

Report to Council and Executive Board

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ALA OFFICES

ALA Publishing: ALA Editions

New titles published since early September:

[Twenty-First-Century Kids, Twenty-First-Century Librarians](#)

by Virginia A. Walter

Inspired by a new generation of librarians and children, Walter reconsiders the legacy passed on by the matriarchs of children's services and examines more recent trends and challenges growing out of changes in educational philosophy and information technology.

[The Readers' Advisory Guide to Graphic Novels](#)

by Francisca Goldsmith

Goldsmith provides the first guide to the genre aimed specifically at readers' advisors, while presenting an abundance of resources useful to every librarian.

[The Early Literacy Kit: A Handbook and Tip Cards](#)

by Betsy Diamant-Cohen and Saroj Nadkarni Ghoting

Ideal for program planners, this resource will help librarians teach caregivers the developing standards by which school readiness can be achieved. The kit includes an accessible handbook with resource section, 105 reusable tip cards with coordinated activities, and a concise summary of important early literacy research.

[Bite-Sized Marketing: Realistic Solutions for the Overworked Librarian](#)

by Nancy Dowd, Mary Evangeliste, and Jonathan Silberman

This book quickly imparts simple and cost-effective ideas on marketing your library with the how-tos of guerrilla marketing, cutting-edge digital marketing practices, benefits of traditional print media, and word-of-mouth marketing (WOMM).

The new 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.

ALA Publishing: ALA Graphics

ALA Graphics rolled out a poster featuring photography from the forthcoming *Where the Wild Things Are* movie with the headline "Let Your Imagination Run Wild: READ". As part of their Wild Things Week, the official marketing, tourism and partnership organization for the City of New York, NYC & Co., licensed ALA's poster image to create 75 print public service announcements (PSAs) that can be seen on phone kiosks around the city. ALA's logo, along with logos of the other sponsors, is featured on the signage, which will be up through November 10, 2009.

The new ALA Graphics catalog was released in September, and with it a number of new products. The [New Moon poster](#) features Taylor Lautner from the *New Moon* movie coming out in November. Eragon, the popular YA series, is featured on a new [bookmark](#) and [poster](#), and a new [poster](#) for the upcoming Sherlock Holmes movie is also available.

The most recent ALA Graphics catalog can be downloaded [here](#), and all of the new products are 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*

The combined August/September issue offered the usual eclectic range of library-related features and information, from an article on online library degree programs and related opportunities to an evaluation of e-readers, from building public awareness to a look at five notions of childhood as they relate to services offered. The newsmaker was Mohammad Abbas, head of the Library Department of the Iraqi Council of Representatives in Baghdad.

The *American Libraries* website at www.ala.org/online is undergoing a complete overhaul. Associate Editor Sean Fitzpatrick is handling the redesign and is working with ITTS on experimenting with Drupal as a content management system. The work in progress may be viewed at www.americanlibrariesmagazine.org; input is always welcome.

American Libraries green blog will launch this fall under the leadership of Associate Editor Greg Landgraf, who also manages *American Libraries* Focus video production.

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

ALA Publishing: Booklist Publications

Booklist Publications hosted the first in a series of sponsored webinars in September. *The Scoop on Series Nonfiction*, featuring *Booklist* editorial staff and representatives from four series

nonfiction publishers, had nearly 1,000 registrants. [Click here to download the webinar, [The Scoop on Series Nonfiction](#) .] The next webinar, [Sweet Talk: Romance Fiction in the Library](#), is scheduled for November 12 ([register today!](#)). Other topics will be announced throughout the year; updates are available on the [Booklist Online webinars page](#).

The transition of [Book Links](#) from being a stand-alone magazine to being a quarterly print supplement to [Booklist](#) at no additional cost to subscribers went smoothly, with the first supplement polybagged with the October 1 *Booklist*. This offers more content to subscribers and expands the circulation of both magazines.

In early October, *Booklist Online* (BOL) revealed *Book Links*' new online home--www.booklistonline.com/booklinks. The latest posts to BOL's five blogs now appear on the homepage as a way to promote readership and to keep the homepage dynamically updated.

@ALA_Booklist now has more than 1400 followers on Twitter (www.twitter.com/ALA_Booklist). Daily Tweets point followers to timely free material on Booklist Online. Posts may include the Review of the Day, pointers to feature articles and blog posts, and special offers and incentives.

ALA Publishing Online Resources: ALA TechSource

ALA TechSource held its first webinar in partnership with WebJunction, featuring David Lee King who spoke about his recent issue of *Library Technology Reports*, [Building the Digital Branch: Guidelines for Transforming Your Library Website](#). Nearly 450 people attended, sparking an enthusiastic response to the publication.

ALA TechSource's latest issue of *LTR*, "Digital Storytelling in Practice," by Kelly Czarnecki, is at the printer at the time of this report. This and other Reports are available for sale in both print and electronic format via [MetaPress](#), our e-journal host. Response to the new platform has been enthusiastic, with an increase in number of copies ordered.

Print copies of recent issues of *Library Technology Reports* are now available for purchase through the ALA Editions catalog and the [ALA Store](#).

ALA Publishing Online Resources: Guide to Reference

[Guide to Reference](#) continues to add new records and new subscribers. The results of a recent survey sent to LIS instructors and administrators are helping with learning how *Guide to Reference* can most effectively be integrated into courses as a teaching tool. All LIS instructors are offered free access for themselves and their students for course use.

ALA Publishing Online Resources: Resource Description and Access (RDA)

Final changes to the RDA text have been received from the Joint Steering Committee (JSC) and are undergoing conversion to XML. Software development is in alpha, with beta testing scheduled to start in mid-October. For more information, please visit www.rdaonline.org .

Office for Government Relations (OGR)

USA PATRIOT Act

With three provisions of the USA PATRIOT Act set to expire on December 31, 2009, the Senate began the process of reauthorization legislation in September, beginning with the introduction of S. 1686, the [JUSTICE Act](#), introduced by Senators Feingold (D-WI) and Durban (D-IL). Chairman Leahy and Senators Cardin and Kaufman introduced S. 1692, the [USA PATRIOT Act Sunset Extension Act of 2009](#), a bill to reauthorize the expiring provisions on September 22, 2009. The three sections scheduled to sunset include Section 215 on “business records” often referred to as the “library provision.”

Hours before the first scheduled [mark-up](#) on October 1, a bill negotiated by Senators Patrick Leahy (VT-D) and Dianne Feinstein (CA-D) was substituted in place of the original S. 1692. Although there was no public statement of support, it was clear that behind the scenes, the White House and/or the Department of Justice knew about, and likely supported, the “Feinstein” version of S. 1692.

Although several senators attempted a number of amendments, none of the amendments that would have improved protection of our civil liberties passed. Senators Feingold and Durbin should be thanked for their repeated attempts to improve S. 1692 and to argue for protecting our constitutional rights. The substitute bill substantially weakened the reforms the library community has sought, relevant to Sec. 215 and national security letters.

There is a [provision](#) in the amended version of S. 1692 that slightly raises the legal standard to obtain a Section 215 order for “library circulation records or patron lists” – a very narrow definition. This “fix” does not address “reader privacy” as a whole, so unfortunately bookstores are not covered in this provision. Further, the provision only addresses Section 215 orders and does nothing for increasing the legal standards for national security letters which are far more troubling. The substitute “Feinstein” bill was passed by the Judiciary Committee with an 11 to 8 vote.

It is unclear when the bill will go to the Senate floor for a final vote. Both the healthcare legislation and financial reform proposals are supposedly in the agenda queue ahead of S. 1692. However, with the December 31, 2009 sunset deadline, there needs to be a vote within the next two months. ALA is monitoring the Senate activities and has started to work with allies in the House and in our coalitions to develop a better House bill.

For more detailed reports, see these sources:

- Previous ALA reports in [District Dispatch](#).
- President of the Center for Democracy and Technology (CDT), Leslie Harris' [blog](#).
- News [report](#) on Vermont librarians' comments on Leahy's actions and his response.

Student Aid and Fiscal Responsibility Act of 2009

In September, OGR lobbied for the inclusion of community college libraries in the bill text of the Student Aid and Fiscal Responsibility Act of 2009 (H.R. 3221), a bill to establish two new competitive grant programs providing states and junior and community colleges the opportunity to apply for funds to launch initiatives to improve graduation and employment-related outcomes.

The original bill language did not explicitly include community college libraries as potential recipients of the grants, which the ALA believes is essential for highlighting the important role libraries play in preparing students to successfully obtain and retain employment and for encouraging community colleges pursuing the grants to invest in their libraries and the services and resources they offer.

By working with Rep. Raúl Grijalva (AZ-7), who championed an amendment to include community college libraries, OGR was successful in securing this text in the bill, which passed the House of Representatives on September 17. OGR continues to work to ensure comparable language is included in the drafting of a Senate version of the bill.

Office for Human Resource Development and Recruitment (HRDR)

ALA Scholarship Clearinghouse

The ALA Scholarship online application launched on October 1, 2009. ALA has more than \$300,000 for students who are studying library science or school library media at the master's degree level. Scholarships typically range from \$1,500 to \$6,500 per student per year. The application and instructions are available on-line at www.ala.org/scholarships. The application deadline is March 1, 2010.

Emerging Leaders Program

Selection process for the 2010 class of Emerging Leaders culminated with approximately 255 applicants this year. Over 100 participants have just been selected by various committees across the association, and a general announcement will be forthcoming. As in previous years, an ALA division, round table, ethnic affiliate, state chapter, or AASL Affiliate will sponsor approximately one-third of the selected applicants. Each sponsor will contribute \$1000 per selected participant towards expenses (\$500 for each conference).

Concurrently, over 30 project proposals were submitted from which Emerging Leaders could choose as projects on which to work in 2010 from January through June. The projects will culminate with a poster session at the 2010 Annual Conference in Washington, DC. This process will begin as soon as all applicants have confirmed their participation. For additional information about the program, please visit the Emerging Leaders website: <http://www.ala.org/ala/aboutala/offices/hrdr/abouthrdr/emergingleaders.cfm>

Georgia Council of Media Organizations' Presentation

Beatrice Calvin, Program Officer for Placement & Recruitment, was the closing speaker during a workshop entitled "Becoming a Professional," held during the Georgia Council of Media Organizations' (GaCOMO) Annual Conference on October 8, 2009, in Columbus, GA. Participants at the workshop were a select group of 35 diverse students from the Atlanta area, who in August 2008, received scholarships through the *Librarians for the Digital Age Project*. Housed at Emory University, the *Librarians for the Digital Age Project* is a partnership between Emory University, University of North Texas and Atlanta University Center. Each scholar is earning a Masters of Library and Information Sciences degree through the University or North Texas. GaCOMO is part of the Georgia Library Association.

Office for Information Technology Policy (OITP)

Release of Fiber to the Library Policy Brief

The ALA Office for Information Technology Policy (OITP) has released the official version of its policy brief, "[Fiber to the Library: How Public Libraries Can Benefit.](#)" The purpose of this paper is to assist libraries in understanding the benefits of fiber optic technology and to suggest strategies they can consider when exploring how to obtain fiber connectivity. This paper provides background information and arguments that may be useful in library community applications to the Broadband Technology Opportunities Program (BTOP) of the U.S. Department of Commerce. This policy brief (No. 1) represents the first publication in a newly structured OITP Policy Brief series of signed papers. Subsequent policy briefs are expected to be released in the coming months.

OITP Submits Proposal to Gates Foundation

The Bill & Melinda Gates Foundation established a new program to support second round applicants to the Broadband Technology Opportunities Program. The Foundation invited 43 state library agencies and several national-level organizations to respond to a Request for Information (RFI). Organizations selected by the Foundation will receive consulting assistance and a commitment to provide cash for a part of the required matching funds in a BTOP application. OITP was invited to respond to the RFI and submitted its ideas by the September deadline.

Washington Office Files Comments for Improvements to BTOP Applications Process

The Washington Office filed [comments](#) to the U.S. Department of Commerce regarding requirements for information collection under the first-round Notice of Funds Availability (NOFA) for the National Telecommunications and Information Administration's (NTIA) Broadband Technology Opportunities Program (BTOP). The compressed time frame resulted in an application process that needs improvement. The comments outline how the application process restricts the opportunity to describe the substantive aspects of a proposed project while also mandating excessive, often redundant requirements for information collection. The Washington Office's comments set forth recommendations for changes to the next NOFA to

address these matters as well as other issues, such as improvements needed for the online application process.

OITP Presents at 2009 LITA National Forum

OITP participated at the 2009 LITA National Forum in Salt Lake City. OITP's Timothy Vollmer, Assistant Director, Program on Public Access to Information, talked about [some of the policy considerations in libraries adopting mobile devices and services](#), such as digital copyright and content licensing, digital rights management, user privacy, and accessibility. OITP will continue to refine its analysis of the public policy considerations surrounding mobile technologies in libraries, and is working to release a policy brief in the coming months.

Office for Intellectual Freedom (OIF)

Banned Books Week

2009 marked the 28th celebration of Banned Books Week, OIF's long-running awareness campaign about challenges to library materials. This year, quotes were used from regularly challenged books in hand-drawn posters. The campaign's theme, "Read. Speak. Know." captures the central theme of Banned Books Week--that knowledge is powerful and must not be limited in any way.

Banned Books Week Read-Out!

The Office for Intellectual Freedom hosted its fifth annual Banned Books Week Read-Out! on September 26, 2009 with the McCormick Freedom Museum and the Newberry Library. The event was held in Washington Square Park – known locally as "Bughouse Square" because of its history of hosting soap-box-standing rabble-rousers. Approximately 300 enthusiastic audience members saw highly acclaimed authors read from their own or their favorite books that have been banned or challenged.

Five of the ten most challenged authors of the past year were on hand: Justin Richardson & Peter Parnell, Lauren Myracle, Stephen Chbosky, Sarah Brannen, and Cecily von Ziegesar. ALA President Camila Aire kicked off the event, which was then emceed by frequently challenged author Chris Crutcher. The event included book-signings with all of the authors (the publishers donated books for the signings) and live performances of music that has faced censorship. Over five hundred books were given away, and the event was a huge success, thanks in part to the glorious weather. Special thanks to the Public Information Office—the event received coverage in the *Chicago Tribune*, WFLD-TV, WGN-TV, CAN-TV (Chicago's cable access station), *Windy City Times*, the Columbia College newspaper, and WGN Radio.

National Conversation on Privacy

In preparation for Choose Privacy Week (May 2-8, 2010), the OIF staff is finalizing the Choose Privacy Week Resource Guide, which will provide librarians with out-of-the-box programming

and outreach for the national event. The Resource Guide, along with other Choose Privacy Week materials, will be available for purchase in the ALA Store <http://www.alastore.ala.org/>. For the 2010 Midwinter Meeting, OIF is planning a kick-off reception to introduce librarians to the new initiative and provide both tools and inspiration for local involvement. For more information about Choose Privacy Week, visit www.privacyrevolution.org/ .

AASL Preconference

OIF will be presenting a preconference at the national conference of the American Association of School Librarians (AASL) in November. "Law for School Librarians" is a first-of-its-kind, half-day session that will incorporate material from OIF's Law for Librarians seminar, with additional content specifically to address school librarians' unique concerns - including dealing with administrators, and school librarians' roles as teachers. With the assistance of member leaders, OIF plans to use the preconference as a template for similar trainings in the future.

Office for Library Advocacy (OLA)

National Book Festival

OLA staff (Marci Merola, Director and Jaclyn Finneke, Communications Specialist) represented the Association at the Library of Congress' National Book Festival, held September 26, 2009, on the National Mall. The ALA table was located at the Pavilion of the States, along with Center for the Book, and representatives from every state and many U.S. Territories. It is reported that over 130,000 were in attendance.

Safeway Corporation Partnership

Safeway Cereals with library-focused back panels are scheduled to launch in October, 2009. This ALA partnership with the Safeway Corporation is designed to bring public awareness and advocacy messages about libraries to consumers through a new cereal box campaign.

The first two panels to launch will feature themes on "Find your Family Tree @ your library" and "Discover the World @ your library". They will be distributed nationally to approximately 1,500 Safeway-owned stores around the country, which include Dominick's, Genuardi's and Safeway Stores.

The remaining three panels will focus on lifelong learning, get rich (promoting the value of the library), and great mysteries of the library. These will launch at a later date, to be determined by Safeway.

OLA has been working with the Public Information Office (PIO), the Office for Research and Statistics (ORS) and the ALA Development Office on this project, and many ALA units have contributed content and ideas.

Advocacy Training

Marci Merola accompanied ALA President Camila Alire and Presidential Steering Committee Co-chair Patty Wong in a day-long workshop on Frontline Advocacy that took place September 28, 2009, in Milwaukee, WI. Over sixty librarians attended, from the University of Wisconsin-Milwaukee, Marquette University and the Milwaukee Public Library.

Advocacy Training Subcommittee Chair Judith Gibbons and Marci Merola conducted an advocacy training at the Kentucky Library Association Annual Conference, October 2, 2009. Over 100 attended, representing public, school and academic librarians, as well as one Trustee.

Marci Merola will speak to attendees at the Iowa Library Association Annual Conference on October 22, 2009, and will facilitate one of the ALA Planning Discussion Groups.

The Advocacy Training Subcommittee of the Committee on Library Advocacy will offer a half-day program on ways for libraries to cope in a tough economy. "Surviving in a Tough Economy: An Advocacy Institute Workshop" will take place on Friday, January 15, 2009, 1:30-5:00 pm. Location to be announced

Office for Research and Statistics (ORS)

2008-2009 Executive Brief Now Available

The latest Executive Brief has been released for Libraries Connect Communities 3 (the 2008-2009 Public Library Funding & Technology Access Study). This "Online Extra" was submitted to the Federal Communications Commission (FCC) as part of ALA's response to broadband connectivity inquiries. ORS Project Manager Larra Clark will be accompanying ALA Washington Office staff in a visit to the FCC later in October.

ORS also is gathering feedback on use of the 2008-2009 study findings via a short survey linked to the project website. Topical issues briefs have been updated with the latest findings.

To view the 2008-2009 Executive Brief, issues briefs, or to learn more about the study, visit http://www.ala.org/ala/research/initiatives/plftas/2008_2009/index.cfm

Public Information Office (PIO)

I Love My Librarian Award

Nearly 3200 nominations were received for the 2009 Carnegie Corporation of New York/*New York Times* I Love My Librarian Award, administered by ALA's Public Information Office and Campaign for America's Libraries. This breaks last year's mark of 3000 nominations.

The award invites library users to recognize the accomplishments of librarians in public, school, college, community college and university libraries for their efforts to improve the lives of people in their communities. Nominations closed October 9 and were accepted online at ilovelibraries.org/ilovemylibrarian.

Up to 10 librarians will be selected. Each will receive a \$5,000 cash award, a plaque and a \$500 travel stipend to attend an awards ceremony and reception in New York, hosted by *The New York Times*, on December 3. In addition, a plaque will be given to each award winner's library.

Each nominee must be a librarian with a master's degree from a program accredited by the ALA in library and information studies or a master's degree with a specialty in school library media from an educational unit accredited by the National Council for the Accreditation of Teacher Education. Nominees must be currently working in the United States in a public library, a library at an accredited two- or four-year college or university or at an accredited K-12 school.

Nominees will be judged by a selection committee based on quality of service to library users, demonstrated knowledge of the library and its resources, commitment shown in helping library users and the difference they have made in their community.

Preservation @ your library

Working with ALCTS, The Campaign for America's Libraries will collaborate on Preservation @ your library. The initiative seeks to raise awareness of preservation issues across the whole spectrum of library formats and to connect the public to preservation in a "fun" way. Desired outcomes include enabling the public to preserve their personal keepsakes and making preservation of America's cultural heritage a highly visible part of what libraries do. Preservation Week will be held in May 2010, but efforts will continue beyond this timeframe. The effort is being led by the ALCTS Preservation and Reformatting Section (PARS).

ALA and Univision Radio Relationship Extended into 2009-2010

As part of a partnership with ALA, Univision Radio, the nation's largest Spanish-language radio broadcaster in the United States, will again air Spanish-language public service announcements (PSAs) about the value of libraries and librarians in Univision Radio markets in 2009-2010. The PSAs will air in two concentrated flights in the fall and spring, with the PSAs also available to stations throughout the year.

This agreement continues a collaboration that began in 2008, when Univision Radio aired PSAs in 13 of the country's top Latino markets – Albuquerque, NM; Austin, TX; Chicago, IL; El Paso, TX; Houston, TX; Fresno, CA; Las Vegas, NV; Los Angeles, CA; New York, NY; Miami, FL; Phoenix, AZ; San Antonio, TX; and San Francisco, CA. The combined value of the donated air time is \$1 million.

The PSAs that ran in spring 2008 emphasized the free resources at the library. Univision Radio personality Javier Romero, a well-known and trusted figure among Univision listeners, starred in the PSAs. A 30-second PSA also featured the voice of a librarian, who was recruited to record

the PSA through the Midwest Chapter of the National Association to Promote Library & Information Services to Latinos and the Spanish Speaking (REFORMA).

Campaign staff conducted phone interviews with representatives of some of the libraries in major markets where the PSAs ran in fall 2008. All of the representatives responded that the PSAs were valuable – or even critical – to the outreach work they are doing in their communities, citing that having the Univision brand behind positive messages about libraries is powerful in reaching out to Latinos. Some libraries also cited declining local resources for marketing and public relations as reasons why the PSAs were valuable.

Focusing on interpersonal relationships and building trust, the campaign presents the librarian as a trusted provider of information and support, capable of providing access to the wide range of opportunities represented by the local library. The primary message is, “Yo te puedo ayudar.” (“I can help you.”)

A Spanish-language web site for the public – www.entubiblioteca.org – has been built to support the messages of the campaign. The site contains broad messages about what libraries offer and encourages people to visit their local library.

Also on the site (specifically at www.entubiblioteca.org/bibliotecarios) are downloadable bookmarks, a flyer/ad, poster and web buttons that libraries can download and print to use locally. The materials can be printed as-is, or libraries can customize the pieces with their own logo. Downloadable web buttons are also available for use on web sites and blogs.

The U.S. Census estimates that one in four people in the United States will be Latino by the year 2050.

Member leaders such as Camila Alire, Mario Gonzalez, Carol Brey-Casiano, Mario Ascencio, Luis Herrera and Jose Aponte have helped guide this effort. In addition, libraries in the top 20 Latino markets were engaged by ALA in this project. The libraries include: Albuquerque (NM) Public Library; Baton Rouge (LA) Public Library; County of Los Angeles Public Library; Brownsville (TX) Public Library; Chicago Public Library; Denver Public Library; D.C. Public Library; El Paso Public Library; Free Library of Philadelphia; Fresno (CA) County Free Library; Greenwich (CT) Library; Harlingen (TX) Public Library; Houston Public Library; Maricopa County (AZ) Library District; Miami Dade Public Library; Pima County (AZ) Public Library; Queens Library; Sacramento (CA) Public Library; San Antonio Public Library; San Diego Public Library; and San Francisco Public Library.

Winner Selected for Step Up to the Plate @ your library Program.

An 11-year-old from Pennsylvania is the winner of this year’s Step Up to the Plate @ your library program. Hall of Famer Ozzie Smith drew Elizabeth Ann Bishop’s name from the entries sent in by baseball fans of all ages.

Designed to promote the importance of information literacy skills and increase awareness of the library as an essential information resource, Step Up to the Plate @ your library encourages people of all ages to use the resources at their public or school library to look up the answers to

a series of baseball trivia questions developed by the library staff at the Hall of Fame. The questions this year focused on multiculturalism in baseball and baseball around the world.

The program launched to the public during National Library Week, which also coincides with Youth Baseball Week at the Hall of Fame. The Hall of Fame coordinated in-museum promotions for the week, which typically sees 2,000-3,000 visitors per day.

Tools to help libraries easily and inexpensively promote the program were available on the Step Up to the Plate web site at www.ala.org/baseball. A toolkit includes sample programming ideas and media materials. In addition, logos and print-ready bookmarks and fliers are available. Approximately 6,000 school and public libraries have promoted the program since 2006. Libraries have partnered with local little league, minor league and major league teams, held family trivia nights, used Step Up to the Plate as a theme in local parades and in conjunction with summer reading programs, hosted school-wide trivia challenges and other activities.

Public Programs Office (PPO)

Apply by November 2 for a Great Stories CLUB Grant

The ALA Public Programs Office and the Young Adult Library Services Association (YALSA) are now accepting applications for the next round of Great Stories Connecting Libraries, Underserved teens and Books (CLUB) grants. Electronic applications for the reading and discussion series will be accepted through November 2 at www.ala.org/greatstories. Funding was provided for this program by Oprah's Angel Network.

Following the application process, 265 libraries will be selected to develop a book discussion program for troubled teens, based on the three theme-related titles and will be given copies of the books to share with participants. Participating libraries will also receive access to an online toolkit to support the program, including sample discussion questions, recommended titles for further reading and other resources. Small cash grants (\$100-\$200) will be awarded to as many as 50 sites for the support of program-related expenses.

Launched in 2005, the Great Stories CLUB (Connecting Libraries, Underserved teens and Books) is a book club program designed to reach underserved, troubled teen populations through books relevant to their lives. All types of libraries (public, school, academic and special) located within or working in partnership with facilities serving troubled teens in the United States and its territories are eligible to apply for a Great Stories Club grant. For more information about the Great Stories CLUB, or to apply online, visit www.ala.org/greatstories.

Apply by January 29, 2010 for *We the People* Bookshelf on "A More Perfect Union"

The ALA Public Programs Office is partnering with the National Endowment for the Humanities (NEH) for the seventh *We the People* Bookshelf project. This year's theme, "A More Perfect Union," invites reflection on the idea of the United States as a "union," a "One" as well as a "Many," and will complement library programs observing the sesquicentennial of the Civil War.

To stimulate programming, the Bookshelf features a DVD edition of “The Civil War,” the award-winning documentary by Ken Burns, including the rights to show the series to public audiences.

Public and school (K-12) libraries are invited to apply online through January 29, 2010, at <http://publicprograms.ala.org/bookshelf>. In spring 2010, NEH and ALA will select 4,000 libraries to receive the collection of 17 books for young readers, as well as bonus materials for readers of all ages, and the option to receive three titles in Spanish translation. Libraries selected will be required to use the Bookshelf selections in programs for young readers in their communities. Part of the NEH’s *We the People* program, the Bookshelf encourages young people to read and understand great literature while exploring themes in American history.

PPO Accepting Nominations for Sara Jaffarian Award through December 15

Nominations for the 2010 Sara Jaffarian School Library Program Award for Exemplary Humanities Programming will be accepted by the ALA Public Programs Office through December 15, 2009. School libraries, public or private, that serve children in any combination of grades K-8 and have conducted humanities programs during the 2008-2009 school year are eligible.

The award consists of a \$4,000 honorarium and a plaque, to be presented at the 2010 ALA Annual Conference in Washington, D.C. Additionally, the winning program will be promoted as a model program for other school libraries. To be considered, applicant libraries must have conducted a humanities program or program series during the prior school year (2008-2009). The humanities program can be focused in many subject areas, including but not limited to social studies, poetry, drama, art, music, language arts, foreign language and culture. Applications and award guidelines are available at www.ala.org/jaffarianaward.

ALA DIVISIONS

American Association of School Librarians (AASL)

AASL Opens Registration for *b there* – a Virtual Component to its National Conference

Registration is open for *b there* – *Your virtual Track Pass*, a component of AASL's national conference in a virtual setting. The *b there* community will offer three levels of access – Spectator, open for all; Pit Stop, open for AASL members who have not registered for either the national conference or *b there*; and *Track Pass*, for *b there* registrants and national conference attendees. The *b there* community will be open for an entire year after national conference ends.

For *Track Pass* registrants and national conference registrants, the community will feature many of the elements of the national conference, including eight live webinars; speaker updates, materials and chats; exclusive on-demand access to danah boyd's keynote address and interview; discussion threads on general session speakers danah boyd and Marco Torres;

materials for group professional development activities; access to real-time research symposium; and webcasts, presenter materials, on-line networking and virtual exhibits.

As a benefit to membership, AASL members will have exclusive Pit Stop access to the *b there* community. Members who cannot attend the conference or who have not registered for the *Track Pass*, will have access to download select concurrent session materials and resources; participate in the *Born Digital* (One Book, One Conference) discussion thread; listen to select session podcasts; and have limited access to conference blogs.

b there – Your Virtual Track Pass provides a way for school library media specialists with reduced support for professional development to have access to the various opportunities available at AASL's conference. School districts can also take advantage of customized district pricing and specially designed professional development opportunities for group learning. For those attending AASL's National Conference in Charlotte, full access to the virtual component is included in the registration fee.

P21 Releases MILE Guide at AASL National Conference

The Partnership for 21st Century Skills (P21) will release the MILE Guide on Friday, November 6 during the AASL 14th National Conference & Exhibition in Charlotte, NC. The release will feature a four-person panel of members of the Partnership. There will also be a robust question and answer and discussion session.

The MILE Guide is a resource created for educators and administrators to help them in measuring the progress of their schools in defining, teaching and assessing 21st century skills. Along with the MILE Guide, the Partnership will be releasing several implementation papers that will offer best practices on building 21st century standards, assessments, curriculum and instruction, professional development and learning environments. Those in attendance will be the first educators to see the resources in their final form.

Since North Carolina was the first state to join the Partnership and has been strategically involved in the 21st century skills movement, it is fitting that the release should take place there. AASL is a member of the Partnership for 21st Century Skills.

AASL's Newest Toolkit Helps Make Parents Advocates of Library Media Programs

AASL launched a new resource, the Parent Outreach Toolkit, to help school library media specialists educate and garner support from parents in the school community. The toolkit helps parents understand that equipping every school with a full-time certified school library media specialist is essential to student success. This toolkit organizes parents to become advocates for school library media programs within the school and local community.

Association of College and Research Libraries (ACRL)

Value of Academic Libraries Research Proposals

ACRL is seeking proposals from experienced researchers for the development and delivery of a comprehensive review of the quantitative and qualitative literature, methodologies and best practices currently in place for demonstrating the value of academic libraries. The primary objective of the comprehensive review is to provide ACRL leaders with a clearer understanding of what research already exists and where gaps occur in research about the performance of academic libraries. Additionally, this review will provide ACRL members with tools and strategies to demonstrate the value of academic libraries to their institutional leadership. The request for proposals is available on the ACRL Web site at http://www.acrl.org/ala/mgrps/divs/acrl/issues/ACRL_RFP_Value.pdf. Responses are due by 4:30 pm (CST) on November 2, 2009.

Ph.D.'s in Academic Libraries OnPoint Chat

The most recent installment in the ACRL OnPoint chat series, *Ph.D.s in Academic Libraries*, was held on Wednesday, September 23. This discussion addressed the hybrid figure of the 'scholar-librarian,' focusing on the role of Ph.D. recipients in academic libraries. A transcript of the chat session, along with information on future ACRL OnPoint chats, is available at <http://www.ala.org/ala/mgrps/divs/acrl/events/onpoint/index.cfm>.

ACRL Joins Supplemental Google Book Search Filing

ACRL joined ALA and the Association of Research Libraries to submit a supplemental filing with the U.S. District Court for the Southern District of New York overseeing the proposed Google Book Search (GBS) settlement to address developments that have occurred since the groups submitted their filing on May 4. In their supplemental filing, the library associations call upon the court to address concerns with pricing review, to direct Google to provide more detail on privacy issues, and to broaden representation on the Books Rights Registry. Both the original and supplemental filings - along with a letter sent to the Department of Justice (DOJ) following a meeting with the Antitrust Division on the proposed private settlement agreement reached among Google, the Authors Guild, and the Association of American Publishers on the GBS product - were submitted as testimony for the U.S. House of Representatives Judiciary Committee's hearing on "Competition and Commerce in Digital Books," held on September 9. A summary of filings is now available online at <http://www.arl.org/bm~doc/googlefilingcharts.pdf>.

Scholarly Communication Discussion Cases

ACRL's Scholarly Communication Toolkit now offers twelve cases, integrating information from throughout the toolkit, to help in recognizing naturally occurring possibilities to start discussions that may create change on campus. Opportunities to raise scholarly communication issues come up in a variety of settings when interacting with faculty. Librarians can often take advantage of these opportunities to increase awareness of those issues and new developments in scholarly publishing. Discussions may result in a faculty member's use of, and support for, new services created by the library's scholarly communication initiatives. Some faculty may

even become advocates for introducing changes in the institution's strategies of disseminating locally generated scholarly content. The cases are available at <http://www.acrl.ala.org/scholcomm/node/43>.

New ACRL Publications

Two new publications are now available from ACRL. "Working Together: Collaborative Information Practices for Organizational Learning," by Mary M. Somerville, provides context for library decision makers as they move their organizations and workforces into the increasingly collaborative future. In addition to a review of core literature, the title presents workplace examples illustrating the efficacy of collaborative information practices orchestrated by inclusive leadership principles.

"ACRL 2008 Academic Library Trends and Statistics" contains the complete data set from ACRL's comprehensive statistics-gathering project encompassing all academic libraries. Data from 1,533 academic libraries in all Carnegie classifications is included. The core set of data consists of five major categories—collections, expenditures, electronic expenditures, personnel and public services, and Ph.D.s granted, faculty and enrollment statistics. The 2008 survey also reports faculty rank, status, and tenure findings. Complete information on all ACRL titles, including links to the ALA Online Store, is available on the ACRL publications page at <http://www.ala.org/ala/mgrps/divs/acrl/publications/booksmonographs/catalog/publications.cfm>.

ACRL/LLAMA Spring Virtual Institute Proposals

ACRL and the Library Leadership and Management Association (LLAMA) are now accepting proposals for the Spring Virtual Institute, "Doing Well by Doing Good: Entrepreneurial Leadership for Librarians." Taking place April 21-22, 2010, the ACRL/LLAMA Spring Virtual Institute will explore different models and aspects of leadership and management and their impact on academic librarianship in today's challenged and flat economic environments. The institute will offer both synchronous and asynchronous sessions which will be archived after the institute, for viewing on-demand. Proposals are invited for interactive Webcasts and online poster sessions. Submissions will be accepted through November 16, 2009. Details about these formats and the complete Call for Participation are available at <http://www.acrl.org/ala/mgrps/divs/acrl/events/springvirtualinstitute.cfm>.

Immersion '10 Applications

ACRL is accepting applications for the Immersion '10 Program. The ACRL Immersion '10 Program provides four-and-a-half days of intensive information literacy training and education for academic librarians. Applications are being accepted for Immersion '10 Teacher and Program tracks, to be held at Champlain College in Burlington, VT, July 25-30, 2010. Acceptance to Immersion '10 is competitive to ensure an environment that fosters group interaction and active participation. The application deadline is December 11, 2009, and notifications will be issued in February, 2010. Complete program details and application materials are online at <http://www.ala.org/ala/mgrps/divs/acrl/issues/infolit/professactivity/iil/immersion/immersion10.cfm>.

2009 Women's Leadership Institute

ACRL is partnering with seven higher education associations to offer the 2009 Women's Leadership Institute, to be held from December 6-9, 2009, Amelia Island, FL. The institute brings together mid-level administrators from across campus functions to share experiences, develop a better understanding of the campus as a workplace and culture, and create new networks and networking skills. Complete program details, cosponsors and a link to registration materials are available at <http://www.acrl.org/ala/mgrps/divs/acrl/events/womensleadership.cfm>.

Association for Library Collections & Technical Services (ALCTS)

New Publication

ALCTS has a new publication, based on an ALCTS symposium from the 2008 Midwinter Meeting in Philadelphia. *Risk and Entrepreneurship in Libraries: Seizing Opportunities for Change*, edited by Pamela Bluh and Cindy Hepfer is available in the ALA Store, <http://www.alastore.ala.org/>:

Two Symposia to be Offered at Midwinter in Boston

Living Digital: The Future of Information and the Role of the Library, Thursday, January 14, 2010, 8:30 am – 5:00 pm. Access to information is the library's bread and butter, but libraries also collaborate with other entities within the global information environment. This symposium will prepare institutions to adapt to new information ecologies and explore how information might be conveyed in the future and the role libraries and their partners must play in providing access to increasing quantities of information. It will be the perfect complement to the Friday symposium "And Now for Something Completely Different." Speakers include John Palfrey – Henry N. Ess III Professor of Law and Vice Dean for Library and Information Resources at Harvard Law School and co-author of "Born Digital: Understanding the First Generation of Digital Natives" and John Wilkin – Associate University Librarian for Library Information Technology (LIT), University of Michigan.

And Now For Something Completely Different: Our Future from Outside the Box, Friday, January 15, 2010, 8:30 am – 5:00 pm. Several "cutting edge" thinkers, from outside the profession, will prepare short opinion pieces on future trends/issues/developments that are likely to impact research, instruction, and scholarly communication. These essays will serve as the foundation for panel discussions between some of these thinkers, selected respondents, and attendees on emerging roles for libraries and librarians, particularly collections and technical services librarians. This symposium will build upon the themes developed in the ALCTS Symposium, "Living Digital."

Up-coming Web Courses, Webinars and E-Forums

All three ALCTS web courses are being offered this fall. They include Fundamentals of Acquisition, Fundamentals of Electronic Resources Acquisition and Fundamentals of Collection Development

The ALCTS webinar series on Institutional Repositories will continue with three more offerings this fall. See the ALCTS Website for more information: www.ala.org/alcts

ALCTS is also offering two webinars free of charge on how to do a webinar. One is October 21 and the second is November 3. These are open to anyone.

ALCTS has presented one E-forum on Banned Books Week and a second on October 13-14 on licensing. More are scheduled. E-forums are moderated discussions open to anyone on topics of interest in technical services and collections.

Library Support Staff Certification Program

ALCTS has submitted three courses and will submit three more for approval for the Library Support Staff Certification Program (LSSCP). ALCTS is a test site this fall for the program. Ten candidates have been recruited to participate. ALCTS will be paying the application fee for those ten candidates as part of the test site funding.

Association for Library Service to Children (ALSC)

Online Continuing Education

ALSC successfully filled both the online courses this fall—"The Newbery Medal: Past, Present and Future" (Kathleen T. Horning) and "Children with Disabilities in the Library" (Katherine Todd). In addition to the popular "Reading Instruction and Children's Books," there will be four new courses offered during the upcoming winter session: "Connecting with Tween Readers," "Information Literacy from Preschool to High School," "Series Programming for the Elementary School Age," and "The Caldecott Medal." Registration will open on December 14, and discounted rates will be available for ALSC and ALA members. Winter courses begin the week of February 1, 2009, and, depending on the course, run from four to six weeks. All courses will be delivered in Moodle. For more information, please visit <http://www.ala.org/alsced>.

Emerging Leaders

ALSC is pleased to sponsor Melanie Lyttle as its 2009-2010 Emerging Leader. Melanie graduated from the University of Illinois in 2003 with her master's degree in library and information science, and she is now the Head of Youth Service at Madison (OH) Public Library. She has been an active ALSC member since library school, and last year was the winner of the 2009 ALSC/BWI Summer Reading Program Grant for her library. ALSC has proposed one project—an environmental scan supplemented with a survey of professional organization needs from ALSC and non-ALSC members. The information collected and analyzed will be used to help develop the next ALSC strategic plan.

ALSC Student Member OPAL Sessions

ALSC is once again offering ALSC Student Sessions throughout the year. These one-hour sessions, taking place in OPAL (Online Programming for All Libraries), encourage student members to interact, network, and learn virtually. Students will have the opportunity to learn first-hand about hot library issues from ALSC members around the country. The first session is scheduled for Wednesday, October 13 and is titled, "Hosting a Mock Newbery @ your library®." Other sessions include, "Marketing your Library on the Web" on Wednesday, November 10, "Connecting Kids with Great Websites" on December 8, and "Getting Your First Library Job: Tips from Library Directors" to be held on March 17, 2010. For more information, please visit <http://www.ala.org/alsc>; click on "Membership" and "Student" in the left-hand navigation menu.

ALSC Competencies

This fall ALSC released a revised edition of its "Competencies for Librarians Serving Children in Public Libraries." They are available on the Web site at www.ala.org/alsc; click on "Education & Careers" and "Core Competencies" in the left-hand navigation menu. The competencies seek to define the role of the librarian serving children and touch upon nine knowledge and skill sets—knowledge of client group; administrative and management skills; communication skills; knowledge of materials; user and reference services; programming skills; advocacy, public relations, and networking skills; professionalism and professional development; and technology. The competencies can be used to develop job descriptions or as a training resource with youth services staff.

As an added bonus to ALSC members, free, camera-ready PDFs of the competencies were professionally designed in a booklet format in color and in black and white. Members may use these downloadable versions of the competencies for training and workshops

ALSC Scholarship Winners

ALSC's Frederic G. Melcher and Bound to Stay Bound Books scholarships are awarded annually to students who plan to enter ALA-accredited programs, obtain a master's degree in library science and specialize in library service to children.

This year's Melcher Scholarship winners are Heidi Knuth, Antioch, IL and Mary Bridget Maddan, Hilton Head Island, SC. Knuth and Maddan will receive \$6,000 from the ALSC Frederic G. Melcher Endowment Fund, named for the founder of ALSC's Newbery and Caldecott Medals.

This year's Bound to Stay Bound Books Scholarship winners are Jessica Ammons, Nicholasville, KY; Megan Bannen, Kristin Edstrom, Seattle, WA; and Jennifer Raymond, Kennebunkport, ME. Each Bound to Stay Bound Books Scholarship recipient will receive \$6,500. The award is made possible through a generous contribution from Bound to Stay Bound Books, Inc., of Jacksonville, IL.

Bill Morris Seminar

The Association for Library Service to Children (ALSC) received 89 outstanding applications for its second biennial "Bill Morris Seminar: Book Evaluation Training," to be held on Friday,

January 15, 2010, prior to the ALA Midwinter Meeting in Boston, MA. The Morris Seminar Advisory Committee is reviewing applications now and plans to offer 28 applicants a spot in the seminar. Attendees selected to attend the seminar will be notified during the first week of November. This invitational seminar supports and honors William C. Morris' dedication to connecting librarians and children with excellent children's books. The Morris Seminar will bring new ALSC members and members with limited evaluation experience together with those who have served on ALSC's media evaluation committees in an environment to train and mentor them in the group process and in children's media evaluation techniques. The seminar will result in new and emerging leaders for future ALSC evaluation committees

ALSC Highlights at Midwinter 2010

- ALSC has planned an exhilarating evening of networking as a new spin is taken on the classic speed dating structure. *ALSC Speed Networking* will be held on Friday, January 15, 7:30-9:00 pm. The goal is for members to meet as many youth services colleagues as they can through Speed Networking. Participants will move around the room, meet new people and exchange ideas every few minutes. Participation in the event is free, but attendees are asked to pre-register in advance on the ALSC Web site at www.ala.org/alsc. Light refreshments will be provided courtesy of Disney-Hyperion.
- Co-hosted by the Association for Library Service to Children (ALSC), the American Association of School Librarians (AASL), and the Young Adult Library Services to Children (YALSA), the *Joint Youth Division Membership Reception* will be held Monday evening, January 18, 6:00-8:00 pm. The location will be announced in November. This informal gathering enables members and prospective members to network and relax after a few days of hard working at the Midwinter Meeting.
- *The Youth Media Awards Press Conference* will be held once again Monday morning, January 18, 8:00 – 9:30 am. Awards to be announced include the Caldecott, the Newbery, the third annual Odyssey Award for Excellence in Audiobook Production (administered by ALSC and YALSA and sponsored by *Booklist*), and more.

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

Family Programming Grants

ALTAFF is collaborating with corporate sponsor Better World Books to award three grants for \$10,000 in 2010 that recognize exceptional family programming in libraries around the country. The grants will connect more families to their local libraries and expand literacy efforts in new and innovative ways. One winner will be chosen from each of the three following categories: local Friends of the Library groups, public and/or academic libraries, and urban libraries.

Direct Mail Campaign to Public Library Directors

ALTAFF is working with Membership Services to design a direct mail campaign that will go to every public library director in the country. The mailing will specifically highlight the ALTAFF

“Librarian Plus Package” which allows a librarian who is an ALA member to choose ALTAFF for \$250 and get full ALA and ALTAFF membership for one additional trustee and one additional Friend. Going directly to librarians is strongly believed to offer the best opportunity to gain new trustee and friends members.

Webcast to Address Requests to Remove Library Materials

The Office of Intellectual Freedom and ALTAFF are working together to develop a webcast especially for Trustees that will outline steps to take when an individual or group wishes to have library materials removed or put in more restricted areas. The web program will cover collection development standards and policies, reconsideration forms and procedures, and talking points for making the case to retain materials. The webcast should be ready to deploy by December 15, 2009.

Consideration Given to Certification of Library Trustees

ALTAFF has begun the process of determining whether or how to develop a curriculum for the certification of public library trustees. This program would have the potential to help raise the education level of trustees and to reward trustees who make the effort to learn how to be more successful on their library’s behalf with a national recognition program.

Association of Specialized and Cooperative Library Agencies (ASCLA)

ASCLA Institutes at Midwinter

ASCLA is planning a Midwinter, full-day institute about becoming a library consultant: "Assembling a Consulting Toolkit: What You Need to Know to Become a Successful Library Consultant." Registration was strong after the first wave of promotion. The economic environment is causing more members to consider this alternative career strategy, and this workshop promises to be very popular at Midwinter.

In partnership with the Institute for Human-Centered Design (ICHHD), ASCLA is also sponsoring “Breaking Down Barriers: Best Practices in Universal Design for Libraries,” at the ALA 2010 Midwinter Meeting. The agenda includes presentations on an array of best practices in universal design, including a forum for presenting your library’s universal design problem or aspiration and receiving on-the-spot consultation and solutions.

Library and Information Technology Association (LITA)

LITA National Forum

There was a great deal of excitement and energy at the LITA National Forum in Salt Lake City earlier this month. The theme this year was “Open and Mobile”. With over 30 concurrent

sessions, a dozen poster sessions and three keynote presentations, the theme and beyond were covered. The three keynotes were each thought-provoking. Joan Lippincott addressed the data and fact that libraries must address providing services via mobile technologies. David Weinberger pointed out that we are no longer in the Information Age but rather in the Age of Abundance. Liz Lawley talked about moving computing from behind the screen. “Can you picture an entire community coming together to play a game? A game that helps you learn about your city? A game that encourages you to support local charities? It may sound impossible, but we don’t think it is. And we’re asking you to join us in picturing the impossible.”

For additional information, please visit:

- Sean Fitzpatrick’s reports on the Inside Scoop at <http://www.al.ala.org/insidescoop/>
- Joan Lippincott Keynote: <http://www.al.ala.org/insidescoop/2009/10/03>
- Will Kurt session regarding new library and exciting technologies, e.g. the Microsoft Surface: <http://www.al.ala.org/insidescoop/2009/10/04>
- Kristin Antelman and Kenning Arlitsch session, “The Future of Libraries is IT (and some people just don’t get IT)”; David Weinberger Keynote, and a sampling of tweets: <http://www.al.ala.org/insidescoop/2009/10/05> ,
- Ken Fujiuchi and Kathryn Frederick session on “Designing Library Services for the Cloud”: <http://www.al.ala.org/insidescoop/2009/10/06> ,
- Poster sessions <http://www.lita.org/ala/mgrps/divs/lita/litaevents/forum2009/poster.cfm> ,
- Descriptions of all sessions and other information <http://www.lita.org/ala/mgrps/divs/lita/litaevents/forum2009/index.cfm> ,
- Concurrent sessions content <http://connect.ala.org/node/83274> ,
- Participant’s comments <http://twitter.com/#litaforum> ,
- Photos <http://www.flickr.com/groups/litapix/pool/> .

LITA and BCR to Offer Online CE Opportunities

Bibliographical Center for Research (BCR) and LITA have agreed to develop a reciprocal continuing education (CE) program to complement and expand the training opportunities for the members of both organizations.

The partnership will combine those areas in which each organization is expert to meet the growing need for libraries to offer new and innovative online continuing education courses while meeting the challenges of the rapidly changing library environment and shrinking budgets.

Beyond the advantages of being able to learn where and when it is most practical, the members of both organizations will benefit from receiving high-quality instruction immediately applicable to the operation of their libraries, as well as extending the variety of courses available through each organization. All members of the BCR/LITA community will have a unique opportunity for continuing education, from the basics to emerging technologies, taught by high-quality subject matter experts.

This new partnership is the first time a multistate consortium such as BCR and an ALA division have combined to undertake a broad-based continuing education program for their respective members.

Library Leadership and Management Association (LLAMA)

New LLAMA Webinars

LLAMA has planned three interactive webinars designed to meet the needs of experienced leaders and managers at the dean, director, department head and branch manager level. Each of the 60-90 minute programs will feature library consultant Pat Wagner of Pattern Research.

- “The Executive-Decision Maker’s Secret Weapon – How You Can Make Better Choices with the Use of Graphic Models,” Wednesday, October 21, 2:00-3:30 pm, Central Time (CT).
- “Learn the Supervisor’s Balancing Act – How You Can Bring Out the Best in Your Top People Without Micromanagement,” Tuesday, November 3, 2:00-3:30 pm, CT.
- “Make Your Library Dreams Come True – How You Can Use Project Management Techniques to Write a Strategic Plan,” Monday, November 16, 2:00-3:30 pm, CT.

“These short webinars provide materials drawn from many sources and offer 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.

Registration for each webinar is \$39 for LLAMA members and \$49 for all others. [For more information and to register.](#)

Public Library Association (PLA)

Certified Public Administrator (CPLA) Workshops

PLA continues its popular traveling Public Library Management Courses. These are intensive two-day workshops dedicated to public library management functions. Completion of the courses can be used as credit toward the Certified Public Administrator (CPLA) Program. However, attendees do not need to be enrolled in the CPLA certification program to take advantage of these courses. Upcoming courses include:

Marketing with Wayne Piper, October 19-20, 2009, Cleveland, OH,

Fundraising with June Garcia, October 27-28, 2009, Independence, MO (Kansas City area),

Management of Technology with Michael Porter, November 12-13, 2009, Mountlake Terrace, WA

Visit www.pla.org to see the 2010 courses.

PLA Boot Camp

PLA held its fifth "Boot Camp" on October 12-16, 2009, at the Hyatt at Olive 8 Hotel in Seattle, WA. Nearly 50 librarians attended this weeklong, interactive workshop. PLA Boot Camp focuses on current library issues using case studies describing real library situations. By the end of the week, participants have the skills necessary to develop and implement a strategic plan in their libraries. Additionally, participants learn to:

- * Identify community needs
- * Understand and explain the new public library service responses
- * Write goals and objectives that will enable measurement of progress toward achieving a strategic plan
- * Incorporate outcome measures in a strategic plan
- * Identify and select the most effective activities to support the priorities in a strategic plan
- * Identify current staff workload and skills and determine the staffing requirements to accomplish selected activities
- * Understand the issues that affect the allocation of collection, technology, and facilities resources in a Results environment
- * Review current library policies, regulations, and procedures to ensure that they support the strategic plan
- * Manage change in the library more effectively

Boot Camp 5 was presented by Sandra Nelson and June Garcia, both of whom have written books in the PLA Results series of publications. Participation is limited to ensure an environment that fosters group interaction and active participation. Acceptance to the Results Boot Camp is competitive. Additional course information is available via the PLA Boot Camp 5 web page,

<http://www.pla.org/ala/mgrps/divs/pla/plaevents/plabootcamp/index.cfm>.

Registration Open for 13th National Conference of the Public Library Association

Registration open for the 13th National Conference of the Public Library Association, PLA 2010, March 23-27, 2010 in Portland, OR, is now underway. To register and request housing for PLA 2010, or to download registration and housing forms, visit www.placonference.org. A special early bird rate is available for PLA members and members of the Oregon Library Association who register by December 16, 2009. All other advance registrations must be received by February 19, 2010.

Offered biennially, the PLA National Conference draws librarians, library support staff, trustees, friends and library vendors from across the country and around the world. The conference includes nearly 200 top-quality continuing education programs, preconferences, talk tables, social events, author events, networking opportunities and a bustling exhibits hall.

For more information about PLA 2010, visit the National Conference web site at www.placonference.org. For more information about other PLA events and programs, contact the PLA office at pla@ala.org, call (800) 545-2433, ext. 5PLA, or visit PLA's web site at www.pla.org.

Public Libraries

The January/February 2010 issue of *Public Libraries*, the journal of the Public Library Association, is a theme issue that will focus entirely on Readers' Advisory. Feature articles will focus on current issues in Readers Advisory, as will all of the journal's regular columns.

Turning the Page

Developed by the Public Library Association (PLA) with funding from The Bill & Melinda Gates Foundation, Turning the Page is an advocacy training program designed to equip librarians and library supporters with the skills, confidence, and resources they need to create community partnerships, build alliances with local and regional decision makers, and ultimately increase funding for their libraries. This training was specifically developed for library systems participating in the Bill & Melinda Gates Foundation's Opportunity Online hardware grants program. Currently in Round 3 of the grant, Turning the Page events this fall include:

Columbus, OH, September 23-25 (registrants from Ohio and Indiana)

Minneapolis, MN, October 5-7 (registrants from Minnesota and Wisconsin)

Decatur, IL, October 20-22 (registrants from Illinois)

St. Louis, MO, November 3-5 (registrants from Missouri, Vermont and Hawaii)

Sioux Falls, SD, November 16-18

The final event is for non-grantees, and will be held at the PLA National Conference, March 23-24, 2010, in Portland, OR.

Publications

PLA will soon release the second in its series of electronic "Train the Trainer" kits. This kit will focus on Customer Service. "Customer Service: Balancing Rights and Responsibilities" will enable library trainers to hold a one-day customer service training program. When readers have finished reviewing the Training Manual, the handouts, the PowerPoint, the script, and the evaluation form, they will be able to do the following:

- * Create a comfortable and supportive learning environment
- * Describe the difference between security issues and public service issues
- * Explain the rights and responsibilities of staff and customers in a customer service interaction
- * Define and illustrate assertive communication techniques
- * Provide examples of effective and ineffective customer service interactions
- * Facilitate general discussions and manage group interactions
- * Organize and manage effective small group discussion and

reporting processes * Evaluate the effectiveness of the training program and revise the program if needed

Included in the train the trainer kit are Trainers Agenda, Training Manual, Trainers Script, Handout Packet, Powerpoint Slides, and Evaluation Form. To see the first in PLA's electronic train the trainer kits, "Libraries Prosper: A Guide to Using the PLA Advocacy Toolkit, visit <http://www.alastore.ala.org/SearchResult.aspx?Keywords=libraries%20prosper>.

Reference and User Services Association (RUSA)

RUSA's [Smart investing @ your library](#) Wins ASAE Award of Excellence

Smart investing @ your library, a grant program offered by the FINRA Investor Education Foundation and RUSA, a division of the American Library Association, is one of 17 programs that has been recognized with an Award of Excellence from the 2009 Associations Advance America (AAA) Awards program, sponsored by the American Society of Association Executives (ASAE) & The Center for Association Leadership. Now in its 19th year, the AAA Awards program recognizes associations and industry partners that improve the quality of life in America with innovative programs in education, skills training, standard setting, business and social innovation, knowledge creation, citizenship and community service. Smart investing @ your library offers grant opportunities to build the capacity of U. S. public libraries to provide effective, unbiased financial and investor education resources and services to library patrons. Programs funded through this grant ranged from those helping low-income workers acquire basic financial literacy to partnering with local organizations to provide earned income tax preparation services in branch library locations.

Young Adult Library Services Association (YALSA)

Teen Read Week

Teen Read Week will be celebrated October 18 – 24 with the theme “Read Beyond Reality @ your library.”

YALSA Issues Response Regarding Carnegie Report on Adolescent Literacy

The Carnegie Corporation of New York released *Time to Act: An Agenda for Advancing Adolescent Literacy for College and Career Success*. YALSA agreed strongly with the statement in the executive summary that “Adolescent literacy must now be made an overarching national priority.” However, the YALSA letter expressed disappointment that libraries and librarians were excluded entirely from Carnegie’s plan to ensure our young adults have the literacy skills they need to succeed both in college and the twenty-first century workplace.

YALSA Publishes *Cool Teen Programs for Under \$100*

Cool Teen Programs for under \$100, edited by Jenine Lillian, compiles selected inexpensive teen programs submitted by YALSA members in the United States and Canada, all easily replicable in multiple types of libraries at any budget. Programs include twists on typical teen fare, such as crafts, food, and technology, as well as those that boost teen creativity, encourage teens to engage their brains, and bring in teens in underserved populations, such as teen parents or immigrants. In addition to programs, this book includes helpful chapters on budgeting for teen services and marketing tips that can be put into practice with any budget.

YALSA Member Grants & Awards Available

YALSA offers over \$40,000 worth of member grants and awards. The deadline to apply for many of them is December 1, 2009, but YALSA is accepting applications for travel stipends to its 2010 Young Adult Literature Symposium through January 4, 2010. Anyone interested in being the next YALSA-sponsored Spectrum Scholar has until March 2010 to apply. More information about YALSA's member grants and awards can be found at www.ala.org/ala/mgrps/divs/yalsa/awardsandgrants/yalsaawardsgrants.cfm

Upcoming Events & New Initiatives

- Throughout 2009 join YALSA on the Road Trip to all 50 states via the state library conferences.
- YALSA monthly e-chat in ALA Connect, November 4, 8:00-9:00 pm (Eastern). The topic is teen programming on a budget.
- YALSA monthly e-chat in ALA Connect, December 2, 8:00-9:00 pm (Eastern). The topic is teens and technology.
- YALSA monthly e-chat in ALA Connect, January 6, 2010, 8:00-9:00 pm (Eastern). The topic is how to get involved in YALSA.
- "Libraries 3.0: Teen Edition," a full day institute on Friday, January 15 in Boston.
- YALSA announces all 2010 book & media award winners, January 18, 2010.