: Making It Happen" with the Maps and Geography Round Table (MAGERT)

Saturday, June 26 –“Reaching Latino Teens Through Multiple Literacies: A Program for School and Public Librarians" – with REFORMA/Children and Young Adult Services Committee

Sunday, June 27 –“Pass It On! National Preservation Week" – with ALCTS

Monday, June 28 –“EBooks: How Do You Know They're Worth It?" – with ALCTS/Acquisitions Section (AS)/Research & Statistics Committee

[Find program descriptions online.](#)

Continuing Education

This April, PLA offers another course from its series of nine interactive management programs that provide in-depth education on the core functions necessary for a career in public library management. The courses are two-day, regional workshops led by nationally recognized experts and are designed to also meet the requirements for Certified Public Library Administrator (CPLA) credit.

The [Management of Technology](#), a two-day workshop, April 28-29, 2010, with instructor, Michael Porter, will provide participants with the skills and knowledge they need to effectively apply technology to support and enhance library service delivery. Host Partner is the Southern Adirondack Library System. [See the full schedule](#) of 2010 Public Library Management Courses.

New Career Resource from PLA

PLA held its first career webinar – Finding and Keeping Public Library Jobs, led by Diane Kovacs. [The webinar is now available for free download](#) on PLA's website.

New and Improved CoPs Coming Soon to a Computer Near You

This spring, PLA is introducing its next-generation Communities of Practice (CoPs), restructured to offer members valuable participation opportunities and help strengthen their engagement with PLA.

In order to offer a more robust and rewarding CoP experience, PLA conducted a survey in Winter 2009. A number of improvements were recommended as a result. New features will include:

- Migration to ALA Connect
- Training opportunities for chairs of CoPs
- A liaison to the PLA Board
- Formal recognition by PLA for the work done by CoP members
- A charge or focus with defined objectives that support public libraries and PLA

Reference and User Services Association (RUSA)

Literary Tastes Breakfast

Authors for the Literary Tastes Breakfast have been confirmed. They include Dan Chaon, whose most recent title "Await Your Reply: A Novel," was a 2010 Notable Books List selection; Laney Salisbury, co-author of "Provenance: How a Con Man and a Forger Rewrote the History of Modern Art," a non-fiction selection for the 2010 Notable Books List; and Adriana Trigiani, author of the bestselling "Very Valentine," which was a 2010 Reading List selection for Women's Fiction.

Continuing Education Courses

The online continuing education courses, Readers Advisory 101, Business Reference, Reference Interview, and Genealogy have been confirmed and are open for registration.

FINRA Grant

The Financial Industry Regulatory Authority (FINRA) Investor Education Foundation and the American Library Association (ALA) through the Reference and User Services Association, have jointly administered grants to libraries as a part of the Smart investing@your library® initiative. These grants from the FINRA foundation were intended to build the capacity of U. S. public libraries to provide effective, unbiased financial and investor education resources and services to library patrons.

A second phase of the FINRA grant has received approval for funding. More information will follow.

Awards

Nancy Pearl, well-known librarian, educator and tireless reading advocate has been selected the winner of the 2010 Margaret E. Monroe Library Adult Services Award, an honor administered annually by RUSA. The Monroe Award honors a librarian, library and information science researcher, or educator who has made a significant contribution to library adult services.

Marie L. Radford, Associate Professor at the School of Communication and Information, Department of Library and Information Science at Rutgers, the State University of New Jersey, has been selected the 2010 winner of the Isadore Gilbert Mudge Award. The award recognizes distinguished contributions to reference librarianship.

Cherié Weible, head of Interlibrary Loan and Document Delivery at the University of Illinois at Urbana-Champaign, has been selected the winner of the 2010 Virginia Boucher/OCLC Distinguished ILL Librarian award. The award recognizes an individual for outstanding professional achievement, leadership and significant contributions to the fields of interlibrary loan and document delivery.

J.Y. Joyner Library, East Carolina University, has won the 2010 Gale Cengage Learning Award for Excellence in Reference and Adult Library Services for the online resource “Seeds of Change: The Daily Reflector Image Collection.” The award is given to a library or library system for development of an imaginative and unique resource to meet patrons’ reference needs.

Naomi I. Chow, Interlibrary Loan and External Services Program Librarian at the University of Hawaii at Manoa, is the 2010 recipient of RUSA’s STARS/Atlas Systems Mentoring Award, an ALA Conference travel award designated for those who are new to the field of interlibrary loan. This award, sponsored by Atlas Systems, Inc. and the Sharing and Transforming Access to Resources Section (STARS) of RUSA, offers \$1,000 to fund travel expenses associated with attending ALA’s annual conference.

Young Adult Library Services Association (YALSA)

YALSA Compiles & Disseminates Recession Relief Resources

Though many librarians and libraries have been able to weather the economic crisis, many others have suffered from layoffs, cutbacks and closures. YALSA has gathered numerous resources at <http://tinyurl.com/YALSAhelp> where members will find free articles, tips and resources, as well as discounted books, e-courses and webinars. These materials can keep members informed of developments in the profession, assist them with their everyday work and facilitate advocacy efforts.

YALSA Opens Applications for New Mentoring Program

Applications are now open at www.ala.org/yalsa/mentoring for YALSA's two-way mentoring program. YALSA's new mentoring program will pair an experienced librarian with a new librarian or graduate student in a library science program. YALSA will accept applications from YALSA members in two categories: protégés and mentors. Protégés are defined as those with five years' experience or less or students in a graduate library school program. Mentors are defined as those with more than six years' experience. Direct questions to Eve Gaus, YALSA Program Officer for Continuing Education, at egaus@ala.org or 1-800-545-2433, ext. 5293. Applications are due June 30.

YALSA Accepting Applications for a Stipend to Attend ALA's Library Advocacy Day

YALSA will offer travel stipends of up to \$1,000 each to five YALSA members to participate in ALA's Library Advocacy Day in Washington, D.C. on June 29, 2010, held in conjunction with the ALA Annual Conference. Applications can be downloaded at YALSA's Awards and Grants page and must be sent to yalsa@ala.org by April 30. Funding for this stipend is provided through the Friends of YALSA.

Upcoming Events & New Initiatives

- Support Teen Literature Day will be celebrated April 15, 2010.
- 2010 Teens' Top Ten nominees announced, April 15.
- Registration opens for YALSA's Teen Read Week™ and WrestleMania Reading Challenge, April 15.
- Back to Basics Webinar, April 22.
- Application deadline for a stipend to attend ALA's Library Advocacy Day, April 30.
- YALSA e-chat in ALA Connect, "Using Web 2.0 Tools to Encourage Reading," May 7, 8:00 – 9:00 EDT.
- YALSA e-chat in ALA Connect, "Enhancing Teen Services through Youth Participation," June 2, 8:00 – 9:00 EDT.
- "It's Perfectly Normal: Dealing with Sensitive Topics in Teen Services," full day workshop June 25, 2010 in Washington DC.
- "Promoting Teen Reading with Web 2.0 Tools," half-day workshop on June 25, 2010 in Washington DC.

- Teen Read Week will be celebrated Oct. 17 – 23, 2010 with the theme “Books with Beat @ your library.”
- YALSA’s second biennial Young Adult Literature Symposium will be held in Albuquerque, NM, November 5-7, 2010.

ALA-APA

ALA-APA, Library Support Staff Certification (LSSC) Program

The Library Support Staff Certification (LSSC) Program began accepting candidates for certification on January 25, 2010. As of the week of April 12, LSSC has 85 candidates taking approved courses and working on portfolios. Twelve professional librarians have applied to review portfolios. So far, 11 courses have been approved by LSSC in the competency sets, and more are pending approval. Library support staff can apply at any time, and more portfolio evaluators are needed. More information about LSSC is available at www.ala-apa.org/lssc